

**UNIVERSITY OF KWAZULU-NATAL**

**THE ROLE OF SENSE OF COMMUNITY IN PROMOTING COMMUNITY-BASED  
ENTREPRENEURSHIP IN RURAL KWAZULU-NATAL, SOUTH AFRICA: AN  
EXPLORATORY STUDY OF AGRICULTURAL COOPERATIVES**

**By  
Mthokozisi Lungisani Mkhize  
211506654**

**A dissertation submitted in fulfilment of the requirements for the degree of  
Master of Commerce**

**School of Management, IT and Governance  
College of Law and Management Studies**


**Supervisor: Dr E. Derera**

**2017**

## DECLARATION

I, Mthokozisi Lungisani Mkhize declare that

- i. The research reported in this dissertation, except where otherwise indicated, is my original research.
- ii. This dissertation has not been submitted for any degree or examination at any other university.
- iii. This dissertation does not contain other persons' data, pictures, graphs or other information, unless specifically acknowledged as being from other persons.
- iv. This dissertation does not contain other persons' writing, unless specifically acknowledged as being sourced from other researchers. Where other written sources have been quoted, then:
  - a. Their words have been re-written but the general information attributed to them has been referenced;
  - b. Where their exact words have been used, their writing has been placed inside quotation marks, and referenced.
- v. This dissertation does not contain text, graphics or tables copied and pasted from the Internet, unless specifically acknowledged, and the source being detailed in the dissertation and in the References section.



**Mthokozisi Mkhize**

March 2017

## ACKNOWLEDGEMENTS

I wish to express my sincerest gratefulness to my supervisor, Dr. Evelyn Derera. Without her patience, support, encouragement, guidance and constructive criticisms, I would not have made this far. I went through a lot but you were always there to encourage me. This indeed was a very fruitful and a learning experience for me. Thank you so much Doc may God richly bless you. However, there are other important people that need to be acknowledged for their valuable contribution in this study.

I therefore wish to express my sincere appreciation and gratitude to:

- To my Mom Delisile Shintshephi Mkhize. Thank you so much for your support Mom. This is the product of your sacrifices. I love you so much.
- To my Spiritual father (Romal Gengaya) and Reign through Christ family, thank you so much for your prayers and support. God bless you.
- To the Mkhize family (KwaMayizekanye), thank you so much Makhabezela for your support and encouragement. I'm deeply indebted to you all.
- To my friends Xolani Gama, Wonderboy Makhaye, Xolani Zulu (Mageba), Zwelethu Mdletshe, Sphehile Mkhize, Sinenhlanhla Mthlane, Phumelela Msomi and Thulile Ngcobo. Thank you so much comrades for your support. Aluta continua!
- To Nkandla Local Municipality officials for granting me permission to conduct a study in their region.
- All the respondents for taking their time to complete the questionnaire which has been valuable in completing this research.
- To leaders of agricultural cooperatives in Nkandla. Thank you so much my elders.

Finally, I would like to thank my heavenly father, the God Almighty, for his divine enablement and unconditional love that gave me strength to complete this study. All the Glory and Honor belongs to you

## **DEDICATION**

This dissertation is dedicated to Kusa- Kusa “Shakes” Mkhize and Mandlenkosi “Super” Mkhize.  
May your souls rest in peace.

## **ABSTRACT**

Research on the sense of community theory has been investigated in relation to studies that addresses crime prevention (Polk, 2010), suicide (Whitlock, 2006) and decrease child abuse (Greenfield, 2010). However, there is a dearth of research studies that addresses the relationship between sense of community and community-based entrepreneurship. Community-based entrepreneurship could play a more significant role in rural economic development given all the psychological community factors that influence this phenomenon are well known. The main objective of this study was to understand the role of sense of community in promoting community-based entrepreneurship in rural areas. This topic is exploratory in nature. As a result of this, quantitative data using a questionnaire was collected in order to address the research objectives of the study. A non-probability sampling technique, known as judgment was used to narrow down the research population from over one hundred agricultural cooperatives to three agricultural cooperatives used in this study. The three agricultural cooperatives represented a target population of this study in which a census survey was conducted. Quantitative data was analysed using SPSS statistical package tool version 20.0. Furthermore, a Pearson correlation coefficient analysis was used to analyse the relationship between the variables of the sense of community theory in the context of community-based entrepreneurship. Furthermore, the empirical results were synthesized with the literature review to assist during data analysis. The empirical findings of the study revealed that sense of community plays a major role in the success of community-based entrepreneurship. For example, the level of sense of belonging and openness promotes social cohesion and social capital within agricultural cooperative members. The results also revealed that sense of community theory could be used to understand failures and success of community-based entrepreneurship. According to the Indaba Report (2012), the failures of the agricultural cooperative were only associated with the shortage of finances and lack of marketing skills. Therefore, based on these research findings, it could be recommended that the government must also acknowledge the sense of community as a contributing factor in the failures or success of agricultural cooperatives. Then it can be concluded that this study filled a research gap on how the role of sense of community promotes community-based entrepreneurship. For this reason, future research on community-based entrepreneurship should take into consideration the psychological aspects that influence this phenomenon. The main limitation of the study was that primary data was only collected in three agricultural cooperatives from more than one hundred agricultural cooperatives in Nkandla KwaZulu-Natal due to limited resources. As a result, the

findings of the research cannot be generalized to the entire population of agricultural cooperatives in Nkandla, KwaZulu-Natal, but only to the selected agricultural cooperatives.

## TABLE OF CONTENTS

DECLARATION .....	i
ACKNOWLEDGEMENTS .....	ii
DEDICATION .....	iii
ABSTRACT .....	iv
TABLE OF CONTENTS .....	vi
LIST OF TABLES .....	xi
LIST OF FIGURES .....	xii
CHAPTER ONE .....	1
INTRODUCTION, BACKGROUND CONTEXT OF THE STUDY .....	1
1.1. Introduction.....	1
1.2 Background and context .....	3
1.3 Research problem and research objectives .....	7
<i>1.3.1 Statement of the research problem .....</i>	<i>7</i>
<i>1.3.2 Research objectives.....</i>	<i>7</i>
<i>1.3.3 The Research Questions.....</i>	<i>7</i>
1.4 Research Hypotheses .....	8
1.5 Need for the study .....	11
1.6 Limitations of the study .....	12
1.7 Research methods and Data Analysis .....	13
1.8 Plan of study .....	13
1.9 Conclusion .....	14
CHAPTER TWO .....	15
COMMUNITY- BASED ENTREPRENEURSHIP AND BACKGROUND OF THE STUDY SITE .....	15

2.1 Introduction.....	15
2.2 Definition of entrepreneurship .....	15
2.3 Community-Based Entrepreneurship .....	15
2.4. The nature of community-based entrepreneurship .....	16
2.5 Definition of Social Entrepreneurship .....	17
2.6 Community-based entrepreneurship vs social entrepreneurship .....	17
2.6.1 <i>Community Centered</i> .....	18
2.6.2 <i>Profit Differentiation</i> .....	18
2.6.3 <i>Organizational structure</i> .....	19
2.6.4 <i>Membership</i> .....	19
2.6.5 <i>Principles and motivation</i> .....	20
2.7 The Role of Community-Based Entrepreneurship.....	20
2.8 Rural economic development in a South African context. ....	20
2.8.1 <i>Social mobilization to enable rural communities to take initiatives</i> .....	21
2.8.2 <i>Sustainable human settlements</i> .....	22
2.8.3 <i>Promoting cooperatives establishment for local economic development</i> .....	22
2.8.4 <i>Empowering rural communities through skills development and job opportunities for previously disadvantaged groups</i> .....	23
2.8.5 <i>Social cohesion and access to human and social capital</i> .....	23
2.9 Theoretical Framework for the study.....	24
2.9.1 The concept of Sense of Community.....	24
2.10 Sense of community theory .....	25
2.10.1 <i>Membership</i> .....	26
2.10.2 <i>Influence</i> .....	28
2.10.3 <i>Integration and Fulfilment of Needs</i> .....	30
2.10.4 <i>Shared emotional connection</i> .....	31
2.10.5 <i>Community -based entrepreneurship</i> .....	33
2.11 Nkandla Economic Profile and Social Setting.....	33

2.11.1 Brief Background of Nkandla, KwaZulu-Natal .....	33
2.11.2 Nkandla Population .....	35
2.11.3 Age Distribution.....	36
2.11.4 Educational Levels.....	37
2.11.5 Religion.....	38
2.11.6 Social setting (Levels of poverty and unemployment rate) .....	38
2.11.7 Economic setting.....	39
2.11.8 Economic opportunities in Nkandla.....	40
2.12. Conclusion .....	41
CHAPTER THREE .....	42
RESEARCH METHODOLOGY.....	42
3.1 Introduction.....	42
3.2 Research paradigm.....	42
3.2.1. Post- positivism.....	44
3.2.2 Transformative .....	44
3.2.3 Constructivism .....	44
3.2.4 Pragmatic paradigm .....	45
3.3 Research design .....	45
3.4 Research population.....	45
3.5 Sample size .....	47
3.6. Sampling method .....	47
3.7 Data collection method .....	49
3.8 Measuring instruments.....	49
3.8.1 Questionnaires .....	49
3.8.2 Structure of questionnaire.....	50
3.9 Administration of the questionnaire.....	51
3.10 Data analysis .....	52

3.10.1 Inferential analysis.....	52
3.10.1.1 Pearson coefficient correlation.....	52
3.11 Validity and Reliability.....	53
3.11.1 Validity.....	53
3.11.1.1 Content validity.....	53
3.11.1.2 Construct validity.....	53
3.11.1.3 Criterion-related validity.....	53
3.12 Reliability.....	54
3.12.1 Inter- Rater Reliability.....	54
3.12.2 Test-Retest reliability.....	54
3.12.3 Internal Consistency Reliability.....	54
3.12.4 Pre-testing of the Questionnaire.....	54
3.13 Ethical Considerations .....	55
3.14 Conclusion .....	55
CHAPTER FOUR.....	57
PRESENTATION AND DISCUSSION OF RESULTS .....	57
4.1 Introduction .....	57
4.2 Response Rate.....	57
4.3 Reliability analysis: Cronbach's Alpha .....	58
4.4 Demographics profile of the Respondents .....	58
4.4.1 Age of respondents.....	59
4.4.2 Gender of the respondents .....	60
4.4.3 Educational levels of the participants.....	61
4.4.4 Language distribution of the Respondents.....	62
4.4.5 Region distribution.....	63
4.4.6 Regional settlement of the respondents.....	64
4.4.7 Distribution of dependents.....	65

4.4.8 Number of years spent in the cooperative.....	66
4.4.9 Distribution of the founding members of the cooperative .....	66
4.4.10 Primary area of employment .....	67
4.5 Presentation and discussion of results .....	67
4.5.1 Interpretation of results .....	67
4.5.2 Research objective one: .....	68
4.5.3 Research objective two: .....	76
4.5.4 Research objective three: .....	83
4.5.5 Research objective four: .....	89
4.6 Conclusion .....	94
CHAPTER 5 .....	95
SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS.....	95
5.1 Introduction.....	95
5.2 Summary of the Study .....	95
5.3 Conclusions.....	96
5.3.1 Research objective one: .....	96
5.3.2 Research objective two:.....	97
5.3.3 Research objective three.....	97
5.3.4 Research objective four: .....	98
5.4 Recommendations.....	98
5.5 Contribution to the Body of Knowledge.....	99
5.6 Limitations of the Study.....	99
5.7 Areas for future research.....	99
LIST OF REFERENCES .....	101
APPENDIX A: ETHICAL CLEARANCE APPROVAL LETTER.....	118
APPENDIX B: INFORMED CONSENT FORMS .....	119
APPENDIX C: QUESTIONNAIRE.....	125

## LIST OF TABLES

Table 1.1: Youth unemployment in KwaZulu- Natal province and South Africa.....	3
Table 1.2: Discouraged work seeking youth in KwaZulu-Natal province and South Africa ....	4
Table 1.3: Definitions of community-based entrepreneurship .....	5
Table 2.1: Similarities and Dissimilarities of Community Based Entrepreneurship and Social Entrepreneurship .....	18
Table 2.2: Levels of employment, unemployment, discouraged work-sekers and non-economic active population for Nkandla .....	39
Table 3.1: Research Paradigms.....	43
Table 3.2: Research population for the study .....	47
Table 4.1 Reliability analysis: Cronbach's Alpha .....	58
Table 4.2 Membership distribution.....	69
Table 4.3 The Pearson correlation test: Sense of belonging and trust .....	70
Table 4.4 The Pearson correlation test: Sense of belonging and expressions of membership	72
Table 4.5 The Pearson correlation test: Sense of belonging and time and effort invested into the cooperative .....	74
Table 4.6 The Pearson correlation test: Sense of belonging and identity .....	75
Table 4.7 Influence distribution.....	77
Table 4.8 The Pearson correlation test: Sense of belonging and fitting .....	78
Table 4.9 The Pearson correlation test: Sense of belonging and reputation .....	80
Table 4.10 The Pearson correlation test: Sense of belonging and role played by members....	81
Table 4.11 The Pearson correlation test: Sense of belonging and responsibility .....	82
Table 4.12 Reinforcement of needs .....	84
Table 4.13 The Pearson correlation test: Sense of belonging and important needs .....	85
Table 4.14 The Pearson correlation test: Sense of belonging and openness .....	86
Table 4.15 The Pearson correlation test: Sense of belonging and similar needs, priorities and goals .....	88
Table 4.16: Shared emotional connection.....	90
Table 4.17 The Pearson correlation test: Sense of belonging and stability .....	91
Table 4.18 The Pearson correlation test: Sense of belonging and shared history.....	92
Table 4.19 The Pearson correlation test: Sense of belonging and caring .....	93

## LIST OF FIGURES

Figure 2.1: Sense of community theoretical framework.....	25
Figure 2.2: Membership variables.....	26
Figure 2.3: Influence variables.....	28
Figure 2.4: Integration and fulfilment of needs.....	30
Figure 2.5: Shared emotional connection variables.....	32
Figure 2.6: Map of South Africa.....	34
Figure 2.7: Map of KwaZulu-Natal province.....	34
Figure 2.8: Population for wards in Nkandla by gender.....	35
Figure 2.9: Age Distribution by Gender for Nkandla.....	36
Figure 2.10: Nkandla Educational Levels.....	37
Figure 2.11: Nkandla Educational levels by wards.....	37
Figure 2.12: Economic setting for Nkandla.....	40
Figure 4.1 Age distribution table.....	59
Figure 4.2 Gender of the respondents.....	60
Figure 4.3 Highest educational level of participants.....	61
Figure 4.4 Language distribution.....	62
Figure 4.5 Region distribution.....	63
Figure 4.6 Regional settlement of the respondents.....	64
Figure 4.7: Dependents distribution.....	65
Figure 4.8: Distribution of the founding members of the cooperative.....	66
Figure 4.9: Primary area of employment distribution.....	67
Figure 4.10: Membership variables.....	69
Figure 4.11: Influence variables.....	77
Figure: 4.12 Integration and fulfilment of needs variables.....	84
Figure 4.13 Shared emotional connection variables.....	89

## **CHAPTER ONE**

### **INTRODUCTION, BACKGROUND CONTEXT OF THE STUDY**

---

The aim of this chapter is to present the background information and the justification for this study. In addition, the statement of the research problem and need for this study is discussed. Furthermore, the research objectives and research questions of this study are provided. Lastly, the research methodology of this study is briefly discussed.

#### **1.1. Introduction**

Community-Based Entrepreneurship (CBE) has been adopted as the strategy for local economic development for both developed and developing countries including Norway (Dana, 2008), India (Torri, 2010) and Kenya (Seixas, 2010). However, the need for community-based entrepreneurship has become more urgent for addressing socioeconomic issues in developing countries when compared to developed countries. South Africa is also among the developing countries that have adopted community-based entrepreneurship. According to Binns and Nel, (1999), there is a relationship between community-based entrepreneurship and rural economic development in South African. Rural areas are mostly affected by poverty and unemployment which necessitate the need for community-based entrepreneurship to address these socioeconomic conditions. Hall (2016) adds that South Africa is currently experiencing socioeconomic challenges which include poverty, economic exclusion and inequalities especially in rural areas. Triegaardt (2006) further argues that rural areas commonly experience great inequalities in terms of socio-economic development when compared to urban areas. Therefore, it is against this backdrop that more attention is given to community-based entrepreneurship in rural areas.

This kind of entrepreneurship seeks to offer a bottom- up approach for community engagement since it focuses on the lifeblood and foundational issues of the community (Gibson, 2008; Lordkipanidze, Brezet, and Backman, 2005). The South African government has implemented policies which enable the environment for community-based entrepreneurship to emerge. For example, Broad-Based Black Economic Empowerment (BBBEE). According to Fury (2010), BBBEE seeks to ensure full potential and economic participation for those who were previously disadvantaged which includes people living in rural areas. In addition, community-based entrepreneurship is very important in the community because it ensures the collaboration

of community members in the socioeconomic development of the community (Barlt, Ernst, and Muhlbacher, 2006). This collaboration of community members gives rise to a sense of community in the society. According to McMillan and Chavis (1986: 9) “sense of community refers to a feeling that members have of belonging, a feeling that members matter to one another and to the group, and a shared faith that members’ needs will be met through their commitment to be together”. This concept is composed of four factors namely; membership, influence, integration and fulfilment of needs and shared emotional connection (McMillan and Chavis, 1986).

The sense of community encourages interpersonal connection between people which is important for community development initiatives (Magjuka and Bonk, 2007). McMillan and Chavis argue that a healthy sense of community helps to unlock community social barriers that might hinder the success of that particular community (McMillan and Chavis, 1986). This is evident in many South African rural communities whereby revulsions of the past still affect the present generation in coming together to improve their standard of living (Cook, 2013). For example, Nkandla rural communities were largely affected by clan wars and taxi association wars which claimed the lives of many people (Nkandla Report, 2014). The presence of these wars created social and political cleavages which discouraged interpersonal connection among community members thus affecting community development. For example, the presence of wars hinders people from coming together to implement community-based initiatives. Furthermore, these wars affect the sense of belonging of community members. According to McMillan and Chavis (1986), the lack of sense of belonging creates regional and emotional boundaries between community members.

However, the role of Nkandla local municipality officials, police stations, and traditional authorities managed to create peace between these communities thus enabling Nkandla to be a hub for rural economic development (Taylor and Cairns, 2001). There are more than one hundred (100) operating agricultural cooperatives in Nkandla (Kunene, 2006). Therefore, it is against this backdrop to understand the role of sense of community in promoting community-based entrepreneurship in Nkandla rural communities in KwaZulu-Natal.

## 1.2 Background and context

South Africa like many other developing countries (Kenya, Nigeria and Morocco), is emphasizing the creation of community-based enterprises to ease poverty and decrease high unemployment rate (Nel and Binns, 2002). According to Blustein, Franklin, Makiwane, and Gutowski, (2017), the unemployment rate in South Africa is currently in 24.5%. The major contributors to this percentage are people who are living in rural areas (STATSA, 2011). Joblessness goes together with high level of poverty (Saunders, 2006). According to the Indaba Report (2014), rural areas are the most affected zones by high unemployment and poverty in KwaZulu-Natal province (KZN). Furthermore, Agüero, Carter, and May, (2007), adds that inequalities, high level of poverty and unemployment are the biggest challenges facing the KZN province. In addition, youth is largely affected by these socio- economic issues (Rankin and Roberts, 2011). Table 1.1 shows youth unemployment from KZN as compared to South Africa at large.

**Table 1.1: Youth unemployment in KwaZulu- Natal province and South Africa**

Area	Strict Rate of Unemployment		Broad Rate of Unemployment	
	15 – 24 years	15 – 34 years	15 – 24 years	15 – 34 years
<b>KwaZulu-Natal</b>	42.1%	28.9%	66.8%	48.4%
<b>South Africa</b>	49.2%	34.0%	64.5%	47.4%

Source: [www.durban.gov.za](http://www.durban.gov.za).

Table 1.1 shows that KwaZulu-Natal has a lower strict youth unemployment rate than the country as a whole, but this is based on the strict definition, the expanded definition presents a different picture. A broad rate unemployment for the province suggests a relatively high level of discouragement among young work-seekers. According to Kingdon and Knight, (2006) broad rate unemployment includes “persons who want to work but not looking for a job, and who can begin to work at any time” in the non-labor force. On the other side, the strict rate of unemployment satisfies the following three criterion (i) being without work (ii) being available for work (iii) seeking work (Posel, Casale, and Vermaak, 2014).). Table 1.2 show the statistics of discouraged work seeking youths in KwaZulu-Natal.

**Table 1.2: Discouraged work seeking youth in KwaZulu-Natal province and South Africa**

Area	15-24 years	15-34 years
<b>KwaZulu-Natal</b>	23.3%	17.2%
<b>South Africa</b>	20.1%	14.6%

Source: [www.durban.gov.za](http://www.durban.gov.za).

According to the table above, high levels of discouragement among the youth point to challenges relating to the cost of job search and to the negative impact of young people having minimal previous work experience. This justifies the government emphasis on community-based entrepreneurship.

Community-based entrepreneurship has become the subject of interest in the academic literature (Campbell-Hunt, Freeman, and Dickinson, 2009). However, there is a lack of academic writings that shows the history of this concept (Gibson, 2008). Nevertheless, different scholars have come up with different definitions with an aim of putting this concept into perspective. Table 1.3 below offers different kinds of definitions for community-based entrepreneurship. However, this study will use the definition that was offered by Peredo and Chrisman (2006). According to Peredo and Chrisman, (2006:310), “community-based entrepreneurship refers to a process whereby the community acts corporately as both an entrepreneur and enterprise in pursuit of the common good”. Chapter 2 of this study will define how this type of entrepreneurship differs from social entrepreneurship.

**Table 1.3: Definitions of community-based entrepreneurship**

<b>Author(s)</b>	<b>Definition</b>
Sarreal (2013)	Community-Based Entrepreneurship (CBE) is an alternative social enterprise model geared towards the pursuit of community's economic and social goals.
Haugh and Pardy (1999)	Community-Based Entrepreneurship (CBE) refers to a modern re arrangements of precedent factors of interest by community members in the pursuit of common good.
Schlake (2005)	CBE is the approach that seeks to facilitate resource mobilization by community members and establish leadership structures that support the entrepreneurial activity within communities.
Ivan (2009)	CBE is the transition from the conventional economic development approaches that places more emphasis on industries in big cities but to set up community-based enterprises in both urban and rural areas.

Source: Authors own compilation.

The above definitions highlight the fact that community-based entrepreneurship is a shift from an individual form of entrepreneurship into a community- centered form of entrepreneurship which places the economic and social needs of the community above the needs of individuals. This situates community as an essence of community-based entrepreneurship.

Furthermore, the collaboration of individuals within the community gives birth to a sense of community (Obst, 2004). The study that was conducted by Vanover at Florida United States of America (USA) revealed that; there is a relationship between sense of community and success of businesses operating within that particular community (Vanover, 2014). According to McMillan and Chavis (1986:9) “sense of community refers to a feeling that members have of belonging, a feeling that members matter to one another and to the group, and a shared faith that members’ needs will be met through their commitment to be together”. This concept is composed of four factors namely; membership, influence, integration and fulfillment of needs and shared emotional connection (McMillan and Chavis, 1986:9). There are other new updates of sense of community definition which includes the notable works of Kim and Kaplan (2004).

Furthermore, sense of community portrays community as a judging factor in differentiating between those who will be more or less satisfied with their experience (Nowell and Boyd, 2014). However, this study will use the sense of community definition that was introduced by MacMillan and Chavis (1986) because it is more aligned with the context of this study. In addition, sense of community is also good in predicting general participation in community collaborative or initiative. Furthermore, it is important to highlight that for successful community entrepreneurship to take place, the sense of community needs to be healthy. Hence Talen, (1999) refer to this as a health sense of community. Therefore, there is a need for an investigation on how agricultural cooperatives in rural areas benefits from a health sense of community.

Rural municipalities like Nkandla are mostly affected by high socioeconomic issues (Nkandla Report, 2014). Income inequalities are more visible in Nkandla when compared to employed people across the province. Differentiation in skills levels is the major contributing element in income inequalities (COGTA, 2013). The proportion of people over the age of 20 years with no schooling is double the provincial average (Nkandla Report, 2014). The majority of people without formal education is very high in Nkandla when compared to rural local municipalities across the province (Stats SA, 2014). These facts further emphasize the need for community-based entrepreneurship to address these highlighted problems (STATSSA, 2014). Therefore, Nkandla Municipality has implemented Land Use Management Systems (LUMS) as the strategy and the vehicle to promote agricultural enterprises within Nkandla communities. According to Nkandla municipality (2014), LUMS seeks to encourage land sharing for commercial purposes within the communities of Nkandla region. However, the success of this strategy lies in the bottom-up approach of community engagement because the large percentage of land is currently owned by individuals. Therefore, in particular, the aim of this study is to understand the role of sense of community in the success of community-based enterprises operating in Nkandla.

### **1.3 Research problem and research objectives**

#### **1.3.1 Statement of the research problem**

This study seeks to explore the role of sense of community in promoting community-based entrepreneurship in rural KwaZulu-Natal, South Africa. In particular, the main aim of the study is to investigate the role of psychological community aspects of sense of community in stimulating community-based entrepreneurship in rural areas.

#### **1.3.2 Research objectives**

In order to address the research problem of the study, the following specific research objectives have been generated. The research objectives are:

- ❖ To ascertain how the sense of belonging enhances the status of membership within the members of agricultural cooperatives in Nkandla, KwaZulu-Natal.
- ❖ To analyse how the sense of belonging ensures influence within the members of agricultural cooperatives in Nkandla, KwaZulu-Natal.
- ❖ To investigate how the sense of belonging promotes integration and fulfilment of needs within the members of agricultural cooperatives in Nkandla, KwaZulu-Natal.
- ❖ To examine how the sense of belonging promotes shared emotional connection within the members of agricultural cooperatives in Nkandla, KwaZulu-Natal.

#### **1.3.3 The Research Questions**

This study is guided by the following research questions:

- ❖ How and to what extent does the sense of belonging enhance the status of membership within the members of agricultural cooperatives in Nkandla, KwaZulu-Natal?
- ❖ How and to what extent does the sense of belonging ensure influence within the members of agricultural cooperatives in Nkandla, KwaZulu-Natal?
- ❖ How and to what extent does the sense of belonging promote integration and fulfilment of needs within the members of agricultural cooperatives in Nkandla, KwaZulu-Natal?
- ❖ How and to what extent does the sense of belonging promote shared emotional connection within the members of agricultural cooperatives in Nkandla, KwaZulu-Natal?

## **1.4 Research Hypotheses**

Hypotheses of this study were formulated during data analysis to address research objectives of this study. Each objective is composed by different variables adapted from the sense of community theory. Furthermore, these variables were used during data collection process and were analyzed using Pearson correlation test. The hypotheses are presented below.

### **Research objective one: Membership variables hypotheses**

For research objective one, the following hypotheses were formulated from all the variables that compose sense of membership and these variables are trust, symbols and expression of membership, time and effort and identity. These variables are also indicated in Figure 4.10.

#### **Trust**

H1a: There is no relationship between sense of belonging and level of trust among agricultural cooperative members.

H1b: There is a relationship between sense of belonging and level of trust among agricultural cooperative members.

#### **Symbols and expression of membership**

H2a: There is no direct relationship between sense of belonging and expression of membership through symbols such as clothes, signs, art, architecture, logos, landmarks, and flags that people can recognize.

H2b: There is a direct relationship between sense of belonging and expression of membership through symbols such as clothes, signs, art, architecture, logos, landmarks, and flags that people can recognize.

#### **Time and Effort**

H3a: There is a no relationship between sense of belonging and the time and effort that members invest into their agricultural cooperatives.

H3b: There is a relationship between sense of belonging and the time and effort that members invest into their agricultural cooperatives.

#### **Identity**

H4a: There is no relationship between sense of belonging and essence of identity derived from being a member of an agricultural cooperative.

H4b: There is a relationship between sense of belonging and essence of identity derived from being a member of an agricultural cooperative.

### **Research objective two: Influence variables hypotheses**

For research objective two, the following hypotheses were formulated from all the variables that compose influence and these variables are fitting, reputation, role played by members and problem solving or responsibility. These variables are also indicated in Figure 4.11.

#### **Fitting**

H5a: There is no relationship between sense of belonging and fitting of members within their agricultural cooperative.

H5b: There is a relationship between sense of belonging and fitting of members within their agricultural cooperative.

#### **Reputation**

H6a: There is no relationship between sense of belonging and reputation of agricultural cooperative members within their cooperative.

H6b: There is a relationship between sense of belonging and reputation of agricultural cooperative members within their cooperative.

#### **Role played by members**

H7a: There is no relationship between the sense of belonging and the role agricultural cooperative members' play in their cooperative.

H7b: There is a relationship between the sense of belonging and the role agricultural cooperative members' play in their cooperative.

#### **Problem solving or responsibility.**

H8a: There is no relationship between the sense of belonging and the sense of responsibility from agricultural cooperative members.

H8b: There is a relationship between the sense of belonging and the sense of responsibility from agricultural cooperative members.

### **Research objective three: Integration and fulfilment of needs variables hypotheses**

For research objective three, the following hypotheses were formulated from all the variables that compose integration and fulfilment of needs which are important needs, openness, similar needs, priorities and goals. These variables are also indicated in Figure 4.12.

#### **Important needs**

H9a: There is no association between the sense of belonging and the fulfilment of needs of agricultural cooperative members.

H9b: There is an association between the sense of belonging and the fulfilment of needs of agricultural cooperative members.

#### **Openness**

H10a: There is no relationship between sense of belonging and openness of members of agricultural cooperatives.

H10b: There is a relationship between sense of belonging and openness of members of agricultural cooperatives.

#### **Similar needs, priorities, and goals**

H11a: There is no association between sense of belonging and similarity of needs, priorities, and goals among members of the agricultural cooperatives.

H11b: There is an association between sense of belonging and similarity of needs, priorities, and goals among members of agricultural cooperatives.

### **Research objective three: Shared emotional connection variables hypotheses**

For research objective four, the following hypotheses were formulated from all the variables that compose shared emotional connection which are, consistency, shared history and caring. These variables are also indicated in Figure 4.13.

#### **Consistency**

H12a: There is no relationship between sense of belonging and stability of members of the agricultural cooperative.

H12b: There is a relationship between sense of belonging and stability of members of the agricultural cooperative.

#### **Shared history**

H13a: There is no relationship between sense of belonging and shared history of agricultural cooperatives members

H13b: There is a relationship between sense of belonging and shared history of agricultural cooperatives members

### **Caring**

H14a: There is no relationship between sense of belonging and caring within agricultural cooperatives members

H14b: There is a relationship between sense of belonging and caring within agricultural cooperatives members

### **1.5 Need for the study**

The sense of community is an important aspect in the development of community-based enterprises (Bull and Winter, 1991; Selsky and Smith, 1994). Therefore, since community-based entrepreneurship is necessary for the local economic development of rural communities then, there is a need to understand the variables that drive this phenomenon. Failure to conduct this study, the psychological community aspects of community-based entrepreneurship will remain unknown. Then, it will be difficult to understand the challenges and strategies that can be used to enhance community-based entrepreneurship in rural areas. In addition, this study is relevant to rural communities more specifically to Nkandla rural communities because they are faced with high levels of unemployment, poverty and skills shortage (Nkandla Report, 2014). Therefore, the study of this nature will draw attention to psychological community aspects that can help in the acceleration of community-based enterprises in rural areas as projected by the local government.

The global literature shows that the research on community-based entrepreneurship has been largely conducted in Germany, United States of America (USA), Canada and New Zealand (Ratten, 2008, Dana, 2013, Welpe, 2008 and Han, 2008). These four countries are classified as developed countries of the world (Gerxhani, 2004). Therefore, there is a need for community-based entrepreneurship research in developing countries as well. For example, there is limited research that addresses issues around community-based entrepreneurship as a study area in developing countries, yet, that is where such studies matter the most. Furthermore, the sense of community theory is more common in relation to studies that addresses crime prevention (Polk, 2010), suicide (Whitlock, 2006) and decrease child abuse (Greenfield, 2010). However,

there is a dearth of research studies that seeks to understand the role of sense of community theory variables in the setting of community-based entrepreneurship.

Apart from this, the previous studies have looked at macro community aspects of community-based entrepreneurship (Bassano and Mcconnon, 2008; Muske and Stanforth, 2000; Peake and Marshall, 2009). For example, the South African literature on community-based entrepreneurship mostly focuses on access to finances, managerial aspects and access to markets which are the macro aspects of community-based entrepreneurship (Indaba Report, 2010). There is a need to offer a bottom-up approach that will highlight psychological community aspects that are relevant for the development of community-based enterprises. Therefore, this study will fill the research gap within the academic literature in South Africa by providing empirical evidence of the contribution of health sense of community in the setting of community-based entrepreneurship in rural communities. The findings of this study will highlight the essential psychological variables that are necessary for the success of community-based entrepreneurship. Lastly, the findings of this study will substantiate the local government strategy for rural development through entrepreneurship.

### **1.6 Limitations of the study**

Due to resource constraints, primary data for the study was gathered from only three agricultural cooperatives in Nkandla, as the model of community-based entrepreneurship out of more than one hundred cooperatives that exist in the area. Another downside of this study is that a non-probability sampling method known as judgment sampling technique was used to narrow down the research population from over one hundred cooperatives to three agricultural cooperatives. Thus, a large number of cooperatives were left out, in spite of the fact that they play a significant role in community-based entrepreneurship in the area. This is a limitation in that the results do not represent the collective views of the entire population of agricultural cooperatives in Nkandla, Kwa Zulu-Natal. Therefore, the findings of this study will not be hypothesized to the entire population of agricultural cooperatives in Nkandla, KwaZulu-Natal, but only to the selected agricultural cooperatives since a census survey was adopted for the identified research population. Thus, the findings of the study only reflect the views of the three selected cooperatives. However, the findings of this study lay the foundation for future research on the study area, and it fills a research gap on how the role of sense of community promotes Community- Based Entrepreneurship in rural KwaZulu-Natal. The relevance of the results of this study will help substantiate the local government strategy for rural development through Community-based entrepreneurship.

### **1.7 Research methods and Data Analysis**

This study wants to understand the role of sense community in the success of community-based entrepreneurship in rural communities at Nkandla. This is an exploratory study. Therefore, quantitative data were gathered to respond to research objectives of this study. The study used primary and secondary data collection methods to address the research objectives of this study. For secondary data, the researcher used the internet published journal articles, textbooks, and academically websites. For primary data collection, a questionnaire was used collect data from two hundred and three (203) members of the selected three agricultural cooperatives. The researcher used closed-ended questions to validate the relationship between the theory of this study and the phenomenon being investigated. In addition, a Likert scale that ranges from strongly disagree to strongly agree was used to formulate questions that were contained in a questionnaire. This study used a non-probability sample design. According to Battaglia (2011) a non-probability sample design employs subjective methods to decide which elements are included in the sample. Therefore, this study used judgment sampling to identify the three best performing agricultural cooperatives from ward eight (8), ten (10) and twelve (12) in Nkandla rural communities in KwaZulu-Natal. According to Sekaran and Bougie (2010) judgment sampling refers to the selection of subjects that are mostly advantageous or in the best position to provide information that is needed. Data collected from the completed questionnaires was captured and statistically analysed using SPSS version 20. Descriptive statistics were used to describe the basic features (demographics) of quantitative data. The Pearson correlation coefficient statistic was used to understand the relationship between variables that formed the basis of this study.

### **1.8 Plan of study**

This dissertation is made of five chapters which are organized as follows:

#### **Chapter one: Introduction**

The purpose of this chapter is to launch and outline the background information of this study. In addition, the justification and the need for this topic are provided. Furthermore, the research problem together with the research objectives of this study is provided. Lastly, this chapter outlines the research methodology of this study.

#### **Chapter two: Literature Review**

This chapter began by defining entrepreneurship and social entrepreneurship. Furthermore, it provides the definition for community-based entrepreneurship. Then it differentiated between community-based entrepreneurship and social entrepreneurship. In addition, it also discussed the role of community-based entrepreneurship in relation to rural agrarian economic development strategy. It also provided and discussed the theoretical framework of this study. Lastly, it discussed Nkandla economic profile and social setting.

### **Chapter three: Research Methodology**

This chapter discusses the nature of the research problem, the sampling method used for this study. The chapter also discussed the justification for the research design and discussed the method that was used for data analysis.

### **Chapter four: Presentation and discussion of empirical results**

The chapter presents the findings and interpretation of empirical results. SPSS version 20 was used to capture quantitative data (questionnaire survey) and Pearson correlation coefficient statistics were used to analyse the quantitative results of this study. Furthermore, descriptive statistics were used to analyse demographic findings of this study. In addition, this chapter discussed empirical results in line with the research objectives of the study. The discussion was guided by the inclusion of literature findings on a theoretical analysis of the sense of community from the literature review chapter.

### **Chapter five: Summary, Conclusion, and Recommendations**

This chapter sums up the study. Summary of the research findings and recommendations were presented based on the empirical research findings. Limitations of the study were pointed out, together with suggestions for further research in the area of the study.

## **1.9 Conclusion**

In summing up, this chapter presented the main intent and motivation for the study. It highlighted the research problem, the research questions, the rationale and the objectives of this study. This was followed by the research design adopted, ethical considerations and limitations for the study. Finally, the structure of the dissertation was presented. The following chapter reviews literature that is relevant for the study.

## **CHAPTER 2**

### **COMMUNITY- BASED ENTREPRENEURSHIP AND BACKGROUND OF THE STUDY SITE**

---

#### **2.1 Introduction**

The preceding chapter introduced the study. This chapter reviews the literature on community-based entrepreneurship and the sense of community theory. The chapter is organized as follows. Firstly, it will define entrepreneurship and social entrepreneurship. Furthermore, it will provide the definition for community-based entrepreneurship. Then it will differentiate between community-based entrepreneurship and social entrepreneurship. In addition, it will discuss the role of community-based entrepreneurship in relation to rural agrarian economic development strategy. It will also provide and discuss the theoretical framework of this study. Lastly, the chapter will discuss Nkandla economic profile and social setting.

#### **2.2 Definition of entrepreneurship**

The concept of entrepreneurship is very complex in its scope (Schade, 2008). For example, entrepreneurship often defines as a factor, functionality, initiative or behavior. However, the aim of this research is not to address the complexity of this concept, but to establish the source of reference for this study. According to Reynolds, (2005: 208), entrepreneurship can be “defined as the discovery of opportunities and the consequent creation of new economic activity, often via the creation of new businesses”. There are key words to take note in this definition which is “discovery of opportunities” and the “creation of new economies”. The former highlights the initiation of the entrepreneurial process and the latter shows the outcome of the entrepreneurial process which is to create new economies. The creation of new economies also highlights the innovative capacity of entrepreneurship as a function. According to Naude, (2013), one of the functions of entrepreneurship is to contribute towards economic development.

#### **2.3 Community-Based Entrepreneurship**

Entrepreneurship plays a crucial role in accelerating the pace of economic development of a region by discovering new users of available resources and maximizing their utilization (Naude, 2013). This function also necessitates the creation of community-based entrepreneurship as a part of local economic development initiatives. According to Peredo and Chrisman, (2006:310), “community-based entrepreneurship refers to a process whereby the

group of community members acts corporately as both an entrepreneur and enterprise in pursuit of the common good”. Community-based entrepreneurship contributes towards advancing the governance, productivity, and implementation of cooperatives as the vehicle to create jobs, generate income and alleviate poverty (Seleke and Lekorwe, 2010). However, the scope of Community-Based Entrepreneurship as a concept needs to be clarified to understand the context in which it operates.

#### **2.4. The nature of community-based entrepreneurship**

There is a huge controversy in the literature concerning the nature and character of community-based entrepreneurship (Ivan, 2009; Schalake, 2005). The scope of this concept creates the room for confusion among the scholars and government departments (Haugh and Pardy, 1999; Sarreal; 2013). For example, some scholars never drew the line of separation between community-based entrepreneurship and small businesses in their definitions of community-based entrepreneurship (Ivan, 2009; Haugh and Pardy, 1999; Sarreal; 2013; Schlake 2005). Furthermore, the South African info (2012) also defines community-based enterprises as the model of Small Medium Micro-Sized Enterprises (SMME). According to South African info (2012:1), “small business refers to a separate business unity, comprising of cooperative enterprises and non-governmental organizations, managed by one owner or more which, including its branches, if any, which can be categorized as a micro-, a very small, a small or a medium enterprise”. This definition also creates the room for confusion because there are some SMMEs which are not aligned with the definition provided by Peredo and Chrisman above. For example, tuck-shops. Furthermore, this confusion also affects the contextual application of this concept by different scholars in the literature. For example, some researchers (such as Ivan, 2009; Schalake, 2005) defines community-based entrepreneurship as a strategy which is more outcome- based rather than extracting the features which compose these concepts. In addition, different lens or perspectives are adopted by scholars when defining community-based entrepreneurship. For example, a definition by Sarreal (2013) adopted a social perspective because it emphasized the social character of community-based entrepreneurship. However, Ivan (2009) definition took an economic approach because it classified this concept as a response to the economic needs of both rural and urban areas. Lastly, Schalake (2005) and Haugh and Pardy (2013) emphasized the political character of community-based entrepreneurship because it is more citizenry- based. However, this study adopted the definition of community-based entrepreneurship that was offered by Peredo and Chrisman, (2006:310). This definition is relevant to this study because (1), it provides a holistic approach

to this concept by eliminating prejudices; (2) this definition clearly captures the essence of community-based entrepreneurship as compared to social entrepreneurship.

## **2.5 Definition of Social Entrepreneurship**

Social entrepreneurship has become the subject of interest in the academic literature. The ultimate goal of social entrepreneurship is to create social value using entrepreneurial methods (Drayton, 2012). Due to this, their aim is not to gain personal benefits (Brinckerhoff, 2009; Leadbeater, 1997; Dees, 1998). The motivation in social entrepreneurs arises from solving social problems and the dedication to improve the well-being of the society at large (Dees, 1998). However, there is no consensus among the scholars on the concept of social entrepreneurship because of its incoherent theoretical framework (Drayton, 2012). This confusion becomes more intensified when the scholars' compares social entrepreneurship with other related concepts in the field of entrepreneurship. For example, Community-Based Social Entrepreneurship and Community-Based Entrepreneurship. Due to this fact, it is necessary to differentiate between social entrepreneurship and community-based entrepreneurship.

## **2.6 Community-based entrepreneurship vs social entrepreneurship**

There is a difference between community-based entrepreneurship and social entrepreneurship. However, the line that separates these concepts is very thin which end up creating confusion among the readers. For example, the definition of community-based entrepreneurship by Sarreal (2013) reflects some characteristic of social entrepreneurship e.g. they are both community centered. Furthermore, Welsch and Kuhns (2013) argue that social entrepreneurship is the umbrella concept for community-based entrepreneurship which further amplifies the dilemma in the literature. In addition, the literature also highlights the other form of social entrepreneurship, which is called community-based social entrepreneurship (Gibson, 2008; Tse, 2013). The approach of community-based social entrepreneurship is almost the same with the one for community-based entrepreneurship (Ratten, 2011). However, the principles of community-based social entrepreneurship are not perfectly aligned with the ones for community-based entrepreneurship. For example, in community-based entrepreneurship, dividends are shared among the members while in a community-based social entrepreneurship, surpluses are reinvested to sustain the mission of the enterprise (Baron, 2007; Guardian, 2009). Therefore, there is a need for extracting both the similarities and dissimilarities of these concepts to enhance understanding. Table 2.1 below depicts a few similarities and dissimilarities of these concepts. However, the study never covered the whole scope of these

similarities and dissimilarities, but only a few of them to establish the fact that these two concepts are not the same. In addition, the points used in this table will be further clarified in detail to substantiate the research's perspectives.

**Table 2.1: Similarities and Dissimilarities of Community Based- Entrepreneurship and Social Entrepreneurship**

Community-Based Entrepreneurship	Social Entrepreneurship
<b>Similarities</b>	
Community Centred	Concerned about the community needs.
Voluntary and open membership	Voluntary but restricted by leadership.
<b>Dissimilarities</b>	
Profit Oriented	Usually non-profit oriented. Where profit is generated, it is ploughed back into the venture.
Horizontal coordination	Hierarchical leadership structure.

Source: Author's own compilation.

### **2.6.1 Community Centered**

Both community- based entrepreneurship and social entrepreneurship embrace bottom-up approaches of community engagement which places the economic and social needs of the community above the needs of individuals (Haugh and Pardy, 1999; Schlake, 2005; Ivan, 2009; Sarreal, 2013). This situates “community” as an essence for both these concepts. In addition, they both emphasize the collective initiative of community members with an aim of addressing socioeconomic issues that exist within the community (Gibson, 2008).

### **2.6.2 Profit Differentiation**

There is a difference between community-based entrepreneurship and social entrepreneurship concerning the way they handle their surpluses or dividends (Ratten and Welp, 2011). For example, in a community-based enterprise, dividends are shared among members in relation to the amount of the business each member contributed to the cooperative (Knight, Lyne and Roth, 2003). This means that the income of the member is determined by the input that the member contributed. For example, when a member sells his or her cows via a cooperative channel, the amount received from that transaction will determine the income of the seller. In addition, this also reveals that the income distribution of community-based enterprises is flexible (Knight, Lyne and Roth, 2003). However, for the social enterprise, the income and profit generated are reinvested to fund the operation of the enterprise (Martin and Osberg, 2007). In addition, the

organizational structure of the social enterprise determines the income class of its members (Martin and Osberg, 2007). For example, a CEO of a social enterprise will receive a higher income as compared to the second level managers of the organization because of the organizational structure and the duties they perform. Lastly, the income distribution of the members of the social enterprise is fixed following the organizational hierarchy (Abu-Saifan, 2012). For example, a CEO receives a constant amount that is stipulated in his or her employment agreement.

### **2.6.3 Organizational structure**

The organizational structure of the community-based enterprise is not the same as the one for social enterprise (Ratten and Welp, 2011). Organizational structure determines the channels of communication between employees and employers (Van der Voet, 2014). It defines the scope of the leadership structure of the organization as well as the process by which information flows (Pettigrew, 2014). Organizations are usually adopting either a horizontal or vertical structure (Gosselin, 1997). For a community-based enterprise, they have a horizontal coordination or a flat structure. According to Jones (2010), a horizontal coordination structure promotes power sharing between employees and management. This gives employees influence over the affairs of the business based on their skills and experience (Pettigrew, 2014). For example, cooperatives are independent entities governed by their members (Ortmann and King, 2007). However, social enterprises on the other side embrace hierarchy organizational structure (Powell, 2003). According to Nahm, Vonderembse, and Koufteros, (2003) a hierarchical organizational structure follows a design of a pyramid. This means that employees acknowledge delineated ranks of management within the organization and the levels of responsibility are openly communicated (Nahm, Vonderembse and Koufteros, 2003). NGOs or social enterprises are characterized by this structure since they embrace a top-down approach of authority within the organization (Willetts, 2002).

### **2.6.4 Membership**

Both community-based enterprises and social enterprises are characterized by voluntary and open membership (Hulgård, 2010; Flora and Flora, 1993) For example, cooperatives are “voluntary enterprises, accessible to everyone who wants to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political or religious discrimination” (Novkovic, 2008:13). Furthermore, NGOs also adopt the same approach since they have a social character (Ahmed and Potter, 2006). However, some NGOs have a limited membership because of their mission and vision. For example, IWHEDO - Integrated Women's

Health and Development Organization is only open for women because it caters for their needs only (IWHEDO, 2012).

### **2.6.5 Principles and Motivation**

Social enterprises are not driven by monetary value but the social value (Dees, 2008). Social entrepreneurs engage entrepreneurial methods to solve a social problem and improve the standard of living for the society (Global Giving Matters, 2008). According to Defourny, Nyssens, Thys and Xhaufleur (2013), social enterprises are rooted in philanthropic principles which are to promote welfare for others through generous giving. However, community-based enterprises are formed on the enterprise principles which is to make a profit through commercial transactions. For example, agricultural cooperatives sell their production to other cooperatives members or on an oligopolistic local market (Agbo, Rousselière, and Salanié, 2014). For this reason, the South African government encourage community-based entrepreneurship as a strategy for rural development.

### **2.7 The Role of Community-Based Entrepreneurship**

Community-based entrepreneurship is a vehicle for socio-economic transformation in rural communities (Korsching and Allen, 2004). Community-based enterprises create new jobs and help in alleviating poverty in rural areas (Athiyaman, Dabson, Hamm and Henderson, 2007). They also help in fostering an entrepreneurial, friendly environment within rural communities (Dana, 2008; Gibson, 2008). Furthermore, community-based enterprises use business to improve the life of a community (Johnstone, Lionais, 2004). They are unique from commercial enterprises because of their nature and scope, due to the fact that, they are controlled by the community members. However, there is a need to explore the role of community-based enterprises in rural economic development in a South African context.

### **2.8 Rural economic development in a South African context.**

Rural development is one of the South African government priorities for the socio-economic transformation of rural communities (Rogerson, 2006). The South African government created the Department of Rural Development and Land Reform (DRDLR) to respond to the needs of rural societies (South African info, 2012). The ministry is dedicated to the social and economic development of rural South Africa; they ensure that South Africans residing in rural areas enjoy the same benefits as people living in urban areas (South African info, 2012). South African rural economic development is linked to the agrarian transformation strategy (Akram-Lodhi and Kay, 2012).

**The objectives of the agrarian transformation strategy according to the Agriculture and Rural Development (2015) include (but are not limited to):**

- ❖ Social mobilization to empower rural communities to be involved in community development projects.
- ❖ Sustainable human settlements
- ❖ Promoting cooperatives establishment for local economic development.
- ❖ Empowering rural communities through Skills development and job opportunities for previously disadvantaged groups.
- ❖ Social cohesion and access to human and social capital (Agriculture and Rural Development, 2015).

These objectives serve as a trajectory for rural economic development In KwaZulu-Natal. Therefore, Community-based entrepreneurship as a strategy for rural economic development, also ensures that it aligns itself with the above objectives. The following paragraphs situate community-based entrepreneurship within the agrarian transformation strategy and identify the link that exists between them.

### **2.8.1 Social mobilization to enable rural communities to take initiatives**

Social mobilization is the foundation of the bottom- up approaches for community engagement in rural socioeconomic development (Rubin, 2008; Nyssens, 2007). It plays a crucial role in delegating policies and programs intended to improve the standard of living at a local level (Ma, 2002). Social mobilization promotes inclusive culture for all individuals to be involved in local decision-making, enhances their access to social and production services and efficiency in the use of locally available financial resources, and improve opportunities for financial empowerment of the poor (Flora and Flora, 1997). According to Peredo (2004: 9), community-based enterprises serves a node for social mobilization because they employ community-based approaches to engage people's participation in achieving specific development goals defined by them corporately. Korsching and Allen (2004), further argue that community-based enterprises take into consideration the basic needs of community members, they also incorporate the significant principle of community participation, and encourage individuals and groups for action (Korsching and Allen, 2004). According to Boyce (2002:6), the lack of community involvement can impend the long run and short-term sustainability of community-based enterprise because they largely depend on social mobilization to function. However, there is a dearth of research that investigates psychological aspects that promote social mobilization within agricultural cooperatives. Therefore, it is against this backdrop the need

for this study has become urgent. For example, there is a dearth of studies that investigate the role of openness in relation to social mobilization in rural areas.

### **2.8.2 Sustainable human settlements**

Matters concerning the sustainability of human settlements are human rights issues (Marx, 2003). “Sustainable human settlements are universal human rights standards defined in the Universal Declaration of Human Rights (UDHR), and the International Covenant on Civil and Political Rights (ICCPR)’ (People's Movement for Human Rights Learning, 2009; Ackerman, 2005:3). For example, the right for shelter and the provision of basic needs. Therefore, strategies and tools have been put in place by the South African government to ensure that they attend to sustainable human settlement matters (South Africa Info, 2012). Agenda 21 is one of the South African government initiatives in response to human settlement development (South African info, 2012). According to United Nations (2014), South Africa’s approach for creating sustainable settlements revolves around three key program areas summarized in chapter 7 of Agenda 21. These are: “the delivery of satisfactory shelter for all; the improvement of human settlement management; and the promotion of sustainable land-use management” (United Nations, 2014:7). Community-based enterprises also play a very important role in land - use management (Dana, 2008; Gibson, 2008). For example, agricultural cooperatives encourage land sharing for commercial purposes which is outlined by the Land Use Management System (LUMS) (Nkandla Report, 2014). Therefore, community-based entrepreneurship plays a very important role in rural economic development because it improves the living conditions of community members which are the main aim of sustainable human settlements. However, there is a need to investigate the role of psychological community aspects in promoting sustainable human settlement. For example, the role of caring between members of agricultural cooperatives to promote the sharing of goods and services.

### **2.8.3 Promoting cooperatives establishment for local economic development.**

Community-based entrepreneurship promotes the formation of cooperatives in rural communities (Gibson, 2008). According to Backer (2013), cooperatives refers to a self-governing organization of people gathered to pursue their common good. “Cooperatives offer the institutional framework through which local communities get control over their productive economic activities while improving their standard of living” (International Labour Organization, 2012: 13). Furthermore, cooperatives play an important role in food security as a strategy for poverty alleviation in rural live hoods and in supporting long-term food security (Khanyile, 2012). Cooperatives serve as a model of community-based enterprises because they

are the result of entrepreneurial activity that takes place within the community cooperative (Pezzini, 2006; Satgar, 2007). However, cooperatives are not a form of community-based entrepreneurship but are the outcome of community-based entrepreneurship (Dana, 2008). Community-based entrepreneurship set up the culture for community-based enterprises to emerge including cooperatives. However, there is a need to understand psychological aspects that are involved in the daily operation of the cooperatives. For example, to investigate the role of trust among agricultural cooperatives members.

#### **2.8.4 Empowering rural communities through skills development and job opportunities for previously disadvantaged groups**

Rural communities are characterized by low skills development and high levels of unemployment (Ratten and Welp, 2011). However, the presence of community-based enterprises creates a room for skills development and give rise to job opportunities for the most disadvantaged groups in rural communities (Indaba report, 2012). In addition, cooperatives in countries like Tanzania are gradually getting involved in providing basic quality education to help learners' access secondary education (Maghimbi, 2010). Furthermore, co-operatives can be used as a community business approach to help rural South African communities create job opportunities and alleviate poverty (Ndumo, 2012). The above statement establishes the fact that cooperatives are the viable model for socio-economic development in South Africa. However, there is a need to understand psychological aspects that are involved during skills transmission between members of a cooperative. For example, the role of influence during skills transmission.

#### **2.8.5 Social cohesion and access to human and social capital**

There is a positive correlation between community-based entrepreneurship and social cohesion and access to human and social capital (Falk and Kilpatrick, 2000; Bowles and Gintis, 2002). Social cohesion creates a conducive environment for the utilization of human capital features including skills and knowledge possessed by people (Glaeser, 1999). Furthermore, the interaction of community members gives rise to social capital (Andrian, 2013). According to Lin, (2002) social capital refers to connections, common principles, and perception that allow people and groups to trust each other and to work together. Therefore, community-based enterprises create an enabling environment for the exploitation of human and social capital in the society. Furthermore, they serve as the hub for the effective and efficient utilization of different skills and expertise from community members. However, there is a need to understand psychological aspects that are involved during social cohesion and access to human

and social capital. For example, to understand the role of openness in ensuring social cohesion between members of community-based enterprises.

## **2.9 Theoretical Framework for the study**

### **2.9.1 The concept of Sense of Community**

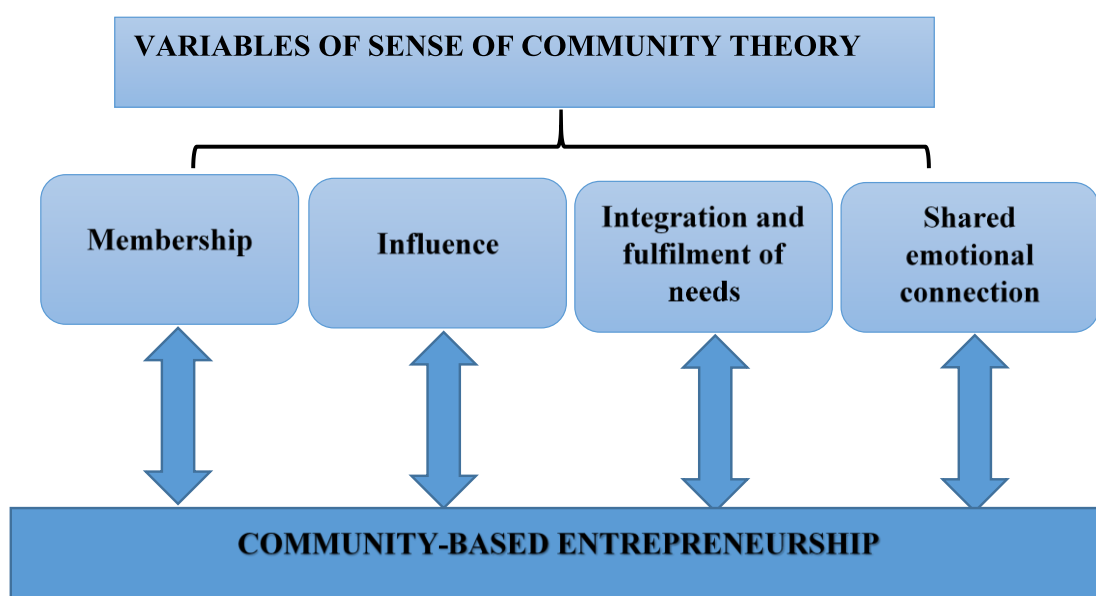
The concept of sense of community was introduced in the literature by the psychologist Seymour Sarason in his seminal book titled “The psychological sense of community: Prospects for a community psychology” in 1974 (Sarason, 1974). This book highlighted the significance of the individual relationship with the community to maintain the ongoing health sense of community (Sarason, 1974). However, some remarkable theoretic and experiential development has occurred around this concept which includes the work of MacMillan and Chavis in 1986. According to McMillan and Chavis (1986:9) “sense of community refers to a feeling that members have of belonging, a feeling that members matter to one another and to the group, and a shared faith that members’ needs will be met through their commitment to be together”. The measure for a sense of community is the sense of belonging. According to Hall (2014), sense of belonging means acceptance as a member of a community or a group. Hall (2014) further argues that a sense of belonging is a human need, just like the need for food and shelter. Block (2016) also argued that belonging to a community is to act as a creator and co-owner of that community. Furthermore, a sense of belonging to a greater community improves motivation, participation, and enable the culture of creativity (Lambert, 2013). The sense of belonging serves as a core element of the sense of community (Pitonyak, 2014; Drolet, 2013; Lambert, 2013).

The sense of community plays an integral role in the economic development of the community. According to Zinkiewicz and Smith, (2004), sense of community strengthens sentimental attachments within the members of the community which enable community-based entrepreneurial environment in the community. Sarason (1974) further argues that the psychological sense of community acknowledges interdependence between community members which is vital for community initiatives. Furthermore, Pretty, Bishop, Fisher, and Sonn (2006), argue that sense of community serves as a trajectory for the valuation of social capital; the implementation of social policies; and the assessment of community development capability. Chavis and Wandersman (1990) further argues that sense of community is a mechanism for social engagement because it encourages unity among individuals regardless of

their perceptions of the social environment. Therefore, this study will investigate sense of community variables in relation to community-based entrepreneurship.

## 2.10 Sense of community theory

The sense of community theory proposes that membership, influence, shared emotional connection and integration as well as fulfilment of needs helps to explain the sense of belonging among community members (MacMillan and Chavis, 1986). These basic elements are presented and explained in Figure 2.1 below.



**Figure 2.1: Sense of community theoretical framework**

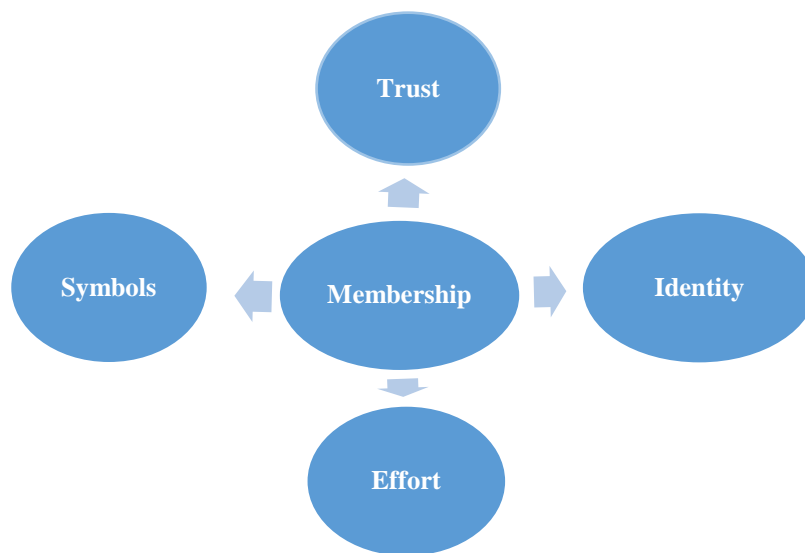
Source: Adapted from (MacMillan and Chavis, 1986).

This concept is composed of four factors namely; “membership, influence, integration and fulfilment of needs and shared emotional connection” (McMillan and Chavis, 1986:9). This theory is now considered as the central theory for Community Psychology in the 21<sup>st</sup> century (Chavis and Pretty, 1999). However, the works of Kim and Kaplan (2004) introduced another four elements in which they claimed that will address the issue of physical attributes of neigh that were ignored by the theory of MacMillan and Chavis. According to Kim and Kaplan (2004) community attachment, community identity, social interaction, and pedestrianism plays an important role in embedding the feeling of a sense of community to the inhabitants of the community. However, the framework for Kim and Kaplan was designed to promote urbanism

which negates the objectives of this study. Therefore, this study will use the sense of community theory that was used by MacMillan and Chavis (1986) because it is more relevant to the setting of this study. The following section discusses the four components of the sense of community theory in detail.

### 2.10.1 Membership

Status of membership refers to a sense of meaningful connection and a sharing of a sense personal relatedness with others (Rotman and Wu, 2014). The variables that build a sense of membership are presented in Figure 2.2.



**Figure 2.2: Membership variables**

Source: Authors own compilation.

The concept of membership proposes that trust, symbols of expressions, identity and effort and time helps to explain the sense of community (Blanchard and Markus, 2004). There are more factors that affect membership which includes boundaries but the researcher used this four because there are more aligned with the objectives of this study (Macmillan and Chavis, 1986). A full description of these variables is given below. These factors were also used to inform and guide this study.

#### Trust

According to Gambetta (1988) trust can be described as a dependence on the personality, capability, strength, or truth of someone or something. This factor plays a crucial role in the

success of any organization or group. According to Drucker (1995), for organizations to be more efficient and productive they have to increased attention on building trust among their members. Sohaib and Kang (2014) also argued that it is very difficult for people to trust each other unless they share a sense of acceptance. However, when people trust one another, the group can achieve truly meaningful goals (Spector, & Jones, 2004). According to Haddad (2002), trust is important among group members because it enhances transmission of information between group members (King, Samii, and Snilstveit, 2010). However, Llewellyn (2005) also argued that the presence of finances within a group might compromise the level of trust among group members.

### **Symbols and expression of membership**

According to Elgenius (2005), symbols are expressions of membership towards a particular group or community. They serve a purpose of raising and reinforcing awareness about a status of membership. Elgenius (2005) further argued that people tend to take pride in the symbols of expression when they feel accepted within their group or community (Elgenius, 2005). Symbols act as vehicles to express and affirm the community they represent. Furrer, Skinner, and Pitzer (2014) further argued that sense of relatedness promotes the need to be connected to others and to belong to a larger social group. Pretty (2006) further argued that symbols are very important in the grouping of people and also gives them a sense of identity and pride. Erel-koselleck (2014) further argues that symbols and expressions of membership represent a material culture.

### **Effort and time**

Effort and time are the measures of commitment in a particular activity or organization (Peppers and Rogers, 2016). The level of commitment is displayed by the amount of time and effort people are willing to invest (Ng and Feldman, 2008). This implies that there is a connection between effort and time and sense of belonging. Stillman and Lambert (2013) argued that people invest their time and effort to reward their feeling of acceptance in a group. However, Walton and Cohen (2011) also argued that people are not willing to sacrifice their time and effort if they don't feel any sense of acceptance within a group.

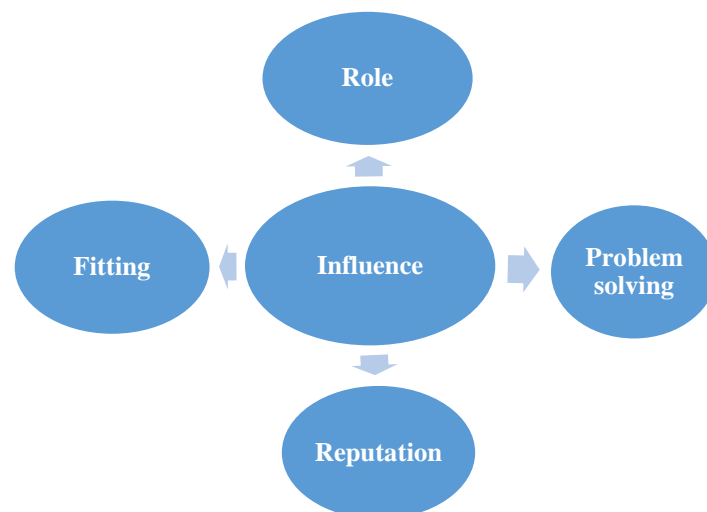
### **Identity**

According to Jenkins (2000:4) identity "refers to the ways in which individuals and collectivities are distinguished in their social relations with other individuals and

collectivities”. Leary (2012) argued that identities are traits and characteristics, social relations, roles, and social group memberships that define who one is. Grace and Cramer (2003) further argued that community members use social group membership as the basis for self-definition.

### 2.10.2 Influence

The concept of influence proposes that members have to feel that they can influence the community, and feel the community influences them (MacMillan and Chavis, 1986). Furthermore, influence refers to a sense of mattering within a group in this case agricultural cooperative (Schlossberg, 1989; Burroughs and Eby, 1998). The components of influence include mattering, role, reputation and ability to solve problems (Schlossberg, 1989; Burroughs and Eby, 1998) and these components are displayed in Figure 2.3.



**Figure 2.3: Influence variables**

Source: Authors own compilation

## **Fitting**

According to Grogan and Youngs (2011), fitting refers to a correspondence between employee's needs and job and employees job demands. Oyserman, Brickman, Bybee, and Celious (2006) further argues that people tend to fit in a group if they feel a sense of mattering within that group. Furthermore, fitting ensures that people are aligned with the demands of an organization. Behery (2009) further argued that for members of a group to feel a sense of fitting their personal values need to be synchronized with the organizations stated values and guiding principles.

## **Reputation**

According to Zinko, Ferris, Humphrey, and Aime (2012) personal reputation refers to a degree to which individuals perceive others as compared to their original identity. Ferris and Judge (1991) further argues that personal reputation is influenced by people that you live around them. Furthermore, Zinko et al. (2010) also added that personal reputation is deemed to demonstrate important influences on work outcomes. However, Zyglidopoulos, (2001) also argued that a reputation is a powerful tool for social control which might impose some constraints on the members of a group.

## **Role**

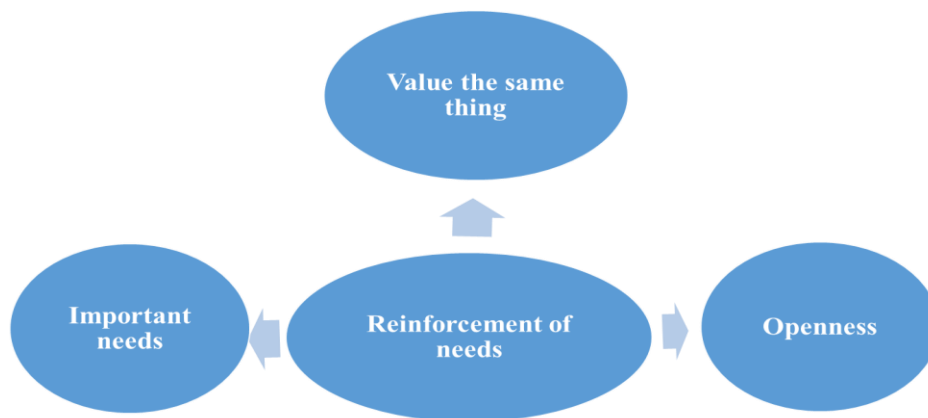
According to Levinson, (1959) role refers to a conduct that is expected of an individual who inhabits a given social position or status. In this context, role refers to a behavior that is expected from agricultural cooperative members in response to their job demands. Thus, role that members play in a group is associated with the level of productivity a group. Stack (2015) further argues that a deep sense of belonging and a commitment to a group can all contribute to greater productivity.

## **Problem Solving**

Problem- solving skills has become a prerequisite to navigate this world that filled with complex issues. Problem-solving refers to the "ability to use knowledge, facts, and data to effectively solve a problem" (McManmon, 2015: 162). According to Dehuff (2013), there is a correlation between sense of belonging and problem-solving skills.

### 2.10.3 Integration and Fulfilment of Needs

Integration and fulfilment of needs concept is regarded as reinforcement or motivator of behaviour in the theory of sense of community (Sarason, 1977). This is important because for any group to keep a positive sense of closeness, the personal or group association must be rewarding for its members (Doolittle and MacDonald 1978). Furthermore, integration also refers to an act of bringing community members together regardless of their beliefs, ethnicity, values and gender (Berger, 1997). Fulfilment of needs refers to benefits or rewards both physical and psychological that members receive because they are part of a group (MacMillan and Chavis, 1986). The variables that test integration and fulfilment of needs are presented in Figure 2.4.



**Figure 2.4: Integration and fulfilment of needs**

Source: Authors own compilation

#### Values

According to Schwartz (2007), values refers to what is important to individuals. This could be security, independence, wisdom, success, kindness and pleasure (Schwartz, 2007). Furthermore, Tajfel and Forgas, (2000) argued that understanding values helps to understand how people can create their own reality and give insight into their personal realities and their own groups. However, Palla, Derényi, Farkas and Vicsek (2005) also argued that only under rare circumstances would a group of individuals have the same set of shared needs and priorities. Because they are individuals, it is likely that some of their objectives will be different and conflict or compete. Conversely, Tuan, (2013) also argued that one of the key factors of a

group is that there is an intersection of a set of shared values and objectives held by the individuals regardless of their different backgrounds.

## **Needs**

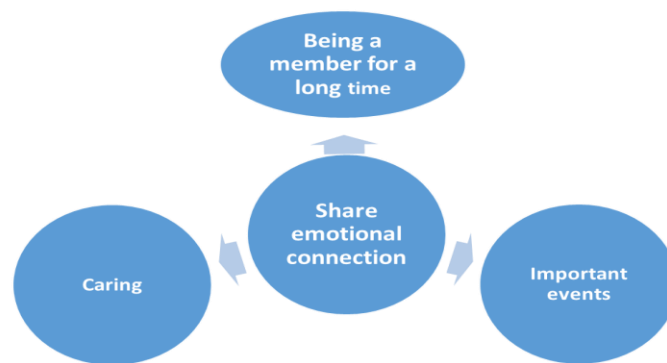
There are a different kind of needs which includes physical needs and psychological needs. According to Maslow (1954), physical needs includes refers to physiological requirements for food, water, and shelter. However, psychological needs include needs associated with love and belonging (Maslow, 1954). These needs are satisfied through relationships with other people. Hall (2014) argued that acceptance within a group improves one's motivation and happiness. A successful community creates a conducive environment that brings people together so that people meet others' needs while they meet their own (Hall, 2014).

## **Openness**

According to Zi-jie (2009), openness refers to inclination and ability to accept behavior or beliefs that are different to one's own or to those that are conventional. Freeman, Anderman, & Jensen, (2007) argued that sense of belonging promotes the spirit of openness which affects the level of transparency between members of a group. However, Ahmad and Jalil, (2013) argue that a strong sense of us within the members of a group might impose some boundaries for people who wants to join in because they will feel excluded which violate the nature of agricultural cooperatives

### **2.10.4 Shared emotional connection**

Shared emotional connection "is the result of regular contact, quality of interaction, experiences and shared history" (McMillan and Chavis, 1986:23). This element of a sense of community promotes closeness between community members (Colombo, Mosso and De Piccoli, 2001). This is also called community attachments (Chavis and Pretty, 1999). According to Turner, Sachdev and Hogg (1983) community attachment involves connecting with others not only for a common purpose but because of shared history and regular contact between community members. According to MacMillan and Chavis (1986), regular contact is essential for community building, but the quality of that contact matters. Furthermore, shared emotional connection enhances the sense of belonging between community members (Chavis and Pretty, 1999). In order for emotional connection to take place, something must be done to trigger a common bond between people. In this case, caring, stability and shared history between agricultural cooperative's members were analysed as some of the factors that form a shared emotional connection. These variables are presented in Figure 2.5.



**Figure 2.5: Shared emotional connection variables**

Source: Authors own compilation

### **Consistency**

This study measured consistency through member's willingness to remain in a cooperative for a period of time. Consistency is a measure of commitment to a particular activity or a group (Wiener, 1982). For example, the more members attend weekly cooperative meetings, the more their level of commitment is validated. Baumeister and Leary (1995) argued that communities need to form and maintain strong, stable interpersonal relationships to uplift their socio-economic status.

### **Shared history**

The hypothesis behind this variable proposes that there is a positive correlation between important shared event and community bond (Brodsky, 1996). For example, there appears to be a tremendous bonding among people who experience a crisis together (Myers, 1962; Wilson and Miller, 1961; Wright, 1943).

### **Caring**

This variable is more important when compared to consistency and shared history. Caring determines the level of love among community members (McMillan and Chavis, 1986). For example, the more community members invest their time in assisting others the more caring manifest in the community (Davidson, Cotter, and Stovall, 1991). Similarly, persons who donate more time and energy to an association will be more emotionally involved. Intimacy is another form of caring. Furthermore, intimacy also validates the feeling of acceptance between

individuals. Battistich and Hom (1997), argued that both sense of belonging and caring have a powerful impact on member's emotional motivation and their well-being which is strongly correlated with the success of a group at large. The amount of interactive emotional activity one takes with the other members expose oneself to emotional discomfort from the community life which affects the general sense of community (Aronson and Mills, 1959; Peterson and Martens, 1972).

#### **2.10.5 Community -based entrepreneurship.**

Community-based entrepreneurship, in this case, refers to a context in which this study unfolds. For example, all these variables will be tested within agricultural cooperative members which form part of community-based entrepreneurship. This is because the sense of community has a direct effect on community-based initiatives. Chiessi, Cicognani, and Sonn (2010) argues that sense of community forms part of behaviourally setting in the community. They support this by arguing that sense of community reflects the integration of people into networks and structures that provide feelings of belonging in the community (Chiessi et al., 2010). Agrawal and Gibson (1999) further argue that by creating a healthy sense of community, it attracts financial support from government to stimulate community-based initiatives. This can help to build and re-build communities that have a greater catalytic effect on the socio-economic issue (Chiessi, et al, 2010). The study by Melucci and Alberto (1995), argued that sense of community can help better understand the development of modern community initiatives. Therefore, it is against this backdrop this study seeks to provide empirical evidence about the effects of sense of community in community-based entrepreneurship.

### **2.11 Nkandla Economic Profile and Social Setting**

#### **2.11.1 Brief Background of Nkandla, KwaZulu-Natal**

This study was conducted in Nkandla rural areas. Nkandla is divided into fourteen (14) wards (Nkandla Report, 2014). However, this study was conducted only in ward 8, 10 and 12 because there are many agricultural cooperatives operating in these three wards. Figures 2.6 below shows where Nkandla is located in South Africa and Figure 2.7 shows where Nkandla is located in the province of KwaZulu-Natal.



**Figure 2.6: Map of South Africa**

Source: (SA Places, 2015)

Figure 2.6 above shows the whole South Africa map with nine provinces. Within these nine provinces, Nkandla is located in the province of KwaZulu-Natal. The following map in Figure 2.7 shows the districts of KwaZulu-Natal province in detail.



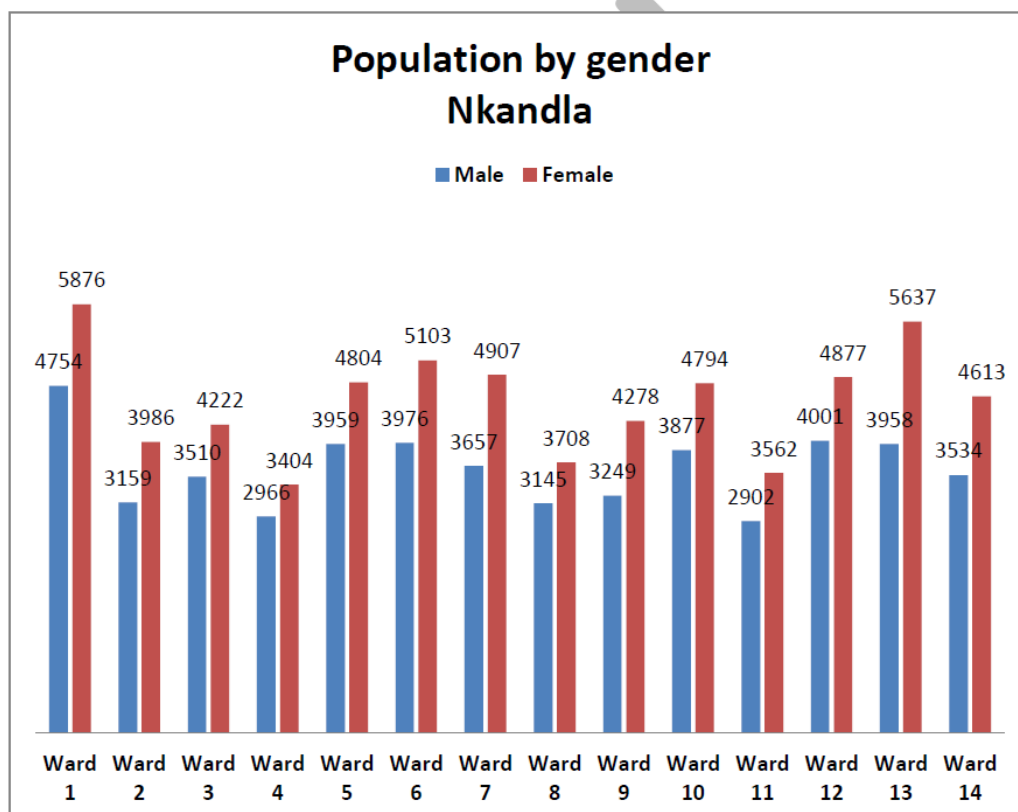
**Figure 2.7: Map of KwaZulu-Natal province**

Source: (SA Places, 2015)

Figure 2.7 above shows the map of the province of KwaZulu-Natal. Nkandla region is located at the heart of KwaZulu-Natal between Melmoth and Ulundi.

### 2.11.2 Nkandla Population

Nkandla region's population is estimated at 155 602, 60% being women and males at 40% (Stats SA, 2011). Nkandla is characterized by a high level of unemployment and high levels of illiteracy (Nkandla IDP 2014/2015). It is also a deep rural area populated by predominantly isiZulu speaking people (Uthungulu, 2014). Eighty percent of the land is under the Traditional Authority, held in trust by the iNgonyama Trust (Uthungulu, 2014). Furthermore, Nkandla citizens also migrate to urban areas in search for a better standard of living (Nkandla Report, 2014).



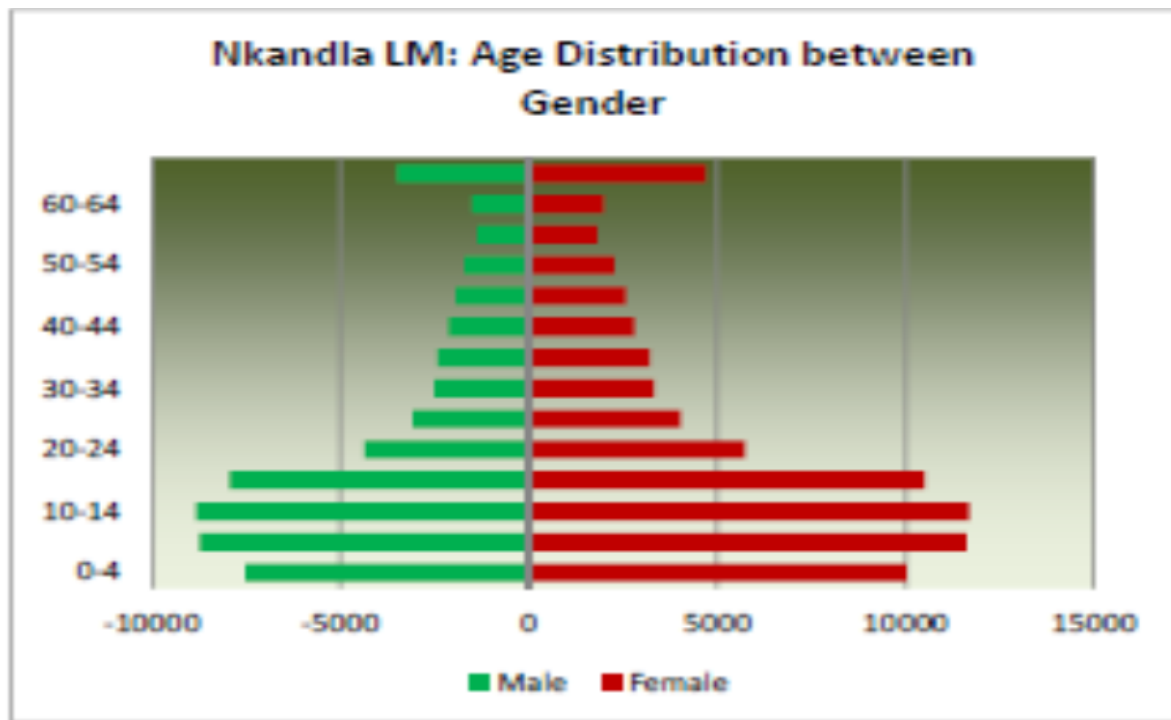
**Figure 2.8: Population for wards in Nkandla by gender**

Source: (STATS SA, 2011)

The graph in Figure 2.8 shows that the dominant gender across the wards is females. For example, Ward 1 has the highest females with (5876), ward 13 is second highest with (5637) and ward 6 is the third highest with (5103) (STATS SA, 2011). The statistics for the wards where data was collected shows that there are 3708 females and 3145 males in Ward 8; 4794

females and 3877 males in Ward 10 and; 4877 females and 4001 males in Ward 12. This also validates the statistics that Nkandla has the highest number of females as compared to males.

### 2.11.3 Age Distribution



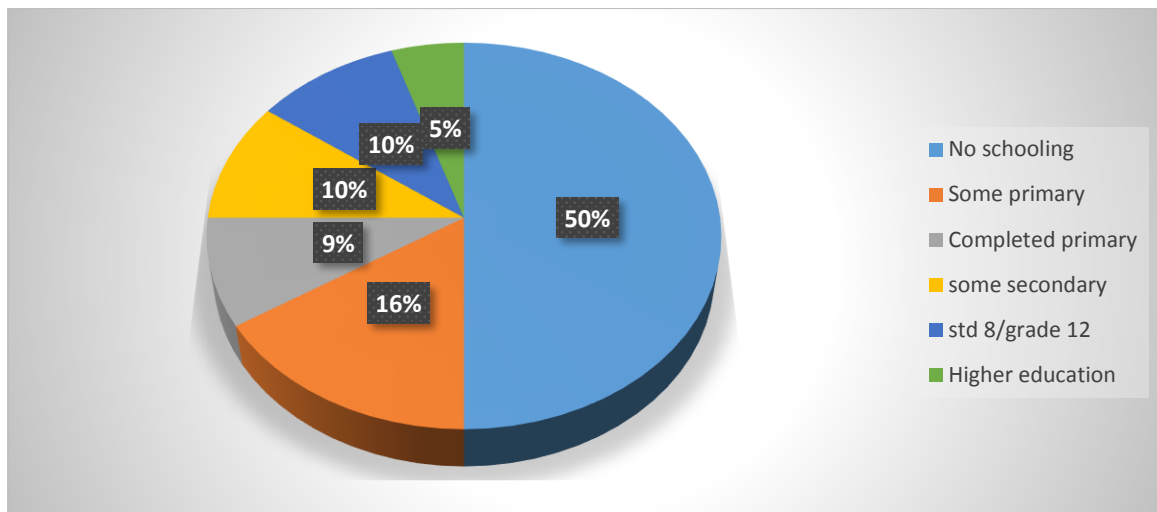
**Figure 2.9: Age Distribution by Gender for Nkandla**

Source: (STATS SA, 2011)

Figure 2.9 shows the age distribution between genders. In general, Figure 2.9 shows that there are more people below the age of 20-25 year, as compared to adults. Thus, the age distribution is skewed towards the school going age group and, there are few people from the population active age group (i.e. above 20-24 and below 60 years). Between the age groups of 10-14 years, females are almost equal to males. Figure 2.9 also shows that the number of pensioners increases from the age group of 60-64 years and above. However, between the age group of 60-64 years, there are more females than males.

### 2.11.4 Educational Levels

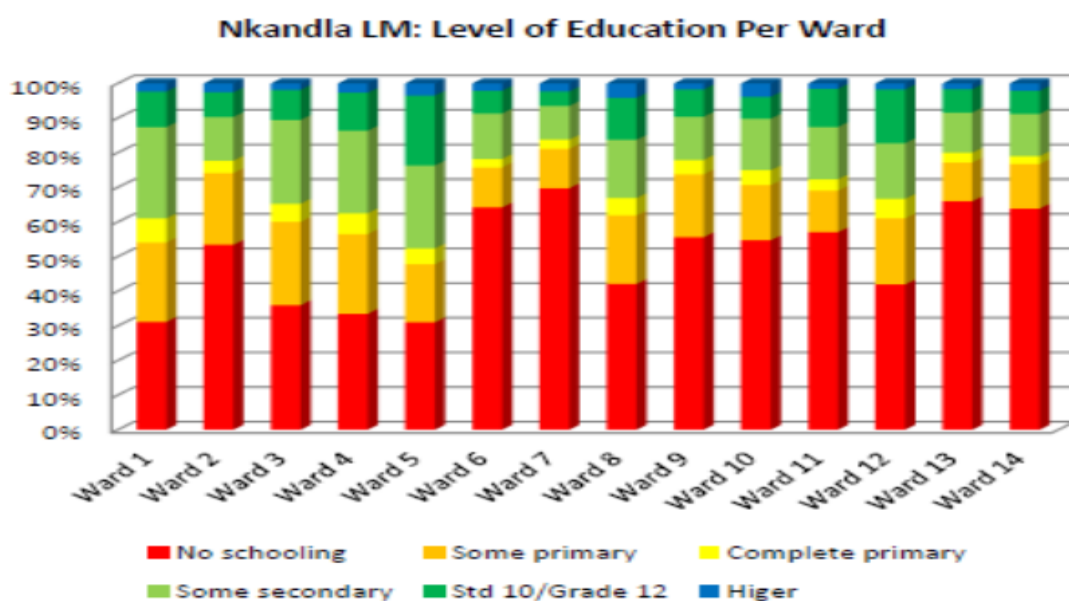
Figure 2.10 and Figure 2.11 below presents the educational levels of the entire population of Nkandla.



**Figure 2.10: Nkandla Educational Levels**

Source: (STATS SA, 2011)

Figure 2.10 shows that the majority of people in Nkandla have no formal education. Thus, Figure 2.10 show that almost 50% of the population have no formal education. Only a few, less than 5% have an education level that is higher than grade 12 (Matric certificate). The levels of education are further presented by wards in Figure 2.11 below.



**Figure 2.11: Nkandla Educational levels by wards**

Source: (STATS SA, 2011)

Describing the education level by wards, the data again reveal that the majority of people have no formal education. In Ward 8, 10 and 12 where the data was collected, it is clear that the majority of the population had no formal education. The fact that the majority of people in Nkandla have no formal education raises the need to finding solutions that create sustainable employment and alleviates poverty.

#### **2.11.5 Religion**

Nkandla is largely dominated by ancestral ceremonies (Khanyile, 2010). The most overriding religious group is Shembe and Nazareth (Khanyile, 2010). The Shembe religion is a mixture of Zulu culture and Christianity that has been founded on the old testament of the Bible (Ndlovu, 2014). This religion also believes in ancestral ceremonies (Khanyile, 2010). Ancestral ceremonies are ceremonies performed for the ancestors by the living (Bogopa, 2010). Ancestors are those family members who have passed on (Bogopa, 2010). In ancestral ceremonies, the *impepho* (a dried fragrant plant used to beseech communication with the ancestors) is burnt before a goat is slaughtered (Khanyile, 2010). These ceremonies are also linked with the roots of rural citizens (Cohn, 2008, Kalman, 2008 and Cavalcanti, 2011).

Furthermore, ancestral ceremonies are also events where community members come to enjoy a sense of belonging within a community (Gratz, 2016; Bae, 2007). There is an abundance of food and drinks in these ceremonies (Khanyile, 2012). One of the characteristics of these ceremonies is that they promote a bring and share strategy (Conteh, 2009). The point is that “these traditional ceremonies require the very resources that are in short supply, such as money and food” (Khanyile, 2012, p. 16). On the other hand, they seem important for social cohesion and as occasions of communal food consumption” (Khanyile, 2012, p. 16).

#### **2.11.6 Social setting (Levels of poverty and unemployment rate)**

The rate of unemployment in Nkandla is at 75% (Nkandla Local Municipality, 2014). Although the rate of unemployment is very high, there are some prospects of the reduction in the rate because of some turnaround strategies that are currently being implemented by the Nkandla local municipality, and these turnaround strategies include community-based initiatives (Nkandla Local Municipality, 2014). Nkandla community is largely dependent on social grants (Nkandla Report, 2014). The prevalence of HIV/AIDS and other communicable diseases is also very high (Nkandla Report, 2014). The number of HIV Aids orphans that are not registered is high and this makes these orphans not eligible for social grants (Khanyile, 2012). It is estimated that one of four people in Nkandla are HIV positive (Nkandla Report,

2014). The estimated number of people living with HIV/Aids in Nkandla is now above 15 000 with almost 2000 being children (Stats SA, 2011). Care for orphans and vulnerable children needs emphasis and more NGOs need to come on board to reciprocate government programs. Due to the fact that fifty percent of the population have no schooling at all, this has a negative impact on the overall skills base of Nkandla (Stats SA, 2011) because it is often difficult for people without education to be absorbed into the labor market. Stock-theft remains the major crime in Nkandla (Nkandla Local Municipality, 2010). Furthermore, many Nkandla families are dominated by polygamy (Nkandla Report, 2014). This also validates the fact that the majority of Nkandla families have many dependents (Gould, 2015).

Women, child, and drug abuse are on the increase (Nkandla Report, 2014). The topography and road networks render some areas inaccessible by the police, hence encouraging crime (Uthungulu District Municipality, 2010). The area is also prone to natural disasters, with at least one area affected per year, mostly due to storms, gale force winds and veld fires (Nkandla Local Municipality, 2014). The repercussions are worse because of high-level poverty and high unemployment rate. According to Stats SA (2011), the Nkandla overall unemployment rate is 75% and youth unemployment is 60.5%. The table below shows the level of unemployment from Nkandla population.

**Table 2.2: Levels of employment, unemployment, discouraged work-seekers and non-economic active population for Nkandla**

<b>Employed</b>	<b>Unemployed</b>	<b>Discouraged work- seeker</b>	<b>Other not economically active</b>	<b>Total</b>
6907	5398	8907	40115	61327

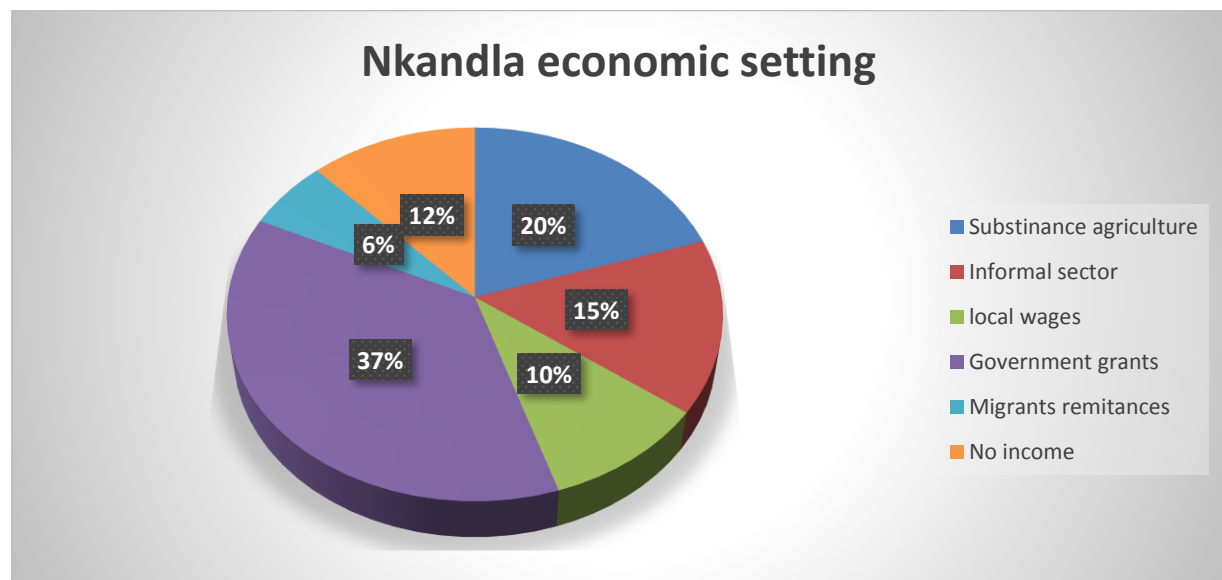
Source. : (COGTA, 2010)

From the above table, the number of people who are economically active is far greater than the number of employed population of Nkandla region (COGTA, 2010). This also necessitates the fact that the level of unemployment is very high in Nkandla.

### **2.11.7 Economic setting**

Nkandla region remains as one of the poorest regions within UThungulu district Municipality (Nkandla Report, 2014). The dominant economic activities in Nkandla region is subsistence

agriculture and the trading of livestock (Nkandla Local Municipality, 2012). Most of the people in Nkandla rely solely on government social grants for survival (Nkandla Report, 2014). The following statistics depicted in Figure 2.12 gives the clear indication on the state of economic activities in Nkandla as a whole.



**Figure 2.12: Economic setting for Nkandla**

Source: (COGTA, 2010)

Figure 2.12 shows that 37% of the population of Nkandla depends on government grants; 20% of the population depends on subsistence agriculture; 15% are active in the informal sector, and 12% have no form of income at all. The remaining 10% receive local wages, while the other 6% of the population rely on migrants remittances such as family support money.

#### **2.11.8 Economic opportunities in Nkandla**

Nkandla is nonetheless abundant in natural resources and has a great capacity for economic growth through agriculture (Nkandla Report, 2014). An advantageous climate and convenience of land make it favorable in terms of agricultural production. Livestock, timber (Qhudeni and Nkonisa), tea (Ntingwe), herbs (essential oils), peaches and vegetables are some of the products of the area (Khanyile, 2012).

Nkandla has two natural forests, namely Nkandla and Qhudeni of both historical and natural significance (Nkandla Local Municipality, 2010). There are two commercial plantations (Qudeni and Nkonisa) which were formerly under the auspices of the KwaZulu-Natal Department of Forestry (Nkandla Local Municipality, 2010). The Qhudeni plantation services nearby Nkonisa has not yet been harvested (DTI, 2014). These plantations were taken over by

the Department of Water Affairs and Forestry (DWAF) in 1995 (Nkandla Report, 2014). They are classified as B-Class and are meant to be disposed of to community-business partnerships under the policy framework set up to privatize state assets (Nkandla Report, 2013). Therefore, it is against this backdrop Nkandla community engages in community-based entrepreneurship initiatives as one of the strategies for rural economic development.

## **2.12. Conclusion**

The chapter highlighted critical literature on community-based entrepreneurship and sense of community in relation to research objectives of the study. It differentiated between community-based entrepreneurship and social entrepreneurship in relation to the study. Furthermore, it discussed the sense of community as a theoretical framework for this study. Lastly, it discussed Nkandla economic profile and social setting. The following chapter presents a research methodology of this study.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

---

#### **3.1 Introduction**

The previous chapters provided the introduction and the literature review of the study. The aim of this study as discussed in chapter one is to understand the role of sense of community in the success of community-based entrepreneurship. Chapter two discussed the role of community-based entrepreneurship in rural economic development and the variables of a sense of community theory. The literature review section provided the background information for the topic in relation to the research objectives of the study. Chapter three seeks to explain the research methodology that was used to address the research problem of this study. Research methodology refers to the research methods, procedures, and techniques that are used to address the research problem. Welman and Mitchell (2006:52) state that “research methodology refers to the explanation and the logic behind research methods and techniques”. The chapter is organised as follows. First, the chapter will discuss research paradigm, research design, research population, sample size, sampling method, data collection methods, measuring instrument, administration of the questionnaire, data analysis, reliability and validity, pilot testing and ethical clearance.

#### **3.2 Research paradigm**

According to TerreBlanche and Durrheim (1999), research paradigm is an all-encompassing system of interrelated practice and thinking that define the nature of the study. More specifically, a paradigm would include the accepted theories, traditions, approaches, models, frame of reference, body of research and methodologies; and it could be seen as a model or framework for observation and understanding (Creswell, 2007; Babbie, 2010; Rubin and Babbie, 2010; Babbie, 2011). Therefore, this section will discuss the following paradigms, post-positivism, transformative, constructivism and pragmatism. Table 3.1 below summarizes these research paradigms.

**Table 3.1: Research Paradigms**

Interpretivist/ Constructivist	Transformative	Pragmatic
Naturalistic	Critical theory	Consequences of actions
Phenomenological	Neo-Marxist Feminist	Problem-centred
Hermeneutic	Critical Race Theory	Pluralistic
Interpretivist	Freirean Participatory	Real-world practice- oriented
Ethnographic	Emancipatory Advocacy	Mixed models
Multiple participant meanings	Grand Narrative	
Social and historical construction	Empowerment issue - oriented	
Theory generation Symbolic interaction	Change-oriented Interventionist  Queer theory  Race specific Political	
Adapted from Mertens (2007) and Creswell (2003)		

Source: (Mackenzie, 2006)

### **3.2.1. Post-positivism**

According to Wildemuth (1993), post-positivist research approach uses methodological pluralism. This is based on the hypothesis that the method to be applied in a particular study should be selected based on the research question being addressed. Ryan (2006) further argues that the post-positivist researcher focuses on the understanding of the study as it evolves during the investigation. For more clarity, one could say that post-positivism addresses three main questions relating to (1) the quality of the data (input) data; (2) the use of a more integrated approach; and (3) the context of the studied phenomenon (Wildemuth and Perryman, 2009). Post-positivism provides the researcher with more subjective measures for gathering information. Creswell (2003) further argues that, post-positivism relies on the theory of the study being investigated. Based on these facts, this study adopted post-positivism paradigm to analyse the nature of this study. The sense of community theory factors was used as lenses guiding this study.

### **3.2.2 Transformative**

The transformative paradigm relies on mixed methods approaches to address the research problem of the study (Martens, 2007). Creswell, (2003) further argues that, transformative researchers felt that the interpretivist/constructivist approach to research did not adequately address issues of social justice and marginalised peoples. Transformative researchers believe that inquiry needs to be intertwined with politics so that it will transform the lives of research participants, the institutions in which individuals work or live, and the researcher's life (Creswell, 2003). However, the transformative approach relies on mixed method approach for the development of more complete and full portraits of social world through the use of multiple perspectives and lenses. This disqualifies transformative approach paradigm for this study because the researcher only used quantitative research approach as compared to mixed methods research approach.

### **3.2.3 Constructivism**

The constructivist paradigm emerged out of the philosophy of Edmund Husserl's phenomenology and Wilhelm Dilthey's and other German philosophers' study of interpretive understanding called hermeneutics (Mertens, 2010). The constructivist researcher tends to rely upon the respondent's perspectives on the situation being investigated (Creswell, 2003). Furthermore, the constructivist researchers are most likely to rely on qualitative data collection methods and analysis or a combination of both qualitative and quantitative methods (Creswell, 2003). However, "constructivists do not usually begin with a theory but they come up with a

theory or pattern of meanings as the study unfolds” (Creswell, 2003:22). Based on these facts, this paradigm was not suitable for this study because it is testing the existing theory rather than seeking to develop its own theory.

### **3.2.4 Pragmatic paradigm**

Pragmatist researchers focus on the 'what' and 'how' of the research problem (Creswell, 2003). The pragmatic paradigm places the research problem as a central approach to navigate throughout the study (Creswell, 2003). Data collection and analysis methods are also aligned with research problem of the study (Morgan, 2007). Pragmatic researchers also place more emphasis on mixed approaches which negate the research design of this study (Morgan, 2007). Therefore, this paradigm will not be used because this study only focusses in quantitative data analysis.

### **3.3 Research design**

This study used exploratory study research design. According to Sekaran and Bougie (2010), exploratory studies are conducted when some facts are known but more information is needed to develop the viable theoretical framework. An exploratory study was carried because there is limited information about the matter being studied (Pettersen, Goddard, Huang, Couch, Greenblatt, Meng, and Ferrin, 2004). The reason for conducting an exploratory research is to get deeper insights on the role of sense of community in promoting community-based entrepreneurship to advise for future studies. Exploratory study helps to find the key variables that perfectly address the research problem (Saunders, Lewis and Thornhill, 2007). In addition, this type of research design helps to diagnose a situation and formulate hypotheses to address the research problem (Saunders, Lewis and Thornhill, 2007). However, carrying out an exploratory research was not meant to come up with ultimate answers or decisions but to produce hypotheses about what is happening in a situation (Kothari, 2004). This approach was chosen in support of Saunders, Lewis, and Thornhill (2009:34), who outlined that exploratory studies “are a valuable means of finding out what is happening, seeking new insights, asking questions and assessing a phenomenon in a new light”. The motive of choosing an exploratory research is that it focuses on an area which is under- researched.

### **3.4 Research population**

Study population refers to people appropriate for consideration in the study (Welman, Kruger and Mitchell, 2005:52; Malholta, 2010:373). According to Malholta (2010:372), it is critical to understand the intended population units of analysis and geographical location. Understanding

the characteristics of the targeted population will go a long way in reducing problems associated with research costs, response rate and quality of data (Saunders et al., 2009). The research population of this study was selected from Nkandla agricultural cooperatives. Nkandla has fourteen (14) municipality wards (Nkandla Report, 2014). In these fourteen wards, there are more than one hundred (100) registered agricultural cooperatives, with an average membership of fifth five (55) members per cooperative (Nkandla Report, 2014). Due to resource constraints, it was not feasible to use this research population. However, the researcher narrowed down the research population to agricultural cooperatives from only Ward 8, 10 and 12. According to the Nkandla Report (2014), there are ten operating agricultural cooperatives in these three wards. Again, due to resource constraints, it was not feasible to conduct a study of such a magnitude. As a result, the researcher decided to select the best performing agricultural cooperative in each of the three wards using judgment sampling technique. The best performing agricultural cooperatives were selected based on their productivity, sustainability and economic impact they have in their respective communities. In order to meet the criteria mentioned above, the researcher approached Nkandla Municipality to gather information about the three best performing cooperatives in Ward 8, 10 and 12. According to the Nkandla Municipality (2014) database, the best performing cooperatives are Isikhwane Livestock, Mpangazitha Poultry, and Sgodini Farming from Ward 8, 10 and 12 respectively. Therefore, the research population of this study is made up of all active members of these three agricultural cooperatives, namely, Isikhwane Livestock, Mpangazitha Poultry, and Sgodini Farming cooperatives. This population frame is the ideal working population for this study. According to Nkandla Municipality database for 2014, there are a total of two hundred and nine (209) members in these three cooperatives. The two hundred and nine (209) members are therefore the research population for the study and this research population is further explained in Table 3.2 below in terms of the composition of the agricultural cooperatives.

**Table 3.2: Research population for the study**

<b>Name of Agricultural Cooperative</b>	<b>Ward</b>	<b>Number of members and actual sample size</b>
Isikhwane Livestock Cooperative	8	98
Mpangazitha Poultry Cooperative	10	57
Sgodini Farming Cooperative	12	54
<b>Total</b>		<b>209</b>

### **3.5 Sample size**

According to Shapiro (2008) sample size refers to the number of units that were chosen for data collection of the study. This study adopted a census survey as the sample of the study. According to Fox and Bayat (2007), a census survey collects complete information from all the research participants in the population. Census surveys are proven as an effective method for gathering accurate information if they are properly designed and the sample design is accounted for in the estimation methods (Denscombe, 2013). According to Davies (2007), a census survey uses a questionnaire for data collection, and this study also used a questionnaire as the research instrument for the study. Therefore, the study used the research population of two hundred and nine (209) members as the sample size for the study. This is attributed to the fact that the researcher is a resident in one of three wards and the family members as well as some of the extended families are members of these three cooperatives. As a result, it was feasible to collect data from all the members of the selected cooperatives. However, this could lead researcher biasness. To avoid this, the research assistant was tasked to collect data from family members of the research population. Furthermore, the close-ended questions of a questionnaire were adapted from the sense of community index from Australia to avoid cultural relativism.

### **3.6. Sampling method**

According to Sekaran and Bougie (2010), sampling refers to the process of choosing an appropriate number of the right elements from the population so that a study of the sample and

an understanding of its properties make it possible for researchers to generalize such properties to the population elements. However, this study used non-probability sample design. According to Yates (1981), non-probability sample employs subjective methods to decide which elements are included in the sample. This study used judgment sampling technique to narrow down the research population from more than one hundred agricultural cooperatives with an average membership of approximately fifty-five per cooperative to only three cooperatives in Nkandla. According to Sekaran and Bougie (2010), judgment sampling refers to the selection of subjects that are mostly advantageous or in the best position to provide information that is needed.

This study utilised judgment sampling to narrow down the population in two ways. Firstly, judgment sampling was used to narrow down the research population from fourteen wards to three wards namely Ward 8, Ward 10 and Ward 12. Secondly, judgemental sampling was used to select three best performing cooperatives out of the ten agricultural cooperatives operating in these three wards. The rationale behind choosing the best three performing agricultural cooperatives was to evaluate how the role of sense of community has contributed to the success of these agricultural cooperatives which is in line with the nature and objectives of the study.

Although the judgment approach is regarded a good sampling technique for gaining access to information from a population that is difficult to identify, it is not without flaws. The judgment approach has one major weakness that personal bias in selecting the sample is unavoidable. On top of this, the judgment approach is a non-probability sampling technique that is not based on a representative sample that was randomly drawn. As such, the results of this research project cannot be generalized to the entire population of the agricultural cooperatives in Nkandla, KwaZulu-Natal and other agricultural cooperatives in this country. The result could only be generalised to the selected agricultural cooperatives since a census survey was then used to strengthen the reliability of the data collected. Nevertheless, the judgment allows a research to bring his judgment and expertise to play (Westfall, 2009). This will allow the researcher to use his expertise to access the information from the agricultural cooperatives that are very difficult and hard to locate. In other words, the findings of this research may add a valuable input to the large body of literature that deals with the role of sense of community in the success of Community-Based Entrepreneurship.

### **3.7 Data collection method**

The researcher used both primary and secondary data collection methods in order to address the research objectives. The primary data refers to the original data that the researcher collects for the purpose of his or her own study (Welman, 2006). For primary data collection, the researcher made use of a questionnaire based survey. Secondary data, on the other hand, refers to data that has already been gathered by other researchers. This data is usually published in journal articles, books, and other sources that might be useful to the researcher (Cavana, Delahaye, and Sekaran, 2001:462). Saunders et al. (2001:188) are of the opinion that secondary data includes both raw data and published summaries. For secondary data, the researcher used the internet, published journal articles, textbooks, and government websites. A comprehensive literature survey was carried out in order to provide a detailed summary of the role of Community-Based Entrepreneurship in the local economic development. The purpose of the literature review according to Cavana et al. (2001:57) is to ensure that all the important variables from previous research that have an impact on the research problem are taken into consideration. Besides, a well- researched literature review forms the foundation on which research is built (Saunders et al., 1997:3).

### **3.8 Measuring instruments**

The research data was collected using questionnaires. The researcher firstly discussed the variables of a sense of community theory with research participants to ensure clarity and understanding. A questionnaire is deemed to be a good method for collecting data in exploratory research because it allows the researcher to get a deep insight and thorough understanding of sense of community variables (Quinlan, 2011). A brief explanation of the measuring instrument (questionnaire) is given below.

#### **3.8.1 Questionnaires**

A questionnaire is an instrument used for collecting and recording primary data about a specific issue of interest (Quinlan, 2011). Questionnaires have proved to be an easy way of collecting data (Quinlan, 2011). This study used questionnaire survey to validate the relationship between the theory of this study and the phenomenon being investigated. The questionnaire was made up of close-ended questions. In addition, a Likert scale was used when formulating the questions from the questionnaire. The questionnaire was written in English even though, the majority of the research population of the study possessed little or no education at all. In order to overcome this challenge, the researcher with the help of one research assistant translated and explained the questions to the research participants using the local language which is, IsiZulu.

Thus, all the communication for data collection was done in the local language. The questionnaire used for the study is attached in Appendix C.

### **3.8.2 Structure of questionnaire**

The questionnaire that was used for data collection consisted of two sections which are discussed below.

#### **Section A: Demographic data**

Section A of the questionnaire provided information about the race, educational level, regional status, occupation and age of the respondents was collected. This information is very crucial for this study because it allows the researcher to understand the nature of the sample. For example, the respondents' age is important because it provides a background information about the respondents. The educational level of the participants is also important because the sense of community theory suggest that, the level of education within the community members affect the sense of community in the society. Chavis (2007), suggest that tertiary education of the respondents increase the chances of respondents to form or establish any community initiative based on their knowledge and the needs of that particular community. Apart from this, information which pertains to the respondent's previous work experience and the regional location was also gathered because it appears as if previous work experience also determines the duration of community involvement of the respondents. Lastly, the information that pertains to the regional position of the respondents was gathered because it will help the researcher to segregate and synthesize the information to address the variables of this study.

#### **Section B: Sense of community variables.**

This section of the questionnaire gathered the information on variables of the sense of community theory which are, membership, influence, integration and fulfilment of needs and shared emotional connection of the respondents. These variables are discussed in detail below.

**1. Membership:** Status of membership refers to a sense of meaningful connection and a sharing of a sense personal relatedness with others. Trust, identity, symbols of expressions and effort and time were used to measure this factor (Rotman and Wu, 2014).

**2. Influence:** The concept of influence proposes that members have to feel that they can influence the community, and feel the community influences them (MacMillan and Chavis,

1986). Furthermore, influence refers to a sense of mattering within a group in this case agricultural cooperative. The components of influence include mattering, role, reputation and ability to solve problems (Rovai, 2002; Burroughs and Eby, 1998).

**3. Integration and Fulfilment of Needs:** integration also refers to an act of bringing community members together regardless of their beliefs, ethnicity, values and gender. Fulfilment of needs refers to benefits or rewards both physical and psychological that members receive because they are part of a group (MacMillan and Chavis, 1986). The variables that test integration and fulfilment of needs includes, providing important needs, openness, and values (MacMillan and Chavis, 1986).

**4. Shared emotional connection:** In order for emotional connection to take place, something must be done to trigger a common bond between people (Berger, 1997). In this case, caring, stability and shared history between agricultural cooperative's members were measured as some of the factors that form shared emotional connection (MacMillan and Chavis, 1986).

### **3.9 Administration of the questionnaire**

The questionnaires were hand delivered by the research and research assistant. This process is called personally administered questionnaires (Cavana, Delahaye, and Sekaran 2001:245). This method was preferred because of the advantages associated with it. These advantages corresponding to (Cavana *et al.*, 2001:245) and Denscombe (2014:166) are listed as follows:

- a) Personal administered questionnaires have a high probability of producing the desired results,
- b) It is easy for a researcher to motivate respondents to participate.
- c) Any misunderstanding can be clarified,
- d) Almost 100% response rate is assured, and
- e) Personal administered questionnaires are very cheap and easy (Cavana *et al.*, 2001).

However, there are some disadvantages associated with personal administered questionnaires. According to Cavana *et al.* (2001), these disadvantages are as follows:

- a) Hand delivered questionnaires are time- consuming.
- b) A research might end up incurring additional cost especial for traveling expenses. (Cavana *et al.*, 2001).

As mentioned before, the researcher collected data with the help of one research assistant. The data was collected data using the local language which is, IsiZulu. Thus, the research and

research assistant translated and explained the questions to the research participants. During data collection process, the researcher visited each agricultural cooperative during their weekly meetings and approached leaders for permission to collect data from the cooperative. The researcher was then given time to explain the objective of the study to the members of the cooperative. At the end of the weekly meeting, the researcher then approached each and every member of the cooperative to participate in the study. The researcher and the research assistant assisted the participants to complete the questionnaire. This process was repeated until the researcher had collected data from the required sample of the study.

### **3.10 Data analysis**

Data analysis is the “exploring of the raw data collected in an attempt to identify the underlying themes, insights, and relationships within the phenomenon being researched” (Cavana et al., 2001:20). As mentioned in chapter one, this study collected quantitative data from the respondents using the questionnaire as a measuring instrument. The questionnaires were checked for accuracy and completeness and were analyzed and coded by the researcher. The information from the questionnaires was captured and processed using the statistical package known as Statistical Package for the Social Science (SPSS) version 20.0. According to Flemming and Nellis (2000:439/440), SPSS contains a graphic component that creates graphs and charts which are useful for illustrating the results of the data. Descriptive and inferential statistics were used to analyze responses to demographic data and the findings of each research objectives. The results were presented in tables and bar charts for easy reference.

#### **3.10.1 Inferential analysis**

Inferential statistics is a deductive analysis of data drawn from a population of the study. It is mainly concerned with accuracy and consistency of results of data (Myers et al., 2010:19). The study used Pearson coefficient correlation as inferential analysis on research responses.

##### **3.10.1.1 Pearson coefficient correlation**

Pearson's correlation coefficient “is a statistical tool that helps to compute the strength of a linear relationship between paired variables” (Sedgwick, 2012:13). “A correlation of minus one (-1) indicates a perfect correlation that is negative, which means that as one of the variables go up, the other one goes down” (Sedgwick, 2012:13). “A positive one correlation indicates a perfect correlation that is positive, which means that together, both variables move in the same direction” (Sedgwick, 2012:13). Zero correlation means there is no relationship between the paired variables (Sedgwick, 2012; Benesty, Chen, Huang and Cohen, 2009).

### **3.11 Validity and Reliability**

According to Cooper and Schindler (2003:231), there are two main criteria for evaluating a measuring tool. These are validity and reliability and practicality (Cooper and Schindler, 2003:231). In this case, a measuring tool is a questionnaire. These two principles are discussed below with regards to how they relate to the measuring instrument

#### **3.11.1 Validity**

Validity refers to the degree to which the instrument measures what it intended or supposed to measure in order for the researcher to be able to address the objectives of the study (Cooper and Schindler, 2003:243). Validity is also related to the extent to which the conclusions drawn from the research are true (Hair, Bush, and Ortinau, 2006:276). The most common forms of validity are content validity, criterion-related validity and construct validity. Content validity is discussed below.

##### **3.11.1.1 Content validity**

Content validity measures the extent to which the measuring tool adequately covers the objectives of the study (Cooper and Schindler, 2003: 232,233). To ensure content validity, the researcher reviewed the relevant literature on community-based entrepreneurship. Apart from this, the literature review of this study provided background information on the sense of community theory. In addition, the findings of this study were compared to similar research studies.

##### **3.11.1.2 Construct validity**

An instrument has construct validity if it measures the constructs that it intended to measure. In other words, the instrument should measure the variable which it intended to measure (Welman *et al*, 2007:142). In this regard, the questionnaire was subjected to pre- testing in order to evaluate whether it encompassed most of the variables that were used to address the research objectives.

##### **3.11.1.3 Criterion-related validity**

Criterion Validity, also called predictive validity, measures the degree to which the test scores measuring one test criterion is consistent with another criterion being measured (Welman *et al*, 2007). Criterion-related validity examines the actual relationship between variables that supposedly are related. In this regard, there is a correlation between a healthy sense of community and a success of Community-Based Entrepreneurship. To validate this, the questionnaire used in this study was adopted from a research study which was conducted by

(Krafona, 2014). This research study was conducted in Ghana. The questionnaire for this study was then tweaked to suit the South African context, which is the environment in which the study was conducted.

### **3.12 Reliability**

Reliability pertains to the capacity of the measuring instruments to produce consistent results if tested multiple times (Zikmund, Babin, Carr, and Griffin, 2012). There are different types of reliability. These includes inter-rater reliability, test-retest reliability, and internal consistency reliability.

#### **3.12.1 Inter- Rater Reliability**

According to Armstrong, Gosling, Weinman and Marteau (1997), inter- rater reliability refers to a process of evaluating reliability across different people. Two major ways in which inter-rater reliability is used are (a) testing how similarly people categorize items, and (b) how similarly people score items (Armstrong et al, 1997).

#### **3.12.2 Test-Retest reliability**

Test- retest reliability refers to a process of evaluating reliability across time (Hendrickson, Massey an Cronan, 1993). This test proposes that reliability can differ with the many dynamics that affect how research participants respond to the test, including their interruptions, mood and time of the day.

#### **3.12.3 Internal Consistency Reliability**

This study adopted internal consistency reliability. According to Henson (2001), internal consistency reliability assesses individual research participant in a relationship with one another for their ability to give consistently appropriate results. Therefore, this study used Cronbach alpha statistical tool to test reliability. Furthermore, a pre-test was conducted to determine the reliability of the study instruments and to determine whether they will produce intended response (Zikmund et al., 2012).

#### **3.12.4 Pre-testing of the Questionnaire**

In order to ensure validity and clarity, the questionnaires were subjected to review by pre-testing them on a very small sample of the targeted population. The pre-testing sample was similar to the characteristics of the targeted population. According to Jnr, Money, Samouel, and Page (2007), the sample for pre-testing may include four or five individuals but not more than thirty individuals. The questionnaires were tested on five cooperative members of Isikhwane livestock cooperative. Pre-testing of the questionnaire was meant to identify and

correct deficiencies that exist in the measuring instrument. Feedback from this process was used to adjust the questionnaire so that they were in line with the purpose of the study. These questionnaires did not form part of the data that was analysed for the study.

### **3.13 Ethical Considerations**

Ethical behavior is of paramount importance in research (Welman et al., 2007:181). It enables individuals to carry out their research in a dignified manner with honesty and respect for human rights. These issues were treated with high priority (Welman et al., 2007:181). Since the issue of ethical requirements is important in any research, the researcher notified the research participants about the purpose of the study and that their participation in the survey was solely on a voluntary basis. The participants were required to complete a consent form before completing the questionnaire as evidence that they were willing to take part in this research project. The informed consent was written in English and translated to IsiZulu which is the native language of the respondents. A copy of the two informed consent forms (i.e. the English version and the translated version of informed consent) are attached in Appendix B. The participants were also assured that their anonymity and confidentiality was going to be maintained throughout the study. The questionnaire was designed in such a way that the contents (questions) were not going to emotionally harm the participants. Ethical Clearance certificate was sought from the University of KwaZulu-Natal (HSS/1172/016M). A copy of the Ethical Clearance certificate is attached in Appendix A.

### **3.14 Conclusion**

This research project sought to investigate the role of sense of community in the success of Community-Based Entrepreneurship. Due to the fact that the research was exploratory in nature, quantitative research approach was utilized with regards to the research methodology. Primary data was collected through a questionnaire based survey which helped the researcher to obtain the views of three agricultural cooperatives members from Isikhwane Livestock, Mpangazitha Poultry, and Sgodini Farming cooperative of in Nkandla Ward 8, 10, and 12 respectively. The study used a census survey where data was collected to all the members of the three selected agricultural cooperatives. Due to resource constraints, a non-random sampling technique known as judgement sampling was used to narrow down the research population into two ways. Firstly, judgment sampling was used to narrow down the research population from fourteen wards to three wards namely Ward 8, Ward 10 and Ward 12. Secondly, judgmental sampling was used to select three best performing cooperatives out of

the ten agricultural cooperatives operating in these three wards. Secondary data was collected from journal articles, textbooks and government websites on Community-Based Entrepreneurship and sense of community. Primary data was captured using SPSS, version 20.0. Basic statistical tools such as frequency tables, bar charts were used to interpret quantitative data. The following chapter (Chapter 4) will present and discuss the empirical research findings.

## **CHAPTER FOUR**

### **PRESENTATION AND DISCUSSION OF RESULTS**

---

#### **4.1 Introduction**

The previous chapter discussed the research methodology for the study. This chapter provides a presentation and discussion of the research findings based on the data collected from three agricultural cooperatives namely; Isikhwane Livestock, Mpangazitha Poultry Farming and Sgodini Farming cooperative. Data was analysed in alignment to the research objectives of the study which is to understand the role of sense of community in the success of community-based entrepreneurship in KwaZulu-Natal, South Africa. The discussion of the results was linked to extant literature which was outlined in chapter two of this study. The results presented have been organized into the different sections. Firstly, the response rate and demographic profile of the respondents is presented and discussed. Thereafter, the quantitative results are presented and discussed according to the sequence of the research objectives of the study as outlined in Section 1.3 of the introduction chapter.

#### **4.2 Response Rate**

The target population of this study was two hundred and nine (209) respondents. A total of two hundred and three (203) questionnaires were collected. The response rate from agricultural cooperatives was therefore 97.13%. The high response rate could be attributed to the following factors. (1) The researcher resides in the in one of the three wards where data was collected. (2) Some of the researcher's family members and extended family are members of one of the agricultural cooperative (i.e. Isikhwane Livestock) which is the largest cooperative of this study. (3) The researcher is well-known resident of the three wards, therefore, an element of trust exists between the researcher and the members of the three agricultural cooperatives. (4) The researcher employed one research assistant to help with data collection by explaining the questionnaire in IsiZulu to some of the respondents including elderly people since it was written in English. (5) The researcher and the assistant helped some of the respondents to complete the questionnaires due to the fact that the majority of the respondents have no formal education. (6) The researcher made arrangements with the leaders of the respective agricultural cooperatives to utilize their weekly meetings for data collection. This was done because almost all members of the agricultural cooperatives attend and participant in these weekly meetings.

### 4.3 Reliability analysis: Cronbach's Alpha

In order to evaluate the validity of the results and whether comparable results would be achieved if the sample size was increased, Cronbach's Alpha was used as a reliability test. According to Coakes and Steed (2003), Cronbach's Alpha is statistical tool method that is used for testing reliability. The Cronbach's alpha ranges from 0 to 1 and a value of 0.7 or higher is a very good in that it can ensure that the researcher would get similar results if the study is carried out on a larger sample of respondents. Cronbach's Alpha was calculated for membership variables, influence variables, reinforcement of needs, shared emotional connection. The results are displayed in Table 4.1.

**Table 4.1 Reliability analysis: Cronbach's Alpha**

Item	Number of items	Cronbach's alpha
Membership variables (Q1 – Q4)	203	0.728
Influence variables (Q5-Q8)	203	0.711
Reinforcement of needs (Q9-Q12)	203	0.722
Shared emotional connection (Q13-Q15)	203	0.731

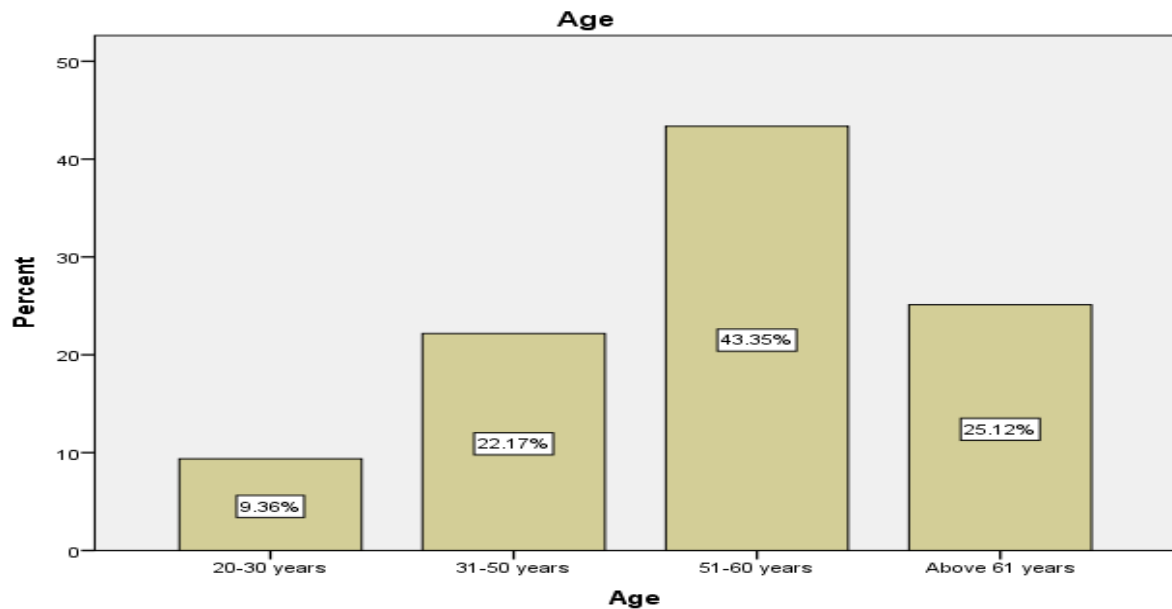
Table 4.1 shows Cronbach's alpha reliability coefficients which are above 0.7. It can then be established that the researcher would get similar results if the survey was done on a larger sample of respondents.

### 4.4 Demographics profile of the Respondents

Section A of the questionnaire was designed with the intention of gathering background information about the respondents. This section included questions relating to the respondent's age, gender, the level of education language, their current region in Nkandla, the duration of stay in that region, the number of dependents, the number of years in the cooperative, sense of belonging in the cooperative and primary area of employment. The empirical findings are outlined in the section below.

#### 4.4.1 Age of respondents

The age representation of empirical results is shown in Figure 4.1

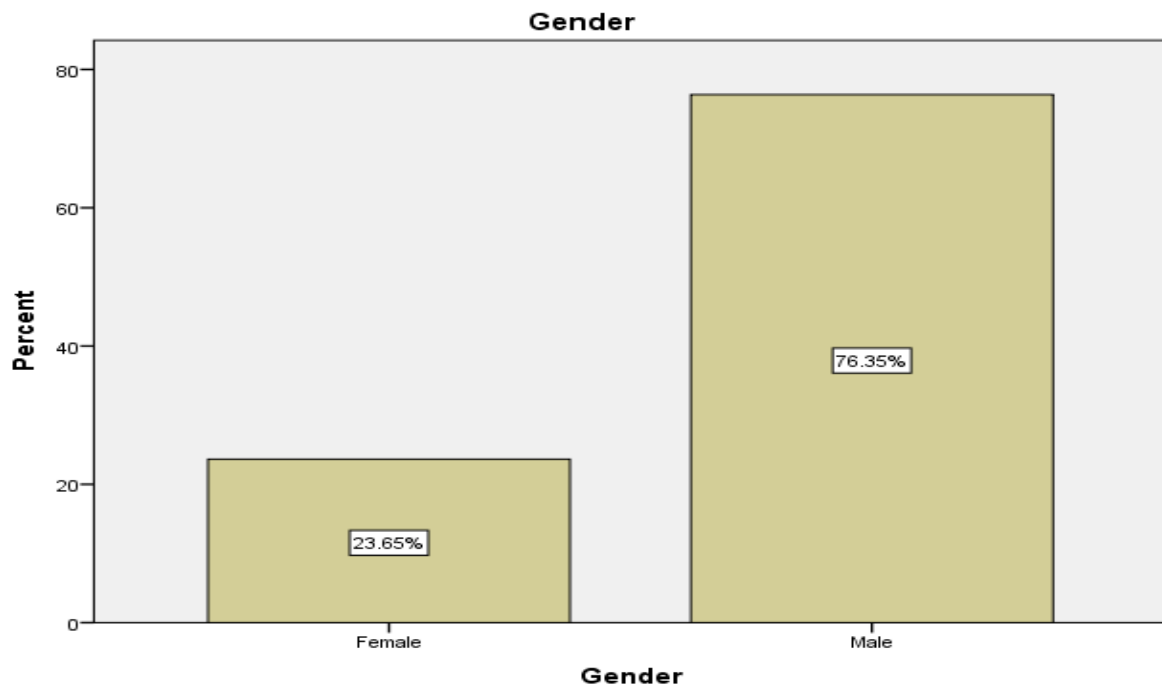


**Figure 4.1 Age distribution table**

The majority of cooperative members 43.35% (n=88) were between the ages of (51 – 60) years. This is followed by second age group (above 61 years) with 25.12% (n=51) and 31 – 50 with the 22.17% (n=45). The age group with the small number of members was between 20 – 29 years which represented 9.36% (n=19) of the participants. These findings are in agreement with the Indaba Report (2013) that the highest number of agricultural cooperatives members is found in the 51 – 60 age groups (Indaba Report, 2013). Furthermore, Mathiva (2012) argues that the shortage of youth in agriculture is the result of urban migration where young men and women are leaving rural areas to seek employment opportunities in urban areas.

#### 4.4.2 Gender of the respondents

The gender representation of empirical results is shown in Figure 4.2.

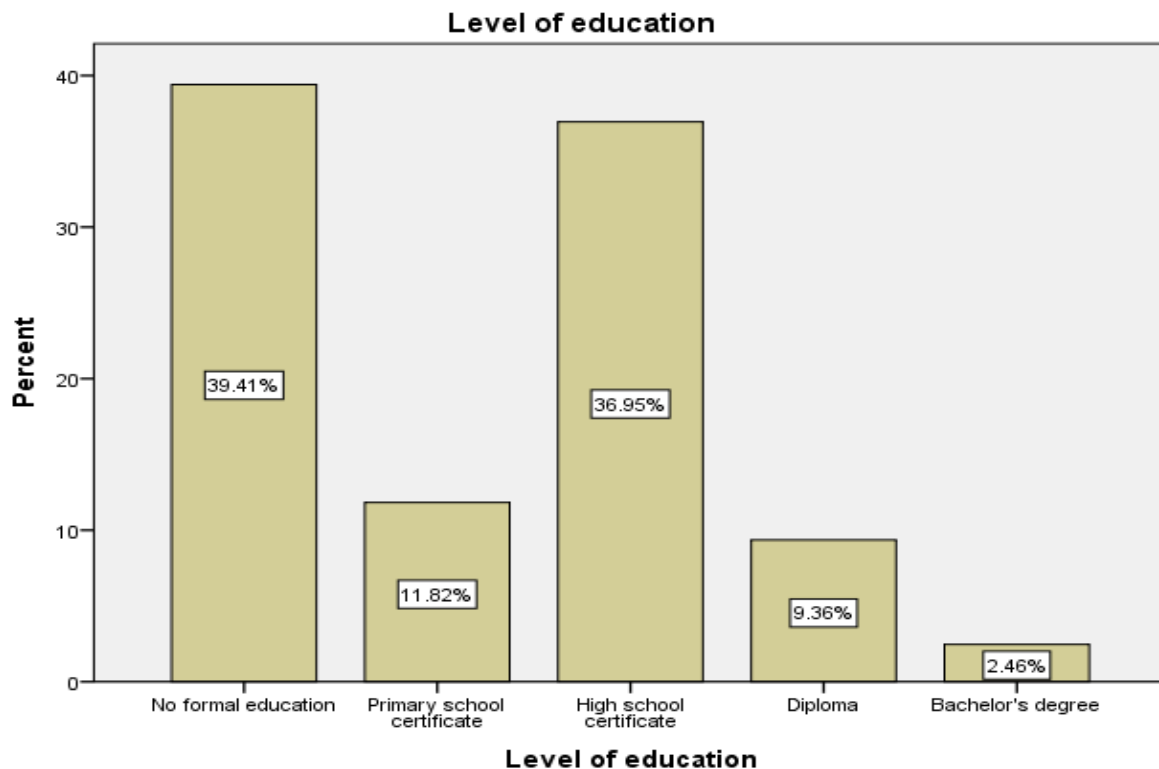


**Figure 4.2 Gender of the respondents**

The empirical results showed that the study was dominated by male participants. Male constituted 76.35% (n=155) compared to 23.65% (n=48) female participants. This reflects gender imbalance in these three agricultural cooperatives. The gender imbalance could be attributed to the fact that in all cooperatives where livestock is concerned, these cooperatives will be male dominated (Indaba Report, 2011). In this study, all members of the Isikhwane Livestock cooperative were males and, this cooperative had the highest number of participants, which is ninety-eight members.

#### 4.4.3 Educational levels of the participants

The results on the highest educational levels of participants are depicted in Figure 4.3 below.

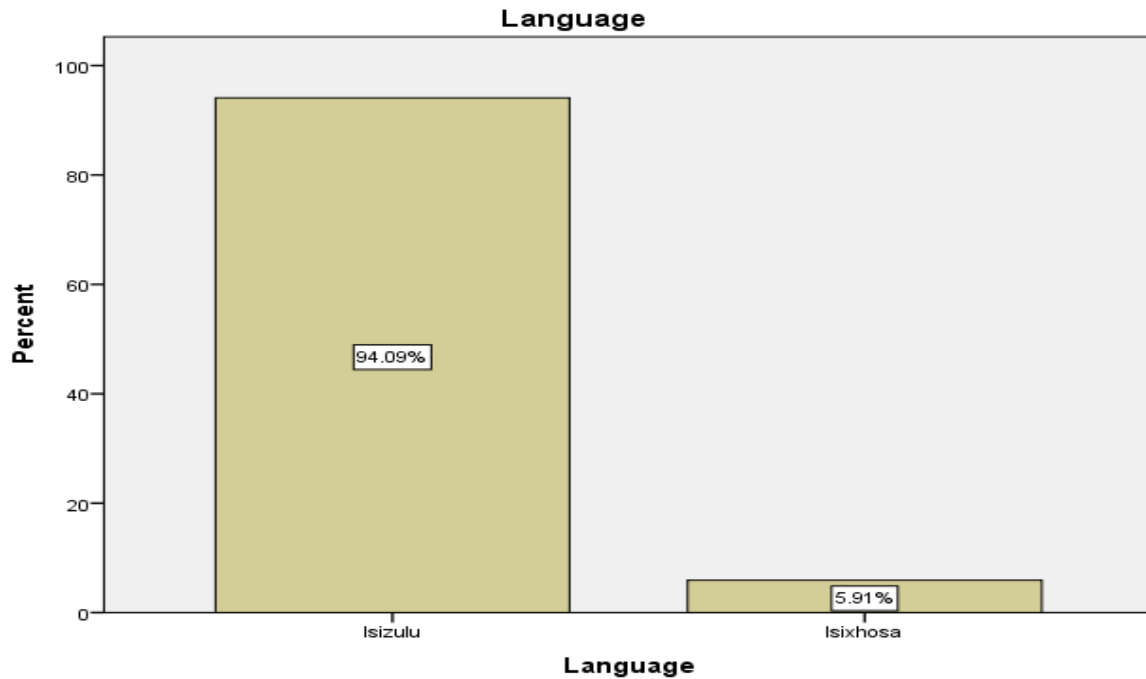


**Figure 4.3 Highest educational level of participants**

Figure 4.3 shows that the majority of agricultural cooperative members has no formal education and this represents 39.41% (n=80) of the respondents. This is followed by 36.95% percent (n=75) of agricultural cooperatives members who had attained a Matric certificate. The respondents with primary school certificate represented 11.82% (n=24) of the sample while 9.36 % (n=19) indicated that they had a diploma qualification. The least group was categorized by those who have bachelor's degrees who constituted 2.46% (n=5) of the sample. These findings indicate that the respondents were unfairly educated because only 2.46% had a bachelor's degree. These findings concur with the Nkandla Report (2014) and Statistics South Africa (2011) that the majority of Nkandla citizens are not educated.

#### 4.4.4 Language distribution of the Respondents

Figure 4.4 below presents the language distribution of the respondents.

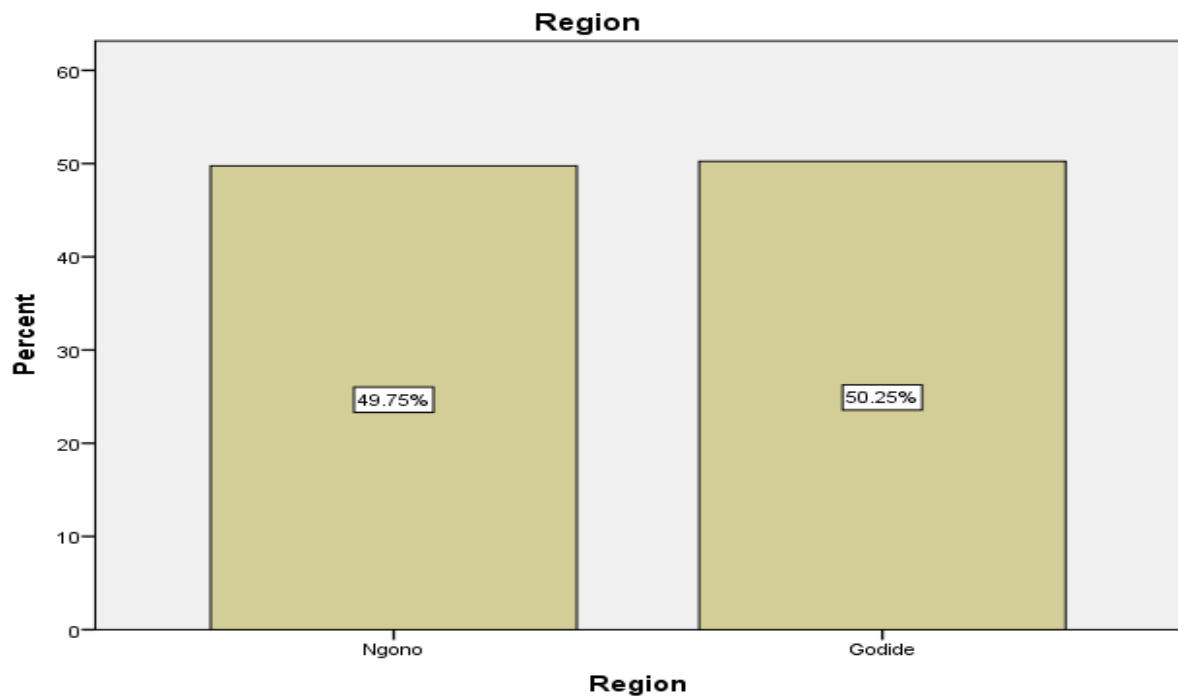


**Figure 4.4 Language distribution**

Respondents were asked to indicate their native language between IsiZulu and IsiXhosa language. The majority of participants were IsiZulu speaking people with 94.1% (n=191) of the sample, while IsiXhosa speaking people constituted 5.9% (n=12). The reason for this gap is that Nkandla is dominated by IsiZulu speaking people (STATSA 2011).

#### 4.4.5 Region distribution

The region representation of empirical results is shown in Figure 4.5 below

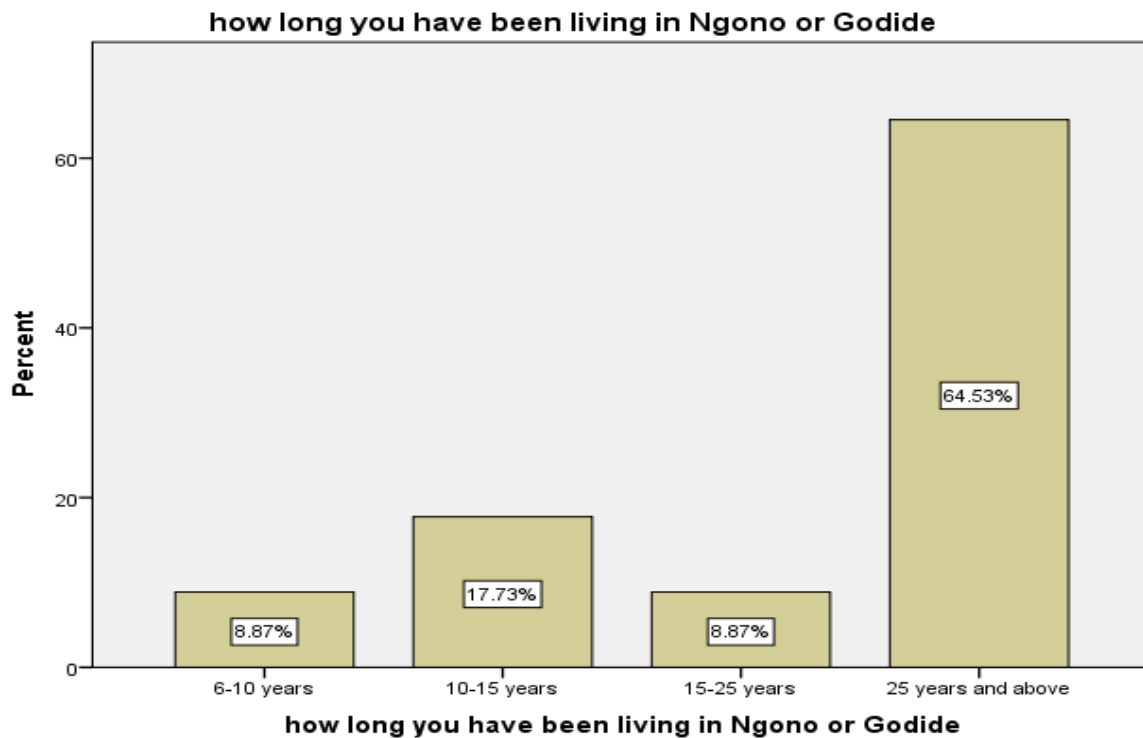


**Figure 4.5 Region distribution**

Respondents were asked to indicate their regions which they reside between KwaNgono and Godide. The findings are almost equally distributed. The majority of participants were from Godide region with 50.2% (n=102) while KwaNgono followed by (n=103) 49.8%. This is the balanced distribution. This concurs with the literature that in most cases, issues of community development precede regions segmentation (Kibicho, 2008).

#### 4.4.6 Regional settlement of the respondents

The period in which the respondents had resided in a particular region is analysed in Figure 4.6.

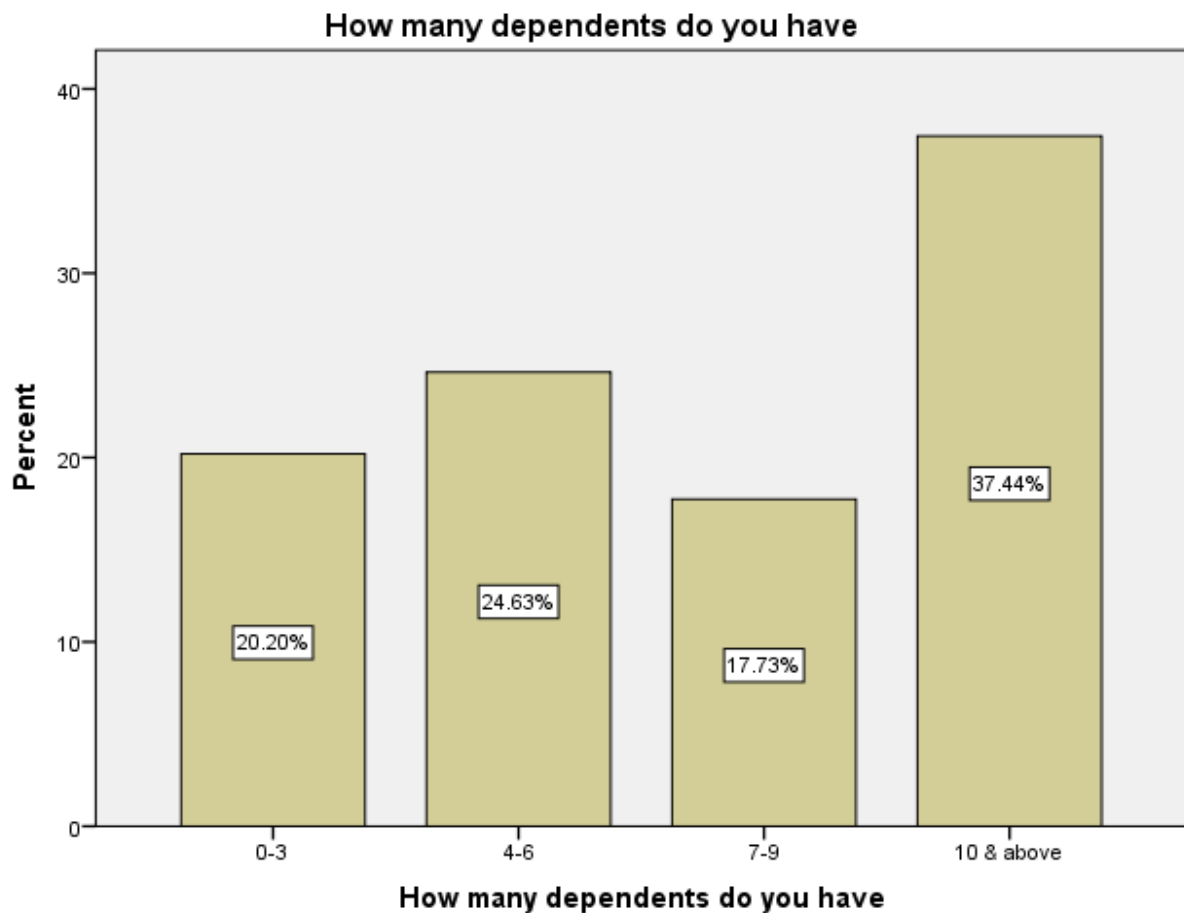


**Figure 4.6 Regional settlement of the respondents.**

The results in Figure 4.6 indicate that the majority 64.5% (n=131) of the responses were received from participants who have stayed for more than 25 years in the two regions of Godide and KwaNgono. Thirty-six (n=36) responses which equate to 17.7% were received from participants who have stayed for between 10 to 15 years in a particular region. Eighteen (n=18) respondents, representing 8.9% of the sample were received from both participants who have stayed between 6-10 years and 15-25 years. These findings show that the duration of stay for people who lives in rural areas is very long. This is in agreement with a body of literature that most rural areas citizens are loyal to their roots and this represents their rural life -style and their families (Cohn, 2008, Kalman, 2008 and Cavalcanti, 2011).

#### 4.4.7 Distribution of dependents

Figure 4.7 displays the number of dependents that the respondents have.



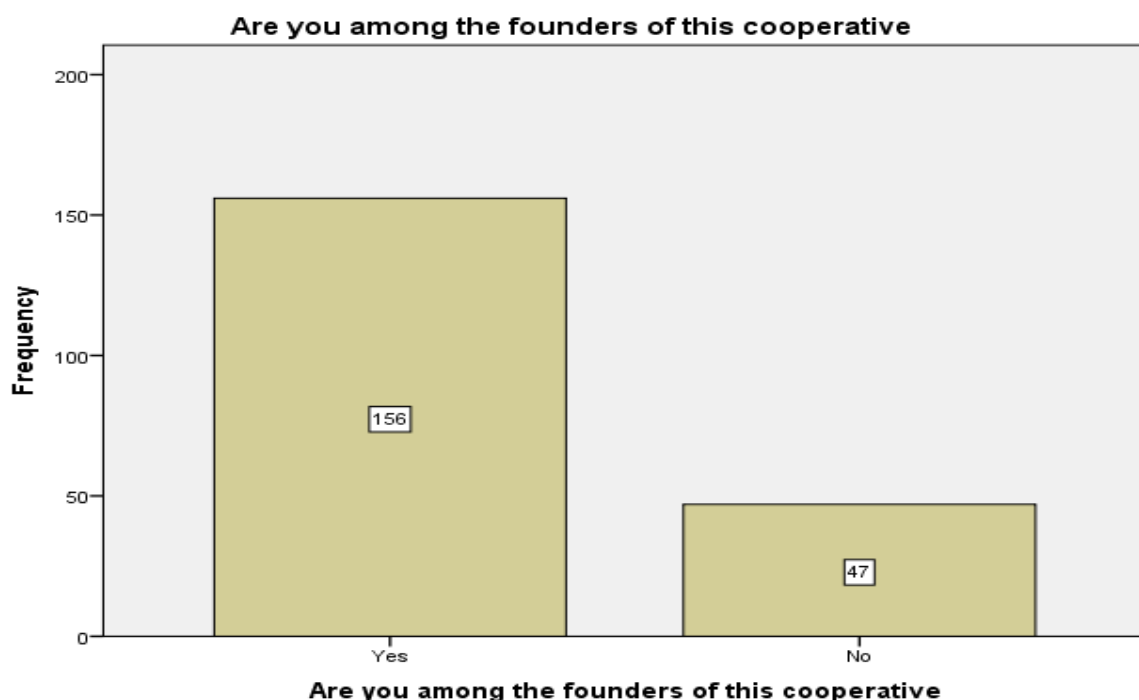
**Figure 4.7: Dependents distribution**

Respondents were asked to indicate the number of dependents they have. The majority (37.4%) of participants (i.e. n=76) had ten and above dependents. These were followed by 4-6 cluster with 24.6% (n=50) respondents. Forth- one (n=41) respondents representing 20.2% of the sample had between zero and three dependants. Lastly, 17.7% (i.e. n=36) of the respondents had between 7-9 dependents. These findings show that the majority of the agricultural cooperatives members have more than ten (10) dependents. There are two reasons behind these findings. Firstly, the majority of agricultural cooperatives members are older people which make it reasonable to have so many dependants. According to Gould, (2015), people experience the burden of so many dependents as they get older. Secondly, most Nkandla families are dominated by polygamy which also contributes to the large number of dependents (Nkandla Report, 2014; Statistics South Africa, 2011)

#### 4.4.8 Number of years spent in the cooperative

The participants were asked to indicate the number of years they have stayed in their respective cooperative. The entire sample indicated that they have been members of the respective cooperatives for less than 20 years. These findings are in line with the fact that, rural economic development is the product of 20 years of democracy. Therefore, agricultural cooperatives which are also the outcome of rural economic development also falls within the frame of 20 years of democracy (COGTA, 2013).

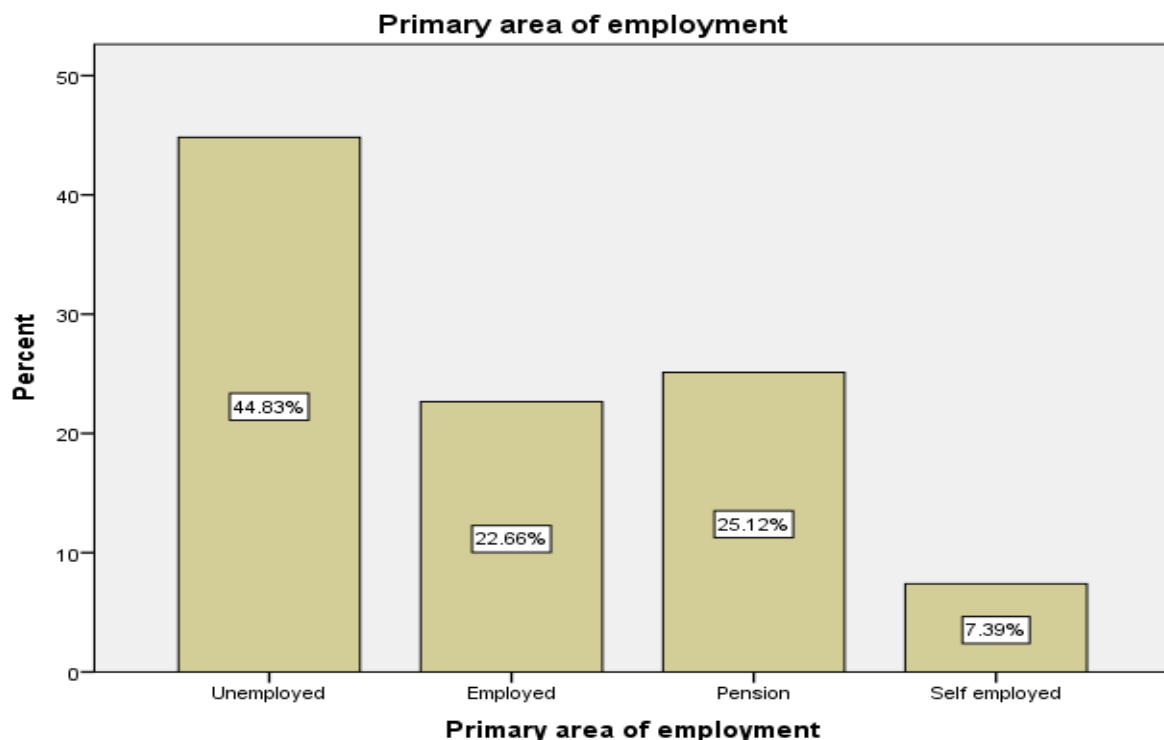
#### 4.4.9 Distribution of the founding members of the cooperative



**Figure 4.8: Distribution of the founding members of the cooperative**

Respondents were asked to indicate whether they are among the founding members of the cooperatives. One hundred and fifty- six ( $n=156$ ), (i.e. 76.8%) of the respondents indicated that there are among the founding members of the cooperatives. On the other hand, forth seven ( $n=47$ ) (i.e. 23.2%) indicated that there were not part of the founders of the cooperatives. These findings show that, a large number of cooperatives members are also among the founding members of cooperatives. This concurs with the literature that, agricultural cooperatives are created by people with common interest and, this validates the majority of them being among the founders of the cooperative (Pezzini, 2006 and Satgar, 2007). This means that the formation of a cooperative is the result of collective collaboration between members of a community.

#### 4.4.10 Primary area of employment



**Figure 4.9: Primary area of employment distribution**

According to the information displayed in Figure 4.9, Ninety- one (n=91) (i.e. 44.83%) of the respondents are unemployed. Fifth-one (n=51) (i.e. 25.12%) respondents are pensioners. Forty- seven (n=47) (i.e. 22.66 %) are employed while the fifteen (n=15) (i.e. 7.39%) are self-employed. These findings indicate that the majority of the respondents are unemployed. This concurs with the Nkandla Report (2014) which states that the majority of Nkandla citizens are unemployed. Therefore, such people with no primary area of employment are most likely to be involved in agricultural initiatives (Nkandla Report, 2014).

#### 4.5 Presentation and discussion of results according to the specific aims of the study

This section combines the presentation and discussion of the empirical findings of the collected data according to the research objectives of the study.

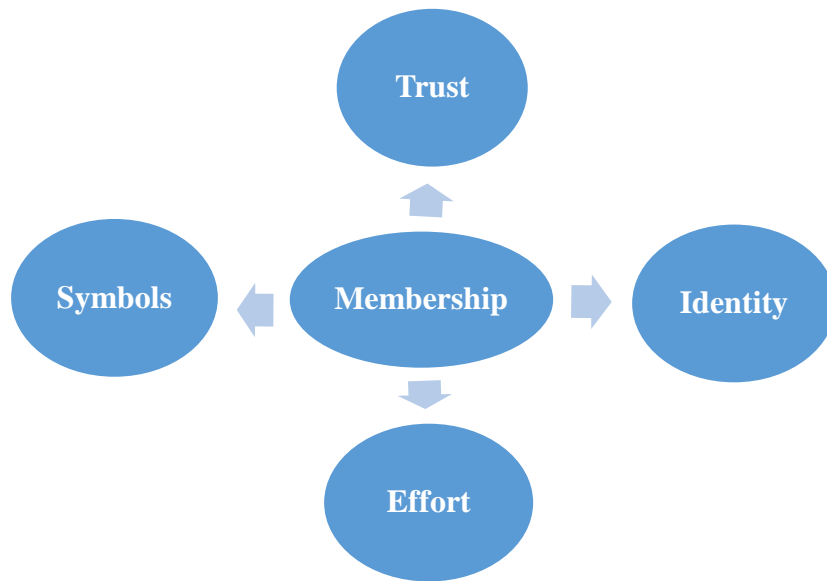
##### 4.5.1 Interpretation of results

The results of this study were presented and interpreted in alignment with the research objectives outlined in section 1.3 of the first chapter. The sense of belonging represented the independent variable of this study while the sense of community theory variables represented the dependent variable. The researcher wanted to test how the sense of belonging affects the

variables of the sense of community within the members of the agricultural cooperatives. This was based on the fact that, sense of belonging affects different aspects of a life of a human being, and these aspects includes, social skills, mental health, levels of commitment, identity and a sense of self-esteem as discussed by different researchers such as Pitonyak (2006), Drolet (2013) and Lambert (2013) in the literature review section of the dissertation. The question “Being a member of this cooperative makes me feel good” was used to measure the sense of belonging among agricultural cooperatives members which are the independent variable of this study. Furthermore, Pearson correlation was performed to test the strength of a relationship between these variables. A correlation of minus one (-1) indicates a perfect negative correlation, which means that as one of the variables go up, the other one goes down. A positive correlation of one (+1) indicates a perfect positive correlation, which means that both variables move in the same direction. Therefore, hypotheses were developed in relation to the research objectives of this study. The null hypothesis was assumed to be true until there was evidence to go against it. At 5% significance level (0.05) of the P-value, the null hypothesis was rejected and the alternative hypothesis was accepted. Furthermore, the mean and standard deviation were analysed based on the Linkert scale of 1 to 5 which range from strongly disagree to strongly agree.

#### **4.5.2 Research objective one: To ascertain how the sense of belonging enhances the status of membership within the members of agricultural cooperatives in Nkandla, KwaZulu-Natal.**

With regards to research objective one, the researcher explored the variables of membership in relation to a sense of belonging within agricultural cooperatives members. In this case, a status of membership refers to a sense of meaningful connection and a sharing of a sense personal relatedness with others. The variables that build a sense of membership are presented in Figure 4.10 below.



**Figure 4.10: Membership variables**

#### Membership distribution

Table 4.2 depicts questions that were asked to gather perceptions of agricultural cooperatives members on the membership variables of a sense of community theory.

**Table 4.2 Membership distribution**

Membership		Frequency Distribution					Descriptive Statistics	
		Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree	Mean	Std. Dev
Q1: I can trust people in this cooperative.	Freq %	0 0.0%	6 3.0%	40 19.7%	111 54.7%	46 22.7%	3.97	0.75
Q2: This cooperative has symbols and expressions of membership such as clothes, signs, art, architecture, logos, landmarks, and flags that people can recognize	Freq %	13 6.4%	0 0.0%	64 31.5%	123 60.6%	3 1.5%	3.57	0.99
Q3: I put a lot of time and effort into being part of this cooperative.	Freq %	0 0.0%	4 2.0%	21 10.3%	123 60.6%	55 27.1%	4.12	0.66
Q4: Being a member of this cooperative is a part of my identity	Freq %	0 0.0%	3 1.5%	78 38.4%	77 37.9%	45 23.7%	3.21	0.61

## Trust

Most of the respondents [77.4% (i.e. 54.7% + 22.7%)] agreed (as indicated by the members who somewhat agreed and strongly agreed) that they trust other members of their agricultural cooperative. Nineteen point seven percent 19.7% of the respondents somewhat disagreed that they trust members of their cooperative, while 3.3% of the respondents strongly disagreed. These findings imply that the majority 74.6% of agricultural cooperatives members trust each other. This is evident with the mean score of 3.95 which is closer to somewhat agree. A Pearson correlation coefficient was computed to assess whether there is a relationship between sense of belonging and trust among agricultural cooperative members. The following hypotheses were formulated tested.

H1a: There is no relationship between sense of belonging and level of trust among agricultural cooperative members.

H1b: There is a relationship between sense of belonging and level of trust among agricultural cooperative members.

The results of this test are presented in Table 4.3.

**Table 4.3 The Pearson correlation test: Sense of belonging and trust**

Correlations			
		Being a member of this cooperative makes me feel good	I can trust people of this cooperative
Being a member of this cooperative makes me feel good	Pearson Correlation	5	.883
	Sig. (2-tailed)		.002
	N	203	203
I can trust people of this cooperative	Pearson Correlation	.883	5
	Sig. (2-tailed)	.002	
	N	203	203

Correlation is significant at the 0.05level (2-tailed).

Table 4.3 shows a Pearson correlation coefficient that was performed to assess the relationship between sense of belonging and level of trust among agricultural cooperatives. There was a positive correlation between the two variables,  $r = 0.883$ ,  $n = 203$ ,  $p = 0.02$ . The null hypothesis is therefore rejected since the P value was less than 0.05. These results show that there is a positive relationship between sense of belonging and trust. An increase in sense of belonging results in an increase in trust among the members of agricultural cooperatives. These findings

concur with the body of literature (e.g. Pacis, 2014; Drucker, 1995) which states that the sense of belonging enhances the level of trust among community members. Sohaib and Kang (2014) argued that it is very difficult for people to trust each other unless they share a sense of acceptance. Drucker (1995) further argued that for organizations to be more efficient and productive they have to increase their attention on building trust among their members. Furthermore, Spector and Jones (2004) also argued that when people trust one another, the group can achieve truly meaningful goals. Trust among cooperative members also enhances transmission of information within a cooperative (King, Samii, and Snilstveit, 2010). Furthermore, this is necessary for improving social cohesion and social capital. According to Glaeser, (1999) “social cohesion is defined as the willingness of members of a society to cooperate with each other in order to survive and prosper”. Therefore, for members to cooperate, there must be a presence of trust between them. This emphasize the fact that a healthy sense of community is important to the success of community-based entrepreneurship. The leaders of agricultural cooperatives need to come up with strategies that will enhance and ensure the level of trust is build and maintained among its members.

### **Symbols and expression of membership**

The respondents were asked to indicate whether they have any form of symbols and expression of membership in their cooperatives. These results are presented in Table 4.2. The results indicate that the majority [62.1% (i.e. 60.6% + 1.5%)] of the respondents somewhat agreed and strongly agreed that they have any form of symbols and expression of membership in their cooperatives, while 31.5% were neutral. On the other hand, 6.4% strongly disagreed that they have any form of symbols and expression of membership in their cooperatives. These findings clearly show that agricultural cooperatives members have symbols and expression of membership. This is evident with the mean score of 3.57 which is closer to somewhat agree. A Pearson correlation coefficient was performed to test the association between sense of belonging and symbols and expressions of membership among agricultural cooperative members. The following hypotheses were formulated and tested.

H2a: There is no direct relationship between sense of belonging and expression of membership through symbols such as clothes, signs, art, architecture, logos, landmarks, and flags that people can recognize.

H2b: There is a direct relationship between sense of belonging and expression of membership through symbols such as clothes, signs, art, architecture, logos, landmarks, and flags that people can recognize.

The results of this test are presented in Table 4.4 below.

**Table 4.4 The Pearson correlation test: Sense of belonging and expressions of membership**

Correlations			
		Being a member of this cooperative makes me feel good	Symbols (e.g. clothes, signs, art, architecture, logos, landmarks, and flags) that people recognize
Being a member of this cooperative makes me feel good	Pearson Correlation	1	.847
	Sig. (2-tailed)		.003
	N	203	203
Symbols, clothes, signs, art, architecture, logos, landmarks, and flags that people recognize	Pearson Correlation	.847	1
	Sig. (2-tailed)	.003	
	N	203	203

Correlation is significant at the 0.05level (2-tailed).

The table above shows a Pearson correlation coefficient that was performed to examine the relationship between sense of belonging and symbols and expressions of membership among agricultural cooperatives. The results indicate a positive correlation between the two variables,  $r = 0.847$ ,  $n = 203$ ,  $p = 0.03$ . The null hypothesis was therefore rejected since the P value was less than 0.05. This test implies that, an increase in the sense of belonging results in an increase in the expression of membership through the use of symbols such as clothes, signs, art, architecture, logos, landmarks, and flags among members of the agricultural cooperative. This assumes that the feeling of acceptance or belonging is positively correlated to how members use expressions of membership to represent their group. This concurs with a large body of

literature (e.g. Erel-koselleck, 2014; Pretty, 2006; Elgenius, 2005) which argues that people tend to take pride in the symbols of expression when they feel accepted within their group or community. Pretty (2006) further argues that symbols are very important in the grouping of people and also gives them a sense of identity and pride (Elgenius, 2005). Erel-koselleck (2014) further argues that symbols and expressions of membership represent a material culture. Material culture refers to the physical objects, resources, and spaces that people use to define their culture (Erel-koselleck, 2014). All these physical aspects of a culture help to define members' behaviours and perceptions and further enhance their connections and sense of relatedness. Furrer, Skinner and Pitzer (2014) further argued that sense of relatedness promotes the need to be connected to others and to belong to a larger social group. This connection promotes competence which refers to a need to feel effective in interactions with social and physical environments (Furrer et al., 2014). This is necessary for members of the agricultural cooperative and for the success of a cooperative at large.

### **Time and Effort**

The results in Table 4.2 indicate that the majority [87.7% (i.e. 60.6% + 27.1%)] of the participants agreed as indicated by the members who somewhat agreed and strongly agree that they put a lot of time and effort into being part of their cooperative. On the other hand, 10.3% were neutral whereas 2.0% strongly disagreed. These findings show that agricultural cooperative members invest a lot of time and effort in being part of their cooperative. The mean score of 4.12 also amplifies the above statement. A Pearson correlation coefficient was computed to test the association between sense of belonging and the effort and time invested into the cooperative by the members of the three agricultural cooperatives. The following hypotheses were formulated and tested:

H3a: There is a no relationship between sense of belonging and the time and effort that members invest into their agricultural cooperatives.

H3b: There is a relationship between sense of belonging and the time and effort that members invest into their agricultural cooperatives.

The results of this test are presented in Table 4.5 below.

**Table 4.5 The Pearson correlation test: Sense of belonging and time and effort invested into the cooperative**

Correlations			
		Being a member of this cooperative makes me feel good	I put a lot of time and effort into being part of this cooperative
Being a member of this cooperative makes me feel good	Pearson Correlation	1	.991
	Sig. (2-tailed)		.001
	N	203	203
I put a lot of time and effort into being part of this cooperative	Pearson Correlation	.991	1
	Sig. (2-tailed)	.001	
	N	203	203

Correlation is significant at the 0.05level (2-tailed).

Table 4.5 shows a Pearson correlation coefficient that was performed to assess the relationship between sense of belonging and the time and effort that members invest in their agricultural cooperatives. There was a positive correlation between the two variables,  $r = 0.991$ ,  $n = 203$ ,  $p = 0.001$ . The null hypothesis is therefore rejected since the P value is less than 0.005. This test implies that an increase in sense of belonging variable results in an increase in an increase in the time and effort that is invested by the members of the cooperatives. Thus, the sense of belonging variable is positively correlated with the effort and time that members invest in their cooperative. These findings concur with extant literature such as Stillman and Lambert (2013) and Rogers (2006). Stillman and Lambert (2013) argued that people invest their time and effort to reward their feeling of acceptance in a group. Rogers (2006) further argued that time and effort is a valid proof of one's commitment to an activity. Respondents in this study acknowledged that they put a lot of time and effort in being part of their cooperative. This serves as a proof that members value their connections amongst one another.

## Identity

The participants were asked to indicate whether being part of their cooperative is part of their identity or not. These results are indicated in Table 4.2. The results reveal that the majority [59.6% (i.e. 37.9% + 21.7%)] of the respondents agreed that being part of their cooperative is part of their identity. On the other hand, 38.4% were neutral, while 1.5% strongly disagreed. These findings reveal that the majority (59.6%) of the respondents agrees that being part of their cooperative is part of their identity. This is evident with the mean score of 3.21 which is situated between neutral and somewhat agree. A Pearson correlation coefficient was computed to test the association between sense of belonging and essence of identity derived from being a member of an agricultural cooperative. The following hypotheses were formulated and tested.

H4a: There is no relationship between sense of belonging and essence of identity derived from being a member of an agricultural cooperative.

H4b: There is a relationship between sense of belonging and essence of identity derived from being a member of an agricultural cooperative.

The results of this test are presented in Table 4.6 below.

**Table 4.6 The Pearson correlation test: Sense of belonging and identity**

Correlations			
		Being a member of this cooperative makes me feel good	Being a member of this cooperative is a part of my identity
Being a member of this cooperative makes me feel good	Pearson Correlation	1	.888
	Sig. (2-tailed)		.002
	N	203	203
Being a member of this cooperative is a part of my identity	Pearson Correlation	.888	1
	Sig. (2-tailed)	.002	
	N	203	203

Correlation is significant at the 0.05 level (2-tailed).

Table 4.6 above shows the Pearson correlation coefficient that was performed to assess the association between sense of belonging and essence of identity derived from being a member of an agricultural cooperative. There is a positive correlation between the two variables,  $r =$

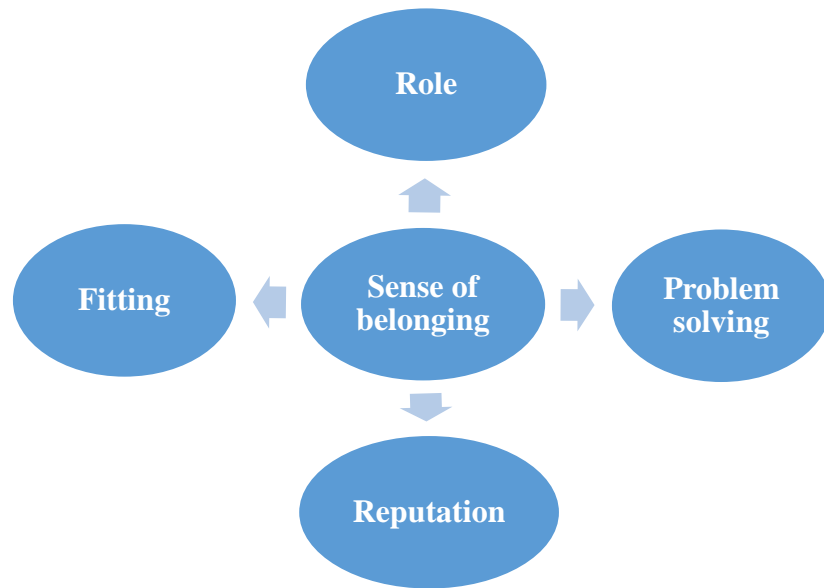
0.888,  $n = 203$ ,  $p = 0.002$ . The null hypothesis is therefore rejected since the P value is less than 0.005. This test implies that an increase in sense of belonging also results in an increase in the essence of identity derived from being a member of an agricultural cooperative. This is in agreement with the body of literature (e.g. Pitonyak, 2014; Drolet, 2013; Lambert, 2013) that argue that sense of belonging positively affects one's identity. For example, Leary (2012) argued that identities are traits and characteristics, social relations, roles, and social group memberships that define who one is. Grace and Cramer (2003) further argue that community members use social group membership as the basis for self-definition.

#### **Summary of findings for Research objective one.**

A summary of the results reveals that there is a positive correlation between the sense of belonging and the different variable that measures the status of members such as trust, symbols of expressions, identity and effort and time. Thus, as the sense of belonging increases, all the different variable that measure the status of membership increases. This implies that, a status of membership within community-based enterprises is dependent on community psychological aspects of the group in this case agricultural cooperatives. Based on the results of this study, it can be concluded that the sense of belonging enhances the status of membership within the members of agricultural cooperatives of the selected three agricultural cooperatives in Nkandla, KwaZulu-Natal.

#### **4.5.3 Research objective two: To analyse how the sense of belonging ensures influence within the members of agricultural cooperatives in Nkandla, KwaZulu-Natal.**

For objective two, the goal of the researcher was to explore how the sense of belonging ensures influence within the members of agricultural cooperatives in Nkandla, KwaZulu-Natal. For this objective, variables for influence were investigated in relation to the sense of belonging within agricultural cooperatives members. Influence refers to a sense of mattering within a group in this case agricultural cooperative. The variables that form influence are presented in Figure 4.11 below.



**Figure 4.11: Influence variables**

### Influence distribution

Table 4.7 depicts questions that were asked to gather perceptions of agricultural cooperatives members on the influence variables of the sense of community theory.

**Table 4.7 Influence distribution**

Influence		Frequency Distribution					Descriptive Statistics	
		Strongly disagree	Somehow disagree	Neutral	Somewhat agree	Strongly agree	Mean	Std. Dev
Q6: Fitting into this cooperative is important to me	Freq %	0 0.0%	3 1.5%	15 7.4%	132 65.0%	53 26.1%	4.16	0.609
Q7: I care about what other cooperative members think	Freq %	19 9.4%	63 31.0%	64 31.5%	45 22.2%	12 5.9%	2.84	1.060
Q8: I have influence of what this cooperative is like	Freq %	0 0.0%	0 0.0%	19 9.4%	49 24.1%	135 66.5%	4.15	0.561
Q9: If there is a problem in this cooperative, members can get it solved	Freq %	0 0.0%	0 0.0%	64 31.5%	116 57.2%	23 11.3%	3.80	0.624

## Fitting

The respondents were asked to indicate whether fitting into their cooperative is important to them or not. The majority of respondents [91.1% (i.e. 65% + 26.1%)] somewhat agreed and strongly agreed that fitting into their cooperative is important to them. Seven-point four percent were neutral while 1.5% strongly disagreed that fitting into their cooperative is important to them. This is evident with the mean score of 4.16 which is closer to somewhat agree. These findings show that fitting is important to members of agricultural cooperatives. A Pearson correlation coefficient was computed to test the association between sense of belonging and fitting of members within their agricultural cooperatives. The following hypotheses were formulated and tested.

H5a: There is no relationship between sense of belonging and fitting of members within their agricultural cooperative.

H5b: There is a relationship between sense of belonging and fitting of members within their agricultural cooperative.

The results of this test are presented in Table 4.8.

**Table 4.8 The Pearson correlation test: Sense of belonging and fitting**

Correlations			
		Being a member of this cooperative makes me feel good	Fitting into this cooperative is important to me
Being a member of this cooperative makes me feel good	Pearson Correlation	1	.934
	Sig. (2-tailed)		.002
	N	203	203
Fitting into this cooperative is important to me	Pearson Correlation	.934	1
	Sig. (2-tailed)	.002	
	N	203	203

Correlation is significant at the 0.05 level (2-tailed).

The table above shows the Pearson correlation coefficient that was performed to assess the association between sense of belonging and fitting of members within agricultural cooperatives. There was a positive correlation between the two variables,  $r = 0.934$ ,  $n = 203$ ,  $p = 0.02$ . The null hypothesis was therefore rejected since the P value was less than 0.05. This

test implies that when there is a feeling of acceptance within a group, members also ensure that they fit within a group. Put differently, when members feel that they are accepted into a group, it makes it easy for them to fit in that particular group. Fitting, in this case, refers to conformity to the rules of an agricultural cooperative stipulated in the constitution. For example, the constitution for members of Isikhwane Livestock Cooperative stipulates that members must participate in their livestock auction which is held annually. This implies that for a member to fit within a cooperative, there must be a corresponding commitment of resources he/she possess to the demands of the cooperative. This is in agreement with a large body of literature (e.g. Wisdom, 2016; Grogan and Youngs, 2011). Grogan and Youngs (2011) argue that people have a tendency to choose situations and to perform to the best of their abilities when these situations are compatible to them and to the group they represent. Behery, (2009) further argued that for members of a group to feel a sense of fitting their personal values need to be synchronized with the organizations stated values and guiding principles.

### **Reputation**

The respondents were asked to indicate if they care about their reputation around their fellow cooperative members. The majority of the respondents [40.4% (i.e. 9.4% + 31%) disagreed that they care about their reputation around their fellow community members. In other words, the majority of the respondents are not worried about what other members think about them. On the other hand, 22.2% somewhat agreed and 5.9% strongly agreed that they care about what their fellow members think about them. The rest of the respondents were neutral about this. This is evident with the mean score of 2.84 which is closer to neutral. The Pearson correlation coefficient was computed to test the association between sense of belonging and reputation of agricultural cooperative members. The following hypotheses were formulated and tested.

H6a: There is no relationship between sense of belonging and reputation of agricultural cooperative members within their cooperative.

H6b: There is a relationship between sense of belonging and reputation of agricultural cooperative members within their cooperative.

The results of this test are presented in Table 4.9.

**Table 4.9 The Pearson correlation test: Sense of belonging and reputation**

Correlations			
		Being a member of this cooperative makes me feel good	I care about what other cooperative members think of me
Being a member of this cooperative makes me feel good	Pearson Correlation	1	.000
	Sig. (2-tailed)		.217
	N	203	203
I care about what other cooperative members think of me	Pearson Correlation	.000	1
	Sig. (2-tailed)	.217	
	N	203	203

Correlation is significant at the 0.05 level (2-tailed).

The table above shows the Pearson correlation coefficient that was computed to test the association between sense of belonging and reputation of agricultural cooperative members. There was no correlation between the two variables,  $r = 0.00$ ,  $n = 203$ ,  $p = 0.217$ . The null hypothesis was therefore accepted since the P value was great than 0.05. This test implies that there is no relationship between sense of belonging and reputation of agricultural cooperative members. These findings show that members of agricultural cooperative don't take their reputation into consideration when they are with their fellow members. This is necessary to the success of agricultural cooperative. For example, a reputation is a powerful tool for social control which might impose some constraints on the members of agricultural cooperative (Zyglidopoulos, 2001).

### **Role played by members**

This question sought to understand if the respondents played any role in the success of their cooperative. The majority (66.5%) of the respondents somewhat agreed and 24.1% strongly agreed. Nine-point four percent remained neutral on this question. This distribution shows that members of agricultural cooperatives play an important role in the success of their cooperatives. The Pearson correlation coefficient was computed to test if there is any relationship between sense of belonging and the role agricultural cooperative members plays in their cooperative. The following hypotheses were formulated and tested.

H7a: There is no relationship between the sense of belonging and the role agricultural cooperative members' play in their cooperative.

H7b: There is a relationship between the sense of belonging and the role agricultural cooperative members' play in their cooperative.

The results of this test are presented in Table 4.10 below.

**Table 4.10 The Pearson correlation test: Sense of belonging and role played by members**

Correlations			
		Being a member of this cooperative makes me feel good	I have influence over what this cooperative is like
Being a member of this cooperative make me feel good	Pearson Correlation	1	.920
	Sig. (2-tailed)		.000
	N	203	203
I have influence over what this cooperative is like	Pearson Correlation	.920	1
	Sig. (2-tailed)	.000	
	N	203	203

Correlation is significant at the 0.05level (2-tailed).

The table above shows the Pearson correlation coefficient that was computed to test if there is any relationship between sense of belonging and fitting within an agricultural cooperative. There was a positive correlation between the two variables,  $r = 0.920$ ,  $n = 203$ ,  $p = 0.00$ . The null hypothesis was therefore rejected since the P value was less than 0.05. These findings show that sense of belonging promotes productivity within the cooperative. For example, if cooperative members feel the sense of belonging within a cooperative they assume a sense of responsibility which affects their level productivity. Stack (2015) further argues that a deep sense of belonging and a commitment to a group can all contribute to greater productivity.

### **Problem solving or responsibility.**

The majority [68.4% (i.e. 57.1% + 11.3%)] of the respondents agreed that any problems in their cooperative are solved. On the other side, 31.5% remained neutral. The mean score for this variable is 3.80. The results show that the majority (68.4%) of the respondents they assume a sense of responsibility if there is a crisis within their cooperative. The Pearson correlation coefficient was conducted to assess if there is any association between the sense of belonging and the sense of responsibility from agricultural cooperative members. The following hypotheses were formulated and tested.

H8a: There is no relationship between the sense of belonging and the sense of responsibility from agricultural cooperative members.

H8b: There is a relationship between the sense of belonging and the sense of responsibility from agricultural cooperative members.

The results of this test are presented in Table 4.11.

**Table 4.11 The Pearson correlation test: Sense of belonging and responsibility**

<b>Correlations</b>			
		<b>Being a member of this cooperative make me feel good</b>	<b>If there is a problem in this cooperative, members can get it solved</b>
Being a member of this cooperative make me feel good	Pearson Correlation	1	.859*
	Sig. (2-tailed)		.004
	N	203	203
If there is a problem in this cooperative, members can get it solved	Pearson Correlation	.859*	1
	Sig. (2-tailed)	.004	
	N	203	203

\*. Correlation is significant at the 0.05 level (2-tailed).

The table above shows the Pearson correlation coefficient that was conducted to assess if there is any association between the sense of belonging and the sense of responsibility from the members of the agricultural cooperatives. There was a positive correlation between the two variables,  $r = 0.859$ ,  $n = 203$ ,  $p = 0.04$ . The null hypothesis was therefore rejected since the P value was less than 0.05. This implies that sense of belonging does affect, positively or

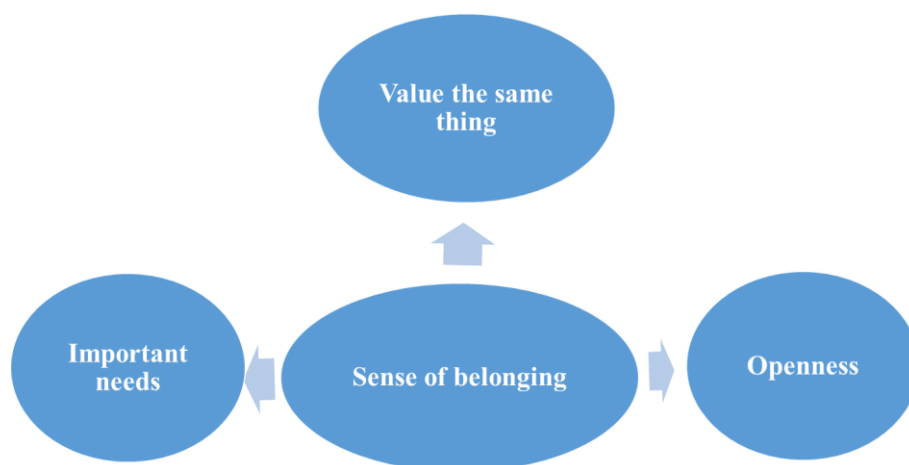
negatively, the sense of responsibility of members of the agricultural cooperatives. Therefore, if the sense of belonging to members of the agricultural cooperatives is compromised, it will affect their level of responsibility which might lead to decreased productivity.

#### **Summary of findings for Research objective two.**

A summary of the results reveals that there is a positive correlation between the sense of belonging and the different variable that measures influence such as fitting, role, and ability to solve problems. Thus, as the sense of belonging increases, all the different variable that measures influence increases. This implies that sense of belonging enables the environment for the sense of community to emerge within agricultural cooperatives. Based on these results, it can be concluded that sense of belonging ensures influence within the members of agricultural cooperatives of the selected three agricultural cooperatives in Nkandla, KwaZulu-Natal. These findings can also be used to understand social mobilization within agricultural cooperatives. However, the findings also revealed that there was no correlation between sense of belonging and reputation. This could be a result of the fact that reputation is dependent on many variables such as self-esteem to mention the few.

#### **4.5.4 Research objective three: To investigate how the sense of belonging promotes integration and fulfilment of needs within the members of agricultural cooperatives in Nkandla, KwaZulu-Natal.**

Concerning objective three, the aim of the researcher was to test if there is any association between sense of belonging of agricultural cooperative members and the variables of integration and fulfilment of needs adapted from the sense of community theory. In this case, integration refers to an act of bringing community members together regardless of their beliefs, ethnicity, values and gender. Fulfilment of needs refers to benefits or rewards both physical and psychological that members receive because they are part of a group in this case agricultural cooperative. The variables that test integration and fulfilment of needs are presented in Figure 4.12.



**Figure: 4.12 Integration and fulfilment of needs variables**

**Table 4.12 Reinforcement of needs**

Reinforcement of needs		Frequency Distribution					Descriptive Statistics	
		Strongly disagree	Somehow disagree	Neutral	Somewhat agree	Strongly agree	Mean	Std. Dev
Q10: I get important needs of mine met because I am part of this cooperative	Freq %	0 0.0%	1 0.5%	11 5.4%	146 71.9%	45 22.2%	4.16	0.025
Q11: When I have a problem, I can talk about it with members of this cooperative.	Freq %	1 0.5%	3 1.5%	134 66%	65 30.0%	0 0.0%	3.65	0.678
Q12: People in this cooperative have similar needs, priorities, and goals.	Freq %	16 7.9%	63 31.0%	97 47.8%	27 13.3%	0 0.0%	2.61	0.819

### Important needs

The majority [94.1% (i.e. 71.9% + 22.2%)] of the respondents agreed that they get their important needs met because they are part of a cooperative. However, 5.4% remained neutral and 0.5% somehow disagree on this question. These mean score (4.16) shows that the majority of agricultural cooperative members get their needs met because there are part of their cooperative. However, there is a need to test if there is any association between sense of belonging and the fulfilment of needs of agricultural cooperative members. The Pearson

correlation coefficient was conducted to test if there is any association between these variables. The following hypotheses were formulated and tested.

H9a: There is no association between the sense of belonging and the fulfilment of needs of agricultural cooperative members.

H9b: There is an association between the sense of belonging and the fulfilment of needs of agricultural cooperative members.

The results of this test are presented in Table 4.13.

**Table 4.13 The Pearson correlation test: Sense of belonging and important needs**

Correlations			
		Being a member of this cooperative make me feel good	My needs are met because I'm part of this cooperative
Being a member of this cooperative make me feel good	Pearson Correlation	1	.860
	Sig. (2-tailed)		.005
	N	203	203
My needs are met because I'm part of this cooperative	Pearson Correlation	.860	1
	Sig. (2-tailed)	.005	
	N	203	203

\*. Correlation is significant at the 0.05 level (2-tailed).

The table above shows the results for the Pearson correlation coefficient that was conducted to assess if there is an association between sense of belonging and the fulfilment of needs of agricultural cooperative members. There was a positive correlation between the two variables,  $r = 0.860$ ,  $n = 203$ ,  $p = 0.02$ . The null hypothesis was therefore rejected since the P value was less than 0.05. The sense of belonging does affect the fulfilment of needs of the cooperative members. Hall (2014) argued that acceptance within a group improves one's motivation and happiness. These are psychological needs that members receive because they feel acceptable within their cooperative.

## Openness

The respondents were asked to indicate if they can share their problems with other community members. The majority (52.2%+8.8%) = 60% of the respondents agreed that they can share their problems with other cooperative members. On the other side, 39.0% of the respondents were neutral 31.9% while 1.6% somehow disagreed and 0.4% strongly disagreed. The scores for openness are centred on the mean of 3.65 which is closer to somehow agree. This shows that respondents can trust each other with the issues concerning their lives as individuals. Then, the Pearson correlation coefficient was computed to assess if there is any correlation between sense of belonging and openness within agricultural cooperative members. The following hypotheses were formulated and tested:

H10a: There is no relationship between sense of belonging and openness of members of agricultural cooperatives.

H10b: There is a relationship between sense of belonging and openness of members of agricultural cooperatives.

The results of this test are presented in Table 4.14.

**Table 4.14 The Pearson correlation test: Sense of belonging and openness**

Correlations			
		Being a member of this cooperative makes me feel good	I can talk about my problems to other cooperative members
Being a member of this cooperative makes me feel good	Pearson Correlation	1	.836
	Sig. (2-tailed)		.002
	N	203	203
I can talk about my problems to other cooperative members	Pearson Correlation	.836	1
	Sig. (2-tailed)	.002	
	N	203	203

Correlation is significant at the 0.05 level (2-tailed).

Table 4.14 shows the results for the Pearson correlation coefficient that was computed to assess if there is any correlation between sense of belonging and openness within members of the agricultural cooperatives.

There was a positive correlation between the two variables,  $r = 0.836$ ,  $n = 203$ ,  $p = 0.02$ . The null hypothesis was therefore rejected since the P value is less than 0.05. This implies that when there is a sense of acceptance within members of a cooperative, the level of transparency also increases and vice versa. Freeman, Anderman, & Jensen, (2007). argued that sense of belonging promotes the spirit of oneness which affects the level of transparency between members of a group. However, Ahmad and Jalil (2013) also argued that a strong “sense of us” within the members of a group might impose some boundaries for people who want to join in because they will feel excluded which violate the nature of agricultural cooperatives. This could help in promoting social mobilization between members of agricultural cooperatives.

### **Similar needs, priorities, and goals**

Forty -six-point six percent of the respondents remained neutral on the question that they share similar needs, priorities, and goals with other fellow cooperative members while 31.0% somehow disagreed. Nine-point six percent strongly disagreed and 12.0% strongly agreed. These findings reveal that cooperative members do not have similar needs, priorities and goals as the majority  $(31.0\% + 9.6\%) = 40.6\%$  of the respondents disagreed with this notion as compared to those who agreed (12.0%). The Pearson correlation coefficient was conducted to test if there is any association between sense of belonging and similarity of needs, priorities, and goals among agricultural cooperative members. The following hypotheses were formulated and tested.

H11a: There is no association between sense of belonging and similarity of needs, priorities, and goals among members of the agricultural cooperatives.

H11b: There is an association between sense of belonging and similarity of needs, priorities, and goals among members of agricultural cooperatives.

The results of this test are presented in the Table 4.15 below.

**Table 4.15 The Pearson correlation test: Sense of belonging and similar needs, priorities and goals**

Correlations			
		Being a member of this cooperative makes me feel good	People in this cooperative have similar needs, priorities, and goals
Being a member of this cooperative makes me feel good	Pearson Correlation	1	.000
	Sig. (2-tailed)		.938
	N	203	203
People in this cooperative have similar needs, priorities and goals	Pearson Correlation	.000	1
	Sig. (2-tailed)	.938	
	N	203	203

Correlation is significant at the 0.05 level (2-tailed).

The table above shows the Pearson correlation coefficient that was conducted to test if there is any association between sense of belonging and similarity of needs, priorities and goals among members of agricultural cooperatives. There was a zero correlation between the two variables,  $r = 0.00$ ,  $n = 203$ ,  $p = 0.938$ . The null hypothesis was accepted since the P value was great than 0.05. These findings imply that sense of belonging does not affect the needs, priorities and goals that people have in a group. This is in agreement with the literature. According to Reynolds (2005), only under rare circumstances would a group of individuals have the same set of shared needs and priorities. Because they are individuals, it is likely that some of their objectives will be different and conflict or compete. However, Tuan (2002) also argued that one of the key factors of a group is that there is an intersection of a set of shared values and objectives held by the individuals regardless of their different backgrounds.

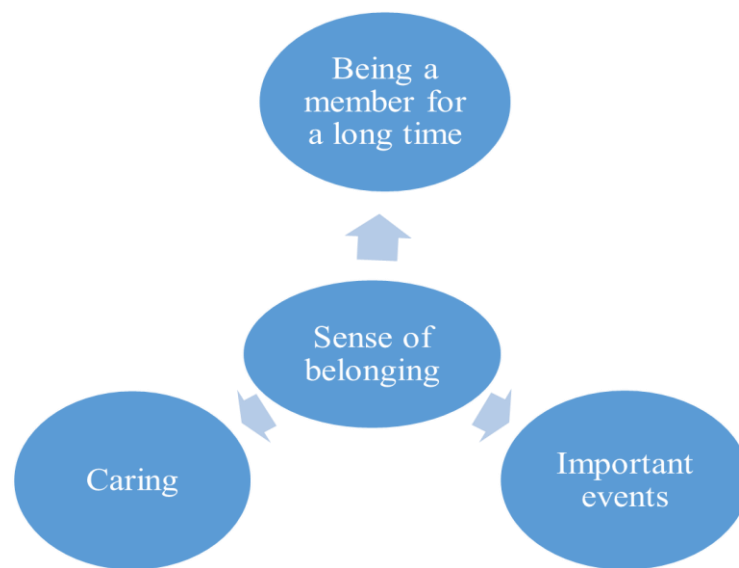
### **Summary of findings for Research Objective Three.**

A summary of the results reveals that there is a positive correlation between the sense of belonging, openness, and sharing of important needs. Thus, as the sense of belonging increases, these two variables also increases. This implies that sense of belonging enable the environment for the sense of community to emerge within agricultural cooperatives. Based on these results, it can be concluded that sense of belonging promotes integration and fulfilment of needs within the members of agricultural cooperatives of the selected three agricultural cooperatives in

Nkandla, KwaZulu-Natal. However, there was a no correlation between sense of belonging and shared values.

**4.5.5 Research objective four: To examine how the sense of belonging promotes shared emotional connection within the members of agricultural cooperatives in Nkandla, KwaZulu-Natal.**

The goal of research objective four was to test the relationship between sense of belonging of agricultural cooperative members and the variables of shared emotional connection adapted from the sense of community theory. In order for emotional connection to take place, something must be done to trigger a common bond between people. In this case, caring, stability and shared history between agricultural cooperative's members were analysed as some of the factors that form shared emotional connection. These variables are presented in a figure below



**Figure 4:13 Shared emotional connection variables**

**Table 4.16: Shared emotional connection**

Shared emotional connection		Frequency Distribution					Descriptive Statistics	
		Strongly disagree	Somehow disagree	Neutral	Somewhat agree	Strongly agree	Mean	Std. Dev
Q13: I expect to be a part of this cooperative for a long time	Freq	0	0	114	82	7	3.47	0.566
	%	0.0%	0.0%	56.2%	40.4%	3.4%		
Q14: Members of this cooperative have shared important events together, such as holidays, celebrations, or disasters	Freq	0	0	6	137	60	4.27	0.506
	%	0.0%	0.0%	3.0%	67.5%	29.6%		
Q15: Members of this cooperative care about each other.	Freq	0	0	4	143	56	4.26	0.481
	%	0.0%	0.0%	2.0%	70.0%	28%		

### Consistency

The respondents were asked to indicate if they expect to be a part of their cooperative for a long time. This question intended to measure the level of stability of agricultural cooperative members within their cooperative. Fifty- six-point two percent remained neutral on this question while 40.4% somewhat agreed. However, 3.4% of the respondents strongly agreed. These score of 3.47 show that the majority (56.2%) of the respondents are not sure about their future in their cooperatives. Therefore, the Pearson correlation coefficient was conducted to test if there is any association between sense of belonging and stability of agricultural cooperatives members within their cooperative. The hypotheses were formulated and tested.

H12a: There is no relationship between sense of belonging and stability of members of the agricultural cooperative.

H12b: There is a relationship between sense of belonging and stability of members of the agricultural cooperative.

The results of this test are presented in Table 4.17 below.

**Table 4.17 The Pearson correlation test: Sense of belonging and stability**

Correlations			
		Being a member of this cooperative makes me feel good	I expect to be a part of this cooperative for a long time
Being a member of this cooperative makes me feel good	Pearson Correlation	1	.902
	Sig. (2-tailed)		.002
	N	203	203
I expect to be a part of this cooperative for a long time	Pearson Correlation	.902	1
	Sig. (2-tailed)	.002	
	N	203	203

Correlation is significant at the 0.05 level (2-tailed).

Table 4.17 shows the Pearson correlation coefficient between the sense of belonging and stability of members within their agricultural cooperatives. The results show that there is a positive correlation between the two variables,  $r = 0.902$ ,  $n = 203$ ,  $p = 0.02$ . The null hypothesis is therefore rejected since the P value was less than 0.05. If there is a sense of belonging within a cooperative, the level of stability also increases or vice versa. This implies that members are more willing to spend more time within a cooperative if they feel accepted and appreciated. Therefore, sense of belonging is important for the sustainability of a cooperative.

### Shared history

Sixty- seven-point five percent of the respondents somewhat agreed they have shared important events together, such as holidays, celebrations, or disasters while 29.6% strongly agreed. Three- point zero percent of the respondents remained neutral on this question. The aim of this question was to test if agricultural cooperatives members share any history together. The majority of respondents agreed that they have shared important events together, such as holidays, celebrations, or disasters. Then, the Pearson correlation coefficient was conducted to test if there is any relationship between sense of belonging and shared history of agricultural cooperatives members. The following hypotheses were formulated and tested.

H12a: There is no relationship between sense of belonging and shared history of agricultural cooperatives members

H12b: There is a relationship between sense of belonging and shared history of agricultural cooperatives members

The results of this test are presented in Table 4.18 below.

**Table 4.18 The Pearson correlation test: Sense of belonging and shared history**

Correlations			
		Being a member of this cooperative makes me feel good	Shared important events together, such as holidays, celebrations, or disasters
Being a member of this cooperative makes me feel good	Pearson Correlation	1	.000**
	Sig. (2-tailed)		.009
	N	203	203
Shared important events together, such as holidays, celebrations, or disasters	Pearson Correlation	.000**	1
	Sig. (2-tailed)	.009	
	N	203	203

Correlation is significant at the 0.05 level (2-tailed).

The table above shows the Pearson correlation coefficient between the sense of belonging and shared history of agricultural cooperatives members. There was no correlation between the two variables,  $r = 0.00$ ,  $n = 203$ ,  $p = 0.09$ . The null hypothesis was accepted since the P value was greater than 0.05. According to these results, there was no relationship between these two variables. This means that sense of belonging does not affect shared history of agricultural cooperatives members.

## Caring

Seventy point four percent of the respondents somewhat agreed that they care about each other while 27.6% strongly agreed. These scores show that caring is an important factor within agricultural cooperative members. However, the remaining 2.0% was neutral on this question. Then, the researcher computed the Pearson correlation to test if there is any relationship between sense of belonging and caring within agricultural cooperative members. The following hypotheses were formulated and tested.

H13a: There is no relationship between sense of belonging and caring within agricultural cooperatives members

H13b: There is a relationship between sense of belonging and caring within agricultural cooperatives members

The results of this test are presented in Table 4.19 below.

**Table 4.19 The Pearson correlation test: Sense of belonging and caring**

<b>Correlations</b>			
		<b>Being a member of this cooperative makes me feel good</b>	<b>Members of this cooperative care about each other</b>
Being a member of this cooperative makes me feel good	Pearson Correlation	1	.857
	Sig. (2-tailed)		.004
	N	203	203
Members of this cooperative care about each other	Pearson Correlation	.857	1
	Sig. (2-tailed)	.004	
	N	203	203

\*\*, Correlation is significant at the 0.05level (2-tailed).

Table 4.19 above shows the Pearson correlation coefficient between sense of belonging and caring within agricultural cooperative members. There was a positive correlation between the two variables,  $r = 0.883$ ,  $n = 203$ ,  $p = 0.04$ . The null hypothesis is therefore rejected since the P value was less than 0.05. These findings imply that sense of belonging promotes caring between agricultural cooperative members. This concurs with the literature. According to Roberts, Hom, and Battistich (2012), both sense of belonging and caring have a powerful impact on member's emotional motivation and their well-being which is strongly correlated with the success of a cooperative at large. Mcmillan and Chavis (1986) further argued that caring determines the importance to the member of the community's history and current status. This also validates the level of intimacy between an individual and a community or a group which also points to the sense of community.

### **Summary of findings for Research objective four.**

The findings revealed that there was a positive correlation between sense of belonging, caring, and stability. However, there was no relationship between sense of belonging and shared history between agricultural cooperative members. This implies that sense of belonging promotes caring and stability within three selected agricultural cooperatives in Nkandla, KwaZulu-Natal.

### **4.6 Conclusion**

In conclusion, this chapter presented and discussed the findings of the study. The demographic information of three agricultural cooperatives was presented. The majority of agricultural cooperatives was dominated by males as compared to females, reflecting gender imbalance in the three cooperatives. Furthermore, there is 9.36% of young people who are participating in agricultural cooperative initiatives. Therefore, there is still a need for government to create communication channels to introduce youth into agricultural production in order to empower them economically, stimulate local economic growth and contribute towards job creation using cooperatives as their main vehicle. Lastly, the findings of this study revealed that sense of community plays a major role in the success of community-based entrepreneurship. The following chapter will present the summary, conclusions, and recommendations for this study.

## CHAPTER 5

### SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

---

#### 5.1 Introduction

The aim of this chapter is to provide a summary of the research findings and conclude the study. Additionally, the chapter gives an outline of the recommendations for the role of sense of community in the success of community-based entrepreneurship. The limitations of this study will be discussed as well as suggestions for further research.

#### 5.2 Summary of the Study

Under this section, a summary of chapter one, two, three and four is provided.

**Chapter one:** The ultimate aim of this study was to understand the role of sense of community in the success of community-based entrepreneurship. Chapter one provided an introduction and background of the study, the problem statement and the research objectives of this study. Community-based entrepreneurship seeks to offer a bottom-up approach of community engagement since it focuses on the lifeblood and foundational issues of the community. South African info further argues that community-based entrepreneurship is aligned with the South African strategy for Broad-Based Black Economic Empowerment strategy (BBBEE) which seeks to ensure full potential and economic participation of all persons and communities across the length and breadth of this country (South African info, 2012). However, the essence of community-based entrepreneurship is the community itself. Therefore, there was need to understand the effects of sense of community in the success of community-based entrepreneurship. The significance of this study was a result of the fact that there is a dearth of research that investigates the correlation between the sense of community variables in the context of community-based entrepreneurship.

**Chapter two:** Literature that is linked to community-based entrepreneurship and sense of community was reviewed. Three crucial issues formed the basis for the literature review of this study. Firstly, the role of community-based entrepreneurship in Rural Economic Development. South African rural economic development is linked to agrarian transformation strategy (Agriculture and Rural Development, 2010). Therefore, this study situated community-based entrepreneurship within agrarian transform strategy and identified the links that exist between these two factors. Secondly, the similarities and dissimilarities between community-based

entrepreneurship and sense of community were also reviewed. Lastly, the theory of sense of community which forms the basis for this study was critically reviewed.

**Chapter three:** To collect primary data for this study, a questionnaire was used to collect data from agricultural cooperative members. A questionnaire was selected as the primary data collection instrument because it has proved to be an easy way of collecting data (Quinlan, 2011:322). Included in the sample of this study was the whole population of three agricultural cooperatives namely; Isikhwane Livestock, Mpangazitha Poultry, and Sgodini Farming cooperative. A reason for sampling a whole population was because this study is a census survey. This study was exploratory in nature because there was limited information about the matter being studied. The quantitative data was gathered and SPSS was used to analyse the data. In this study, content validity was tested by the researcher through an analysis of the related literature on the sense of community variables and community-based entrepreneurship.

**Chapter four:** Chapter four presented and discussed the research findings for this study. First, the background information of agricultural cooperative members was thoroughly discussed. This background information allowed the researcher to gain insight into the characteristics of agricultural cooperative members. Lastly, the quantitative results were presented and discussed according to the sequence of the research objectives of the study.

### **5.3 Conclusions**

Discussed in this section are conclusions from key findings of the study. The conclusions are arranged according to the order of the study research objectives.

#### **5.3.1 Research objective One: To ascertain how the sense of belonging enhances the status of membership within the members of agricultural cooperatives in Nkandla, KwaZulu-Natal.**

With regards to research objective one, the researcher explored the variables of membership in relation to the sense of belonging within agricultural cooperatives members. In this case, the status of membership refers to a sense of meaningful connection and a sharing of a sense of personal relatedness with others. There were four variables that were used to address this research objective namely, trust, symbols, and expression of membership, identity and effort and time. The findings revealed that there is a positive correlation between sense of belonging and all these variables. For example, if there is a sense of belonging the level of trust among cooperative members will increase and vice versa. These findings could help in understanding social mobilization in relation to agricultural cooperatives.

### **5.3.2 Research objective two: To analyse how the sense of belonging ensures influence within the members of agricultural cooperatives in Nkandla, KwaZulu-Natal.**

The second objective wanted to understand how the sense of belonging ensures influence (sense of mattering) within the members of agricultural cooperatives. For objective two, the goal of the researcher was to explore the variables of influence in relation to a sense of belonging within agricultural cooperatives members. Influence refers to a sense of mattering within a group in this case agricultural cooperative. The level of fitting, role, reputation and ability to solve problems were correlated with the sense of belonging. Fitting, role, and sense of belonging were positive correlated with the sense of belonging. However, the findings revealed that there was no correlation between the sense of belonging and reputation. These findings could help in understanding social mobilization in relation to agricultural cooperatives.

### **5.3.3 Research Objective Three: To investigate how the sense of belonging promotes integration and fulfilment of needs within the members of agricultural cooperatives in Nkandla, KwaZulu-Natal.**

Concerning objective three, the aim of the researcher was to test if there is any association between sense of belonging of agricultural cooperative members and the variables of integration and fulfilment of needs adapted from the sense of community theory. In this case, integration referred to an act of bringing community members together regardless of their beliefs, ethnicity, values and gender. Fulfilment of needs referred to benefits or rewards both physical and psychological that members receive because they are part of a group in this case agricultural cooperative. There was four variable that was used to address this research objective namely, same values, openness, and important needs. Openness and important needs were positively correlated with the sense of belonging. However, the Pearson correlation results revealed that there was no correlation between sense of belonging and shared values between agricultural cooperative members. These findings could help in understanding social cohesion in relation to agricultural cooperatives.

#### **5.3.4 Research objective four: To examine how the sense of belonging promotes shared emotional connection within the members of agricultural cooperatives in Nkandla, KwaZulu-Natal.**

The goal of research objective four was to test the relationship between the sense of belonging of agricultural cooperative members and the variables of shared emotional connection adapted from the sense of community theory. In order for emotional connection to take place, something must be done to trigger a common bond between people. In this case, caring, stability and shared history between agricultural cooperative's members were analysed as some of the factors that form shared emotional connection. The findings revealed that there was a positive correlation between sense of belonging, caring, and stability. However, there was no relationship between sense of belonging and shared history between agricultural cooperative members. These findings could be used in understanding social cohesion and social capital in relation to agricultural cooperatives.

#### **5.4 Recommendations**

The researcher proposes the following recommendations based on the conclusions of the study:

- ❖ Based on the conclusions of this study, it has been confirmed that sense of community plays an integral part in the success of community-based entrepreneurship. Therefore, it is recommended that cooperative members and local economic government conduct that some training on the importance of the sense of community for the success of their cooperatives.
- ❖ According to Indaba Report (2012), the failures of agricultural cooperative were associated with the shortage of finances and lack of marketing strategies. Therefore, based on these findings, it is recommended that the government must also acknowledge the sense of community as a contributing factor in the failures or success of agricultural cooperatives.
- ❖ The findings also revealed that agricultural cooperatives are largely dominated by males as compared to females. It is therefore, recommended that local economic government should conduct some awareness programs to encourage women to participate in agricultural cooperatives.
- ❖ Lastly, the findings also revealed that there is a shortage of youth that participates in agricultural cooperative. It is therefore also recommended that; local economic government should conduct some awareness programmes to encourage youth to participate in agricultural cooperatives.

### **5.5 Contribution to the Body of Knowledge**

There was a dearth of research studies that sought to understand the relationship between sense of community and community-based entrepreneurship. Research on the sense of community theory has been investigated in relation to studies that addresses crime prevention (Polk, 2010), suicide (Whitlock, 2006) and decrease child abuse (Greenfield, 2010). However, there is a scarcity of research that addresses the relation between the sense of community and community-based entrepreneurship. Therefore, this study filled this gap by investigating the role of sense of community in promoting community-based entrepreneurship.

### **5.6 Limitations of the Study**

Due to resource constraints, primary data for the study was gathered from only three agricultural cooperatives in Nkandla, as the model of community-based entrepreneurship out of more than one hundred cooperatives that exist in the area. Another downside of this study is that a non-probability sampling method known as judgment sampling technique was used to narrow down the research population from over one hundred cooperatives to three agricultural cooperatives. Thus, a large number of cooperatives were left out, notwithstanding the fact that they play a significant role in community-based entrepreneurship in the area. This is a limitation in that the results do not represent the collective views of the entire population of agricultural cooperatives in Nkandla, Kwa Zulu-Natal. As a result, the findings of the research cannot be generalized to the entire population of agricultural cooperatives in Nkandla, KwaZulu-Natal, but only to the selected agricultural cooperatives since a census survey was adopted for the identified research population. Thus, the findings of the study only reflect the views of the three selected cooperatives. However, the findings of this study lay the foundation for future research on the study area, and it fills a research gap on how the role of sense of community promotes Community-Based Entrepreneurship in rural KwaZulu-Natal. The relevance of the results of this study will help substantiate the local government strategy for rural development through Community-based entrepreneurship.

### **5.7 Areas for Future Research**

The findings of this study serve as a lens for future research on the sense of community and community-based entrepreneurship. This study took a quantitative research approach. Future studies could adopt a different research approach such as qualitative or mixed methods. Similar studies could be conducted on other agricultural cooperatives in other provinces in South Africa, especially in rural areas. Different settings such as urban areas could be explored as

possible avenues for future research. Alternatively, a comparative study could be conducted whereby agricultural cooperatives in rural areas could be compared to the ones in urban areas. Furthermore, the future studies could also focus on the role of sense of community in the success of social community-based entrepreneurship. This is because social community-based entrepreneurship has a different organizational structure as compared to community-based entrepreneurship. Again, future researchers could further investigate the variables that contribute towards the sense of community. For example, adopt a qualitative analysis. Furthermore, the similar studies could look at the role sense of community in relation to the organizational structure of social community-based entrepreneurship.

## LIST OF REFERENCES

Abu-Saifan, S. (2012) 'Social entrepreneurship: definition and boundaries', *Technology Innovation Management Review*, 12(2), 22-27.

Ackermann, J. M.: 2005, 'Human Rights and Social Accountability', *Social Development Papers (Participation and Civic Engagement)*, Vol, 86 Washington, DC, The World Bank. [Online]Available:<http://portals.wi.wur.nl/files/docs/gouvernance/HumanRightsandSocial0AaccountabilityFINAL.pdf>. [Accessed: 23 February 2016].

Agbo, M., Rousselière, D., & Salanié, J. (2015). Agricultural marketing cooperatives with direct selling: A cooperative–non-cooperative game. *Journal of Economic Behavior & Organization*, 109 (12), 56-71.

Agüero, J., Carter, M. R., & May, J. (2007). Poverty and inequality in the first decade of South Africa's democracy: What can be learnt from panel data from KwaZulu-Natal?. *Journal of African Economies*, 16(5),782-812.

Agrawal, A., & Gibson, C. C. (1999). Enchantment and disenchantment: the role of community in natural resource conservation. *World development*, 27(4), 629-649.

Ahmad, H., & Jalil, J. (2013). Relationship between personality traits and sense of urgency: A study of Repso Malaysia. *IBIMA Business Review*, 2013, 1-22.

Ahmed, S., & Potter, D.M. (2006). *NGOs in International Politics*. Bloomfield, CT: Kumarian Press.

Akram-Lodhi, A. H. and Kay, C. (2012). “*The agrarian question: peasants and rural change*”. In *Peasants and globalization: political economy, rural transformation, and the agrarian question*, Edited by: Akram-Lodhi, A. H and Kay, C. London: Routledge.

Aliber, M. (2001). *Study of the incidence and nature of chronic poverty and development policy in South Africa: an overview*. Manchester: IDPM, University of Manchester (CPRC Working Paper 3). [Online]Available:<http://www.plaas.org.za/sites/default/files/publications-pdf/CP01.pdf>. [Accessed:12 March 2016].

Andriani, L. (2013). Social capital: A road map of theoretical frameworks and empirical limitations. *Working Papers in Management, Birkbeck University of London, BWPM 1301*. [Online] Available: <http://www.bbk.ac.uk/management/docs/workingpapers/WP1.pdf>. [Accessed: 06 August 2016].

- Armstrong, D., Gosling, A., Weinman, J., & Marteau, T. (1997). The place of inter-rater reliability in qualitative research: an empirical study. *Sociology*, 31(3), 597-606.
- Babbie, E. (2010). *The practice of social research*. (12<sup>th</sup> Edition). Wadsworth: Cengage Learning, Inc.
- Babbie E. (2013). *Introduction to Social Research*. (13<sup>th</sup> Edition). Wadsworth: Cengage Learning, Belmont CA.
- Baker, R., Brick, J. M., Bates, N. A., Battaglia, M., Couper, M. P., Dever, J. A., Gile, K. J., & Tourangeau, R. (2013). Summary Report of the AAPOR Task Force on Non-Probability Sampling. *Journal of Survey Statistics and Methodology*, 4 (1), 1-8.
- Battistich, V., & Horn, A. (1997). The relationship between students' sense of their school as a community and their involvement in problem behaviors. *American Journal of Public Health*, 87(12), 1997-2001.
- Behery, M. H. (2009). Person/organization job-fitting and affective commitment to the organization: Perspectives from the UAE. *Cross Cultural Management: An International Journal*, 16(2), 179-196.
- Blanchard, A. L., & Markus, M. L. (2004). The experienced sense of a virtual community: Characteristics and processes. *ACM Sigmis Database*, 35(1), 64-79.
- Baron, D. P. (2007). Corporate social responsibility and social entrepreneurship. *Journal of Economics & Management Strategy*, 16(3), 683-717.
- Bassano, Louis V. & McConnon, James, C. (2011). "Strategic partnerships that strengthen extension's community-based entrepreneurship programs: an example from Maine." *Journal of Extension*. 49 (50), 12-33.
- Baumeister, R. F., & Leary, M. R. (1995). The need to belong: desire for interpersonal attachments as a fundamental human motivation. *Psychological bulletin*, 7 (3), 117-497.
- Benesty, J., Chen, J., & Huang, Y. (2009). *Pearson correlation coefficient. Noise reduction in speech processing*. Springer, Berlin Heidelberg, 2(2): 1-4.
- Berger, J. B. (1997). Students' sense of community in residence halls, social integration, and first-year persistence. *Journal of College Student Development*, 38(5), 222-441.

- Binns, T., & Nel, E. (1999). Beyond the development impasse: the role of local economic development and community self-reliance in rural South Africa. *The Journal of Modern African Studies*, 37(3), 389-408.
- Blustein, D.L., Franklin, A.J., Makiwane, M. & Gutowski, E. (2017). *Unemployment in South Africa*. In: Stead, G.B. & Watson, M.B. (eds). *Career psychology in the South African context*. (3<sup>th</sup> Edition). Pretoria: Van Schaik, 195-208.
- Bogopa, D. (2010). Health and ancestors: the case of South Africa and beyond. *Indo-Pacific Journal of Phenomenology*, 10(1), 1-7.
- Bornschier, V., & Ballmer-Cao, T. H. (1979). Income inequality: a cross-national study of the relationships between MNC-penetration, dimensions of the power structure and income distribution. *American Sociological Review*, 4 (2), 487-506.
- Bowles, S., & Gintis, H. (2002). Social capital and community governance. *Focus: Newsletter of the institute for research on poverty*. 20 (3), 6-10
- Boyd, N. M., & Nowell, B. (2014). Psychological sense of community: A new construct for the field of management. *Journal of Management Inquiry*, 23(2), 107-122.
- Bull, I., & Winter, F. (1991). Community differences in business births and business growths. *Journal of Business Venturing*, 6 (1), 29-43.
- Burroughs, S. M., & Eby, L. T. (1998). Psychological sense of community at work: A measurement system and explanatory framework. *Journal of community psychology*, 26 (6), 509-532.
- Brinckerhoff P. C. (2009). *Mission-based management: Leading your not-for-profit in the 21st century*. New York, NY: John Wiley & Sons.
- Brodsky, A. E. (1996). Resilient single mothers in risky neighborhoods: Negative psychological sense of community. *Journal of community psychology*, 24 (4), 347-363.
- Cavana, R. Y., Delahaye, B. L., & Sekaran, U. (2001). *Applied business research: Qualitative and quantitative methods*. Milton, Queensland, Australia: J. Wiley.
- Campbell-Hunt, D. M., Freeman, C., & Dickinson, K. J. (2009). Community-based entrepreneurship and wildlife sanctuaries: case studies from New Zealand. *International Journal of Innovation and Regional Development*, 2(2), 4-21.

Chavis, D. M., Hogge, J. H., McMillan, D. W., & Wandersman, A. (1986). Sense of community through Brunswik's lens: A first look. *Journal of community psychology*, 14(1), 24-40.

Chavis, D. M., & Pretty, G. M. (1999). Sense of community: Advances in measurement and application. *Journal of Community Psychology*, 27(6), 635-642.

Chiessi, M., Cicognani, E., & Sonn, C. (2010). Assessing Sense of Community on adolescents: validating the brief scale of Sense of Community in adolescents (SOC-A). *Journal of community psychology*, 38(3), 276-292.

Creswell, J. W., and Clark, V. L. P. 2007. *Designing and Conducting Mixed Methods Research*, Thousand Oaks, CA: Sage Publications.

Cooperative Governance and Traditional Affairs (COGTA) Annually Report. (2014). [Online] Available at: [www.gov.za/sites/www.gov.za/files/COGTA\\_Annual\\_Report\\_2014-2015.pdf](http://www.gov.za/sites/www.gov.za/files/COGTA_Annual_Report_2014-2015.pdf). [Accessed: 13 March 2015].

Colombo, M., Mosso, C., & De Piccoli, N. (2001). Sense of community and participation in urban contexts. *Journal of Community & Applied Social Psychology*, 11(6), 457-464.

Cook, N (2013), "South Africa: Politics, Economy, and U.S. Relations", *Congressional Research Service Report*, N. 7-5700, 19 December, 1-28. [Online] Available: <http://search.proquest.com/openview/a0ab907ff4af4059829849a8417c8c35/1?pq-origsite=gscholar&cbl=2034885>. [Accessed: 14 June 2016].

Dana, L. P. (2008). Community-based entrepreneurship in Norway. *The International Journal of Entrepreneurship and Innovation*, 9(2), 77-92.

Dana, L. P., Han, M., Ratten, V., & Welp, I. M. (2008). *Toward a theory of internationalization for European entrepreneurship: Handbook of Research on European Business and Entrepreneurship*, Cheltenham: Edward Elgar.

Davidson, W. B., Cotter, P. R., & Stovall, J. G. (1991). Social predispositions for the development of sense of community. *Psychological Reports*, 68(3), 817-818.

Dees, J. G. (1998). *The meaning of "social entrepreneurship"*. Stanford University: Draft Report for the Kauffman Center for Entrepreneurial Leadership, 6 (1) 12-34.

Defourny, J. (2013). "The ems "ideal-type" social enterprise as a compass," *presented at 4th EMES International Research Conference on Social Enterprise* (Opening Plenary Session).

12-23 July, Liege, [Online] Available: <http://orbi.ulg.ac.be/handle/2268/162311>. [Accessed:02 February 2016].

Department of Trade and Industry (DTI). (2013) [Online] Available at: [http://www.gov.za/sites/www.gov.za/files/dti\\_AR2014\\_a.pdf](http://www.gov.za/sites/www.gov.za/files/dti_AR2014_a.pdf). [Accessed:18 March 2016].

Dehuff, P. A. (2013). *Students' wellbeing and sense of belonging: A qualitative study of relationships and interactions in a small school district* (Order No. 3587070). [Online] Available at: <http://search.proquest.com/docview/1426639804?accountid=144497> [Accessed: 17 September 2016].

Denscombe, M. (2013). The role of research proposals in business and management education. *The International Journal of Management Education*, 11(3), 142-149.

Drayton, B. (2012). Bill Drayton's Five Trends for Social Entrepreneurs. [Online] Available at: <https://www.forbes.com/sites/ashoka/2012/12/12/bill-draytons-five-advice-for-social-entrepreneurs-what-the-future-holds-and-how-you-should-adjust/#57f9a0834c3e>. [Accessed 12 August 2016].

Doolittle, R. J., & MacDonald, D. (1978). Communication and a sense of community in a metropolitan neighborhood: A factor analytic examination. *Communication quarterly*, 26(3), 2-7.

Drucker, P. F. (1995). *People and performance: The best of Peter Drucker on management*. New York: Harper & Row.

Falk, I., & Kilpatrick, S. (2000). What is social capital? A study of interaction in a rural community. *Sociologia ruralis*, 40(1), 87-110.

Fleming, M. C., and J. G. Nellis (2000). *Principles of Applied Statistics*. 2<sup>th</sup> Edition. London: Thomson.

Flora, C. B., & Flora, J. L. (1993). Entrepreneurial social infrastructure: A necessary ingredient. *The annals of the american academy of political and social science*, 29(1), 48-58.

Füller, J., Bartl, M., Ernst, H., & Mühlbacher, H. (2006). Community based innovation: How to integrate members of virtual communities into new product development. *Electronic Commerce Research*, 6(1), 57-73.

Fury, B. 2010. *Social Enterprise Development in South Africa - creating a virtuous circle*. Johannesburg, Tshikululu Social Investments. [Online] Available at: [https://www.givengain.com/cause\\_data/images/2027/TSI\\_research\\_social-enterprise\\_2010.pdf](https://www.givengain.com/cause_data/images/2027/TSI_research_social-enterprise_2010.pdf). [Accessed: 20 May 2016].

Furrer, C., Skinner, E., & Pitzer, J. (2014). The influence of teacher and peer relationships on students' classroom engagement and everyday motivational resilience. *National Society for the Study of Education*, 113(1), 101-123.

Fox, W., Bayat, M.S. and Ferreira, I.W. (2007). *A Guide to managing Public Policy*. Cape Town: Juta and Company Ltd.

Freeman, T. M., Anderman, L. H., & Jensen, J. M. (2007). Sense of belonging in college freshmen at the classroom and campus levels. *The Journal of Experimental Education*, 75(3), 203-220.

Gambetta, D. 1988. *Trust: Making and breaking cooperative relations*. New York: Basil Blackwell.

Gibson, K. 2009. Building community based social enterprises in the Philippines: Diverse Development Pathways. in Amin, A. (ed.). *The Social Economy: International Perspectives on Economic Solidarity*. London: Zed Press.

Greenfield, E. A. (2010). Child abuse as a life-course social determinant of adult health. *Maturitas*, 66(1), 51-55.

Global Giving Matters. (2008). Philanthropists and Social Entrepreneurs – Collaborating for Innovation. [Online] Available at: <http://www.synergos.org/globalgivingmatters/archives/ggm200801.pdf>. [Accessed: 23 June 2016].

Gosselin, M. (1997). The effect of strategy and organizational structure on the adoption and implementation of activity-based costing. *Accounting, organizations and society*, 22(2), 105-122.

Guardian. (2009). An ill wind blows for social enterprise. Retrieved from: [Online] <https://www.theguardian.com/society/2009/nov/18/prison-healthcare-nhs-social-enterprise>. \ [Accessed: 23 April 2016].

Grace, S. L., & Cramer, K. L. (2003). The elusive nature of self-measurement: The self-construal scale versus the twenty statements test. *The Journal of Social Psychology*, 143(5), 649-668.

Grogan, E., & Youngs, P. (2011). Fitting in: Person-Organization, Person-Job, and Person-Group Fit as drivers of teacher mobility. Working Paper# 21. Education Policy Center, Michigan State University. [Online] Available at: <http://files.eric.ed.gov/fulltext/ED537160.pdf> [Accessed: 28 April 2016].

Hall, K. (2011). Income, poverty, unemployment and social grants. In L. Jamieson, R. Bray, A. Viviers, L. Lake, S. Pendlebury & C. Smith (Eds.), *South African Child Gauge 2010/2011*. Cape Town: Children's Institute.

Haugh, H. M., & Pardy, W. (1999). Community entrepreneurship in north east Scotland. *International Journal of Entrepreneurial Behavior & Research*, 5(4), 163-172.

Hendrickson, A. R., Massey, P. D., & Cronan, T. P. (1993). On the test-retest reliability of perceived usefulness and perceived ease of use scales. *MIS quarterly*, 12 (2), 227-230.

Henson, R. K. (2001). Understanding internal consistency reliability estimates: A conceptual primer on coefficient alpha. *Measurement and evaluation in counseling and development*, 34(3), 177.

Hulgard, L. (2010). *Discourses of Social Entrepreneurship-Variations of the same theme?*, EMES WP no. 10/01, EMES European Research Network, 1-21 January, London. [Online] Available: [http://www.emes.net/site/wp-content/uploads/WP\\_10-01\\_Hulgaard\\_web.pdf](http://www.emes.net/site/wp-content/uploads/WP_10-01_Hulgaard_web.pdf). [Accessed: 12 April 2016].

Indaba Report EC Co-operative -IMVABA. (2010). [Online] Available at: [www.imvaba.co.za/files/.../1322735669\\_CO-OPS%20INDABA%20REPORT.docx](http://www.imvaba.co.za/files/.../1322735669_CO-OPS%20INDABA%20REPORT.docx). [Accessed: 26 June 2016].

Nkandla Annual Report. (2014) [Online] Available at: [https://archive.org/.../nual\\_reports\\_2014-15\\_02\\_local\\_municipalities\\_kzn286\\_nkandl..](https://archive.org/.../nual_reports_2014-15_02_local_municipalities_kzn286_nkandl..) [Accessed: 03 August 2015].

Ivan, D. (2009). Community-based entrepreneurship development. *South Dakota Municipal League*, 42 (5), 23-33.

Integrated Women's Health and Development Organization (IWHDO). (2012). [Online] Available at: <https://myfirstadventorial.wordpress.com/>. [Accessed: 12 September 2016].

International Labour Organization (ILO). (2012). A cooperative future for people with disabilities. [Online] Available at: [http://www.ilo.org/skills/pubs/WCMS\\_194822/lang-en/index.htm](http://www.ilo.org/skills/pubs/WCMS_194822/lang-en/index.htm). [Accessed: 23 September 2016].

Jenkins, R. (2000). Categorization: Identity, social process and epistemology. *Current sociology*, 48(3), 7-25.

Johannisson, B., & Nilsson, A. (1989). Community entrepreneurs: networking for local development. *Entrepreneurship & regional development*, 1(1), 3-19.

Johnstone, H., & Lionais, D. (2004). Depleted communities and community business entrepreneurship: revaluing space through place. *Entrepreneurship & Regional Development*, 16(3), 217-233.

Jones, G.R. (2004), *Organizational theory, design and change: text and cases*, Upper Saddle River: Pearson.

Khanyile, K.N. (2011). Food security at eQhudeneni (Nkandla): a case study of the 'One home one garden' campaign as a poverty alleviation strategy (*master's thesis*). [Online] Available at: <https://researchspace.ukzn.ac.za/handle/10413/7711>. (Accession No. [10413/7711](https://researchspace.ukzn.ac.za/handle/10413/7711)). [Accessed: 03 August 2016].

Kunene, N. W., & Fossey, A. (2006). A survey on livestock production in some traditional areas of Northern KwaZulu Natal in South Africa. *Livestock Research for Rural Development*, 18(2), 30-33.

Kingdon, G., & Knight, J. (2001). What have we learnt about unemployment from microdatasets in South Africa?. *Social Dynamics*, 27(1), 79-95.

Kingdon, G., & Knight, J. (2006). The measurement of unemployment when unemployment is high. *Labour Economics*, 13(3), 291-315.

King, E., Samii, C., & Snilstveit, B. (2010). Interventions to promote social cohesion in sub-Saharan Africa. *Journal of development effectiveness*, 2(3), 336-370.

Kim, J., & Kaplan, R. (2004). Physical and psychological factors in sense of community: new urbanist Kentlands and nearby Orchard Village. *Environment and behavior*, 36(3), 313-340.

Knight, S., Lyne, M., & Roth, M. (2003). Best institutional arrangements for farm-worker equity-share schemes in South Africa. *Agrekon*, 42(3), 228-251.

Korsching, P. F., & Allen, J. C. (2004). Locality based entrepreneurship: A strategy for community economic vitality. *Community Development Journal*, 39(4), 385-400.

Kothari C (2004). *Research Methodology; Methods and Technique*. New Delhi, India Dharmesh Printers.

Maghimbi, S. (2010), *Cooperatives in Tanzania mainland: Revival and growth*. CoopAFRICA Working Paper No.14. Series on the status of cooperative development in Africa. Tanzania: International Labour Organization Office in Dar es Salaam. [Online] Available at: <http://passthrough.fw-notify.net/download/462644/http://ilo.ch/public/english/employment/ent/coop/africa/download/wpno14cooperativesintanzania.pdf>. [Accessed:23 April 2016].

Martin, R. L., & Osberg, S. (2007). Social entrepreneurship: The case for definition. *Stanford social innovation review*, 5(2), 28-39.

Maslow, A. H. (1954). The instinctoid nature of basic needs. *Journal of Personality*, 22(3), 326-347.

Mathiva, O. (2012). Current and emerging youth policies and initiatives with a special focus on links to agriculture. *South African Case Study Draft Report, FANRP*. [Online] Available: [http://www.fanrpan.org/documents/d01515/south\\_african\\_agriculture\\_youth\\_study.pdf](http://www.fanrpan.org/documents/d01515/south_african_agriculture_youth_study.pdf). [Accessed:12 June 2016].

McManmon, M. (2015) *Autism and learning differences: An active learning teaching toolkit*. London: Jessica Kingsley Publishers.

McMillan, D. W., & Chavis, D. M. (1986). Sense of community: A definition and theory. *Journal of community psychology*, 14(1), 6-23.

Melucci, A. (1995). The process of collective identity. *Social movements and culture*, 4, (1) 41-63.

Mertens, D. M. (2007). Transformative paradigm mixed methods and social justice. *Journal of mixed methods research*, 1(3), 212-225.

- Mertens, D. M. (2010). Philosophy in mixed methods teaching: The transformative paradigm as illustration. *International Journal of Multiple Research Approaches*, 4(1), 9-18.
- Mezias, S. J., & Kuperman, J. C. (2001). The community dynamics of entrepreneurship: the birth of the American film industry, 1895–1929. *Journal of Business Venturing*, 16(3), 209-233.
- Myers, I. B. (1962). *The Myers-Briggs Type Indicator*. Palo Alto, CA: Consulting Psychologists Press.
- Muske, G. & Stanforth, N (2000). The educational needs of small business owners: A look into the future. *Journal of Extension*, 38, (6) 123-234.
- Money, A. H., Samouel, P., & Page, M. (2007). *Research methods for business* (pp. 210-425). Chichester: John Wiley & Sons.
- Leadbetter, C. (1997). *The rise of the social entrepreneur*. London: Demos.
- Levinson, D. J. (1959). Role, personality, and social structure in the organizational setting. *The Journal of Abnormal and Social Psychology*, 58(2), 170-180
- Llewellyn, D. T. (2005). Trust and confidence in financial services: a strategic challenge. *Journal of Financial Regulation and Compliance*, 13(4), 333-346.
- Light, I., & Karageorgis, S. (1994). The ethnic economy. *The handbook of economic sociology*, 12 (2) 647-71.
- Lin, N. (2001). *Social Capital: A Theory of Social Structure and Action*. New York: Cambridge University Press.
- Liu, X., Magjuka, R. J., Bonk, C. J., & Lee, S. H. (2007). Does sense of community matter. *Quarterly Review of Distance Education*, 8(1), 9-24.
- Nahm, A. Y., Vonderembse, M. A., & Koufteros, X. A. (2003). The impact of organizational structure on time-based manufacturing and plant performance. *Journal of operations management*, 21(3), 281-306.
- Narayan, D. (2002). *Bonds and bridges: social capital and poverty. Social capital and economic development: well-being in developing countries*. Northampton, MA: Edward Elgar.
- Naudé, W. A. (2013). Entrepreneurship in economic development. *UNU -WIDER Research Paper No. 2008/20*. Helsinki: United Nations University.

- Ndlovu, L. (2013). Religious education teaching in Zimbabwe secondary schools. The search for an authentic value-oriented multi-faith religious education pedagogical model. *British journal of religious education* 36(2):174-201.
- Ndumo, J. (2015). Co-Operatives Administrative Regulations, 2015 – DSBD.[Online] Available at: [www.dsbd.gov.za/assets/draft-regulations---cooperatives--2015.pdf](http://www.dsbd.gov.za/assets/draft-regulations---cooperatives--2015.pdf). [Accessed: 21 May 2016].
- Nkandla Local Municipality (2010). Public notices. [Online] Available at: <http://www.nkandla.org.za/index.php/public-notice>. [Accessed: 14 April 2015].
- Nel, E., & Binns, T. (2002). Place Marketing, Tourism Promotion, and Community based Local Economic Development in Post-Apartheid South Africa: The Case of Still Bay—The “Bay of Sleeping Beauty”. *Urban Affairs Review*, 38(2), 184-208.
- Ng, T. W., & Feldman, D. C. (2008). Can you get a better deal elsewhere? The effects of psychological contract replicability on organizational commitment over time. *Journal of Vocational Behavior*, 73(2), 268-277.
- Novkovic, S. (2008). Defining the co-operative difference. *The Journal of Socio-Economics*, 37(6), 2168-2177.
- Obst, P. L., & White, K. M. (2004). Revisiting the sense of community index: A confirmatory factor analysis. *Journal of community psychology*, 32(6), 691-705.
- Ortmann, G. F., & King, R. P. (2007). Agricultural cooperatives I: History, theory and problems. *Agrekon*, 46(1), 18-46.
- Oyserman, D., Brickman, D., Bybee, D., & Celious, A. (2006). Fitting in matters markers of in-group belonging and academic outcomes. *Psychological Science*, 17(10), 854-861.
- Palla, G., Derenyi, I., Farkas, I., and Vicsek T., (2005). Uncovering the overlapping community structure of complex networks in nature and society. *Nature*, 43 (7), 814-818.
- Peake, W. O., & Marshall, M. I. (2009). Uncovering what helps entrepreneurs start businesses: Lessons from Indiana. *Journal of Extension*, 47(2), 10-23.
- Peppers, Don and Martha Rogers (2016), *Managing Customer Relationships: A Strategic Framework*. New York: John Wiley & Sons.

Peredo, A. M., & Chrisman, J. J. (2006). Toward a theory of community-based enterprise. *Academy of Management Review*, 31(2), 309-328.

Pettersen, E. F., Goddard, T. D., Huang, C. C., Couch, G. S., Greenblatt, D. M., Meng, E. C., & Ferrin, T. E. (2004). UCSF Chimera—a visualization system for exploratory research and analysis. *Journal of computational chemistry*, 25(13), 1605-1612.

Pettigrew, A. (2014) *The politics of organizational decision making*. London: Tavistock.

People's Movement for Human Rights Learning, (2009). A Dream to Come True: Human Rights as a Way of Life. Every human has rights - all must know and own human rights - the banks of the river in which life can flow freely. [Online] Available at: <http://www.pdhre.org/>. [Accessed: 27 May 2016].

Pezzini, E (2006) 'Cooperatives, good companies "by definition"?' The 6th international conference on catholic social thought and management education, *The Good Company, Catholic social thought and corporate social responsibility in dialogue*, Rome: Pontifical University of St Thomas (Angelicum). [Online] Available at: [http://library.uniteddiversity.coop/Money\\_and\\_Economics/Cooperatives/Cooperative-Good\\_Companies\\_By\\_Definition.pdf](http://library.uniteddiversity.coop/Money_and_Economics/Cooperatives/Cooperative-Good_Companies_By_Definition.pdf). [Accessed May 2016].

Polk, D. E., Weyant, R. J., & Manz, M. C. (2010). Socioeconomic factors in adolescents' oral health: are they mediated by oral hygiene behaviors or preventive interventions?. *Community dentistry and oral epidemiology*, 38(1), 1-9.

Posel, D., & Rogan, M. (2012). Gendered trends in poverty in the post-apartheid period, 1997–2006. *Development Southern Africa*, 29(1), 97-113.

Posel, D., Casale, D., & Vermaak, C. (2014). Job search and the measurement of unemployment in South Africa. *South African Journal of Economics*, 82(1), 66-80.

Powell, W. (2003). Neither market nor hierarchy. *The sociology of organizations: classic, contemporary, and critical readings*, 31(5), 104-117.

Pretty, G., Bramston, P., Patrick, J., & Pannach, W. (2006). The relevance of community sentiments to Australian rural youths' intention to stay in their home communities. *American Behavioral Scientist*, 50(2), 226-240.

Quinlan, C., Babin, B., Carr, J., Griffin, M., & Zikmund, W. G. (2011). *Business research methods* (p. 95). J. Grene (Ed.). Andover, Hampshire, UK: South-Western Cengage Learning.

- Rankin, N. A., & Roberts, G. (2011). Youth unemployment, firm size and reservation wages in South Africa. *South African Journal of Economics*, 79(2), 128-145.
- Rattan, V. (2011). Fundación Maquipucuna: an entrepreneurial Ecuadorian non-profit organisation. *International Journal of Business and Globalisation*, 6(2), 217-224.
- Rattan, V. and Welp, I. (2011). Community-based, social and societal entrepreneurship, *Entrepreneurship & Regional Development*, 23 (6) 283-286.
- Reynolds, P., Bosma, N., Autio, E., Hunt, S., De Bono, N., Servais, I., Lopez-Garcia, P., & Chin, N. (2005). Global entrepreneurship monitor: data collection design and implementation 1998–2003. *Small Business Economics*, 24 (3), 205-231.
- Rogerson, C. M. (2006). Pro-poor local economic development in South Africa: The role of pro-poor tourism. *Local environment*, 11(1), 37-60.
- Rose-Ackerman, Susan (1999) *Corruption and Government: Causes, Consequences and Reform*. New York: Cambridge University Press.
- Rotman, D., & Wu, P. F. (2014). Sense of community in virtual environments. *Virtual communities*, 20 (2), 36-48.
- Rovai, A. (2002). Building sense of community at a distance. *International Review of Research in Open and Distance Learning*, 3(1), 1-12.
- Rubin, A. (2008). Political views and corporate decision making: The case of corporate social responsibility. *Financial Review*, 43(3), 337-360.
- Ryan, A. B. (2006). Post-positivist approaches to research. In Antones, M., Fallon, H., Ryan, A.B., Ryan, A. & Walsh, T with Borys, L. *Researching and Writing your Thesis: a guide for postgraduate students*, Maynooth: MACE. [Online] Available at: [http://eprints.maynoothuniversity.ie/874/1/post-positivist\\_approaches\\_to\\_research.pdf](http://eprints.maynoothuniversity.ie/874/1/post-positivist_approaches_to_research.pdf). [Accessed:14 July 2016].
- SA Places (2015) Map of South Africa. [Online] Available at: <http://www.places.co.za/html/visualfind.html>. [Accessed:28 September 2016].
- Sarreal, E.R. (2013). Community Based Entrepreneurship: An alternative social enterprise model for small communities in poor municipalities. *Anglo king institute*, 2 (1), 1-5.

Saunders, M. (2004). Lewis P & Thornhill A. (2007). *Research Methods for Business Students*. England: Printhall.

Saunders, P. (2006). *Urban politics: a sociological interpretation*. Harmondsworth: Penguin

Schlake, M.R. (2005). "Community-based Entrepreneurship: A Community Development Strategy." *Cornhusker Economics*, 3 (1), 1-25.

Schlossberg, N. K. (1989). Marginality and mattering: key issues in building community. *New Directions for Student Services*, 48 (5), 5–15.

Schwartz, S. H. (2007). Universalism values and the inclusiveness of our moral universe. *Journal of cross-cultural psychology*, 38(6), 711-728.

Sedgwick, P. (2012). Pearson's correlation coefficient. *BMJ*, 345(7), 23-58.

Sekaran, U. & Bougie, R. (2010). *Research methods for business: A skill building approach* (5<sup>th</sup> Edition). Chichester: John Wiley & Sons Ltd.

Sekaran, U. and Bougie, R., (2010). "*Theoretical framework in theoretical framework and hypothesis development*". *Research Methods for Business: A Skill Building Approach*, United Kingdom: Wiley.

Seleke, T. L., & Lektorwe, M. (2010). Co-operatives and development: A case of citizen economic empowerment in Botswana. Coop Africa Working Paper No. 8, *International Labour Organization*, Dar es salaam, Tanzania. [Online] Available at: <http://www.ilo.org/public/english/employment/ent/coop/africa/download/workingpaperno8.pdf>. [Accessed: 26 February 2016].

Selsky, J. W., & Smith, A. E. (1994). Community entrepreneurship: A framework for social change leadership. *The Leadership Quarterly*, 5(4), 277-296.

Sohaib, O., & Kang, K. (2014). The Impact of Religiosity On Interpersonal Trust in B2c Context: A Cross-Culture Analysis. *18th Pacific Asia Conference on Information Systems (PACIS 2014)* (pp. 1-13). Chengdu: Association for Information Systems AIS Electronic Library (AISEL). [Online] Available at: <http://aisel.aisnet.org/cgi/viewcontent.cgi?article=1078&context=pacis2014>. [Accessed:15 May 2016].

South African Info. (2012 August 31). Department of Rural Development and Land Reform Annual Report 2011/2012. [Online] Available at: <http://www.gov.za/documents/departement-rural-development-and-land-reform-annual-report-20112012>. [Accessed: 10 June 2016].

Spector, M. D., & Jones, G. E. (2004). Trust in the workplace: Factors affecting trust formation between team members. *The Journal of social psychology*, 144(3), 311-321.

Stats SA (Statistics South Africa). (2011). Census 2011 Statistical release P0301.4. *Stats SA* Available at <http://www.fao.org/docrep/003/w3548e/w3548e00.htm>. [Accessed June 2016].

Stack, S., 2015. Religion and suicide acceptability: A review and extension. *suicidology* 18(1). 23-34.

Tajfel, S., & Forgas, J. P. (2000). Social categorization: Cognitions, values and groups. In J. P. Forgas (Ed.), *Social cognition* (pp. 113-140). San Diego, CA: Academic Press.

Talen, E. (1999). Sense of community and neighbourhood form: An assessment of the social doctrine of new urbanism. *Urban studies*, 36(8), 1361-1379.

Gerxhani, K. (2004). The informal sector in developed and less developed countries: a literature survey. *Public choice*, 120(4), 267-300.

Taylor, N., & Cairns, R. (2001). May farming make a contribution to poverty alleviation in a "deep rural" area in South Africa? -Lessons from Oxfam GB's Sustainable Livelihood Programme at Nkandla, KwaZulu-Natal. In *Southern African Regional Poverty Network (SARPN) conference on "Land Reform and Poverty Alleviation in Southern Africa"*. Pretoria: SARPN. [Online] Available at: <http://www.sarpn.org/documents/e0000008/20010605Taylor.pdf>. [Accessed: 17 March 2016].

Terre Blanche, M., & Durrheim, K. (1999). Histories of the present: Social science research in context. *Research in practice: Applied methods for the social sciences*, 2 (1), 1-17.

Torri, M. C. (2010). Community gender entrepreneurship and self-help groups: A way to forward to foster social capital and truly effective forms of participation of rural poor women? *Community Development Journal*, 47 (2), 58-76.

Triegaardt, J. D. (2006). *Reflections on poverty and inequality in South Africa: policy considerations in an emerging democracy*. Paper presented at the annual Association of South African Social Work Education Institutions (ASASWEI) conference organised by the University of Venda, Department of Social Work. [Online] Available:

[http://sarpn.org/documents/d0002618/Poverty\\_Inequality\\_SA\\_Sept2006.pdf](http://sarpn.org/documents/d0002618/Poverty_Inequality_SA_Sept2006.pdf). [Accessed:01 May 2016].

Toulouse School of Economics (TSE) (2013). [online] *Toulouse*: Available at: <https://www.tse-fr.eu/sites/default/files/medias/TSE/Actu/tse-mag-3-2013-en.pdf>. [Accessed: 03 August 2016].

Tuan, Y. F. (2013). *Topophilia: A study of environmental perceptions, attitudes, and values*. Bogota:Columbia University Press.

United Nations (2014). United Nations Human Settlements Programme (*UN-HABITAT*) [Online] Available at: <http://www.sids2014.org/index.php?page=view&type=66&nr=70&menu=1528>. [Accessed: 09 September 2016].

Van der Voet, J. (2014). The effectiveness and specificity of change management in a public organization: Transformational leadership and a bureaucratic organizational structure. *European Management Journal*, 32(3), 373-382.

Vanover, A. C. (2014). "The Impact of Sense of Community on Business Unit Work Performance" (2014). *Honors Program Theses*. 14. [Online] Available at: <http://scholarship.rollins.edu/honors/14>. [Accessed:21 September 2016].

Villanueva, K., Badland, H., Hooper, P., Koohsari, M. J., Mavoa, S., Davern, M., & Giles-Corti, B. (2015). Developing indicators of public open space to promote health and wellbeing in communities. *Applied Geography*, 57(12), 112-119.

Walzer, N. (2007). *Entrepreneurship and Local Economic Development*. New York: Rowman & Littlefield.

Welman, C., Kruger, F., & Mitchell, B. (2006). *Research Methodology*. (4<sup>th</sup>Edition.). Oxford: Oxford University Press.

Welsch, H. P., & Kuhns, B. A. (2002). Community-based enterprises: propositions and cases. *An Entrepreneurial Bonanza*, 12 (3),17-20.

Westfall, L. (2009) Sampling methods: The Certified Quality Engineer Handbook [Online]. Westfallteam. Available at: <http://www.westfallteam.com/Papers/Sampling%20Methods.pdf> [Accessed: 21 June 2016].

- Wiener, Y. (1982). Commitment in organizations: A normative view. *Academy of management review*, 7(3), 418-428.
- Willetts, Peter (2002). 'What is a Non-Governmental Organization?', in UNESCO (ed.) *Encyclopedia of Life Support Systems: Encyclopedia of Institutional and Infrastructural Resources*. Oxford: Eolss Publishers.
- Wildemuth, B. M. (1993). Post-positivist research: two examples of methodological pluralism. *The Library Quarterly*, 63(4), 450-468.
- Wildemuth, B. M., & Perryman, C. L. (2009). *Discourse analysis. Applications of social research methods to questions in information and library science*. New York: Rowman & Littlefield.
- Wilson, W., & Miller, N. (1961). Shifts in evaluations of participants following intergroup competition. *The Journal of Abnormal and Social Psychology*, 63(2), 428-455.
- Wong, S. H. W. (2015). *Electoral Politics in Post-1997 Hong Kong - Protest, Patronage, and the Media*. Springer, Singapore.
- Wright, S. 1943. Isolation by distance. *Genetics*, 28 (1), 114-138.
- Yates, F. (1981). *Sampling Methods for Censuses and Surveys*, 4<sup>th</sup> edition. Griffin, London
- Zi-jie, Z. M. R. Z. (2009). A Review of Literatures on Openness Measuring. *Journal of International Trade*, 8 (2), 021-022.
- Zikmund, W., Babin, B., Carr, J., & Griffin, M. (2012). *Business Research Methods*. Masson: Cengage Learning.
- Zinko, R., Ferris, G. R., Humphrey, S. E., Meyer, C. J., & Aime, F. (2012). Personal reputation in organizations: Two-study constructive replication and extension of antecedents and consequences. *Journal of Occupational and Organizational Psychology*, 85(1), 156-180.
- Zyglidopoulos, S. C. (2001). The impact of accidents on firms' reputation for social performance. *Business & Society*, 40(4), 416-445.

## APPENDIX A: ETHICAL CLEARANCE APPROVAL LETTER



07 September 2016

Mr Mthokozisi Lungisani Mkhize (211506654)  
School of Management, IT & Governance  
Pietermaritzburg Campus

Dear Mr Mkhize,

Protocol reference number: HSS/1172/016M

Project title: The role of Sense of Community in Promoting Community-based Entrepreneurship in rural KwaZulu-Natal, South Africa: An exploratory study of Agricultural Cooperatives

### Full Approval – Expedited Application

In response to your application received on 27 July 2016, the Humanities & Social Sciences Research Ethics Committee has considered the abovementioned application and the protocol have 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.

The ethical clearance certificate is only valid for a period of 3 years from the date of issue. Thereafter Recertification must be applied for on an annual basis.

I take this opportunity of wishing you everything of the best with your study.

Yours faithfully

  
.....  
Dr Shenuka Singh (Chair)

/ms

Cc Supervisor: Dr Evelyn Derera  
Cc Academic Leader Research: Professor Debbie Vigar-Ellis  
Cc School Administrator: Ms Debbie Cunynghame

---

Humanities & Social Sciences Research Ethics Committee

Dr Shenuka Singh (Chair)

Westville Campus, Govan Mbeki Building

Postal Address: Private Bag X54001, Durban 4000

Telephone: +27 (0) 31 260 3587/8350/4557 Facsimile: +27 (0) 31 260 4609 Email: [ximbap@ukzn.ac.za](mailto:ximbap@ukzn.ac.za) / [snymann@ukzn.ac.za](mailto:snymann@ukzn.ac.za) / [mohunip@ukzn.ac.za](mailto:mohunip@ukzn.ac.za)

Website: [www.ukzn.ac.za](http://www.ukzn.ac.za)



Founding Campuses:  Edgewood  Howard College  Medical School  Pietermaritzburg  Westville

## **APPENDIX B: INFORMED CONSENT FORMS**

### **UKZN HUMANITIES AND SOCIAL SCIENCES RESEARCH ETHICS COMMITTEE (HSSREC)**

#### **APPLICATION FOR ETHICS APPROVAL For research with human participants**

##### **Information Sheet and Consent to Participate in Research**

Date:

Greetings,

My name is Mthokozisi Mkhize. I'm doing Masters of Commerce in entrepreneurship from the School of Management, Information Technology and Governance at the University of KwaZulu-Natal. For more information about this project please contact the following numbers:

**Researcher:**

Phone no: 0713984437

Email address: [mthokozisimkhie@gmail.com/211506654@stu.ukzn.ac.za](mailto:mthokozisimkhie@gmail.com/211506654@stu.ukzn.ac.za)

**Supervisor:**

Dr Evelyn Derera: +27 33 260 5781

Email address: [dererae@ukzn.ac.za](mailto:dererae@ukzn.ac.za)

You are being invited to consider participating in a study that seeks to explore the role of sense of community in the success of community –based entrepreneurship. This is an exploratory study of agricultural cooperatives in Nkandla. The aim of this study is to investigate the role of sense of community in the success of community-based entrepreneurship in rural communities of Nkandla from ward 8, 10 and 12

The study is expected to enroll two hundred and nine (209) participants in total. The participants are drawn from the following three agricultural cooperatives. Isikhwane lives stock cooperative: ninety eight (98), Mpangazitha poultry cooperative: fifty seven (57) and Sgodini farming cooperative: fifty four (54). This study will use questionnaires procedure for data collection. The sample size of this study is 136. The duration of your participation if you choose to enroll and remain in the study is expected to be 20 minutes for questionnaires.

The study does not involve any risks. We hope that the study will draw attention to psychological community aspects that can help in the acceleration of community-based enterprises in rural areas as projected by the local government.

This study has been ethically reviewed and approved by the UKZN Humanities and Social Sciences Research Ethics Committee (approval number\_\_\_\_\_).

In the event of any problems or concerns/questions you may contact the researcher at (0713984437) or the UKZN Humanities & Social Sciences Research Ethics Committee, contact details as follows:

## **HUMANITIES & SOCIAL SCIENCES RESEARCH ETHICS ADMINISTRATION**

Research Office, Westville Campus

Govan Mbeki Building

Private Bag X 54001

Durban 4000 KwaZulu-Natal, SOUTH AFRICA

Tel: 27 31 2604557- Fax: 27 31 2604609

Email: [HSSREC@ukzn.ac.za](mailto:HSSREC@ukzn.ac.za)

Your participation in the study is voluntary and by participating, you are granting the researcher permission to use your responses. You may refuse to participate or withdraw from the study at any time with no negative consequence. There will be no monetary gain from participating in the study. Your anonymity will be maintained by the researcher and the School of Management, I.T. & Governance and your responses will not be used for any purposes outside of this study.

All data, both electronic and hard copy, will be securely stored during the study and archived for 5 years. After this time, all data will be destroyed.

If you have any questions or concerns about participating in the study, please contact me or my research supervisor at the numbers listed above.

Sincerely

Mthokozisi Mkhize

### **CONSENT TO PARTICIPATE**

I

.....  
..... have been informed about the study entitled “The role of sense of community in promoting community-based entrepreneurship in rural Kwa-Zulu Natal, South Africa: An exploratory study of agricultural cooperatives” by Mthokozisi Mkhize.

I understand the purpose and procedures of the study.

I have been given an opportunity to ask questions about the study and have had answers to my satisfaction.

I declare that my participation in this study is entirely voluntary and that I may withdraw at any time without affecting any of the benefits that I usually am entitled to.

I have been informed about any available compensation or medical treatment if injury occurs to me as a result of study-related procedures.

If I have any further questions/concerns or queries related to the study I understand that I may contact the researcher at 0713984437. If I have any questions or concerns about my rights as a study participant, or if I am concerned about an aspect of the study or the researchers then I may contact:

**HUMANITIES & SOCIAL SCIENCES RESEARCH ETHICS ADMINISTRATION**  
Research Office, Westville Campus

Govan Mbeki Building

Private Bag X 54001

Durban

4000

KwaZulu-Natal, SOUTH AFRICA

Tel: 27 31 2604557 - Fax: 27 31 2604609

Email: [HSSREC@ukzn.ac.za](mailto:HSSREC@ukzn.ac.za)

Additional consent, where applicable

I hereby provide consent to:

Audio-record my interview / focus group discussion	YES / NO
Video-record my interview / focus group discussion	YES / NO
Use of my photographs for research purposes	YES / NO

\_\_\_\_\_  
**Signature of Participant**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Signature of Witness  
(Where applicable)**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Signature of Translator  
(Where applicable)**

\_\_\_\_\_  
**Date**

**UKZN HUMANITIES AND SOCIAL SCIENCES RESEARCH ETHICS  
COMMITTEE (HSSREC)**

**APPLICATION FOR ETHICS APPROVAL  
For research with human participants**

**Information Sheet and Consent to Participate in Research**

Date:

Ngiyabingelela,

Igama lami ngingu Mthokozisi Lungisani Mkhize. Ngenza iziqu ze Masters of Commerce kwi entrepreneurship ngaphansi kwesikole sakwa Management, Information Technology and Governance Enyuvesi yakwa KwaZulu-Natal. Uma ufuna ukwazi kabanzi mayelana nalolucwaningo ungathinta lezinombolo:

**Umcwani: Mthokozisi Lungisani Mkhize**

Inombolo: 0713984437

Email address: [mthokozisimkhie@gmail.com/211506654@stu.ukzn.ac.za](mailto:mthokozisimkhie@gmail.com/211506654@stu.ukzn.ac.za)

**Umeluleki womcwani: Dr Evelyn Derera**

Inombolo: +27 33 260 5781

Email address: [dererae@ukzn.ac.za](mailto:dererae@ukzn.ac.za)

Uyamenywa ukuba ube yinxenye yocwaningo oluzobe lubheka umethelela wesimo senhlalo emphakathini kumabhizinisi asebenzela emphakathini. Lolucwaningo luzobe luhlola ama agricultural cooperatives asebenzela eNkandla. Inhloso yalolucwaningo ukubheka umethelela wesimo senhlalo kumabhizinisi asebenzela emphakathini e Nkandla ku wadi 8, 10 and 12. Lolu cwaningo kulindeleke lwenziwe kubantu abangamakhulu amabili nesithupha (206). Laba Bantu bazotonyulwa kuma agricultural cooperatives amathathu alandelayo Isikhwane lives stock cooperative: ninety eight (98), Mpangazitha poultry cooperative: fifty seven (57) and Sgodini farming cooperative: fifty four (54). Lolucwaningo luzosebenzisa I thuluzi lemibuzo ebhalwe phansi ukuqoqa ulwazi oludingwa umcwani. Kulindeleke kuthathe imizuzu engevile kwengama shumi amabili ukubhendula lemibuzo.

Lolucwaningo alunabo ubungozi. Sithemba ukuthi lolucwaningo luzosiza ekutholeni amagalelo adlalwa isimo senhlalo ekuphumeleleni kwamabhizinisi asemphakathini.

Lolucwaningo lugunyazwe ngabe UKZN Humanities and Social Sciences Research Ethics Committee (approval number: HSS/1172/016m).

Uma unemibuzo mayelana nalolucwaningo ungaxhumana nomcwani kule nombolo (0713984437) noma abe UKZN Humanities & Social Sciences Research Ethics Committee, Kulemnini ngwane:

## **HUMANITIES & SOCIAL SCIENCES RESEARCH ETHICS ADMINISTRATION**

Research Office, Westville Campus

Govan Mbeki Building

Private Bag X 54001

Durban 4000 KwaZulu-Natal, SOUTH AFRICA

Tel: 27 31 2604557- Fax: 27 31 2604609

Email: [HSSREC@ukzn.ac.za](mailto:HSSREC@ukzn.ac.za)

Ukubamba kwakho iqhaza kulolu cwaningo akuyona impoqo kodwa unika imvume umcwaningi ukusebenzisa izimpendulo zakho. Uvunyelwe ukwenqaba ukuhlanganyela noma ukuhoxa kulolucwaningo ngaphandle kwemigomo nemibandela. Ngeke kube khona yinzuzo yemali ngokubamba iqhaza kulolu cwaningo. Umcwaningi kanye nabe School of Management, I.T. & Governance uzoqikelela ukuthi imininingwano yakho ibe yimfihlo ngokuzibandakanya kulolucwaningo. Ukuzifihla uzobe enakekelwa umcwaningi. Izimpendulo zakho ngeke zisetshenziselwe izinjongo ezingaphandle kwallolu cwaningo.

Yonke idatha, izogcinwa kuze kube luyaphela lolucwaningo futhi zilondolozwe iminyaka emihlanu. Emva kwalesi sikhathi, yonke idatha iyobhujiswa.

Uma unemibuzo noma ukukhathazeka mayelana neqhaza olibambe kulolu cwaningo, sicela uxhumane nami noma umphathi wami kulezinombolo ezibalwe ngenhla.

Ozithobayo

Mthokozisi Mkhize

### **IMVUME YOKUBAMA BIQHAZA**

Mina

.....  
..... bese ngitsheliwe mayelana nesifundo enesihloko esithi "Indima edlalwa isimo senhlalo ekukhuthazeni amabhizinisi omphakathi emakhaya Kwa-Zulu Natal, South Africa: Ucwaningo oluhlola ama co-op ezolimo" esenziwa Ngu Mthokozisi Mkhize

Ngियाqonda inhloso kanye nenqubo isifundo

Nginikeziwe ithuba negunya lokubuza imibuzo mayelana nesifundo futhi ngathola izimpendulo ezigculisayo.

Ngियाqinisa ukuthi ukubamba kwami iqhaza kulolu cwaningo kungukuzithandela kwami nokuthi ngingahoxo noma nini ngaphandle kwemigomo nemibandela

Nginalo ulwazi mayelana nesi nxephezelo esitholakalayo noma indlela yokwelashwa uma ngilimala ngenxa yezinqubo ezihlobene nocwaningo.

Uma nginemibuzo noma ukukhathazeka ngenxa yocwaningo ngiyaqonda ukuthi ngingaxhumana nomcwaningi kumakhalekhukwini wakhe ku 0713984437.

Uma nginemibuzo mayelana namalungelo ami njengoba ngingumhlanganyeli walolucwaningo, Ngingaxhumana nabe:

**HUMANITIES & SOCIAL SCIENCES RESEARCH ETHICS ADMINISTRATION**

Research Office, Westville Campus

Govan Mbeki Building

Private Bag X 54001

Durban

4000

KwaZulu-Natal, SOUTH AFRICA

Tel: 27 31 2604557 - Fax: 27 31 2604609

Email: [HSSREC@ukzn.ac.za](mailto:HSSREC@ukzn.ac.za)

Invume eyengeziwe, lapho kunesidingo khona

Ngiyaqinisekisa ukunikezelea ngemvume ukuze

Audio-record my interview / focus group discussion	YES / NO
Video-record my interview / focus group discussion	YES / NO
Use of my photographs for research purposes	YES / NO

\_\_\_\_\_  
**Signature of Participant**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Signature of Witness  
(Where applicable)**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Signature of Translator  
(Where applicable)**

\_\_\_\_\_  
**Date**

## APPENDIX C: QUESTIONNAIRE

<b>Name of Cooperative:</b>	
<b>No. of members in the Cooperative:</b>	

Thank you for participating in this study. This questionnaire seeks to investigate the role of sense of community in the success of community-based entrepreneurship. The questionnaire should take you more than 05 minutes to complete. Please answer the questions to the best of your knowledge. Mark your answer by placing an **X** in the appropriate box and write in the space provided.

<b>DEMOGRAPHICS INFORMATION</b>
---------------------------------

**Please complete this section by providing answers to the question below.**

**1. What is your age ?**

1. Below 20 years	2. 21-30 years	3. 31-50 years	4. 51-60 years	5. Above 61 years

**2. What is your gender?**

1. Female		2. Male	
-----------	--	---------	--

**3. What is your highest level of qualification? (please tick applicable)**

Level of education	Tick applicable
1. No formal education	
2. Primary school certificate	
3. High school certificate (matric)	
4. Diploma	
5. Bachelor's degree	
6. Postgraduate degree	

**4. What is your mother language?**

1. Isizulu		2. Isixhosa		3. Other (specify).....
------------	--	-------------	--	-------------------------

**5. Which region do you currently reside in Nkandla?**

1. Ngono		2. Godide	
----------	--	-----------	--

**6. How long have you been living in Ngono or Godide?**

1. Under 5 years	2. 6-10 years	3. 10-15 years	4. 15-25 years	5. 25 years & above

**7. How many dependents do you have?**

1. 0-3	2. 4-6	3. 7-9	4. 10 & above

**8. How many years you have been in this cooperative?**

1. 0-3 years	2. 4-6 years	3. 7-9 years	4. 10 years & above

**9. Are you among the founders of this cooperative?**

1. Yes		2. No	
--------	--	-------	--

**10. Which of the following categories best describe your primary area of employment**

1. Unemployed	2. Employed	3. Pension	4. Self employed

**ROLE OF SENSE OF COMMUNITY**

Please indicate to what extent you agree with the following statements by placing a cross (X) in the most appropriate column.

		Strongly disagree	Somehow disagree	Neutral	Somewhat agree	Strongly agree
11	<b>Membership</b>					
11.1	I can trust people in this cooperative.					
11.2	This cooperative has symbols and expressions of membership such as clothes, signs, art, architecture, logos, landmarks, and flags that people can recognize					
11.3	I put a lot of time and effort into being part of this cooperative					
11.4	Being a member of this cooperative is a part of my identity.					
12	<b>Influence</b>					
12.1	Fitting into this cooperative is important to me.					
12.2	I care about what other cooperative members think of me.					

12.3	I have influence over what this cooperative is like.					
12.4	If there is a problem in this community, members can get it solved.					
13	<b>Reinforcement of Needs</b>					
13.1	I get important needs of mine met because I am part of this cooperative					
13.2	Cooperative members and I value the same things.					
13.3	Being a member of this cooperative makes me feel good.					
13.4	When I have a problem, I can talk about it with members of this cooperative.					
13.6	People in this cooperative have similar needs, priorities, and goals.					
14	<b>Shared emotional connection</b>					
14.1	I expect to be a part of this cooperative for a long time.					
14.2	Members of this cooperative have shared important events together, such as holidays, celebrations, or disasters.					
14.3	Members of this cooperative care about each other.					