

UNIVERSITY OF KWAZULU-NATAL

**Entrepreneur perceptions of sustainable entrepreneurship: A
case of Pietermaritzburg SMMEs**

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DECLARATION

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ABSTRACT

Understanding the effects of entrepreneurs' intentions towards Sustainable Entrepreneurship can serve as an initial step in developing true sustainable entrepreneurs. However, limited research has been conducted on the intention of practising entrepreneurs, specifically amongst owners of SMMEs, towards Sustainable Entrepreneurship. Previous studies focused on the traditional entrepreneurial process, with limited studies having been done to investigate the intentions of entrepreneurs to engage in Sustainable Entrepreneurship. Studies focusing on intention towards Sustainable Entrepreneurship are limited, more so in South Africa. Not much has been known regarding the antecedents of intention towards Sustainable Entrepreneurship in South Africa. Studies conducted by various researchers have successfully explained how entrepreneurs practise Sustainable Entrepreneurship and what their contributions are. Unfortunately, the intention and motivation that drive entrepreneurs towards Sustainable Entrepreneurship, have not been addressed adequately in the current literature. Therefore, to address this research gap, this study investigated the perceptions of entrepreneurs on Sustainable Entrepreneurship. The study used a quantitative research approach to collect data from a sample of 234 SMMEs owners. Simple random sampling was used to select the participants from the population. Data was obtained through a questionnaire and were analysed using descriptive and inferential statistics. The results revealed that the entrepreneur's intentions to adopt sustainable practices were mostly influenced by the pressures they felt from their customers, investors, society, employees, and colleagues (subjective norms), their attitudes about sustainability, and their perceived behavioural controls. The results further indicated that attitude was the most critical determinant of the intention of entrepreneurs to engage in Sustainable Entrepreneurship. From a managerial perspective, this study recommends that SMMEs in Pietermaritzburg should align their business practices towards the values of their external stakeholders. From a policy perspective, this study recommends that the government and entrepreneurs should prioritise interventions aimed at developing and strengthening intrinsic and extrinsic motivations among entrepreneurs towards sustainability. The main limitation of the study was that the sample for this study was SMMEs which were registered under the Small Enterprise Development Agency (SEDA) in Pietermaritzburg. This population does not represent all SMMEs in Pietermaritzburg, KwaZulu-Natal, or South Africa as a whole. As a result, the findings cannot be generalised to the entire population of South African entrepreneurs.

Keywords: Entrepreneurs, Perceptions, SMMEs, Sustainable Entrepreneurship, Theory of Planned Behaviour

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LIST OF ACRONYMS

AMR	Annual Monitoring Report
CSR	Corporate Social Responsibility
DJSI	Dow Jones Sustainability Index
ESG	Environmental, Social, and Governmental
NGOs	Non-Governmental Organisations
PRI	Principles for Responsible Investment
ROI	Return on Investment
SEDA	Small Enterprise Development Agency
SMMEs	Small, Medium, and Micro-sized Enterprises
SPSS	Statistical Package for the Social Sciences
TBL	Triple Bottom Line
TPB	Theory of Planned Behaviour
UK	United Kingdom
UNECA	United Nations Economic Commission for Africa
UNECE	United Nations Economic Commission for Europe
WSSD	World Summit on Sustainable Development
WWI	World Watch Institute

1 INTRODUCTION, BACKGROUND, AND CONTEXT OF STUDY

1.1 INTRODUCTION

Traditionally, the success of an enterprise was purely based on its economic performance. The purpose of entrepreneurship research was to generate economic gains or, in some cases, to create employment sources (Silajdžić, Kurtagić and Vučijak, 2015). These factors would traditionally determine the entrepreneurship contribution to the company's development. Consequently, value creation was measured commonly in economic-financial terms, by indicators such as sales, profit, or Return on Investment (ROI), which was exclusively understood as the maximisation of personal gain (Belz and Binder, 2017). In other words, entrepreneurship was committed to economic development and wealth generation, while environmental and social issues were mostly avoided.

As international competition unfold, both in the industrial and commercial sectors, businesses must develop sustainable entrepreneurial plans. Thus, entrepreneurs are striving to create new ideas and processes for their ventures, to sustain their current position in the future. Contemporary literature describes this phenomenon as Sustainable Entrepreneurship (Sarango-Lalangui, Santos and Hormiga, 2018; Belz and Binder, 2017).

According to Tarnanidis, Papathanasiou and Subeniotis (2016), Sustainable Entrepreneurship is an ongoing entrepreneurial process that crafts organisational goals coupled with the classification of central core values. In this case, organisational goals refer to the creation, evaluation, and exploitation of opportunities that promote internal and external sustainable development gains inside the Triple Bottom Line (TBL) of economic, social, and environmental tributes. However, the literature on Sustainable Entrepreneurship in an African context is still at the beginning stages (Sarango-Lalangui *et al.* 2018). Furthermore, the

intention of practising entrepreneurs, specifically among owners of Small, Medium, and Micro-sized Enterprises (SMMEs) towards Sustainable Entrepreneurship, has not been explored fully (Majid, Latif and Koe, 2017). Based on the above literature, this study sought to gather the perceptions of entrepreneurs on Sustainable Entrepreneurship in Pietermaritzburg.

1.2 BACKGROUND OF THE STUDY

As previously mentioned, literature on Sustainable Entrepreneurship is still at an infancy stage (Belz and Binder, 2017; Nhemachena and Murimbika, 2018; Tarnanidis *et al.* 2016; Majid *et al.* 2017). Concurrently, the progress made through corporate responsibility and green production initiatives in the business world provides only a partial approach to the way of implementing a sustainable entrepreneurial strategy in practice (Kyrgidou and Katsikis, 2014).

The root of the term “Sustainable Entrepreneurship” stems from the concept of Sustainable Development, defined as “development that meets the needs of the present without comprising the ability of future generations to meet their own needs” (Bruntland, 1987). Sustainable Development is an increasingly important umbrella concept to integrate various desired developmental outcomes of regulatory interactions with its society (Cloete, 2015).

Globally, countries such as India and China have realised that the government alone will not be able to gain success in its endeavour to implement Sustainable Development goals. As such, Sustainable Entrepreneurship provides an alternative approach for companies to take part in Sustainable Development practices as defined by the United Nations (Claydon, 2011). In Africa, the progress towards Sustainable Development is still lacking. The 2012 United Nations Economic Commission for Africa (UNECA) summarised the critical problems relating to the 2002 World Summit on Sustainable Development (WSSD) (Economic Commission for Africa, 2012). According to the report, one of the critical challenges with Sustainable Development in Africa is its fragmented approach (Bruntland, 1987). Therefore, to address this weakness, this study seeks to explore the perceptions of entrepreneurs on Sustainable Entrepreneurship in Pietermaritzburg.

1.3 RESEARCH PROBLEM

There is a limited amount of literature on Sustainable Entrepreneurship in the South African context as studies around this concept have generally been done in first-world countries with

limited focus on developing countries (Tarnanidis *et al.* 2016; Belz and Binder, 2017; Gasbarro, Rizzi and Frey, 2018). Previous studies by Belz and Binder (2017), and Majid *et al.* (2017) have focused on a traditional entrepreneurial process, with limited studies having been conducted to investigate the intentions of entrepreneurs to engage in Sustainable Entrepreneurship. The study by Belz and Binder (2017) aimed to broaden the understanding of the process of Sustainable Entrepreneurship, and found that there is a lack of studies that investigate people's entrepreneurial intentions because the topic is commonly neglected and under exploration. Additionally, a study by Majid *et al.* (2017), aimed to discuss further the factors that influence the intention of SMME owners towards Sustainable Entrepreneurship. It was found that the intention of practising entrepreneurs, specifically among owners of SMMEs towards Sustainable Entrepreneurship, have not been explored fully. Studies focusing on intention towards Sustainable Entrepreneurship are limited, more so in South Africa (Majid *et al.* 2017; Belz and Binder, 2017). Not much has been known regarding the antecedents of intention towards Sustainable Entrepreneurship in South Africa.

Past literature have investigated sustainable practices and development among students (Fielding, McDonald and Louis, 2008; Kaiser, Hübner and Bogner, 2005), household (Tonglet, Phillips and Read, 2004) and individuals (Bamberg and Möser, 2007; Kaiser and Gutscher, 2003; Vermeir and Verbeke, 2008). However, perceptions amongst current practising entrepreneurs on sustainable practices are still less understood (Majid *et al.* 2017). As Hall, Daneke, and Lenox (2010) mention, scant empirical studies are exploring the likelihood of entrepreneurship roles in transforming current economies into a more sustainable system. As Sustainable Entrepreneurship could be regarded as an extension or sub-form of entrepreneurship (Levinsohn and Brundin, 2011; Schlange, 2007), studies on SMMEs with regard to Sustainable Entrepreneurship still remain low (Majid *et al.* 2017; Belz and Binder, 2017; Tarnanidis *et al.* 2016; Shepherd and Patzelt, 2011).

From the extant literature, studies conducted by Wahga, Blundel, and Schaefer (2018), Gasbarro *et al.* (2018), Dhahri and Omri (2018), Kraus, Burtscher, Vallaster, and Angerer (2018), and Hörisch (2018) have successfully explained how entrepreneurs practice Sustainable Entrepreneurship and what their contributions are. Unfortunately, aspects such as intention and motivation that drive people towards Sustainable Entrepreneurship, have not been

adequately addressed in the current literature. Therefore, to address this weakness, this study sought to explore the perceptions of entrepreneurs on Sustainable Entrepreneurship.

1.4 RESEARCH OBJECTIVES

The primary purpose of this research is to investigate the perceptions of entrepreneurs on Sustainable Entrepreneurship. The following research objectives piloted the study:

- i. To investigate what motivates entrepreneurs to engage in Sustainable Entrepreneurship
- ii. To determine how subjective norms impact entrepreneurs desire to engage in Sustainable Entrepreneurship
- i. To examine whether perceived behavioural controls limit entrepreneurs to engage in Sustainable Entrepreneurship

1.5 RESEARCH HYPOTHESES

During data analysis, the hypotheses of this study were formulated to address the research objectives of this study. Each of the research objectives was made up of different variables that were adapted from the Theory of Planned Behaviour. These variables were used during the data collection process and were analysed using Pearson's correlation test.

The hypotheses are provided below:

1.5.1 RESEARCH OBJECTIVE ONE: INTENTION VARIABLES HYPOTHESES

For research objective one, the following hypotheses were formulated from all the variables that comprised of sustainable entrepreneurial intentions. These variables were: business case, moral case, society, stakeholders, green manufacturing, pollution, environmentally sustainable products, consumption, business social responsibility, labour and environmental laws, competitive advantage, welfare, obligation, effort, and guilt.

BUSINESS CASE

H1a: There is no relationship between sustainable entrepreneurial intentions and the business case.

H1b: There is a relationship between sustainable entrepreneurial intentions and the business case.

MORAL CASE

H2a: There is no relationship between sustainable entrepreneurial intentions and the moral case.

H2b: There is a relationship between sustainable entrepreneurial intentions and the moral case.

SOCIETY

H3a: There is no relationship between sustainable entrepreneurial intentions and society.

H3b: There is a relationship between sustainable entrepreneurial intentions and society.

STAKEHOLDERS

H4a: There is no relationship between sustainable entrepreneurial intentions and stakeholders.

H4b: There is a relationship between sustainable entrepreneurial intentions and stakeholders.

GREEN MANUFACTURING

H5a: There is no relationship between sustainable entrepreneurial intentions and manufacturing green products.

H5b: There is a relationship between sustainable entrepreneurial intentions and manufacturing green products.

POLLUTION

H6a: There is no relationship between sustainable entrepreneurial intentions and the company believing that sustainable practices will reduce pollution.

H6b: There is a relationship between sustainable entrepreneurial intentions and the company believing that sustainable practices will reduce pollution.

ENVIRONMENTALLY SUSTAINABLE PRODUCTS

H7a: There is no relationship between sustainable entrepreneurial intentions and the company deriving pleasure from environmentally sustainable products.

H7b: There is a relationship between sustainable entrepreneurial intentions and the company deriving pleasure from environmentally sustainable products.

CONSUMPTION

H8a: There is no relationship between sustainable entrepreneurial intentions and the company reducing its consumption to help protect the environment.

H8b: There is a relationship between sustainable entrepreneurial intentions and the company reducing its consumption to help protect the environment.

BUSINESS SOCIAL RESPONSIBILITY

H9a: There is no relationship between sustainable entrepreneurial intentions and the company understanding business social responsibility as meeting consumer, employee, and community needs.

H9b: There is a relationship between sustainable entrepreneurial intentions and the company understanding business social responsibility as meeting consumer, employee, and community needs.

LABOUR AND ENVIRONMENTAL LAWS

H10a: There is no relationship between sustainable entrepreneurial intentions and the company complying with labour and environmental laws.

H10b: There is a relationship between sustainable entrepreneurial intentions and the company complying with labour and environmental laws.

COMPETITIVE ADVANTAGE

H11a: There is no relationship between sustainable entrepreneurial intentions and generating a competitive advantage for the company.

H11b: There is a relationship between sustainable entrepreneurial intentions and generating a competitive advantage for the company.

WELFARE

H12a: There is no relationship between sustainable entrepreneurial intentions and improving the welfare of the local community.

H12b: There is a relationship between sustainable entrepreneurial intentions and improving the welfare of the local community.

OBLIGATION

H13a: There is no relationship between sustainable entrepreneurial intentions and entrepreneurs having a strong obligation to have sustainable practices in their company.

H13b: There is a relationship between sustainable entrepreneurial intentions and entrepreneurs having a strong obligation to have sustainable practices in their company.

EFFORT

H14a: There is no relationship between sustainable entrepreneurial intentions and entrepreneurs putting extra effort into sustainable practices in their company.

H14b: There is a relationship between sustainable entrepreneurial intentions and entrepreneurs putting extra effort into sustainable practices in their company.

GUILT

H15a: There is no relationship between sustainable entrepreneurial intentions and entrepreneurs feeling guilty when their company does not engage in sustainable practices.

H15b: There is a relationship between sustainable entrepreneurial intentions and entrepreneurs feeling guilty when their company does not engage in sustainable practices.

1.5.2 RESEARCH OBJECTIVE TWO: SUBJECTIVE NORM VARIABLES HYPOTHESES

For research objective two, the following hypotheses were formulated from all the variables that comprised of subjective norms: these variables were: customer demands, competitors, investors, society, and employees or colleagues.

CUSTOMER DEMANDS

H16a: There is no relationship between sustainable entrepreneurial norms and customer demands.

H16b: There is a relationship between sustainable entrepreneurial norms and customer demands.

COMPETITORS

H17a: There is no relationship between sustainable entrepreneurial norms and competitors.

H17b: There is a relationship between sustainable entrepreneurial norms and competitors.

INVESTORS

H18a: There is no relationship between sustainable entrepreneurial norms and investors.

H18b: There is a relationship between sustainable entrepreneurial norms and investors.

SOCIETY

H19a: There is no relationship between sustainable entrepreneurial norms and society.

H19b: There is a relationship between sustainable entrepreneurial norms and society.

EMPLOYEES OR COLLEAGUES

H20a: There is no relationship between sustainable entrepreneurial norms and employees or colleagues.

H20b: There is a relationship between sustainable entrepreneurial norms and employees or colleagues.

1.5.3 RESEARCH OBJECTIVE THREE: PERCEIVED BEHAVIOURAL CONTROL VARIABLES HYPOTHESES

For research objective three, the following hypotheses were formulated from all the variables that comprised of perceived behavioural control: these variables were: core business, competitive advantage, resources, confidence, state of the environment, consumption, budget, and lack of information.

CORE BUSINESS

H21a: There is no relationship between sustainable entrepreneurial behavioural control and engaging in Sustainable Entrepreneurship as part of the core business of the company.

H21b: There is a relationship between sustainable entrepreneurial behavioural control and engaging in Sustainable Entrepreneurship as part of the core business of the company.

COMPETITIVE ADVANTAGE

H22a: There is no relationship between sustainable entrepreneurial behavioural control and competitive advantage.

H22b: There is a relationship between sustainable entrepreneurial behavioural control and competitive advantage.

RESOURCES

H23a: There is no relationship between sustainable entrepreneurial behavioural control and resources.

H23b: There is a relationship between sustainable entrepreneurial behavioural control and resources.

CONFIDENCE

H24a: There is no relationship between sustainable entrepreneurial behavioural control and manufacturing green products.

H24b: There is a relationship between sustainable entrepreneurial behavioural control and manufacturing green products.

STATE OF THE ENVIRONMENT

H25a: There is no relationship between sustainable entrepreneurial behavioural control and engaging in Sustainable Entrepreneurship because the company is concerned about the state of the environment.

H25b: There is a relationship between sustainable entrepreneurial behavioural control and engaging in Sustainable Entrepreneurship because the company is concerned about the state of the environment.

CONSUMPTION

H26a: There is no relationship between sustainable entrepreneurial behavioural control and the company reducing its consumption to help protect the environment.

H26b: There is a relationship between sustainable entrepreneurial behavioural control and the company reducing its consumption to help protect the environment.

BUDGET

H27a: There is no relationship between sustainable entrepreneurial behavioural control and the budget that allows for entrepreneurs to implement sustainable practices.

H27b: There is a relationship between sustainable entrepreneurial behavioural control and the budget that allows for entrepreneurs to implement sustainable practices.

LACK OF INFORMATION

H28a: There is no relationship between sustainable entrepreneurial behavioural control and the lack of information regarding how to start sustainable practices.

H28b: There is a relationship between sustainable entrepreneurial behavioural control and the lack of information regarding how to start sustainable practices.

1.6 SIGNIFICANCE OF THE STUDY

The importance of this study is that it provides insights on Sustainable Entrepreneurship from a South African context. Studies on Sustainable Entrepreneurship have generally been done in first-world nations with limited focus on developing countries (Belz and Binder, 2017; Gast *et al.* 2017; Tarnanidis *et al.* 2016). The literature on Sustainable Entrepreneurship is still at an infancy stage; therefore, investigating entrepreneurs' perceptions on Sustainable Entrepreneurship creates a theoretical contribution to the emerging field of Sustainable Entrepreneurship research (Belz and Binder, 2017).

1.7 RESEARCH METHODS FOR THE STUDY

This study adopted a positivist paradigm. The research design best suited for this study was considered exploratory based on the objectives of this study to explore the perception of entrepreneurs on Sustainable Entrepreneurship. The researcher used an exploratory research design because minimal was known about the topic. This method, therefore, provided details where minimum information exists. This method enabled the researcher to collect data and clarify the problems with the phenomenon.

The study implemented a quantitative research approach in the form of a structured survey questionnaire. The quantitative research approach was appropriate for this study, as it was used to test an existing theory (Creswell and Creswell, 2017). The study employed a quantitative research approach because it is expected to provide an exploratory understanding in keeping with the study objectives.

This study was conducted in the city of Pietermaritzburg, which is situated in the KwaZulu-Natal province. The population in this study consisted of SMMEs in Pietermaritzburg. The target sample was made up of business owners of these SMMEs. The sample consisted of 234

SMMEs. A probability sampling technique known as simple random sampling, was used to choose the participants from the population.

Validity and reliability were ensured in the study. Research on Sustainable Entrepreneurship measures provided the validity of the study. A theoretical framework validated the construct validity of the study. A pre-test of two questionnaires was done with the participants to ensure reliability. Cronbach's Alpha statistical tool was further implemented to confirm the reliability of the study. The data extracted from the survey questionnaire were analysed using descriptive and inferential statistics in the Statistical Package for the Social Sciences (SPSS) software.

1.8 LIMITATIONS

The study has the following possible limitation:

- The limitation is that the sample for this study was SMMEs, which are registered under the Small Enterprise Development Agency (SEDA) in Pietermaritzburg. This population does not represent all SMMEs in Pietermaritzburg, KwaZulu-Natal, or South Africa as a whole; therefore, the results obtained cannot be generalisable.

1.9 STRUCTURE OF THE DISSERTATION

CHAPTER ONE: Chapter One introduced both the study and the structure of the dissertation. It provided a detailed background of the study, the motivation of the study, as well as the problem statement, research objectives, and research questions underlying the study.

CHAPTER TWO: Chapter Two provided an extensive amount of literature from different authors to the reader. In this chapter, a review of the literature was done.

CHAPTER THREE: Chapter Three highlighted the research methods that were used when conducting the research. This chapter outlined the study's core purpose, the research design, the research approaches that were used, the study site, the target population, the sampling method used, the sample size, the data collection method, how the data was analysed, and the data quality controls of the data.

CHAPTER FOUR: Chapter Four provided a presentation of the research findings based on the data collected. The data was presented in alignment with the research objectives of the study.

CHAPTER FIVE: Chapter Five provided a theoretical discussion of the findings obtained through the questionnaires. The data was discussed in alignment with the research objectives of the study.

CHAPTER SIX: A complete summary of the research study was provided in Chapter Six. This chapter presented the reader with recommendations for future research in similar studies.

1.10 CONCLUSION

Chapter One provided a brief overview of the current research study to the reader. The chapter looked at the background of the study, the problem statement, research objectives, research questions, the significance of the study, the research methods for the study, limitations of the study, as well as the structure of the dissertation. The proceeding chapter will provide a review of the existing literature on the research study.

2 LITERATURE REVIEW

2.1 INTRODUCTION

The previous chapter introduced the study. This chapter reviewed the literature on Sustainable Entrepreneurship with specific reference to South African context and provided a critical discussion around the theories related to the area of the study. Although the focus of this chapter is mainly on studies conducted on entrepreneurs in South Africa, literature on the subject was discussed to see how entrepreneurs in South Africa relate to other entrepreneurs on a global scale.

As international competition unfolds, both in the industrial and in the commercial world's marketplace, SMMEs must develop sustainable entrepreneurial plans. Thus, entrepreneurs are striving to create new ideas and processes for their ventures to sustain their current position (Tarnanidis *et al.* 2016). Following this observation, an increasing number of researchers have begun to turn their attention to the concept of Sustainable Entrepreneurship. According to Belz and Binder (2017), successful sustainable SMMEs are focused on the creation of new products and services that address ecological and social concerns in new ways. Traditionally, the success of an enterprise was purely based on its economic performance. The purpose of entrepreneurship research was to generate financial gains or, in some cases, to create employment sources (Silajdžić *et al.* 2015). These factors would traditionally determine the entrepreneurship contribution to the company's development.

Consequently, value creation was commonly measured in financial terms, by indicators such as sales, profit, or ROI, which was exclusively understood as the maximisation of individual profit (Belz and Binder, 2017). In other words, entrepreneurship was committed to economic development and wealth generation, while environmental and social issues were mostly avoided. Current literature describes this phenomenon as Sustainable Entrepreneurship (Sarango-Lalangui *et al.* 2018; Belz and Binder, 2017). According to Tarnanidis *et al.* (2016), Sustainable Entrepreneurship is an ongoing entrepreneurial process that creates organisational goals together with the classification of critical values. In this case, organisational goals refer to the creation, evaluation, and exploitation of opportunities that promote internal and external sustainable development gains inside the TBL of economic, social, and environmental tributes

(Tarnanidis *et al.* 2016). However, the literature on Sustainable Entrepreneurship in an African context is still at the beginning stages (Sarango-Lalangui *et al.* 2018). Based on the above literature, this study seeks to gather entrepreneurs' perceptions of Sustainable Entrepreneurship in a South African context.

2.2 THE CONCEPT OF ENTREPRENEURSHIP

Several definitions have been suggested to best explain the concept of entrepreneurship (Belz and Binder, 2017). According to Eriksson and Hoppe (2016), entrepreneurship is the method of developing a fresh and useful product or service, while taking into consideration all the factors needed to make the product or service accessible to the market. These factors would include the associated financial, physical, and social risks. Alternatively, entrepreneurship defines who, how, and what, will determine opportunities for generating, discovering, evaluating, and exploiting prospective products and services that will produce future goods and services. Lackéus (2013) suggested that entrepreneurship combines risk-taking with innovation and the initiative to create fresh products and services, leading to organisational renewal, as well as the enhancement of existing SMMEs and the establishment of new ones. The first step to entrepreneurship is opportunity recognition and evaluation, an ideology suggested by Berglund and Wigren (2012). These authors defined entrepreneurship as the ability to realise new opportunities, such as starting a business or leading a project, which will adjust the market and move it from a place of disequilibrium to equilibrium (Berglund and Wigren, 2012). According to Carlsson, Braunerhjelm, McKelvey, Olofsson, Persson, and Ylinenpää, (2013), opportunities vary in complexity, and the complexity of the opportunity increases the rarity of the opportunities identified.

The more uncomplicated opportunities are the ones first found and exploited. This is the main reason for over-trading in particular industries which may destroy entrepreneurial effort as returns are lowered to an unacceptable level. The more complicated the opportunity is, the more information is required to achieve it (Carlsson *et al.* 2013). This enables entrepreneurs with more time and information to gather resources to be able to address more complicated opportunities. However, the pool of available opportunities is not stagnant, but continues to develop as the pools of expertise and abilities expand, and the economic environment changes in the broadest sense (Eriksson and Hoppe, 2016; Griffiths, Kickul, Bacq and Terjesen, 2012). Eriksson and Hoppe (2016), and Griffiths *et al.* (2012) further suggested that entrepreneurship

does not come embedded in an individual's gene, it cannot be inherited, as it is a skill that is learned.

Contrary to the research information that states that genetic factors influence business-related outcomes, no conclusive research had been attached to the same genetic factors to lead individuals engaging in entrepreneurial activity (Nicolaou, Shane, Cherkas, Hunkin and Spector, 2008). Factors such as learned individual differences or situational factors explain the tendency to participate in the entrepreneurial activity rather than factors such as job satisfaction to vocational interests to work values that affect business-related issues. According to Klewitz and Hansen (2014), entrepreneurship is all about identifying value-adding opportunities and forming ventures that combine resources with exploiting those opportunities.

However, this study adopted a sociological approach to entrepreneurship. This approach believes that social experiences and ecological conditions explain the origin and success of entrepreneurs (Ndiweni and Verhoeven, 2013). According to this school of thought, entrepreneurship is linked to sustainable economic development as it seeks to combine the creation of economic, social and environmental value, with a general concern for the welfare of future generations (Gast *et al.* 2017). The literature describes the above phenomena as Sustainable Entrepreneurship (Belz and Binder, 2017).

2.3 THE CONCEPT OF SUSTAINABLE DEVELOPMENT

In recent decades, the term “Sustainable Development” came to be used by most institutions and in most political speeches. As the terms “development” and “sustainability” have different definitions and are used in different ways by social actors with differentiating political and economic interests, the junction of the two words also forms a contradictory term and is full of meanings. The collective term “development” and “sustainability” were formalised in the Brundtland Report in 1987, the document also known as “Our Common Future” (Barbosa, Drach and Corbella, 2014). The report considers that widespread poverty is no longer inevitable and that the development of a city should focus on the basic needs of all and offer opportunities to improve the quality of life for the population. One of the key concepts discussed in the report was “equity” as a condition for which there is adequate participation of society in decision-making through democratic processes for urban development. The text of the Brundtland Report also pointed out urban issues, the need to decentralise the application of financial and human resources, and the need for political power favouring the cities on their local scale. With

regards to natural resources, it evaluated the ability of the biosphere to absorb the effects caused by human activities and stated that poverty could already be considered as an environmental problem, and as a critical topic for the pursuit of sustainability (Barbosa *et al.* 2014).

The concept of Sustainable Development was signed in Agenda 21, a document developed at the United Nations Conference on Environment and Development (Barbosa *et al.* 2014), and incorporated into other agendas of world development and human rights. Although the concept of Sustainable Development is well accepted by society, the concept is still under construction and involves several controversial discourses. The definition of Sustainable Development has been criticised by many scholars and leading international institutions, such as the United Nations Economic Commission for Europe (UNECE), for being vague, since the definition does not specify the time horizon of future generations. Additionally, there is also no indication of environmental impacts, and there is an unclear concept of human needs (Ahmed and McQuaid, 2005). Despite being a questionable concept for not defining what the needs will be in the future, the Brundtland Report called the attention of the world to the need to find new forms of economic development without the decrease of natural resources and environmental harm. In addition, the three fundamental principles to be met were described as economic development, environmental protection, and social equity.

2.4 THE CONCEPT OF SUSTAINABILITY

The term “sustainability” does not have an exact and universal definition accepted by different sectors of society. Both the origin of the term and its definition are unknown (Barbosa *et al.* 2014). Despite being somewhat debated and accepted by common sense, the concept of sustainability ends up acquiring multiple, sometimes contradictory, senses, due to its absence of accuracy. The term’s vagueness makes its prevalent use possible in various discourses and actions. According to Muñoz, Janssen, Nicolopoulou, Hockerts (2018), the concept of sustainability has been manipulated by different communities for different political and economic interests of each society. Therefore, in all countries – developed or developing, market-oriented, or centrally planned – the objectives of the various political and economic interests of each society must be defined in terms of sustainability. However, interpretations will differ. These interpretations must share particular characteristics and must flow from a consensus to the fundamental concept of sustainability and on a broad strategic framework for achieving it.

Saebi, Foss, and Linder (2019), further claim that the concept of sustainability brings together friends and enemies and revolves around a wide variety of settings and interests. Lester Brown, a United States environmental analyst, wrote one of the first definitions of the concept of sustainability in the World Watch Institute (WWI) in the early 1980s. Lester wrote that “a sustainable society is one that can meet its needs without compromising the chances of survival of future generations” (Barbosa *et al.* 2014). As early as 1987, this concept was used in the Brundtland Report to define Sustainable Development. According to Wyness, Jones, and Klapper (2015), the concept “sustainability” had its first focus on the biological sciences where every living being would consist of a capital inventory that would enable a biomass flow to be established without compromising the maintenance of this “capital”. In the sustainability discourse, the same logic of preserving natural resources even with their continual use was maintained.

Many governments, businesses, and industries have taken to “green” their projects and products in order to continue economic growth, bypassing an image of durability and environmental awareness (Halberstadt and Hölzner, 2020). However, some Non-Governmental Organisations (NGOs) and academia began to see sustainability as a mechanism to limit growth and to form a new organising principle focused on the human being (Hesselbarth and Schaltegger, 2014). Hesselbarth and Schaltegger (2014) also indicated that the sustainability of a system can only be observed from the perspective of future threats and opportunities. They point out that in the past, the sustainability of society was hardly questioned because the anthropic activity had reduced charge and did not cause susceptible damage, allowing a rapid adaptation of nature.

A system’s sustainability becomes endangered the moment nature is unable to resist and respond appropriately to an excessive load. Increasing the rate of change reduces the capacity of the system to respond, and it may end up no longer viable (Wyness *et al.* 2015). The more stable the system stays, the higher its ability for resilience. In this view, sustainability means maintaining or prolonging existence, but Ploum, Blok, Lans, and Omta (2018) believe that human society cannot be preserved in a single “state”. They believe that it is incredibly adaptive and changeable and interacts with another complex system, which is the environment.

According to Belz and Binder (2017), sustainability must address the following dimensions: material, environmental, ecological, social, cultural, legal, economic, psychological, and

political. For Hesselbarth and Schaltegger (2014), sustainability means “the possibility of obtaining conditions equal to a greater life continuously for a group of people and their successors in a given ecosystem”. Mindt and Rieckmann (2017) accepted the idea of putting a limit to the material progress and consumption, once seen as limitless, criticising the idea of constant growth, without concern of the future. Talan and Sharma (2019) understand sustainability as a dynamic concept that encompasses a process of change and subdivides the concept into five dimensions, known as social, economic, ecological, geographical, and cultural. Although there is no agreement on these dimensions, they can be considered quite extensive and allow for an elaborate study on the concept of sustainability.

In this study, the term sustainability is understood as a goal to be achieved and as a process to reach that goal. This suggests that the form of goal and process differs according to the socio-economic and environmental context of each city. Sustainability as a process interferes with the structures of society, ranging from a global perspective to daily issues. Thus, the different political positions, as well as individual attitudes on broader environmental issues, can affect the process towards sustainability. Other factors also affect the likelihood of achieving the goal of sustainability. These include the form of social organisation that currently, mainly in southern hemisphere countries, exacerbate social differences, and the increase of them beyond the consumption pattern and economic structure existent. Sustainability can only be accomplished when acting deeply in each of those structures and their variables and constraints, including the cycle of life of each element, consumed or produced (Mindt and Rieckmann, 2017). Thus, urban sustainability may vary when only a few aspects of the overall system are sustainable, and the ideal goal would be a process with a “closed” metabolic cycle. In this cycle process, virtually everything is reused and recycled, and the removal of new features from the environment is significantly reduced; and consequently, the waste generation is also low (Barbosa *et al.* 2014).

2.5 THREE PILLARS OF SUSTAINABILITY

The three-pillar concept of social, economic, and environmental sustainability has become omnipresent and is commonly represented by three intersecting circles with overall sustainability at the centre. This is also known as the TBL. Elkington coined the TBL construct in 1997 (Alhaddi, 2015). The TBL offers a framework for evaluating the performance and success of a company using the social, economic, and environmental line (Goel, 2010). According to Rogers and Hudson (2011), the term has also been referred to as the practical

framework of sustainability. The TBL places a coherent and balanced focus on the companies social, economic, and environmental value (Alhaddi, 2015). According to Arowoshegbe and Emmanuel (2016), TBL reporting is a method used in business accounting to expand stakeholders' knowledge of the company further. It goes beyond the traditional and financial aspects and reveals the company's impact on the world around it (see Figure 2.1 below) (Herzig and Moon, 2013; Jackson, Boswell and Davis, 2011).

Figure 2.1 below presents a diagrammatical representation of the Three Spheres of Sustainability.

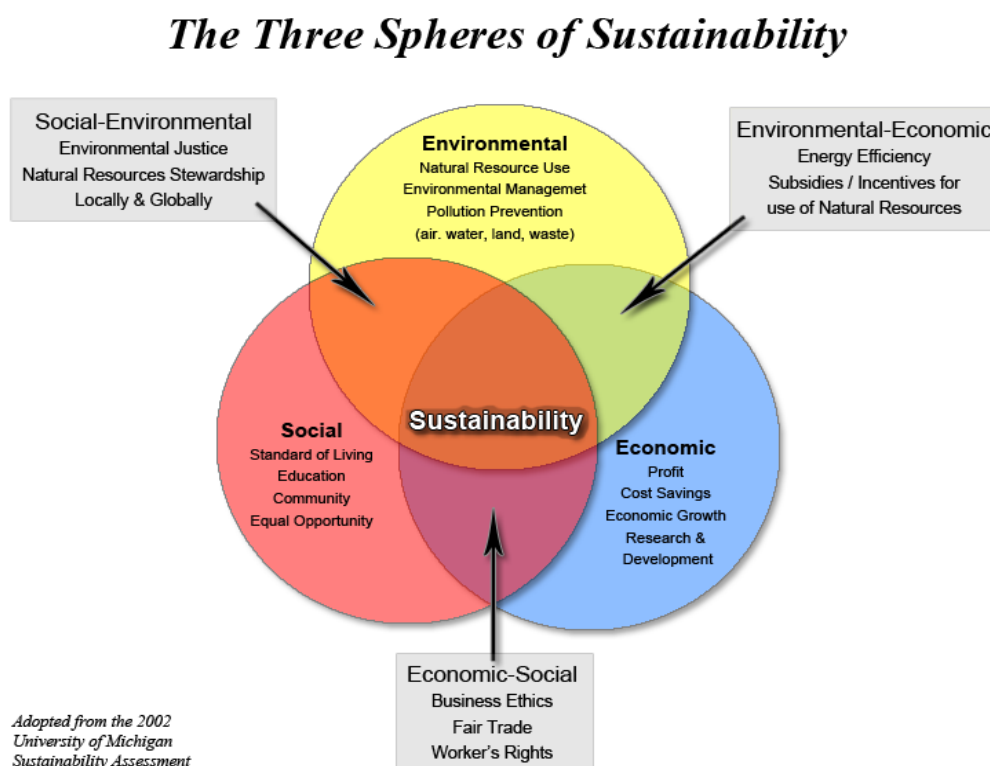


Figure 2.1: Triple Bottom Line

Source: (Jackson *et al.* 2011)

2.5.1 SOCIAL SUSTAINABILITY

The social aspect of TBL refers to implementing beneficial and fair business practices to labour, human capital, and the community (Elkington, 1997). It is assumed that these practices will offer value to society and “give back” to the community. Social sustainability happens when formal and informal processes, systems, structures, and relationships, actively support the capacity of current and future generations to create healthy and liveable communities.

Socially sustainable communities are equitable, diverse, connected, and democratic, and provide a good quality of life (Eizenberg and Jabareen, 2017).

2.5.2 ECONOMIC SUSTAINABILITY

According to Reddy and Thomson (2014), the economic aspect of the TBL framework refers to the impact of the organisations' business practices on the economic system. It relates to the ability of the economy to survive and evolve into the future to support the needs of future generations (Akotia, 2014). The economic aspect links the organisations' development to the economy's growth and how well it contributes to support it. In other words, it concentrates on the economic value that is provided by the organisation to the surrounding environment in a manner that prospers and promotes it for its ability to sustain future generations (Alhaddi, 2015).

2.5.3 ENVIRONMENTAL SUSTAINABILITY

According to Arowoshegbe and Emmanuel (2016), the environmental aspect of TBL refers to engaging in practices that do not compromise the environmental resources for future generations. Sustainable development is regarded as the "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Emas, 2015). It pertains to the efficient use of energy resources, reducing greenhouse gas emissions, and minimising the ecological footprint (Goel, 2010).

Similar to the social aspect of the TBL, environmental initiatives affect the sustainability of organisations. An assessment of 99 sustainability-focused organisations across 18 industries was carried out by Mahler, Barker, Belsand, Schults, and Kearney (2009) to examine the effect of environmental activities on the performance of the organisations. These 99 sustainability-focused organisations were identified based on their inclusion in the Dow Jones Sustainability Index (DJSI) or the Goldman Sachs SUSTAIN focus list. The industries in the analysis ranged from technology, automotive, and chemical, to food, media, retail, and tourism. The analysis period lasted six months, and the research methodology was designed to determine whether organisations with sustainable practices are more likely to resist the economic downturn. The analysis was done in two phases: a three-month phase and a six-month phase. The analysis revealed that during the current economic downturn, organisations with practices that aimed at protecting the environment and improving the social well-being of the stakeholders while adding value to shareholders outperformed their industry peers financially. The financial

advantage resulted from reduced operational costs such as energy and water usage, and increased revenues from the development of innovative green products (Mahler *et al.* 2009).

Business activities from entrepreneurial practices have contributed to environmental degradation (Cohen and Winn, 2007), causing environmental problems such as pollution, greenhouse effects, and ecosystem imbalance. Therefore, Dean and McMullen (2007), suggested that entrepreneurs should help resolve environmental issues. Palazzi and Starcher (2006) pointed out that linking economic and environmental interests to create benefits for the whole society has become a vital practice among corporations nowadays. In other words, nowadays, SMMs are required to perform in an equal footing between economic gains and sustainable practices. As mentioned by Schaltegger, Synnestvedt, and Vei (2001), being “green” and being “economically successful” should be at the central attention of all company leaders of today. In addition, Schaper (2002) also mentioned that entrepreneurs nowadays are playing a leading role in the adoption of green or sustainable businesses. In short, economic gain is no longer the only objective of entrepreneurship. Due to the increasing awareness and rapid development of concepts related to Corporate Social Responsibility (CSR), ecological modernisation and sustainability development, many businesses have re-examined their roles on social-economic issues. In many cases, the term “corporate sustainability” is a synonym for “CSR” (Hall *et al.* 2010). As such, adopting sustainable practices is not only a trend, but also a must, for most current entrepreneurs.

Although Friedman (1970) has mentioned that “the social responsibility of business is to increase its profits”, his viewpoint deserves a re-evaluation in today’s business world. Currently, the concept of TBL coined by John Elkington in 1994, which emphasises balancing economic health, social equity, and environmental resilience through entrepreneurship, has received much attention. Linking entrepreneurial activities to Sustainable Development has changed the ways businesses are performed. Entrepreneurship is experiencing a shift from emphasising on wealth creation and profit accumulation to environmental concern and Sustainable Development (Smith and Sharicz, 2011; Tilley and Young, 2009). The shift towards Sustainable Development has created a new field in entrepreneurship, known as Sustainable Entrepreneurship (Cohen and Winn, 2007; Gibbs, 2009; Hall *et al.* 2010; Shepherd and Patzelt, 2011; Richomme-Huet and De Freyman, 2011). The transition of entrepreneurship towards sustainability has undoubtedly become a challenge to most entrepreneurs. As Kuckertz and Wagner (2010) mention, Sustainable Entrepreneurship, which bears the additional

potential for both society and environment, adds new promise to the traditional entrepreneurship.

To date, studies by Moriano, Gorgievski, Laguna, Stephan, and Zarafshani (2012), Shook and Bratianu (2010), and Schwarz, Wdowiak, Almer-Jarz, and Breiteneker (2009) on entrepreneurship intention have captured the attention of various researchers in the entrepreneurship field. However, studies focusing on intention towards Sustainable Entrepreneurship are still lacking, especially in the local setting (Majid *et al.* 2017; Belz and Binder, 2017). Not much has been known regarding the antecedents of intention towards Sustainable Entrepreneurship in South Africa.

There have been a number of past studies that have investigated sustainable practices and development among students (Fielding *et al.* 2008; Kaiser *et al.* 2005), household (Tonglet *et al.* 2004) and individuals (Bamberg and Möser, 2007; Kaiser and Gutscher, 2003; Vermeir and Verbeke, 2008). However, perceptions among current practising entrepreneurs on sustainable practices are still less understood (Majid *et al.* 2017). As Hall *et al.* (2010) mention, scant empirical studies are exploring the likelihood of entrepreneurship roles in transforming current economies into a more sustainable system. SMMEs are often associated with entrepreneurship. As Sustainable Entrepreneurship could be regarded as an extension or sub-form of entrepreneurship (Levinsohn and Brundin, 2011; Schlange, 2007), studies on SMMEs with regard to Sustainable Entrepreneurship still remain low (Majid *et al.* 2017; Belz and Binder, 2017; Tarnanidis *et al.* 2016; Shepherd and Patzelt, 2011).

2.6 SUSTAINABLE ENTREPRENEURSHIP

Sustainable Entrepreneurship is a new field in entrepreneurship research (Belz and Binder, 2017). It is derived from Sustainable Development, which is “the development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (Jämsä, Tähtinen, Ryan and Pallari, 2011). Encouraging Sustainable Development requires adjusting interfaces in three aspects of sustainability, that is, social, environmental, and economic, dimensions. Thus, the integration of Sustainable Development and entrepreneurship has led to the emergence of Sustainable Entrepreneurship (Belz and Binder, 2017). Over the years, many researchers have been trying to define entrepreneurship; however, the efforts have not received any promising results. There is seemingly no agreement on the definition of Sustainable Entrepreneurship (Majid *et al.* 2017). Existing definitions have

focused on the economic, social, and environmental aspects (Tarnanidis *et al.* 2016; Gast *et al.* 2017; Belz and Binder, 2017; Shepherd and Patzelt, 2011). In addition, Sustainable Entrepreneurship is viewed as “the focus on preserving nature, life support, and community, in the pursuit of perceived opportunities to bring into existence future products, processes, and services for gain, where gain is broadly construed to include economic and non-economic gains to individuals, the economy and society” (Shepherd and Patzelt, 2011).

Furthermore, Gast *et al.* (2017) viewed Sustainable Entrepreneurship as “the process of identifying, evaluating, and seizing entrepreneurial opportunities that minimise a venture’s impact on the natural environment and therefore creates benefits for society as a whole and for local communities”. This study adopted Elkington’s (2004) definition of Sustainable Entrepreneurship, which consists of “people, planet, and profit”. This implies that entrepreneurs should balance the social, environmental, and economic aspects of sustainability while undertaking entrepreneurial actions.

Table 2.1: Proposed Definitions for Sustainable Entrepreneurship

Source (s) / Author (s)	Definitions
(Tarnanidis <i>et al.</i> 2016)	“Sustainable Entrepreneurship is the enduring entrepreneurial process that crafts organisational goals consistent with the classification of central core values”.
(Gast <i>et al.</i> 2017)	“Sustainable Entrepreneurship is “the process of identifying, evaluating, and seizing entrepreneurial opportunities that minimise a venture’s impact on the natural environment and therefore create benefits for society as a whole and local communities”.
(Belz and Binder, 2017)	“Sustainable Entrepreneurship refers to an entrepreneurial process that aims at establishing businesses that balance the triple bottom line of economic, social, and environmental aspects”.

(Shepherd and Patzelt, 2011)	“Sustainable Entrepreneurship is viewed as “the focus on the preservation of nature, life support, and community in the pursuit of perceived opportunities to bring into existence future products, processes and services for gain, where the gain is broadly construed to include economic and non-economic gains to individuals, the economy and society”.
(Schaper, 2002)	Sustainable Entrepreneurship can be defined as “a process in which enterprising individuals identify an unmet need or want and grasp the opportunity by turning ideas into commercial reality”.
(Hockerts and Wüstenhagen, 2010)	“Sustainable Entrepreneurship refers to the discovery, creation, and exploitation of entrepreneurial opportunities that contribute to sustainability by generating social and environmental gains for others in society”.
(Gerlach, 2003)	“Innovative behaviour of individuals or organisations operating in the private business sector who are seeing environmental or social issues as a core objective and competitive advantage”.
(Crals and Vereeck, 2005)	“The continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce, their families, local communities, the society and the world at large, as well as future generations. Sustainable Entrepreneurs are for-profit entrepreneurs that commit business

	operations towards the objective goal of achieving sustainability”.
(Dean and McMullen, 2007)	“The process of discovering, evaluating, and exploiting economic opportunities that are present in market failures which detract from sustainability, including those that are environmentally relevant”.
(Cohen and Winn, 2007)	“The examination of how opportunities to bring into existence future goods and services are discovered, created, and exploited, by whom, and with what economic, psychological, social, and environmental consequences”.
(Choi and Gray, 2008)	“Create profitable enterprises and achieve certain environmental and/or social objectives, pursue and achieve what is often referred to as the double bottom-line or triple bottom-line”.
(Schaltegger and Wagner, 2011)	“An innovative, market-oriented and personality-driven form of creating economic and societal value by means of breakthrough environmentally or socially beneficial market or institutional innovations”.

Source: Authors own compilation

Table 2.1 above presents different perspectives from various authors relating to the concept of Sustainable Entrepreneurship. Many of the authors (Tarnanidis *et al.* 2016; Gast *et al.* 2017; Belz and Binder, 2017; Shepherd and Patzelt, 2011; Schaper, 2002) define Sustainable Entrepreneurship as a process. Others (Shepherd and Patzelt, 2011; Hockerts and Wüstenhagen, 2010; Gerlach, 2003; Crals and Vereeck, 2005; Dean and McMullen, 2007; Cohen and Winn, 2007; Choi and Gray, 2008; Schaltegger and Wagner, 2011) describe it as a pursuit of opportunities. Initially, the concept of Sustainable Entrepreneurship was established

based on entrepreneurial activity and its relationship with environmental problems and solutions. Gradually, the term evolved into a broader approach closer to the idea discussed by Elkington, in 1997: the TBL perspective. As was stated in the introduction, companies needed to be aware of their activity impact from an environmental and social point of view, not only using economic glasses.

In general terms, there are two critical perspectives on Sustainable Entrepreneurship. The first perspective believes that any entrepreneurial activity must support the relationship between Sustainable Entrepreneurship and the TBL. According to Fellnhöfer, Kraus, and Bouncken (2014), this perspective stresses the link between Sustainable Development and entrepreneurship. It points out that a company's sustainability is attested by the main activities carried out in their environments and that they must be oriented towards meeting the vital needs of the people by applying the concept of creative destruction as a precondition and driving force in the transition to a more sustainable entrepreneurial ecosystem.

On the other hand, the second perspective supports the TBL concept, with a view of entrepreneurial processes and emphasises the relationship that needs to exist between individuals and opportunities (Sarango-Lalangui *et al.* 2018). Based on this perspective, entrepreneurs are aware of the impact that their companies have on the environment directly or indirectly (Sarango-Lalangui *et al.* 2018). Regardless of the complexity of these perspectives, Belz and Binder (2017) define Sustainable Entrepreneurship as an entrepreneurial process that aims at establishing businesses that balance the TBL of economic, social, and environmental aspects. Therefore, this study will use the above definition since it provides a holistic interpretation of the term "Sustainable Entrepreneurship".

2.7 THEORETICAL FRAMEWORK

THEORY OF PLANNED BEHAVIOUR

The Theory of Planned Behaviour (TPB) proposes that attitude, subjective norms, and perceived behavioural control, help to explain entrepreneurial intention (Moriani *et al.* 2012; Shook and Bratianu, 2010). These fundamental elements are presented and described in Figure 2.2 below:

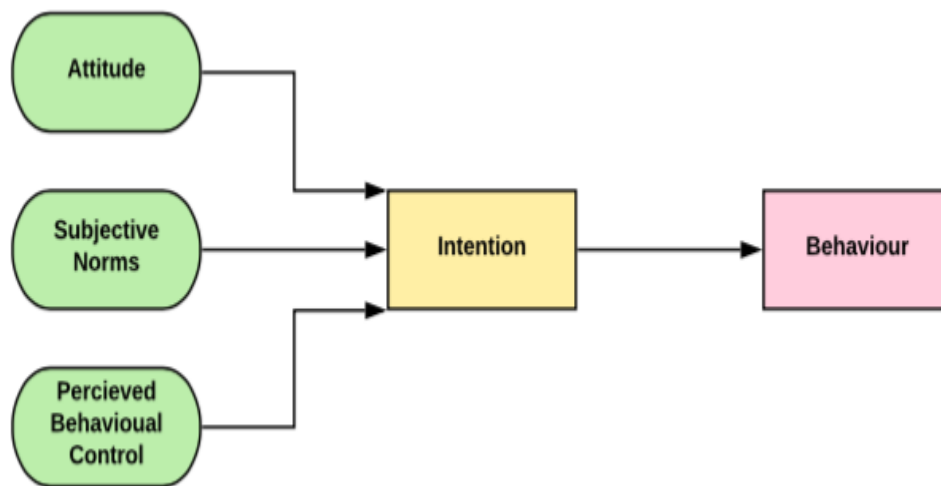


Figure 2.2: Theory of Planned Behaviour Framework

Source: (Ajzen, 1991)

This concept is composed of four factors, namely: “attitude, subjective norms, perceived behavioural control, and intention” (Ajzen, 1991). TPB is applied widely in various areas to analyse people’s behaviour (Ajzen, 1991). It assumes that people’s behaviour can be predicted by intention, and intention is influenced by several factors, such as personal attitude, others’ views towards the behaviour (subjective norm), and self-efficacy (perceived behavioural control).

To date, the TPB has also been widely applied in studies of entrepreneurial intention because of its ability to predict intention effectively (Moriano *et al.* 2012; Shook and Bratianu, 2010). It has also been applied in studies predicting personal pro-environmental intention behaviour (Kaiser and Gutscher, 2003; Kaiser *et al.* 2005). Kaiser *et al.* (2005) suggested that the theoretically meaningful part of the TPB seems to be accurate as it identifies accurately the relationships amongst its concepts. However, Conner and Armitage (1998), Oreg and Katz-Gerro (2006) and Fielding *et al.* (2008) have suggested that other variables should be incorporated to increase the predictive utility of the model.

Based on the framework depicted in Figure 2.2, this study considered attitude, subjective norm, and perceived behavioural control as three independent variables. The dependent variable consists of intention towards Sustainable Entrepreneurship.

The following section discusses the four components of the TPB in detail.

2.7.1 INTENTION

According to Ajzen (1991), intention is assumed to capture the motivational factor that influences behaviour. Ajzen (1991:181) defined this concept as “the indication of how hard people are willing to try, or how much of an effort they are planning to exert, in order to perform the behaviour”. In short, it is believed that the stronger the intention, the more likely the behaviour will be performed. Similarly, entrepreneurs engage in sustainable practices not without any reasons, meaning that they do it intentionally. Most importantly, anyone can have an intention towards Sustainable Entrepreneurship, regardless of whether the person is a practising entrepreneur or non-practising entrepreneur. However, the intention with regards to Sustainable Entrepreneurship among SMME owners has not yet been tested thus far (Majid *et al.* 2017).

2.7.2 ATTITUDE

Attitude is defined as the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question (Ajzen, 1991). It is considered as the main predictor of pro-environment intention (Tonglet *et al.* 2004). Similarly, Chen, Gregoire, Arendt, and Shelly (2011) found that behavioural intention to adopt sustainable practices could be predicted by attention. Findings from Stern (2000), Bamberg and Möser (2007), and Vermeir and Verbeke (2008) have also supported the view that attitude did positively influence one’s behavioural intention.

Since entrepreneurship is often regarded as a process, the development of Sustainable Entrepreneurship can be considered as a challenging effort that involves various procedures. As such, in the process of becoming sustainable entrepreneurs, the first step could be to focus on understanding the intention of people. The research was undertaken by Majid *et al.* (2017) in Malaysia and identified that aspects such as positive, sustainable value; favourable sustainable attitude, supporting social norm; and sufficient governmental legislation increased the intention towards sustainable entrepreneurs directly. In addition, these factors were also found to affect indirectly the intention through the perception of the individual. However, there is a lack of research investigating the entrepreneurial intention of the people because the subject is commonly neglected and under exploration (Belz and Binder, 2017; Nhemachena and Murimbika, 2018). The present literature has not adequately discussed elements, such as intention and motivation that drive individuals towards Sustainable Entrepreneurship (Wahga *et al.* 2018; Gasbarro *et al.* 2018; Dhahri and Omri, 2018). These studies have clarified

conclusively how individuals are practising Sustainable Entrepreneurship and what their contributions are. Therefore, this study seeks to investigate the perceptions of Pietermaritzburg entrepreneurs on Sustainable Entrepreneurship. The study measured entrepreneurs' intentions based on the following variables: business case, moral case, society, stakeholders, green manufacturing, pollution, environmentally sustainable products, consumption, business social responsibility, labour and environmental laws, competitive advantage, welfare, obligation, effort, and guilt.

An in-depth explanation of each of these fifteen variables is explained below.

2.7.2.1 BUSINESS CASE

According to Maes, van Grembergen, and de Haes (2014), a business case is a formal document that summarises the costs, benefits, and impact of a project or investment. It gathers available and useful information and defines possible alternative solutions to realise the investment scope. A business case can help to evaluate an investment plan before significant resources are being invested.

Furthermore, a business case is being used in contemporary organisations. In a study conducted by Annual Monitoring Report (AMR) research, entrepreneurs asserted that a comprehensive business case is viewed as essential and should always be developed to realise the potential importance of their investments (Swanton and Draper, 2010). According to Schaltegger, Lüdeke-Freud, and Hansen (2012), creating and managing a business case for sustainability is a real management challenge that simultaneously offers business opportunities and the ability to contribute to sustainable development. However, this requires purposeful Sustainable Entrepreneurship and corporate sustainability management. Schaltegger and Lüdeke-Freund (2013) further argued that realising a business case for sustainability is an entrepreneurial and managerial challenge as it requires finding the “right” measures, in line with a firm's core business. Nhemachena and Murimbika (2018) and Bansal, Garg, and Sharma (2019) both suggested that many small and large corporates are striving to embrace sustainability in their business models. Many employees are asking their leaders to tackle critical social problems through their business case models.

2.7.2.2 MORAL CASE

As many SMMEs are striving to embrace sustainability in their business models, more employees are asking their leaders to tackle critical social problems (Muske, Woods, Swinney and Khoo, 2007). However, Brown (2018) suggested that employees should make a moral case and persuade management that addressing the problem will help the bottom line of the company. There are different types of moral cases for social issues, e.g., sustainability, corporate social responsibility, corporate philanthropy, corporate volunteering programmes, reducing poverty, treating employees well, and increasing diversity. However, scholars have questioned whether we always have to make a moral case (Nhemachena and Murimbika, 2018; Bansal *et al.* 2019). For example, don't many organisational leaders want to improve society as an end in itself? Research also shows that the moral case can activate a leader's "economic scheme" or a tendency to make decisions solely from an economic viewpoint, which can lead to less compassionate behaviour (Nugent, 2017). To add to this debate, this research seeks to understand the perceptions of South African entrepreneurs about engaging in Sustainable Entrepreneurship driven by a moral case.

2.7.2.3 SOCIETY

Sustainable Entrepreneurship plays a crucial role in uplifting society. Over the last decade, the wish to understand the real impact and value of SMMEs on society has grown exponentially. The traditional understanding of value creation merely in terms of economic profit has extended to cover non-economic gains. SMMEs are now performing empirical tests on Sustainable Entrepreneurship initiatives by analysing how their companies influence communities and society (Rossouw and Van Vuuren, 2013). According to Urbaniec (2018), Sustainable Entrepreneurship is being recognised increasingly as an essential vehicle and as a promise to the future development of the whole of society's preoccupations. Belz and Binder (2017) further argued that Sustainable Entrepreneurship seeks to protect nature, and to support life and community, in the pursuit of perceived opportunities to create future products and processes for both economic as well as non-economic benefits for people, the economy, and society. Several authors such as Inyang (2013), Yazdanifard and Mercy (2011), Sharma, Sharma, and Devi (2009), and Rossouw and Van Vuuren (2013) have suggested that business social responsibility strategies in SMMEs include various activities towards uplifting surrounding communities and employees and preserving the natural environment. SMMEs can have a significant impact on society. They add value by providing employment, creating value

for stakeholders, and developing opportunities for the communities in which they operate (Rossouw and Van Vuuren, 2013; McBarnet, Voiculescu and Campbell, 2007).

2.7.2.4 STAKEHOLDERS

According to Escudero and Googins (2012), stakeholders are seen increasingly by scholars as co-creation partners, to create innovations for sustainability and environmental sustainability. For instance, Randall, Leavy and Gouillart (2014) argued that the more stakeholders are involved, the more value is created, and Lenssen, Painter, Lonescu-Somers, Pickard, Szekely and Strebel (2013) pointed out that engaging a variety of stakeholders is essential for the creation of new products and services. The latter is also stressed by Escudero and Googins (2012) in the model of “Shared Innovation”, where innovation, together with a broader group of stakeholders, is seen as key in solving social, economic, and environmental issues. Similarly, McCormick and Pedersen (1996) pointed out that “SMMEs and NGOs can create social, environmental, and economic value: for example, through co-creation of new products and services that address societal needs”. There is, however, a lack of studies that have investigated whether South African entrepreneurs engage in Sustainable Entrepreneurship to ease the pressure from their stakeholders.

2.7.2.5 GREEN MANUFACTURING

According to Lorette (2018) and Durmaz and Yaşar (2016), going green may seem to be the latest trend, but it is a trend with a range of benefits for business owners. Applying green processes to the workplace provides a healthy environment for employees, as it eliminates unnecessary waste, and recognises the role that SMMEs play in leading the way for social change. Going green has a lot of practical benefits. Going green could increase an SMMEs overall efficiency. Reducing unnecessary waste may reduce operating costs for the SMME. The greater value of going green is about preserving and maintaining the health of the environment. Using sustainable approaches can prevent natural resources from being wasted and help to reduce the risk of long-term depletion (Lorette, 2018; Durmaz and Yaşar, 2016).

2.7.2.6 POLLUTION

A study by Smith and Perks (2010) outlined the perceptions of businesses regarding the impact of green practice implementation on the business functions. An in-depth literature study and empirical research were undertaken. It was found that consumers in recent years have become aware of the damage being inflicted on the environment by businesses in pursuit of the bottom

line (Smith and Perks, 2010). A similar study by Bateman and Zeithaml (1983) suggested that government regulatory bodies and consumer pressure groups have lobbied aggressively for SMMEs to adopt green practices. As a result, policies that focus on the protection of the environment are continually being developed worldwide (Brunoro, 2008). SMMEs can assist in protecting the environment by becoming green businesses; in other words, sustainable businesses. Smith and Perks (2010) further revealed that sustainability had become a significant focus for SMMEs as it was discovered that sustainable practices could strengthen reputation, lead to cost savings and benefit the environment. A study conducted by Hendry and Vesilind (2005) aimed at discussing the “green” driving forces behind moral decisions regarding the adoption of green engineering and business practices. The authors found that businesses value sustainable growth because they see an economic opportunity in preventing pollution (Hendry and Vesilind, 2005).

2.7.2.7 ENVIRONMENTALLY SUSTAINABLE PRODUCTS

Sustainable Development is a good business practice in itself. It creates opportunities for suppliers of “green consumers” - developers of environmentally safer materials and processes; SMMEs that invest in eco-efficiency, and those that engage themselves in social well-being (Lekhanya, 2014). These SMMEs would generally have a competitive advantage over other SMMEs. They will earn their local community’s goodwill and see their efforts reflected in the bottom line (IISD, 1992).

2.7.2.8 CONSUMPTION

Environmental sustainability involves making decisions and taking action that is in the interest of protecting the natural environment, with particular emphasis on preserving the capability of the environment to support human life. Environmental sustainability is about making responsible decisions that would reduce the negative impact of a business on the environment. SMMEs are expected to lead in the area of environmental sustainability as they are considered to be the most significant contributors and are also in a position where they can make a substantial difference. Many large and small businesses are guilty of significantly polluting the environment and engaging in practices that are not sustainable. However, there is now an increasing number of SMMEs that are committed to reducing their damaging impact and even working towards having a positive influence on environmental sustainability (Business Tools, 2019).

2.7.2.9 BUSINESS SOCIAL RESPONSIBILITY

Business social responsibility strategies in SMMEs include various activities towards uplifting surrounding communities and employees, and preserving the natural environment (Inyang, 2013; Yazdanifard and Mercy, 2011). Business social responsibility involves a complicated variety of activities that SMMEs are expected to undertake to satisfy various stakeholder interests and maintain a harmonious relationship with the community where the business is situated. SMMEs are generally regarded as constructive partners in the communities in which they operate (Inyang, 2013). They have been effective in generating employment opportunities, products and services, and wealth, yet the pressure on SMMEs to play a part in social issues involving employees, society, and the environment is increasing (Sharma, Sharma and Devi, 2009). According to Rossouw and Van Vuuren (2013), SMMEs can have a significant impact on society. They add value by providing employment, creating value for stakeholders, and developing opportunities for the communities in which they operate. Today's consumers are looking for more than just high-quality products and services when they make a purchase. SMMEs are responsible for the care that must be exercised in supplying goods of quality, which has no adverse effect on the health of consumers. To avoid being misled by wrong claims about products through inappropriate marketing, it is the responsibility of SMMEs to provide its customers with full information regarding the products, including their effects, risks, and care to be taken while using the products. The responsibility of SMMEs towards the community and society include spending a portion of their profit towards the community and educational facilities (Inyang, 2013).

2.7.2.10 LABOUR AND ENVIRONMENTAL LAWS

CSR has become a regular component in business and regulatory debate. According to Rossouw and Van Vuuren (2013), entrepreneurs must consider how their operations impact the conservation and sustainability of the natural environment. CSR involves shifting corporate responsibility from maximising shareholders' profit within the obligations of the law to a broader range of stakeholders that include community concerns such as environmental protection, and accountability for ethical and legal requirements. CSR policies typically involve a commitment by the business enterprise, usually in the statements of business principles, to enhanced concern for the environment, human rights, and fairness to suppliers and customers (McBarnet *et al.* 2007). Rossouw and Van Vuuren (2013) postulated that it is the responsibility of the business enterprise to comply with the formal obligations imposed by society. These obligations serve the purpose of preventing SMMEs from engaging in

irresponsible behaviour that might harm the economy, employees, community, or the environment. These mandatory responsibilities take various forms. The most important one being the form of legislation, such as labour and environmental laws. Rossouw and Van Vuuren (2013) also suggested that it is the legal duty of every business to act in an environmentally responsible manner. Every company is responsible for complying with a range of environmental legislation to reduce the impact of their business on the environment.

2.7.2.11 COMPETITIVE ADVANTAGE

SMMEs, just like large businesses, invest primarily in CSR initiatives due to the benefits they derive from such investments (Inyang, 2013). CSR initiatives in SMMEs are driven mainly by short and long-term benefits associated with it (Zeka, 2013). Entrepreneurs strongly believe that they are investing in CSR activities because they want to boost customer base, uplift communities, boost profit margins, and improve the reputation of their company (Polášek, 2010). According to Ljubojevic, Ljubojevic, and Maksimovic (2012) and Fatoki and Chiliya (2012), SMMEs can use CSR activities to gain a competitive advantage over other SMMEs.

2.7.2.12 WELFARE

According to Muske, Woods, Swinney, and Khoo (2007), SMMEs play a vital role in the economic system of a community. Micro-enterprises employ local people and are an economic engine that allows money to move through the economy of the community. Brown (2018) suggested that SMMEs contribute to local economies by bringing growth and innovation to the community in which the business is established. Small businesses help stimulate economic growth by providing employment opportunities to individuals who may not be employable by larger companies. Furthermore, small business owners play an integral part in the communities in which they reside and operate. Many entrepreneurs of SMMEs donate to the city's homeless shelter, they participate in community charity events, as well as contribute to their local non-profit organisations (Nugent, 2017).

2.7.2.13 OBLIGATION

Haanaes (2016) suggested that sustainability has become essential for all SMMEs across all industries. 62% of entrepreneurs consider sustainability as a core element of their business. The purpose of Posner's (2014) study was to describe why it is essential for SMMEs to boost sustainability. According to Posner (2014), in today's day and age, entrepreneurs are adopting sustainability as a business approach to create long-term value by considering how the business

operates in terms of its social, ecological, and economic environment. Sustainability is based on the premise that the development of such policies promotes the longevity of the business. As the expectations on corporate responsibility increase, and as the transparency becomes more prevalent, SMMEs recognise the need to act more sustainably.

Large corporates such as Nike and Adidas have focused on reducing waste by minimising its carbon footprint. Nike aims to reduce the environmental footprint of its shoes by 10% by 2020 by using a material called “Nike Grind”. Nike Grind is a material made of recycled sneakers, plastic bottles, and manufacturing waste. Nike reduces waste in a variety of ways. The designers of Nike have access to more than 29 materials made from its manufacturing waste (Cheeseman, 2016). Since 2010, more than 3 billion plastic bottles have been stored from landfills and have become recycled polyester for Nike products. Around 30 million pairs of shoes were recycled by Nike’s Reuse-A-Shoes programme (Cheeseman, 2016). Adidas, on the other hand, has created a greener supply chain and has targeted specific issues such as dyeing, and eliminating plastic bags. Unilever and Nestlé have both committed significantly to removing waste. Unilever, particularly on its organic palm oil and its overall waste and resource footprint, and Nestlé in areas such as product life cycle, climate, waste, and water efficiency. All of these large companies have made firm sustainability commitments, mainly through transparency and by addressing material issues (Haanaes, 2016). According to Posner (2014), business sustainability is imperative for the long-term prosperity of all SMMEs. Intelligent business leaders of today’s times understand that they are operating in a fishbowl, where everything they do is on display, and social media allows news and data to move in seconds across the globe. They are also operating in a world where the government fails to provide SMMEs with a stable and safe setting. To address these challenges, entrepreneurs recognise the need to integrate broader sustainability principles in their day-to-day choices to tackle these problems.

2.7.2.14 EFFORT

As increasing global expansion unfold, both in the industrial and the commercial sectors, SMMEs need to develop sustainable entrepreneurial plans. Thus, entrepreneurs are striving to create new ideas and processes for their ventures to sustain their current position (Tarnanidis *et al.* 2016). According to Belz and Binder (2017), successful sustainable businesses are focused on the creation of new products and services that address ecological and social concerns in new ways. According to Haanaes (2016), sustainability is becoming more critical

for all SMMEs across all industries. Unilever's CEO, Polman, argued that the Sustainable Development Goals (SDGs) are the fundamental cornerstone to secure future economic and commercial growth by inclusively eradicating poverty while protecting the environment. It is not possible to have an active, functioning business in a world of increasing inequality, poverty, and climate change. SMMEs have a unique opportunity to embrace the SDG agenda and recognise it as a driver of business strategies, innovation, and investment decisions. Doing so makes business sense and will give SMMEs an edge over their competitors (Polman, 2015).

2.7.2.15 GUILT

According to Stojanović, Mihajlović, and Schulte (2016), CSR is a new business practice that reflects the idea of fulfilling both economic imperatives and social consequences of business. In recent years, the topic has spread among entrepreneurs, scientists, politicians, and NGOs. Nowadays, SMMEs have accepted their responsibility for the negative environmental impact of their business activities, so they try to change their way of doing business to mitigate the damage.

2.7.3 SUBJECTIVE NORMS

The concept of subjective norms refers to “perceived social pressure to perform or not to perform the behaviour” (Solesvik, Westhead, Kolvereid and Matlay, 2012). It is considered as an influential factor in behaving sustainably among individuals (Majid *et al.* 2017). Van Birgelen, Semeijn, and Keicher (2009) also found that the opinion of reference persons, such as family and friends, teachers, successful entrepreneurs, and business consultants, were strongly related to ecological, behavioural intention. The significant relationship between subjective norm and sustainability intention is also found in Fielding *et al.* (2008) and Chen *et al.* (2011). In these studies, subjective norms can be explained as the extent of influence from others or a person towards Sustainable Entrepreneurship.

Entrepreneurship is considered as a social phenomenon. Therefore, the role of social influence should not be neglected. As mentioned by Fishbein and Ajzen (1975) and Ajzen (1991), social pressures can influence the behaviour of an individual. Various social pressures, such as opinions of family, friends, customers, stakeholders, and business partners, can be a significant, influential factor for Sustainable Entrepreneurship. The study measured sustainable entrepreneurial norms based on the following variables: customer demands, competitors, investors, society, and employees or colleagues.

An in-depth explanation of each of these five variables is explained below:

2.7.3.1 CUSTOMER DEMANDS

Customers are part of the stakeholders of every company (Karel and Ales, 2012; Ampuero and Vila, 2006). According to Gualandris, Golini, and Kalchschmidt (2014), Sustainable Entrepreneurship means adopting business strategies and activities that meet the need for operations of the enterprise and its stakeholders. In this case, stakeholders refer to customers, employees, suppliers, government, and local communities (Orzan, Cruceru, Bălăceanu and Chivu, 2018). Customer demands can drive SMMEs towards the adoption of sustainable business practices (Carlson, 2009; Biswas and Roy, 2015). For example, large United Kingdom (UK) retailers, such as Asda, revealed that customers are seeking information on how to lead sustainable lifestyles. This is putting big brands under pressure to work with customers to adopt “sustainable” behaviour that has minimum impact on the environment, as well as contributing to the wellbeing of society (Lamb, Hair and McDaniel, 2013).

2.7.3.2 COMPETITORS

Pressure from competitors pushes firms to improve their environmental performance. The study that was conducted by Hofer, Cantor, and Dai (2012) discovered that SMMEs are likely to engage in new environmental practices if their competitors had improved their environmental performance in the previous year. The reason for this is because environmental performance is a valuable source of competitive advantage, and SMMEs do not want to fall behind. The study also discovered that smaller firms react quicker to the environmental moves of their rivals, possibly because they are less constrained by bureaucracy. Likewise, more profitable firms are also more responsive to the environmental strategies of their competitors’, most likely because they have the necessary financial stability.

2.7.3.3 INVESTORS

SMMEs do not face pressure from consumers and competitors only, but also from their investors. The growth of investor networks like the United Nations Principles for Responsible Investment (PRI), which brings together investors with shared beliefs to promote sustainable investment practices, has deepened the adoption of sustainable business and finance (Miller and Ballin, 2018). According to Miller and Ballin (2018), a combination of market drivers, such as the need for asset owners to combat short-termism and availability of more data to determine material Environmental, Social, and Governance (ESG) factors, is driving investors

to integrate ESG issues into their investment processes. Clear, consistently reported ESG information gives investors the context they need to make decisions about which SMME best align with their investment principles and long-term goals.

2.7.3.4 SOCIETY

A study by Orzan *et al.* (2018), found that in today's society, the most prevalent product usage behaviour that society expects companies to engage in is its packaging. Packaging must meet both essential product requirements and specific environmental objectives. According to Lamb *et al.* (2013), packaging has three different marketing functions. First, it contains and protects the product; second, the packaging's role is to promote the product, and also helps consumers to use the product, and lastly, packaging facilitates recycling and decreases environmental damage. Carlson (2009) suggested that eco-packaging must have benefits for the consumer, be safe and healthy for the individual and the community throughout its life cycle, be market-efficient and cost-effective, and can be effectively recovered and reused in numerous production cycles. Consumers are continuously changing their attitudes, behaviour, and approach in domains of consumption (Biswas and Roy, 2015). Consumers have become more aware of changes in the environment and the effect of their consumption behaviour on it. Thus, society has given priority to protecting the environment and quality of life (Ampuero and Vila, 2006). Consumers generally like to identify themselves with environmentally friendly companies.

2.7.3.5 EMPLOYEES OR COLLEAGUES

Polman and Bhattacharya (2016) suggested that the key to creating a vibrant and sustainable company is to find ways to get all employees personally engaged in day-to-day corporate sustainability efforts. Furthermore, Legg (2015) stated that there are almost no other stakeholders that know a company better than its employees. When employees are engaged and have input into decisions and initiatives regarding sustainability in the company, they are much more likely to support those initiatives. Engaging employees in sustainability excites and motivates them. It gives them a sense of belonging and drives passion and purpose. For a company to truly thrive and have real sustainability, it is critical to achieving a positive company culture where all employees "buy-in" and everyone is on board. SMMEs have an enormous potential to improve the health of the planet, and every company has a moral obligation to improve the conditions of a system that helps them to achieve success. Sustainability in the workplace is about creating a shift that brings out the humanity in the

business. Instead of SMMEs making it all about the company having a positive image, employees should be encouraged to focus on what they can do to help on an individual level (Polman and Bhattacharya, 2016; Legg, 2015).

2.7.4 PERCEIVED BEHAVIOURAL CONTROL

The third determinant of intention suggested by Ajzen (1991:188) was perceived behavioural control, which is defined as “perceived ease or difficulty of performing the behaviour”. However, in later years, many researchers, including Bandura (1997), replaced perceived behavioural control with self-efficacy, for example, Shook and Bratianu (2010), Moriano *et al.* (2011), and Schwarz *et al.* (2009). Perceived behavioural control and self-efficacy can be used interchangeably. Kaiser and Gutscher (2003) have successfully shown that perceived behavioural control turned out as a direct predictor of ecological behaviour intention. In addition, Tonglet *et al.* (2004), Oreg and Katz-Gerro (2006) and Bamberg and Möser (2007) have also unanimously proven in their studies that perceived behavioural control was one of the predictors of pro-environmental behavioural intention.

The interplay between the components of the TPB and entrepreneurial intention has attracted a considerable amount of research (Solesvik *et al.* 2012). However, there is a shortage of research about perceived behavioural control that encourages entrepreneurs to engage in Sustainable Entrepreneurship. Therefore, this study addressed this gap by discussing eight components that affect perceived behavioural control, namely, core business, competitive advantage, resources, confidence, state of the environment, consumption, budget, and lack of information.

An in-depth explanation of each of these nine variables is explained below:

2.7.4.1 CORE BUSINESS

Sustainable Entrepreneurship is becoming more critical for all SMMEs across all industries (IISD, 1992). 62% of executives consider sustainability as a core element of their business (Haanaes, 2016; Posner, 2014). For example, large corporates such as Nike and Adidas have focused on reducing waste by minimising its carbon footprint. Nike aims to reduce the environmental footprint of its shoes by 10% by 2020. The designers of Nike have access to more than 29 materials made from its manufacturing waste (Cheeseman, 2016). Since 2010, more than 3 billion plastic bottles have been stored from landfills and have become recycled

polyester for Nike products. Around 30 million pairs of shoes were recycled by Nike's Reuse-A-Shoes programme (Cheeseman, 2016). Adidas, on the other hand, has created a greener supply chain and has targeted specific issues such as dyeing and eliminating plastic bags. Scholars argued that when sustainability is perceived as the core business of a firm, it becomes easy for the company to engage in sustainable business practices (Belz and Binder, 2017).

2.7.4.2 COMPETITIVE ADVANTAGE

Researchers such as Wahga *et al.* (2018), and Kraus *et al.* (2018) have considered that firms are the only institution in modern societies with enough power to cause the necessary changes leading to Sustainable Development. However, for this power to be exercised, it seems to be crucial that they recognise that sustainable behaviour represents a significant source of competitive advantage. Specifically, in as far as it is economically attractive, firms are expected to formulate and implement specific strategic actions associated with sustainability, meaning that these actions should allow firms to obtain superior benefits, in comparison to their competitors. Particular interest should show private firms and organisations operating in industries directly related to sustainability; for example, recycling, as they work only in such industries whenever the industry is attractive economically. Zeka (2013), and Polášek (2010) have suggested that CSR initiatives in SMMEs are driven mainly by short and long-term benefits associated with it. Entrepreneurs strongly believe that they are investing in CSR activities because they want to boost customer base, uplift communities, boost profit margins, and improve the reputation of their company. These findings are in agreement with literature by Ljubojevic, Ljubojevic, and Maksimovic (2012) and Fatoki and Chiliya (2012), who stated that SMMEs could use CSR activities to gain a competitive advantage over other SMMEs.

2.7.4.3 RESOURCES

Resources play a crucial role in determining whether the business will engage in Sustainable Entrepreneurship or not. The importance of resources in firm activities has been exhaustively discussed in the academic literature. Resources are converted into outputs that the company takes to the market. It is therefore argued that the more resources available, the better the performance of the firm. The resource-based view of the firm proposes that firm performance is contingent upon the availability of unique resources that enable competitive advantage (Barney, 1991). However, there are no research studies that have investigated whether the availability of resources affects the entrepreneurs' intentions to engage in Sustainable

Entrepreneurship. Therefore, this study will fill this gap by addressing all the research objectives of the study, using the empirical data.

2.7.4.4 CONFIDENCE

Government regulators and customer pressure groups have vigorously lobbied for SMMEs to embrace green practices (Bateman and Zeithaml, 1983). Consequently, policies that focus on environmental protection are being continuously developed around the world (Brunoro, 2008). SMMEs can help protect the environment by becoming green enterprises; in other words, sustainable businesses (Smith and Perks, 2010). Daft (2008:154) describes a sustainable business as “an economic development that generates wealth and meets the needs of the current generation while saving the environment for future generations”. According to Smith and Perks (2010), sustainability has become a significant focus for SMMEs, as it has been found that sustainable practices can enhance reputation, enhance staff morale, and can lead to cost savings and environmental benefits. SMMEs value sustainable growth either by regulation or by seeing an economic opportunity in preventing pollution or by acknowledging the strategic significance of environmental issues (Hendry and Vesilind, 2005). Environmental exploitation and sustainability are of long-term concern in South Africa (Finlay, 2000). The natural environment has become a significant variation within the present competitive situations, and SMMEs are creating new and innovative methods to improve their global competitiveness (Lin and Ho, 2011). In addition, a company can improve its competitiveness by enhancing environmental efficiency to comply with environmental regulations, address customers’ environmental concerns and decrease the environmental impact of its product and service operations (Smith and Perks, 2010).

2.7.4.5 STATE OF THE ENVIRONMENT

SMMEs are expected to lead in the area of environmental sustainability as they are the most significant contributors and are also in a position where they can make a significant difference. In the past, most businesses have acted with little concern for the negative impact they had on the environment. Many large and small businesses are guilty of polluting the environment significantly and of engaging in practices that are not sustainable. However, there is now an increasing number of SMMEs that are committed to reducing their damaging impact and are even working towards having a positive influence on the environment (Business Tools, 2019).

2.7.4.6 CONSUMPTION

Entrepreneurial practices have caused many problems for the environment. For example, environmental degradation was a consequence of market failure (Cohen and Winn, 2007). Environmental issues such as pollutions, deforestation, and overused non-renewal resources, are closely associated with business activities. Knowing that environmental problems can leave a disastrous effect on the lives of human beings, entrepreneurs are urged to play a more active role in rectifying the situation. Thus, Sustainable Entrepreneurship was introduced as a possible strategy to overcome environmental issues (Dean and McMullen, 2007). Many SMMEs have realised that going beyond environmental compliance makes good business sense and can help improve the long-term success of a company. Reducing energy consumption, minimising waste, using raw materials more efficiently, and preventing pollution, can cut costs and improve efficiency, and increase business opportunities by meeting customer demands for sustainable business practices. People play an essential part in the success of the environment. Business owners must involve and encourage all employees to be environmentally responsible through regular training, instruction, and awareness-raising initiatives. It is crucial for entrepreneurs and business owners to monitor and update their business activities regularly, to reflect new initiatives and processes that could further drive the reduction of the SMMEs impact on the environment (Business Wales, 2019)

2.7.4.7 BUDGET

According to Miller and Ballin (2018), sustainable practices may not be feasible for several SMMEs. SMMEs face several challenges at start-up and throughout the life of the company. These challenges include barriers to entry, high operating costs, and a small customer base. All these challenges affect a company's ability to spend money. With tight budgets, it can be challenging to convince entrepreneurs to pursue an often-costly move towards an environmental focus or social concern strategy.

2.7.4.8 LACK OF INFORMATION

The SEDA, an initiative of the Department of Trade and Industry, is available to give guidelines and training to entrepreneurs and to assist with the processes needed to access funds regarding sustainable practices (Vuk'uzenzele, 2017). Furthermore, SEDA provides information, counselling, and business support services for SMMEs from all sectors regarding funding, and how to start up a business, to information regarding how to start sustainable practices in a business enterprise (SEDA, 2012).

2.8 CONCLUSION

In this section on the current debate in the study of Sustainable Entrepreneurship, related phenomena, and applicable theories have been discussed. The review showed the dearth of studies that investigated Sustainable Entrepreneurship in a South African context. Furthermore, gaps in the literature have been highlighted, and the study has been placed in the current discourse, demonstrating its importance. The importance of the context for this study has been explained, with both the dearth of similar studies in South Africa and related factors underlining the need for additional contributions to the extant body of literature.

The following chapter presents a research methodology for this study.

3 RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter reviewed the design of the research and the tools used to collect and analyse the data. It sets out the reasons the selected research methods are suitable for this study, and includes the research design, sampling techniques, methods of data collection, validity and reliability of research tools, and ethical consideration regarding carrying out the actual research. The methodology and various research techniques were used to gain a thorough understanding of the entrepreneurs' perceptions of Sustainable Entrepreneurship.

3.2 RESEARCH OBJECTIVES

The primary purpose of this research was to investigate the perceptions of entrepreneurs on Sustainable Entrepreneurship. The following research objectives piloted the study:

- To investigate what motivates entrepreneurs to engage in Sustainable Entrepreneurship
- To determine how subjective norms impact entrepreneurs desire to engage in Sustainable Entrepreneurship
- To examine whether perceived behavioural controls limit entrepreneurs to engage in Sustainable Entrepreneurship

3.3 RESEARCH PHILOSOPHY

According to Kpolovie (2016), a research paradigm is defined as an all-encompassing system of interrelated practice and thinking. Arghode (2012) defines a paradigm as an integrated array of meaningful concepts, variables, and problems attached to similar methodological approaches and tools. The author further defines the term paradigm as a research culture with a set of beliefs, values, and assumptions about the nature and conduct of research that a community of researchers has in common. According to Killam (2013), research paradigms fundamentally reflect our beliefs about the world in which we live and want to live in. This section discusses the following paradigms: positivism, transformative, constructivism, and pragmatism. The table below summarises these research paradigms.

Table 3.1: Four Worldviews

Positivism	Constructivism
Determination	Understanding
Reductionism	Multiple participant meanings
Empirical observation and measurement	Social and historical construction
Theory verification	Theory generation
Transformative	Pragmatism
Political	Consequences of actions
Power and justice-oriented	Problem-centred
Collaborative	Pluralistic
Change-oriented	Real-world practice-oriented

Source: (Creswell and Creswell, 2017)

a. CONSTRUCTIVISM

A completely different approach to research and how research should be done is what is known as constructivism. Constructivists criticise the positivist belief that there is an objective truth. Constructivists hold the opposite view in that the world is fundamentally mental or mentally constructed. It is for this reason that constructivists do not search for the objective truth. Instead, they aim to understand the rules people use to make sense of the world by investigating what happens in people's minds. Constructivists are particularly interested in how people's views of the world result from interactions with others and the context in which they take place. Constructivist researchers often rely on qualitative data collection methods (Creswell, 2014). Constructivists rarely start with a theory, but, as the study unfolds, they come up with a theory or design of meanings (Creswell, 2014). In this paradigm, the techniques of gathering data consist primarily of interviews, observations, diaries, images, and documents (Chilisa, 2011). Based on these facts, this paradigm was not suitable for this study as this study adopted a quantitative approach and used questionnaires as a means of gathering data.

b. TRANSFORMATIVISM

The transformative paradigm is based on a mixed-methods approach to address the study's research problem (Romm, 2015). Transformative researchers believe that research needs to be linked to politics to transform the lives of research participants, the institutions in which individuals work or live, and the lives of the researcher (Creswell and Creswell, 2017). The

transformative approach, however, relies on a mixed-method approach to developing more comprehensive portraits of the social world by using multiple perspectives and lenses. This exempts the transformative approach paradigm for this study, as the researcher used only a quantitative research approach as compared to a mixed-methods research approach.

c. PRAGMATISM

Pragmatism is a deconstructive paradigm that advocates the use of mixed methods in research. Pragmatists do not take on a particular position on what makes proper research. They feel that research on both objectives, namely observable phenomena and subjective meanings, can produce useful knowledge, depending on the research questions of the study. The main focus on pragmatism is on practical, applied research where different viewpoints on research and the subject under meaning are generalisations of our past actions and experiences, and of interactions we have had with our environment. Pragmatists thus emphasise the socially constructed nature of research. Another essential feature of pragmatism is that it views the current truth as tentative and changing over time. In other words, research results should always be viewed as provisional truths (Sekaran and Bougie, 2016). Pragmatists place greater emphasis on a mixed-methods approach, which invalidates the research design of this study. Therefore, this paradigm was not used due to the nature of this study.

d. POSITIVISM

The positivist approach to research uses methodological pluralism. This is based on the assumption that the method to be used in a specific study should be selected on the research question being addressed (Wildemuth, 2017). Ryan (2006) argues that the positivist researchers focus on the understanding of the study as it develops during the research. According to Wildemuth (2017), positivism could be said to address three main issues related to:

1. the quality of the input data;
2. the use of a more integrated approach;
3. the context of the phenomenon studied.

Positivism provides the researcher with more information collection measures. Creswell and Creswell (2017) argue that positivism relies on the theory of the study being investigated. The positivist paradigm takes a deductive approach to research and uses quantitative research methods to test hypotheses and theory (Nhemachena and Murimbika, 2018). The constructs from the TPB were used as lenses to guide this study. The primary purpose of quantitative

research is to establish relationships between variables informed by theory (Creswell and Creswell, 2017). Similar to empirical research studies on entrepreneurial motivations and performance (such as Barba-Sánchez and Atienza-Sahuquillo, 2012; Stefanovic, Prokic, and Ranković, 2010a; Vik and McElwee, 2011), the current study is quantitative, based on a positivist paradigm.

3.4 RESEARCH DESIGN

Research design is defined as “a general plan for implementing a research strategy” (Gravetter and Forzano, 2018). According to Creswell (2014), the research design is a strategy and process used to collect and analyse data for research. Akhtar (2016) further defines this concept as a conceptual blueprint within which research is conducted. The purpose is to plan and structure a research project in such a way as to maximise the eventual validity of the research findings.

3.4.1 TYPES OF RESEARCH DESIGN

According to Cooper and Schindler (2014), research design has two essential elements: the first element is observation, and the second element refers to an evaluation of the relationship between the variables. The latter is concerned with discovering the impact of certain variables on other variables. The following research designs have been identified below:

a. DESCRIPTIVE STUDY

Descriptive studies focus on describing phenomena accurately, whether it be through descriptions of the narrative type, categorisation, or measuring relationships. The research design focuses solely on the accuracy and consistency of the observations, and the representativeness of sampling (Sekaran and Bougie, 2016). However, descriptive studies cannot be used to correlate variables to determine cause and effect. In descriptive studies, the variables cannot be manipulated, and therefore, statistical analyses are not possible. It was for this reason that this type of research design was not considered.

b. EXPLANATORY STUDY

Explanatory studies aim at providing phenomena with causal explanations. To ascertain whether one variable elicits another, experimental and quasi-experimental designs are used. The designs focus on removing plausible rival hypotheses (Sekaran and Bougie, 2016). Explanatory studies can be challenging to reach appropriate conclusions based on their findings. This is due to the impact of a wide range of factors and variables in the social

environment. In other words, while casualty can be inferred, it cannot be proved with a high level of certainty. In some instances, while the correlation between two variables can be conclusively established, identifying which variable is a cause and which is the impact can be a difficult task to accomplish. Based on the above reasons, this method was not chosen.

c. CASE STUDY

Case studies focus on gathering information about an object, event, or activity, such as a specific business unit or organisation. The idea behind the case study is to get a clear picture of a problem. The real-life situation must be examined from different angles and perspectives using various data collection methods (Sekaran and Bougie, 2016). One of the most significant disadvantages of using a case study method is its external versus internal validity. When using a case study method, the researcher often does not have control over certain variables and events, and therefore, cannot control the outcome of such variables and events. Construct validity is also problematic in case study research. It has been a source of criticism due to its potential investigator subjectivity. Due to the reasons mentioned above, this study did not adopt a case study research design.

d. EXPLORATORY STUDY

Exploratory studies are used to conduct preliminary research into relatively unknown research areas. Researchers use an open, flexible, and inductive approach to research as they seek new perspectives into phenomena. Exploratory research designs depict how the researcher intends to gather information and where he or she will search for this information (Creswell and Creswell, 2017). According to Sekaran and Bougie (2016:119), “An exploratory study is undertaken when not much is known about a situation at hand, or no information is available on how similar problems or research issues have been solved in the past”. Exploratory studies are conducted in such instances to understand the nature of the problem better as not many studies have been carried out in that area.

Based on the objectives of this study, an exploratory research design was used to investigate the perceptions of entrepreneurs on Sustainable Entrepreneurship. The researcher chose to employ an exploratory research design because there is limited amount of information on the subject under study. Thus, this method will provide details where limited information exists. This particular research design gathers data and clarifies the problems with the phenomenon. The prime reason for undertaking an exploratory research design is to get a deeper

understanding of the perceptions of entrepreneurs on Sustainable Entrepreneurship. This method enables the researcher to diagnose a situation and develop hypotheses to tackle the research problem. The rationale behind choosing an exploratory research design is that it tends to focus on an under-researched area. It was for this reason that this method was considered.

3.5 RESEARCH APPROACH

According to Grover (2015), there are three primary research approaches, namely: qualitative, quantitative, and a mixed-method approach. Each of these approaches are discussed below:

a. QUALITATIVE APPROACH

Qualitative research aims at telling a story of the experiences of a particular group in their own words, and thus focuses primarily on narrative, while quantitative research focuses solely on numbers (Gravetter and Forzano, 2018). Zikmund *et al.* (2012) argue that qualitative research constitutes an interpretive and naturalistic approach. This suggests that qualitative researchers study activities in their natural settings. They try to make sense of or interpret phenomena in terms of the meanings that people bring to them.

b. MIXED-METHOD APPROACH

A mixed-method approach is a factorial study combining two different research designs in the same factorial design, such as between-subjects and within-subjects (Gravetter and Forzano, 2018). According to Leech and Onwuegbuzie (2010), research on mixed methods represents research involving the collection, analysis, and interpretation of quantitative and qualitative data in a single study or a series of studies investigating the same underlying phenomenon. A mixed-method approach is time-consuming; there is the possibility of unequal evidence, discrepancies between different types of data, and the risk that participants might not be willing or be able to participate in both phases (Almalki, 2016). Based on the limited time business owners have to offer, this method was considered inappropriate.

c. QUANTITATIVE APPROACH

Quantitative research is based on quantifying variables that are submitted to statistical analysis for summary and interpretation for individual participants or subjects to obtain scores, usually numerical values (Gravetter and Forzano, 2018). Fischler (2010) defines quantitative data as a form of educational research in which the researcher decides what to study, asks precise,

narrow questions, collects quantifiable data from participants, analyses these numbers using statistics, and conducts the investigation in an unbiased, honest manner.

According to Knabe (2012), in the majority of the TPB research studies, a survey instrument was developed to test the efficacy of the theory. Recent studies using the TPB support this decision to use quantitative analysis when applying the theory to sustainability (Ajzen, 2006). Quantification makes it easier to aggregate, compare, and summarise the data and allows for statistical analysis. All of these are essential outcomes when testing Ajzen's theory. A quantitative approach also allows for further testing of the model's theoretical sufficiency (Knabe, 2012).

A study conducted by Nishimura and Tristan (2011), used the TPB to investigate entrepreneurial intentions. The study used quantitative methods in the form of a survey questionnaire. The findings presented strong evidence of the attitude towards becoming an entrepreneur, perceived behavioural control, and subjective norms predict the intention of starting a business among rural university students. The findings support previous research regarding the use of the TPB as a valuable model in predicting entrepreneurial intentions. Furthermore, according to Renzi and Klobas (2008), studies adopting the TPB model mostly use quantitative methods for data collection and analysis. Therefore, it was for these reasons that this study chose a quantitative research approach.

Additionally, Creswell and Creswell (2017) describe quantitative research as a means of testing theories by investigating the relationship between the variables. The variables are measured on instruments to evaluate the numbered data using statistical packages and procedures. This study applied quantitative methods as it was used to test an existing theory (Creswell and Creswell, 2017).

3.6 STUDY SITE

This study was conducted in the city of Pietermaritzburg, which is situated in the KwaZulu-Natal province. Pietermaritzburg is the second-largest city in KwaZulu-Natal. It is the industrial hub of regional importance that produces aluminium, timber, and dairy products (KZN, 2019). Pietermaritzburg is the administrative and legislative capital of the province of KwaZulu-Natal, which increases the confidence of investors, leading to incredible growth in

the economy of Pietermaritzburg. Furthermore, the study was conducted in Pietermaritzburg due to the convenient accessibility and proximity to the researcher.

3.7 TARGET POPULATION

The target population is defined as the total accumulation of respondents who meet the set of criteria specified (Taherdoost, 2016). This refers to a set of individuals who the researcher wants to include once the research study has been completed (Korb, 2012). The population in this study consisted of SMMEs in Pietermaritzburg. The target sample was composed of founders of SMMEs from the following sectors:

1. Agriculture
2. Mining
3. Manufacturing
4. Electricity, gas, and water
5. Construction
6. Trade and Accommodation
7. Transport and Communication
8. Finance and Business Services
9. Community
10. Other (ventures that operated in multiple sectors)

To accomplish the main objectives of the study, respondents needed to be founders of SMMEs in Pietermaritzburg. Therefore, a sample of founders from the sectors above were useful for the study.

3.8 SAMPLING STRATEGIES

Sampling typically involves a choice of selecting a sub-section of a population that represents the entire population to obtain information about the phenomenon of interest. A sample is a sub-section of a population that is chosen to take part in a study (Taherdoost, 2016). There are two comprehensive sampling strategies, namely: probability and non-probability.

3.8.1 NON-PROBABILITY SAMPLING

Nonprobability sampling does not attempt to select a random sample from the population of interest. Instead, subjective methods are used to decide which elements are included in the sample (Battaglia, 2011).

a. CONVENIENCE SAMPLING

Convenience sampling is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in a study. It involves getting participants wherever a researcher can find them and typically wherever it is convenient (Sekaran and Bougie, 2016). The advantages of using this type of sampling method is that it can be facilitated during a short period, is a cheap method to use compared to the other sampling methods, and researchers do not have to travel long distances to collect data.

b. JUDGMENT OR PURPOSIVE SAMPLING

In judgment or purposive sampling, the researcher chooses the participants as per his or her judgment, keeping in mind the purpose of the study. It uses the judgment of an expert in selecting cases, or it selects cases with a specific goal in mind. This type of sampling is used in exploratory research or field research. With purposive sampling, the researcher hardly knows whether the cases selected do represent the population or not (Showkat and Parveen, 2017).

c. QUOTA SAMPLING

Quota sampling is a type of convenience sampling that involves identifying specific subgroups to be included in the sample and then establishes quotas for individuals to be sampled from each group (Gravetter and Forzano, 2018).

d. SNOWBALL SAMPLING

This method is appropriate when the members of a particular population are difficult to locate. For example, homeless people, migrant workers, etcetera. It begins with the collection of data from one or more contacts, usually known to the person collecting the data. At the end of the data collection process, the data collector asks the respondent to provide contact information for other potential respondents. These potential respondents are contacted, interviewed, and further requested to provide more contacts. This process goes on until the purpose of the researcher is achieved (Showkat and Parveen, 2017).

3.8.2 PROBABILITY SAMPLING

In probability sampling, each sample has an equal probability of being chosen. A probability sample is one in which each element of the population has a known non-zero chance of selection. This method of sampling gives the probability that the sample is representative of a population (Showkat and Parveen, 2017).

a. SYSTEMATIC SAMPLING

Systematic sampling is a probability sampling technique in which a sample is obtained by selecting every n th participant from a list containing the total population after a random starting point (Gravetter and Forzano, 2018).

b. STRATIFIED RANDOM SAMPLING

Stratified sampling is used to establish a higher degree of representativeness in situations where populations consist of subgroups or strata. To ensure that a sample adequately represents relevant strata, the sample is not drawn randomly or systematically from the population or sampling frame as a whole, but from each of the strata independently (Taherdoost, 2016).

c. CLUSTER SAMPLING

Cluster samples are samples gathered in groups that ideally are natural aggregates of elements in the population. In cluster sampling, the target population is first divided into clusters. Then, a random sample of clusters is drawn, and for each selected cluster, either all the elements or a sample of elements is included in the sample (Sekaran and Bougie, 2016).

d. SIMPLE RANDOM SAMPLING

Simple random sampling is a method of selecting a sample in which each element and combination of elements in the population have an equal probability of being selected as part of the sample. The results obtained through this method has high external validity or generalisability as compared to other methods of sample selection (Showkat and Parveen, 2017).

The use of probability sampling was appropriate for this study, and more specifically, simple random sampling. According to Alvi (2016), simple random sampling decreases the likelihood of systematic errors. The technique helps to reduce the possibility of sampling biases. Probability sampling techniques have the benefit of providing a more desirable representative sample. Furthermore, conclusions drawn from the sample are generalisable to the population. This method was considered appropriate for this study as the sampling procedure involved obtaining a list of names of all SMMEs affiliated to the SEDA in Pietermaritzburg. The researcher then used a random number generator to select numbers randomly, with each number corresponding to the name of a company.

3.9 SAMPLE SIZE

This study was designed for business owners of SMME firms in Pietermaritzburg. According to the SEDA, there are 600 SMMEs currently affiliated to them. According to Sekaran and Bougie (2016), since there are 600 SMMEs registered with the SEDA, the sample size representative of this population is 234. Therefore, the sample size consisted of 234 SMMEs. Below is the formula that was used to calculate the sample size:

$$n = \frac{N}{1 + N(e)^2}$$

Where n = Sample size

 N = Population size

 e = Level of Precision or Sampling of Error

3.10 DATA COLLECTION METHODS

Data collection is a method of collecting facts from the study environment presented to the researcher (Christensen, Johnson and Turner, 2011). The data collection method best suited for this study was a survey method. The data collection instrument was a structured, self-administered questionnaire.

The 234 SMMEs identified for investigation were contacted in advance for permission to conduct the research. The questionnaires were personally administered. Self-administered questionnaires are considered to be advantageous in terms of helping to ensure anonymity and confidentiality of the respondent, they are also low-cost, quick to administer, and reduces interviewer bias (Sekaran and Bougie, 2016). Several measures were undertaken to ensure the highest possible response rate. Modes of data collection by questionnaire vary in the method of contacting the respondents, the way in which the questionnaire is delivered, and the way in which the questions are administered. These variations can have different effects on the accuracy and quality of the data that is obtained (Christensen, Ekholm, Glümer and Juel, 2014).

Over a period of one-month, companies that had not responded to the request to participate in the research were sent weekly reminders seeking their participation. After a one-month period, the researcher personally hand delivered the questionnaires to the respective companies that had consented to be part of the research. The data obtained from the various companies was

collected over a two-month period with reminders being sent to those companies that had volunteered to participate but had not yet done so. A further telephone follow-up was done with these participants. The data was then collected, coded, and captured into an SPSS spreadsheet.

3.10.1 DATA COLLECTION INSTRUMENTS

There are numerous data collection methods that researchers can utilise during the process of data collection. These methods include interviews, questionnaires, and observational studies.

a. INTERVIEWS

Interviews are instruments of research that perform specific roles. They are used to explore and gather data on perceptions and experiences. Interviews allow researchers to create a dialogical relationship with their opinions and experiences with people (Driscoll, 2011). This is achieved through a discussion of the meaning embedded in perceptions and experiences on the issue under study. The most significant advantage of using interviews is that they allow the respondent to share their experiences of the topic at hand using their own words (Rubin and Rubin, 2011). This method was considered too costly and time-consuming because business owners have limited time to offer. Face-to-face interviews may result in difficulty in trying to get respondents to open up. The researcher also had to take into account that this method was difficult to standardise and analyse and may introduce interviewer bias.

b. OBSERVATION

Observation relates to the planned observation, recording, analysis, and interpretation of behaviour, actions, or events. Observational methods are best suited for research that requires descriptive data that are not self-reporting; that is when behaviour is to be examined without directly asking the respondents themselves. Observational data through self-report bias are rich and uncontaminated (Sekaran and Bougie, 2016). However, observational studies were considered inappropriate because it was time-consuming and challenging. This method would not enable the researcher to collect data on the underlying topic at hand effectively.

c. QUESTIONNAIRES

Questionnaires are generally intended to gather vast amounts of quantitative data. They can be personally administered, distributed electronically, or sent to respondents by mail. Questionnaires are usually less expensive and time-consuming than interviews and

observations, but they also present a much higher likelihood of non-response and non-response errors (Sekaran and Bougie, 2016).

Based on the objectives of this study, the data collection instrument designed for the study was a structured self-administered questionnaire consisting of closed-ended five-point Likert scale questions. According to Phellas, Bloch and Seale (2011), self-administered questionnaires are one of the most widely and frequently used in the collection of data for a research study. According to Knabe (2012), in the majority of TPB research studies, a survey instrument was used to test the efficacy of the theory. Recent studies using the TPB support this decision to use quantitative analysis when applying the theory to sustainability. A structured questionnaire is preferred in this study as the analysis and data coding of information is more comfortable as compared to an unstructured questionnaire (Brown, Suter and Churchill, 2013). Structured questionnaires are usually related to a higher level of reliability, and it often is more manageable and less time consuming for individuals to respond to the questions (Brown *et al.* 2013).

A questionnaire is deemed to be a suitable method for collecting data in exploratory research because it allows the researcher to get in-depth insight and seeks new perspectives into phenomena. In this study, the questionnaire was administered in a supervised setting with the researcher being present. Being a self-completion questionnaire, the questions needed to be clear, and instructions easy to follow, with fewer open-ended questions so as to reduce respondent fatigue (Bryman, 2012).

3.10.1.1 STRUCTURE OF THE QUESTIONNAIRE

The questionnaire that was used for data collection consisted of four main sections which are discussed below:

SECTION A: DEMOGRAPHIC INFORMATION

Section A of the questionnaire provided information about the race, gender, nationality, level of educational qualification, industrial setting in which the participant belonged to, the form of business, and the number of employees in the current company. This information is very crucial for this study because it allows the researcher to understand the nature of the sample.

SECTION B: INTENTION/MOTIVATION

Section B of the questionnaire gathered information on variables that measured the attitudes of entrepreneurs on Sustainable Entrepreneurship. Sustainable entrepreneurial intentions are driven by fifteen constructs, namely: business case, moral case, society, stakeholders, green manufacturing, pollution, environmentally sustainable products, consumption, business social responsibility, labour and environmental laws, competitive advantage, welfare, obligation, effort, and guilt.

SECTION C: SUBJECTIVE NORMS

Section C of the questionnaire gathered information on variables that measured the extent to which subjective norms affect entrepreneurs to engage in Sustainable Entrepreneurship. Various social pressures, for example, opinions of family, friends, customers, stakeholders and business partners, can be a significant influential factor for Sustainable Entrepreneurship. Sustainable entrepreneurial norm is driven by five constructs, namely: customer demands, competitors, investors, society, and employees or colleagues.

SECTION D: PERCEIVED BEHAVIOURAL CONTROLS

Section D of the questionnaire gathered information on the variables that were used to investigate whether perceived behavioural controls limit entrepreneurs to engage in Sustainable Entrepreneurship. Sustainable entrepreneurial perceived behaviour is driven by eight constructs, namely: core business, competitive advantage, resources, confidence, state of the environment, consumption, budget, and lack of information.

3.11 DATA QUALITY CONTROL

According to Bell, Bryman, and Harley (2018), there are two main criteria used for evaluating a measuring tool; this is known as validity and reliability.

3.11.1 VALIDITY

Validity is referred to as the degree to which the instrument measures what it intends to measure for the researcher to be able to address the objectives of the study (Bell *et al.* 2018). Furthermore, validity relates to the extent to which the conclusions drawn from the researcher are accurate (Bryman, 2016). According to Heale and Twycross (2015), the following are some of the different types of validity: face, content, construct, and concurrent.

a. FACE VALIDITY

Face validity will be high for a question if respondents perceive that it seems to measure that which it should be measuring. By merely examining an instrument, a researcher will decide if it is valid (Heale and Twycross, 2015). Face validity was ensured in this study since the questionnaire appeared to be measuring attitudes, subjective norms, and perceived behavioural control. This was confirmed with a pre-test performed on two of the participants.

b. CONTENT VALIDITY

Content validity measures the extent to which the measuring tool adequately covers the objectives of the study (Bell *et al.* 2018). To ensure content validity, the researcher reviewed the relevant literature on the perceptions of entrepreneurs on Sustainable Entrepreneurship. The literature review provided the reader with background information on the TPB. Furthermore, the findings of this study were compared to similar research studies.

c. CONSTRUCT VALIDITY

An instrument has construct validity if it measures the constructs that are intended to be measured (Bell *et al.* 2018). In other words, the instrument should measure the variable which it intends to measure. This study relied on a theoretical framework to ensure the construct validity of the research. For this research, constructs such as attitudes, subjective norms, and perceived behaviour were used as the lenses of the study to ensure construct validity. Furthermore, the survey questionnaire was developed using the constructs mentioned above.

d. PILOT TEST

Research involves costs and conducting a pilot study is always a good idea before the final research design is implemented. Pilot studies are preliminary small sample studies that help to identify potential design problems, particularly the research instrument (Walliman, 2016). The researcher carried out a pilot test to obtain the feasibility of the research study, the practical possibilities for carrying out the study, the correctness of certain concepts, and the adequacy of the method and instrument of measurement. The pilot study consisted of administering two survey questionnaires to two entrepreneurs. These pre-tests were carried out to check the dependability and consistency of the instrument. The feedback from the pilot test was used to adjust the research instrument if necessary. The findings of the pilot study did not form part of the data that were analysed for the study.

3.11.2 RELIABILITY

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

a. TEST-RETEST RELIABILITY

Test-retest reliability is a measure of reliability obtained by administering the same test twice over a period to a group of individuals. Reliability can differ with the various dynamics that affect how research participants respond to the test, including their interruptions, mood, and time of day (Sekaran and Bougie, 2016). To ensure test-retest reliability in the study, a pre-test of two questionnaires was done with the participants.

b. INTERNAL CONSISTENCY RELIABILITY

According to Heale and Twycross (2015), internal consistency reliability assesses individual research participants in a relationship with one another for their ability to provide consistently relevant results. Cronbach's alpha is the most common measure of internal consistency. It is most commonly used when there are multiple Likert questions in a survey questionnaire that forms the scale, and the researcher wishes to determine if the scale is reliable. Therefore, since self-administered questionnaires were considered appropriate for this study, this study used Cronbach Alpha statistical tool to test the reliability of the study.

3.12 DATA ANALYSIS

Data analysis and presentation involve editing, coding, cleaning, transforming raw data using statistical methods and interpreting the results into meaningful information (Battaglia, 2011). This study used questionnaires as a measuring tool to gather quantitative data from the research participants. The data from the questionnaires were captured and processed using SPSS version 25. The researcher chose SPSS as an analytical method to interpret the results as the software can handle large amounts of data and analyse and manipulate the data in an elaborate manner. SPSS also can order the data obtained into a suitable format that can be easily presented in a diagrammatical format. Descriptive statistics were used to analyse the demographic profile of the respondents, and inferential statistics were used to analyse the findings of each of the research objectives.

3.12.1 DESCRIPTIVE STATISTICS

Descriptive statistics include statistical procedures used to describe the population that is being studied. The data may be gathered from either a sample or a population, but the results help organise and explain the data. It is only possible to use descriptive statistics to describe the group being studied (Cox, 2018). Within the context of descriptive statistics, this study used a statistical technique called frequency distributions to analyse the demographics in the study. The theory about frequency distributions is explained hereunder.

3.12.1.1 FREQUENCY DISTRIBUTIONS

Frequency distributions involve the arrangement of values taken in a sample by variables. For example, for a frequency table, each entry in the table includes the frequencies or counts of values that occur in a given sample, producing a summary of value distributions for that sample (Burns, 2012).

3.12.2 INFERENCE STATISTICS

Inferential statistics focuses on making predictions or inferences about a population from observations and analyses of a sample. It is used to compare two or more datasets and to explore whether and how they differ. This allows the researcher to generalise beyond his or her dataset to conclude a more significant population (Bee, Brooks, Callaghan and Lovell, 2018). Within the context of inferential statistics, this study used a statistical technique called Pearson's Correlation Coefficient to measure the variables of the study.

The theory of Pearson's Correlation Coefficient is explained hereunder.

3.12.2.1 PEARSON'S CORRELATION COEFFICIENT ANALYSIS

The correlational analysis shows which variables are linked to each other in a data set. Bell and Bryman (2011) explain that bivariate analysis is concerned with the analysis of two variables at a time to uncover whether or not the two variables are related. Pearson's correlation analysis is one of the methods used to examine relationships between intervals or ratio variables. The main features of this method are as follows:

- The coefficient will almost certainly lie between 0 and 1; this indicates the strength of a relationship.

- The closer the coefficient is to 1, the stronger the relationship. The closer it is to 0, the weaker the relationship.
- The coefficient will be either positive or negative; this indicates the direction of a relationship.

This study has used Pearson's correlation method to study the perceptions of entrepreneurs on Sustainable Entrepreneurship. According to Keselman, Othman, and Wilcox (2013), Pearson's correlation remains a consistent estimator of the population correlation even when bivariate normality is not present. With that being said, a Likert scale can never generate normally distributed data, nor can it generate continuous data (Onuoha, 2018), who agrees with Ellison (2018), and argued that a Likert scale is commonly considered as ordinal; therefore, one does not need to worry about the normality of the data set.

3.13 ETHICAL CONSIDERATIONS

According to Connelly (2014), ethics is defined as "a code of behaviour considered correct". All researchers need to be aware of the ethics of research. Ethics involves two groups of individuals; those individuals conducting the research, who need to be mindful of their responsibilities and obligations, and those individuals who are researched upon who have fundamental rights that need to be protected. Therefore, this study had to be conducted with justice and fairness by reducing all possible risks. Participants needed to be aware of their rights. The ethical issues identified in a study may include informed consent, the right to anonymity and confidentiality, the right to privacy, justice, beneficence, and respect for individuals. The UKZN Ethics Committee granted ethical clearance (See Appendix A).

3.14 CONCLUSION

Chapter Three examined the research approaches used in this study. This chapter highlighted key research fundamentals such as research design, sample location, sample size, data collection methods, and methods of data analysis. In addition, this chapter explained and justified the methods and measures that were used in this research and outlined how validity and reliability concerns were addressed in this study. Furthermore, ethical issues were addressed. The next chapter presents and illustrates the systematic transformation of raw data into meaningful information.

4 PRESENTATION OF RESULTS

4.1 INTRODUCTION

The previous chapter presented and discussed the research methodology for the study. This chapter provides a presentation of the research findings based on the data that was collected from entrepreneurs in Pietermaritzburg. The information was presented in alignment with the research objectives of the study, which were to:

- To investigate what motivates entrepreneurs to engage in Sustainable Entrepreneurship
- To determine how subjective norms impact entrepreneurs desire to engage in Sustainable Entrepreneurship
- To examine whether perceived behavioural controls limit entrepreneurs to engage in Sustainable Entrepreneurship

The results presented have been divided into four sections: Section A: Reliability Analysis; Section B: Profiles the Demographic Results of the Respondents; and Section C: Presentation of the Quantitative Results.

4.2 RESPONSE RATE

The target population of this study was two hundred and thirty-four (234) respondents. A total of two hundred and thirty-four (234) questionnaires were collected. The questionnaires were personally, hand-delivered to the respective companies by the researcher for completion by the selected respondents. There were measures taken to ensure the highest possible response rate. Regular reminders were sent to those companies that had volunteered to participate but had not yet done so. In addition to this, a telephone follow-up was done with these participants. These methods took place for two months. These methods helped to ensure a 100% response rate.

The breakdown of the response rate is shown in Figure 4.1 below.

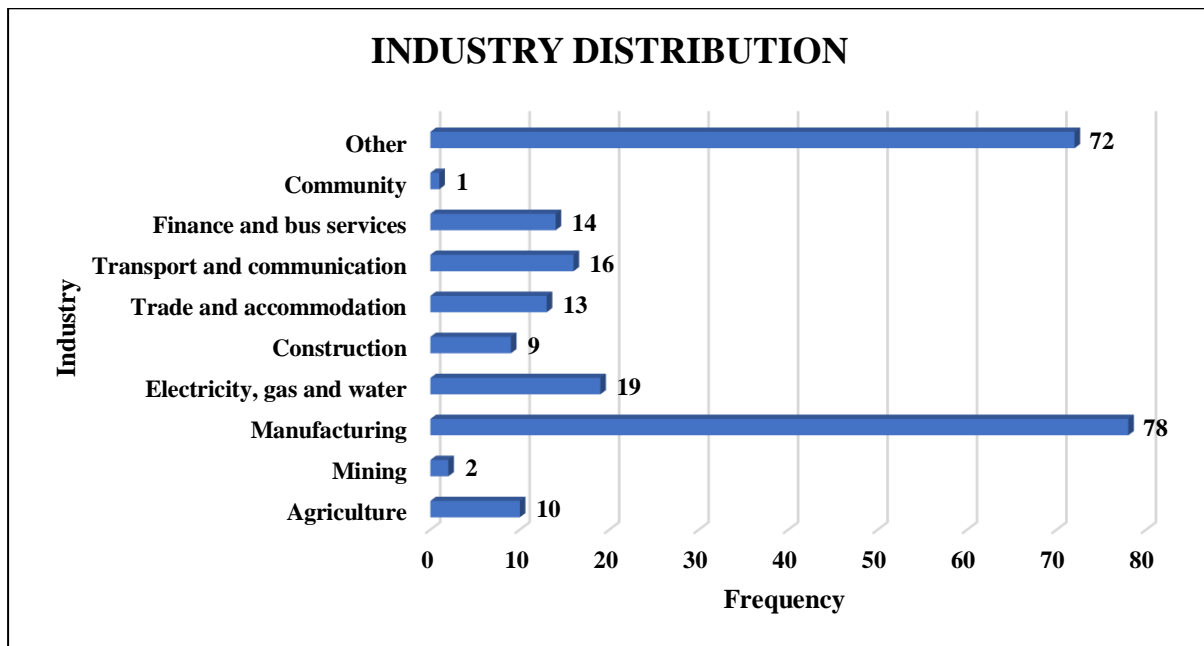


Figure 4.1: Industry Response Rate

Figure 4.1 showed that 33.3% of the respondents were from the manufacturing industry. 30.8% were not amongst the predefined industries and were therefore classified as other. These ventures operated from multiple sectors that included retail and service sectors. 8.1% of the respondents were from the electricity, gas, and water sector. This was followed by transport and communication, finance and bus services, and trade and accommodation with 6.9%, 6%, and 5.6%, respectively. Agriculture followed this with 4.3%. Construction, mining, and community had the least with 3.8%, 0.9%, and 0.4%, respectively.

4.3 SECTION A: RELIABILITY ANALYSIS: CRONBACH'S ALPHA

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. Cronbach's alpha was calculated for attitude, subjective norms, and perceived behavioural controls. The results are displayed in Table 4.1 below.

Table 4.1: Reliability Analysis: Cronbach's Alpha

Item	Number of Items	Cronbach's Alpha (%)
Overall questionnaire (B1-D9)	234	94.9
Attitude variables (B1-B16)	234	91.9
Subjective Norm variables (C1-C5)	234	83.5
Perceived Behavioural Control variables (D1-D8)	234	86.2

The reliability of the whole questionnaire had a Cronbach Alpha of 94.9%. This shows very high internal consistency from the questionnaire items. When an item was deleted, the scale did not show an increase in Cronbach Alpha except for PBC8, which had been earlier found to have negative correlations with other questions. Its increase was only 0.05%; hence, the item was not deleted from the questionnaire. Therefore, it can then be established that the researcher would get similar results if the questionnaire were administered on a larger sample of respondents.

4.4 SECTION B: DEMOGRAPHIC PROFILE OF THE PARTICIPANTS

Section B of the survey questionnaire was intended to collect background data about the participants. This section included questions concerning the participants' race, age, gender, nationality, level of educational qualification, number of years in current position, industrial setting in which they belong, age of their firm in years, the form of business, and how many workers are in the company. The empirical results are displayed in the sections below.

4.4.1 RACE OF THE PARTICIPANTS

The race representation of the empirical results is shown in Figure 4.2.

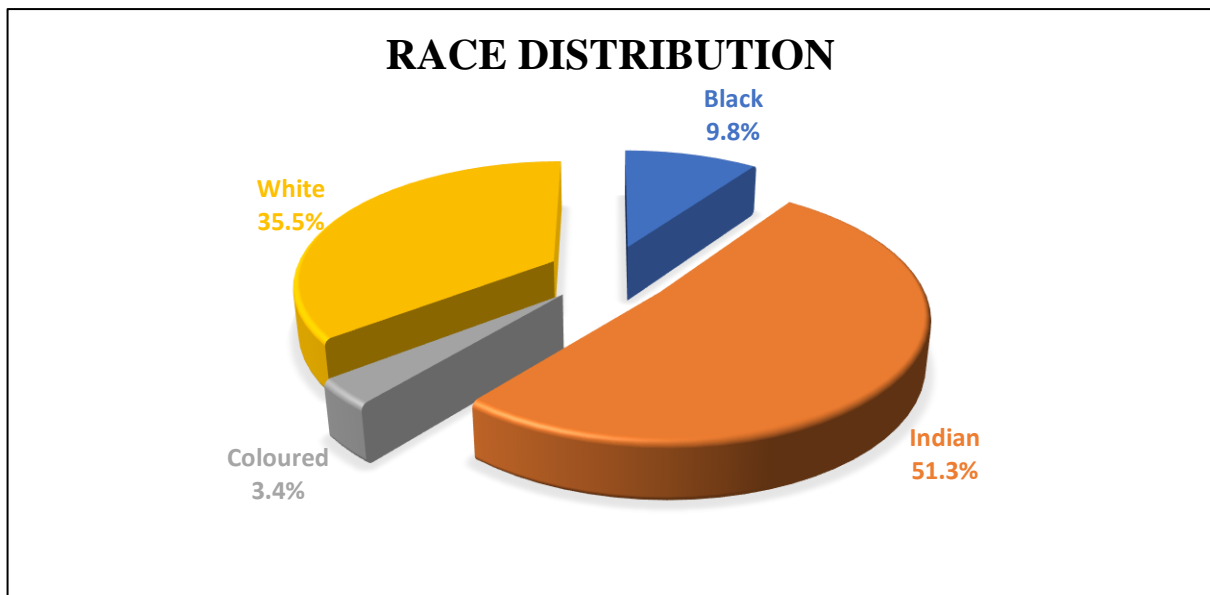


Figure 4.2: Race Distribution

The results show that the majority of the respondents were Indian, making up 51.3% of the sample, followed by White and Black people making up 35.5% and 9.8%, respectively. Coloureds were the least represented with 3.4%.

4.4.2 AGE DISTRIBUTION

The participants' age distribution is shown in Figure 4.3.

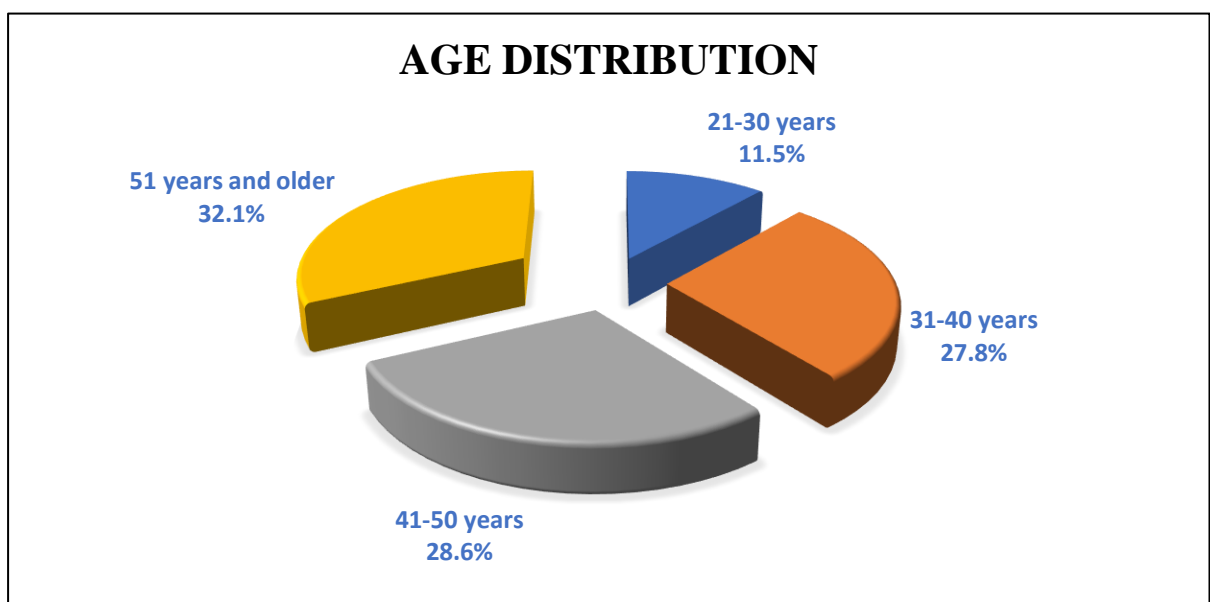


Figure 4.3: Age Distribution

The empirical results show that those 51 years and older made up 32.1% of the sample, while those between 41 and 50 years, and between 31 and 40 years, had an almost equal representation having 28.6% and 27.8%, respectively. The youngest who are between 21 and 30 were the least represented, making up 11.5% of the sample.

4.4.3 GENDER OF THE PARTICIPANTS

Figure 4.4 shows the gender representation of the empirical outcomes.

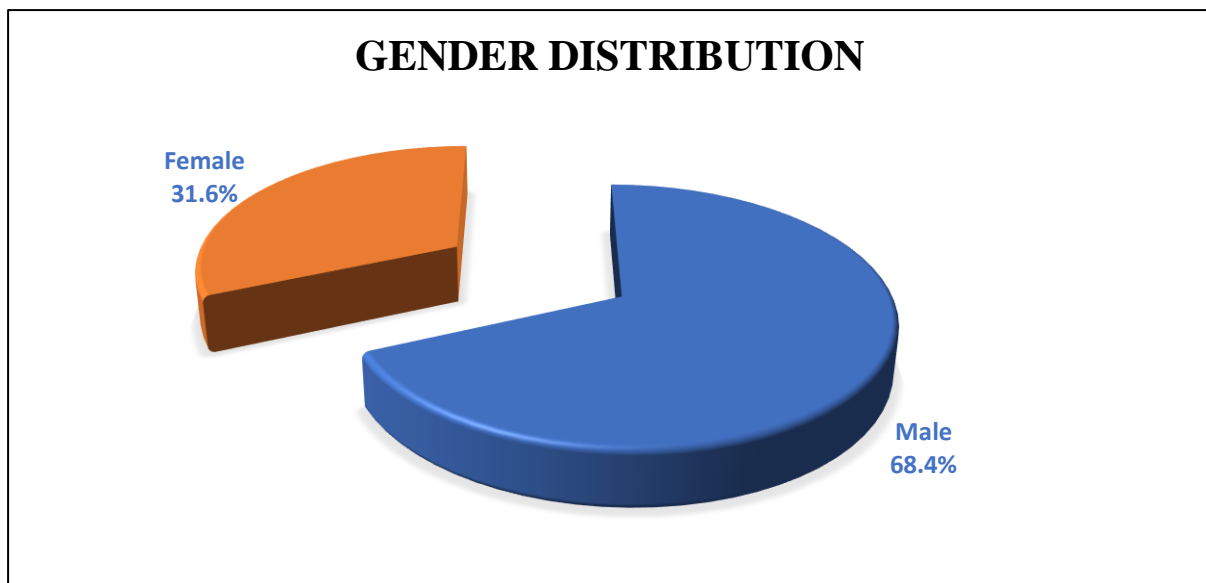


Figure 4.4: Gender Distribution

The sample was predominantly male, with males making up 68.4% and females making up only 31.6%, which is almost half the number of males.

4.4.4 NATIONALITY OF THE PARTICIPANTS

Figure 4.5 depicts the nationality of the participants.

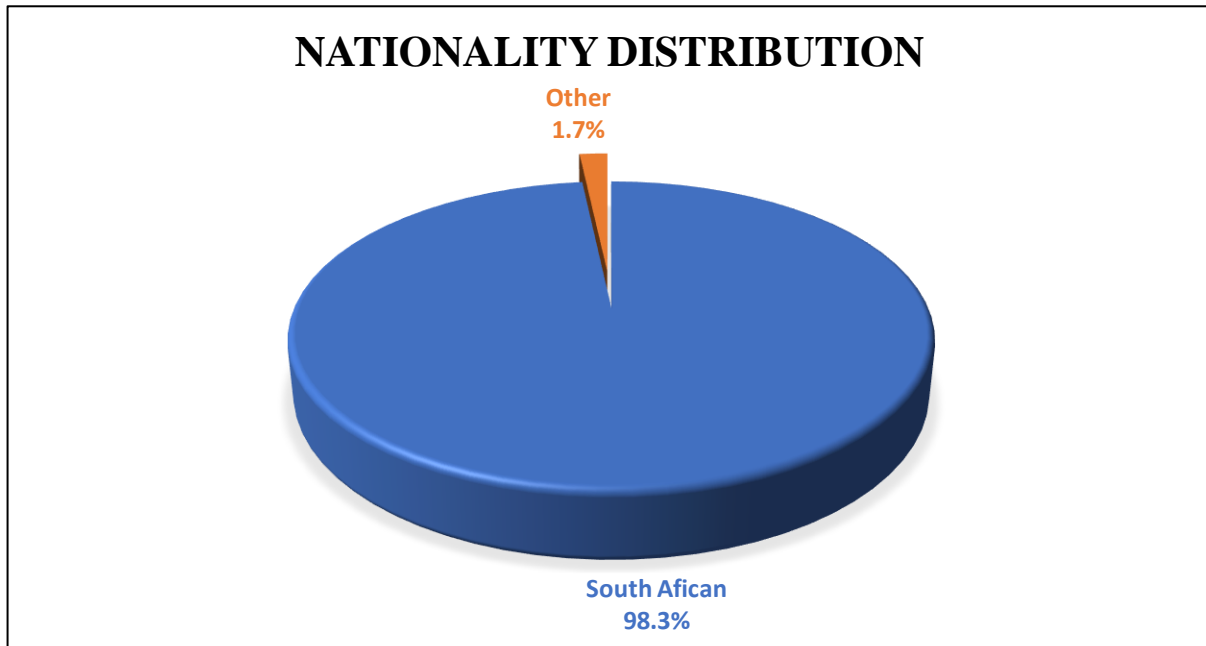


Figure 4.5: Nationality Distribution

Majority of the respondents were South African (98.3% of the sample), with only 1.7% of the respondents being foreign nationals.

4.4.5 LEVEL OF EDUCATIONAL QUALIFICATION OF THE PARTICIPANTS

The findings on the participants level of educational qualifications are shown in Figure 4.6 below.

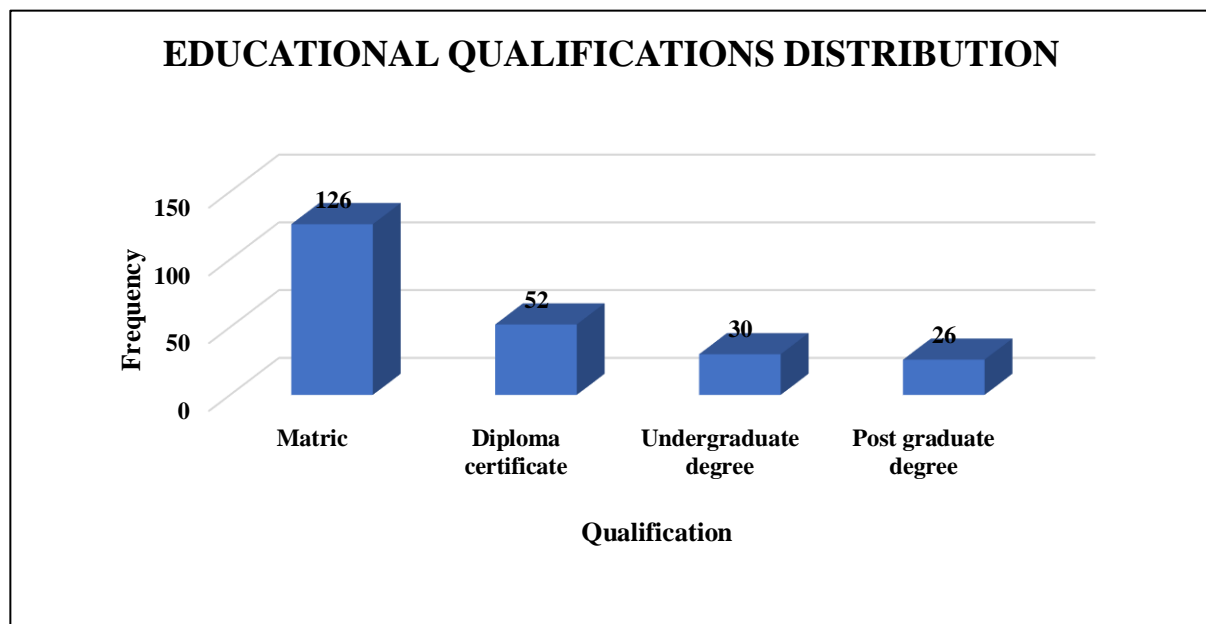


Figure 4.6: Educational Qualifications Distribution

Figure 4.6 shows that the majority of the respondents, 53.8%, had only a matric as the highest qualification attained. This is followed by 22.2% of respondents who had a diploma certificate. 12.8% had an undergraduate degree, and 11.1% had a postgraduate degree.

4.4.6 AGE OF FIRM IN YEARS

Figure 4.7 indicates the period of operation of the SMME.

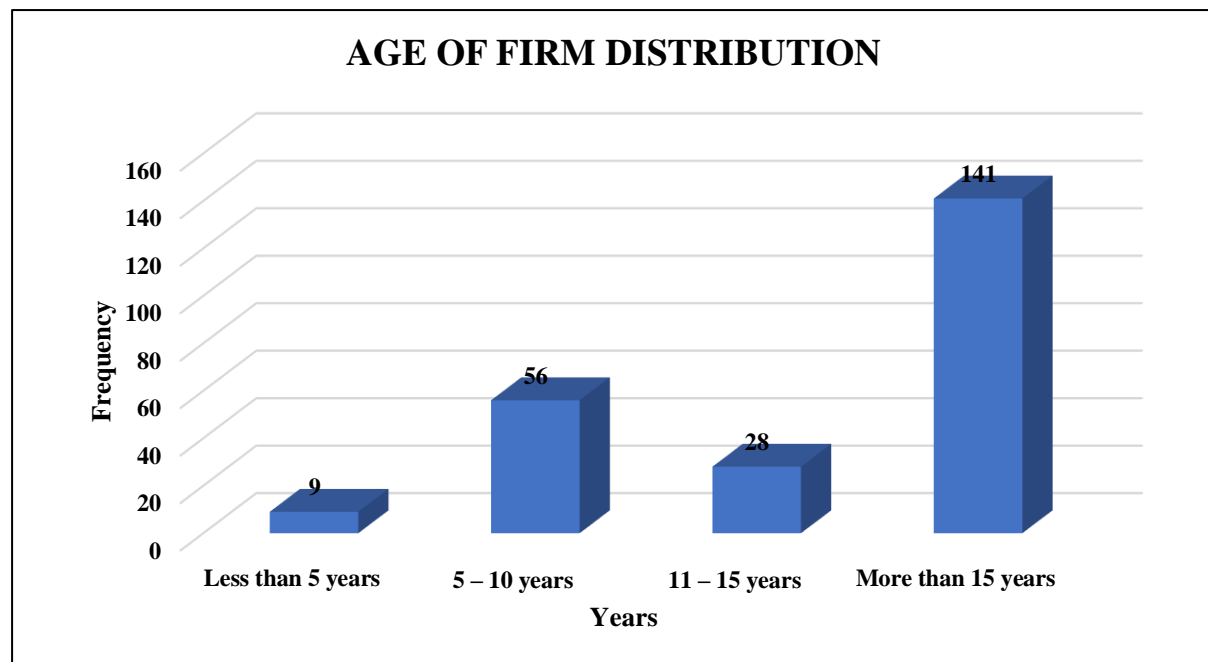


Figure 4.7: Age of Firm

The results show that 60.3% of the firms were in operation for more than 15 years. 12% have been around for 11-15 years, 23.9% have been around for 5-10 years, and 3.8% have been around for less than 5 years.

4.4.7 FORM OF BUSINESS

Figure 4.8 shows the outcome of the allocation of business forms.

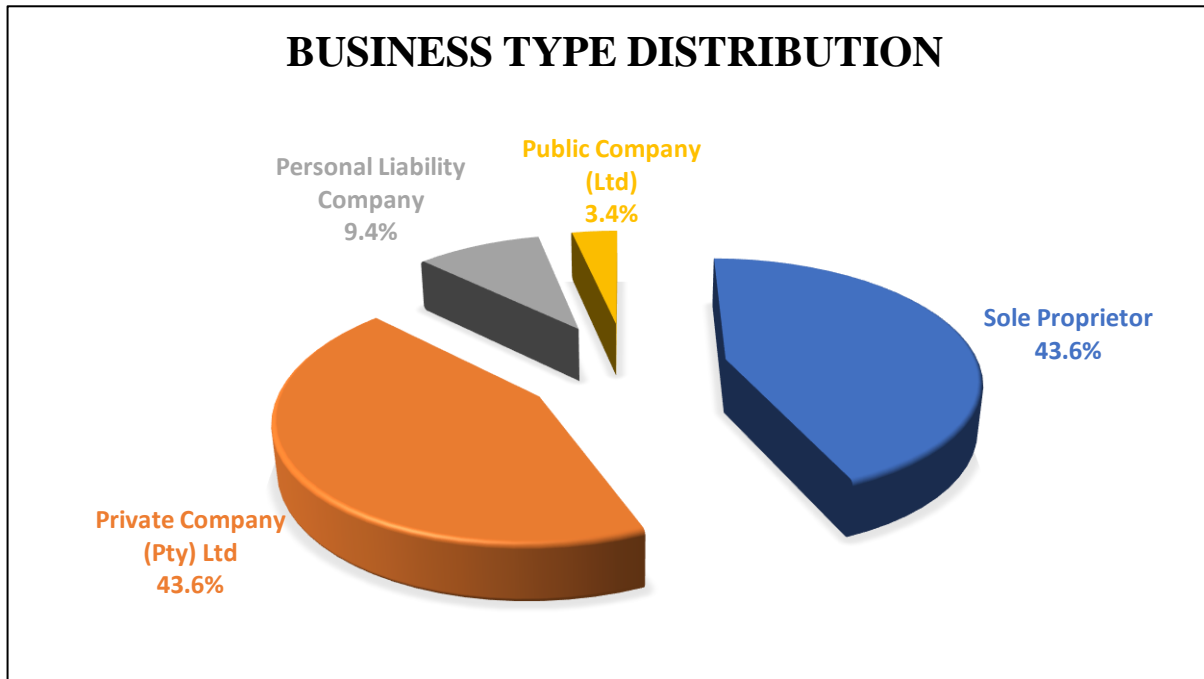


Figure 4.8: Business Type Distribution

There was an equal percentage of the Sole Proprietor and Private Company (Pty) Ltd businesses accounting for 43.6% each. Personal Liability Company followed with 9.4% and lastly, Public Company (Ltd) had 3.4% respectively.

4.4.8 NUMBER OF WORKERS IN PARTICIPANTS' COMPANY

The number of employees' distribution is displayed in Figure 4.9.

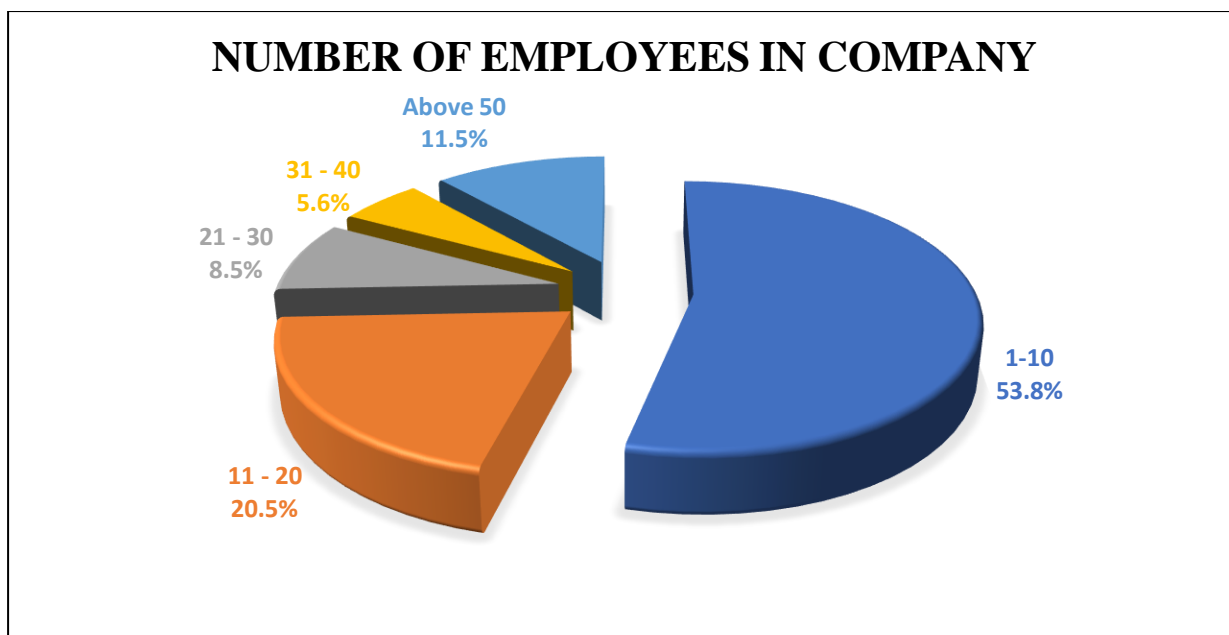


Figure 4.9: Number of Employees

When it came to the number of workers in the company, the results showed that 53.8% of the SMMEs had above 50 employees, 20.5% had between 11 and 20 employees, 11.5% between 1 and 10, 8.5% between 21 and 30 and 5.6% between 31 and 40.

4.5 SECTION C: PRESENTATION OF THE QUANTITATIVE RESULTS

Section C provided the statistical results of the survey questionnaire. The results are presented according to the research objectives, which are broken up into three main topics, which are: intention, subjective norms, and perceived behavioural controls. A five-point scale ranging from strongly disagree, disagree, neutral, agree, and strongly agree, were used. Each level was assigned a numeric value of 1 to 5, respectively. The score is in ascending order with the highest indicating a more positive reaction. The software used to record the data was SPSS by the use of inferential statistics.

4.5.1 INTERPRETATION OF RESULTS

The results of this study were presented in alignment with the research objectives of the study. Sustainable entrepreneurial intentions, sustainable entrepreneurial norms, and sustainable entrepreneurial perceived behaviour represented the independent variable of this study, while the Theory of Planned Behaviour variables represented the dependent variable. The researcher wanted to test how attitude, subjective norm, and perceived behavioural control affect the

intention of entrepreneurs towards engaging in sustainable practices. The researcher wanted to test how sustainable practices affect the variables of the Theory of Planned Behaviour. Pearson correlation was performed to test the strength of the relationships between these variables. This study has used Pearson's correlation method to study the perception of entrepreneurs on Sustainable Entrepreneurship.

4.5.2 RESEARCH OBJECTIVE ONE: TO INVESTIGATE WHAT MOTIVATES ENTREPRENEURS' TO ENGAGE IN SUSTAINABLE ENTREPRENEURSHIP

Under research objective one, the researcher explored the variables of sustainable entrepreneurial intentions in relation to what motivates entrepreneurs to engage in Sustainable Entrepreneurship. The psychological aspects, such as intention and motivation that drive entrepreneurs towards Sustainable Entrepreneurship, have not been addressed adequately in the current literature. This study measured entrepreneurs' intentions based on the following fifteen constructs, namely, business case, moral case, society, stakeholders, green manufacturing, pollution, environmentally sustainable products, consumption, business social responsibility, labour and environmental laws, competitive advantage, welfare, obligation, effort, and guilt.

Table 4.2 depicts the questions that were asked to gather the perceptions of entrepreneurs on the sustainable entrepreneurial intention variables of the Theory of Planned Behaviour:

Table 4.2: Sustainable Entrepreneurial Intention Distribution

Sustainable Entrepreneurial Intentions			Frequency Distribution				
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q1.	My company engages in Sustainable Entrepreneurship as part of its business case	Freq	9	7	35	95	88
		%	3.8	3.0	15.0	40.6	37.6
Q2.	My company engages in Sustainable Entrepreneurship as part of its moral case	Freq	8	5	36	93	92
		%	3.4	2.1	15.4	39.7	39.3
Q3.	My company engages in Sustainable Entrepreneurship to improve society	Freq	8	6	25	95	100
		%	3.4	2.6	10.7	40.6	42.7
Q4.	My company engages in Sustainable Entrepreneurship to create happiness amongst all its stakeholders	Freq	10	8	29	83	104
		%	4.3	3.4	12.4	35.5	44.4
Q5.	My company thinks manufacturing green products is a good idea	Freq	7	3	17	88	119
		%	3.0	1.3	7.3	37.6	50.9
Q6.	My company believes that sustainable practices will reduce pollution	Freq	5	8	20	73	128
		%	2.1	3.4	8.5	31.2	54.7
Q7.	My company derives pleasure in environmentally sustainable products	Freq	9	5	29	92	99
		%	3.8	2.1	12.4	39.3	42.3
Q8.	My company is willing to reduce its consumption to help protect the environment	Freq	3	7	20	82	122
		%	1.3	3.0	8.5	35.0	52.1

Q9.	My company understands business social responsibility as meeting consumer, employee, and community needs	Freq	2	1	10	81	140
		%	0.9	0.4	4.3	34.6	59.8
Q10.	My company's business social responsibility is to comply strictly with labour and environmental laws	Freq	2	4	12	65	151
		%	0.9	1.7	5.1	27.8	64.5
Q11.	Implementing socially responsible activities generates a competitive advantage for my company	Freq	9	7	30	97	91
		%	3.8	3.0	12.8	41.5	38.9
Q12.	I started my current business because I wanted to improve the welfare of my local community	Freq	11	25	51	73	74
		%	4.7	10.7	21.8	31.2	31.6
Q13.	As an entrepreneur, sustainable practices are important	Freq	3	1	8	98	124
		%	1.3	0.4	3.4	41.9	53.0
Q14.	As an entrepreneur, I feel a strong obligation to have sustainable practices in my company	Freq	5	4	16	97	112
		%	2.1	1.7	6.8	41.5	47.9
Q15.	As an entrepreneur, I am willing to put extra effort into sustainable practices in my company regularly	Freq	3	2	12	95	122
		%	1.3	0.9	5.1	40.6	52.1
Q16.	As an entrepreneur, I feel guilty when my company does not engage in sustainable practices	Freq	15	6	48	87	78
		%	6.4	2.6	20.5	37.2	33.3

BUSINESS CASE

Most (37.6%) of the respondents agreed strongly that their SMME engaged in Sustainable Entrepreneurship as part of their business case, while 40.6% were in agreement with this statement. 3.8% of the respondents strongly disagreed, while 3.0 disagreed, and 15% were neutral in their response. These findings imply that the majority of the respondents were in agreement that their company engaged in Sustainable Entrepreneurship as part of their

business case. A Pearson correlation coefficient was computed to assess whether there is a relationship between sustainable entrepreneurial intentions and the business case.

The following hypotheses were formulated and tested:

H1a: There is no relationship between sustainable entrepreneurial intentions and the business case.

H1b: There is a relationship between sustainable entrepreneurial intentions and the business case.

The results of this test are presented in Table 4.3:

Table 4.3: Pearson Correlation Test: Sustainable Entrepreneurial Intentions and Business Case

Correlations			
		As an entrepreneur, sustainable practices are important	My company engages in Sustainable Entrepreneurship as part of its business case
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.358*
	Sig. (2-tailed)		.000
	N	234	234
My company engages in Sustainable Entrepreneurship as part of its business case	Pearson Correlation	0.358*	1
	Sig. (2-tailed)	0.000	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “my company engages in Sustainable Entrepreneurship as part of its business case” is 0.358. This coefficient shows that there is a moderately positive relationship between “as an entrepreneur, sustainable practices are important” and “my company engages in Sustainable Entrepreneurship as part of its business case”. The P-value of this correlation coefficient is

0.000, which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

MORAL CASE

Most of the respondents (39.3%) strongly agreed that their SMME engaged in Sustainable Entrepreneurship as part of its moral case, while 39.7% agreed, 3.4% of the respondents strongly disagreed, while 2.1% disagreed that they engaged in Sustainable Entrepreneurship as part of its moral case, and 15.4% had a neutral view. These findings indicate that majority of the respondents were in agreement that their company engaged in Sustainable Entrepreneurship as part of their moral case. A Pearson correlation coefficient was computed to assess whether there is a relationship between sustainable entrepreneurial intentions and the moral case.

The following hypotheses were formulated and tested:

H2a: There is no relationship between sustainable entrepreneurial intentions and the moral case.

H2b: There is a relationship between sustainable entrepreneurial intentions and the moral case.

The results of this test are presented in Table 4.4:

Table 4.4: Pearson Correlation Test: Sustainable Entrepreneurial Intentions and Moral Case

Correlations			
		As an entrepreneur, sustainable practices are important	My company engages in Sustainable Entrepreneurship as part of its moral case
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.372*
	Sig. (2-tailed)		0.000
	N	234	234
My company engages in Sustainable Entrepreneurship as part of its moral case	Pearson Correlation	0.372*	1
	Sig. (2-tailed)	0.000	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “my company engages in Sustainable Entrepreneurship as part of its moral case” is 0.372. This coefficient shows that there is a moderately positive relationship between “as an entrepreneur, sustainable practices are important” and “my company engages in Sustainable Entrepreneurship as part of its moral case”. The P-value of this correlation coefficient is 0.000, which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

SOCIETY

The participants were asked to indicate whether their SMME engaged in Sustainable Entrepreneurship to improve society. The results revealed that majority (42.7%) of the respondents strongly agreed, 40.6% agreed, 3.4% of the respondents strongly disagreed, while 2.6% disagreed, and on the other hand, 10.7% gave a neutral response. The results indicated that majority of the respondents were in agreement that they engaged in Sustainable Entrepreneurship to improve society. A Pearson correlation coefficient was computed to assess whether there is a relationship between sustainable entrepreneurial intentions and society.

The following hypotheses were formulated and tested:

H3a: There is no relationship between sustainable entrepreneurial intentions and society.

H3b: There is a relationship between sustainable entrepreneurial intentions and society.

The results of this test are presented in Table 4.5:

Table 4.5: Pearson Correlation Test: Sustainable Entrepreneurial Intentions and Society

Correlations			
		As an entrepreneur, sustainable practices are important	My company engages in Sustainable Entrepreneurship to improve society
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.333*
	Sig. (2-tailed)		0.000
	N	234	234
My company engages in Sustainable Entrepreneurship to improve society	Pearson Correlation	0.333*	1
	Sig. (2-tailed)	0.000	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “my company engages in Sustainable Entrepreneurship to improve society” is 0.333. This coefficient shows that there is a moderately positive relationship between “as an entrepreneur, sustainable practices are important” and “my company engages in Sustainable Entrepreneurship to improve society”. The P-value of this correlation coefficient is 0.000 which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

STAKEHOLDERS

The results revealed that majority (44.4%) of the respondents strongly agreed to the question, “My company engages in Sustainable Entrepreneurship to create happiness amongst all its stakeholders”, 35.5% agreed, 4.3% strongly disagreed, 3.4% disagreed, and 12.4% were neutral. Ultimately, it can be seen that majority of the respondents were in agreement that they engaged in Sustainable Entrepreneurship to create happiness amongst all its stakeholders. A Pearson correlation coefficient was computed to assess whether there is a relationship between sustainable entrepreneurial intentions and stakeholders.

The following hypotheses were formulated and tested:

H4a: There is no relationship between sustainable entrepreneurial intentions and stakeholders

H4b: There is a relationship between sustainable entrepreneurial intentions and stakeholders.

The results of this test are presented in Table 4.6:

Table 4.6: Pearson Correlation Test: Sustainable Entrepreneurial Intentions and Stakeholders

Correlations			
		As an entrepreneur, sustainable practices are important	My company engages in Sustainable Entrepreneurship to create happiness amongst all its stakeholders
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.223*
	Sig. (2-tailed)		0.001
	N	234	234
My company engages in Sustainable Entrepreneurship to create happiness amongst all its stakeholders	Pearson Correlation	0.223*	1
	Sig. (2-tailed)	0.001	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “my company engages in Sustainable Entrepreneurship to create happiness amongst all its stakeholders” is 0.223. This coefficient shows that there is a weakly positive relationship between “as an entrepreneur, sustainable practices are important” and “my company engages in Sustainable Entrepreneurship to create happiness amongst all its stakeholders”. The P-value of this correlation coefficient is 0.001, which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

GREEN MANUFACTURING

The participants were asked to indicate whether their SMME thinks manufacturing green products is a good idea. The results showed that majority (50.9%) of the respondents strongly agreed, 37.6% agreed, 3.0% strongly disagreed, 1.3% of the respondents disagreed, and 7.3% were of a neutral view. A Pearson correlation coefficient was computed to assess whether there is a relationship between sustainable entrepreneurial intentions and whether manufacturing green products is a good idea.

The following hypotheses were formulated and tested:

H5a: There is no relationship between sustainable entrepreneurial intentions and manufacturing green products.

H5b: There is a relationship between sustainable entrepreneurial intentions and manufacturing green products.

The results of this test are presented in Table 4.7:

Table 4.7: Pearson Correlation Test: Sustainable Entrepreneurial Intentions and Green Manufacturing

Correlations			
		As an entrepreneur, sustainable practices are important	My company thinks manufacturing green products is a good idea
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.390*
	Sig. (2-tailed)		0.000
	N	234	234
My company thinks manufacturing green products is a good idea	Pearson Correlation	0.390*	1
	Sig. (2-tailed)	0.000	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “my company thinks manufacturing green products is a good idea” is 0.390. This coefficient shows that there is a moderately positive relationship between “as an entrepreneur, sustainable practices are important” and “my company thinks manufacturing green products is a good idea”. The P-value of this correlation coefficient is 0.000 which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

POLLUTION

The results showed that 54.7% of the respondents strongly agreed that their SMME believed that sustainable practices would reduce pollution, 31.2% of the respondents agreed, 2.1% strongly disagreed, 3.4% disagreed, and 8.5% had a neutral view. A Pearson correlation coefficient was computed to assess whether there is a relationship between sustainable entrepreneurial intentions and whether the company believed that sustainable practices would reduce pollution.

The following hypotheses were formulated and tested:

H6a: There is no relationship between sustainable entrepreneurial intentions and the company believing that sustainable practices will reduce pollution.

H6b: There is a relationship between sustainable entrepreneurial intentions and the company believing that sustainable practices will reduce pollution.

The results of this test are presented in Table 4.8:

Table 4.8: Pearson Correlation Test: Sustainable Entrepreneurial Intentions and Pollution

Correlations			
		As an entrepreneur, sustainable practices are important	My company believes that sustainable practices will reduce pollution
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.351*
	Sig. (2-tailed)		0.000
	N	234	234
My company believes that sustainable practices will reduce pollution	Pearson Correlation	0.351*	1
	Sig. (2-tailed)	0.000	
	N	234	234

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

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “my company believes that sustainable practices will reduce pollution” is 0.351. This coefficient shows that there is a moderately positive relationship between “as an entrepreneur, sustainable practices are important” and “my company believes that sustainable practices will reduce pollution”. The P-value of this correlation coefficient is 0.000, which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

ENVIRONMENTALLY SUSTAINABLE PRODUCTS

The participants were asked to indicate whether their SMME derives pleasure in environmentally sustainable products. The results revealed that 42.3% of the respondents strongly agreed, 39.3% agreed, 3.8% strongly disagreed, 2.1% disagreed with the statement, and 12.4% were of a neutral view. A Pearson correlation coefficient was computed to assess whether there is a relationship between sustainable entrepreneurial intentions and whether the company derives pleasure in environmentally sustainable products.

The following hypotheses were formulated and tested:

H7a: There is no relationship between sustainable entrepreneurial intentions and the company deriving pleasure from environmentally sustainable products.

H7b: There is a relationship between sustainable entrepreneurial intentions and the company deriving pleasure from environmentally sustainable products.

The results of this test are presented in Table 4.9 below:

Table 4.9: Pearson Correlation Test: Sustainable Entrepreneurial Intentions and Environmentally Sustainable Products

Correlations			
		As an entrepreneur, sustainable practices are important	My company derives pleasure in environmentally sustainable products
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.349*
	Sig. (2-tailed)		0.000
	N	234	234
My company derives pleasure in environmentally sustainable products	Pearson Correlation	0.349*	1
	Sig. (2-tailed)	0.000	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “my company derives pleasure in environmentally sustainable products” is 0.349. This coefficient shows that there is a moderately positive relationship between “as an entrepreneur, sustainable practices are important” and “my company derives pleasure in environmentally sustainable products”. The P-value of this correlation coefficient is 0.000 which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

CONSUMPTION

The results showed that 52.1% of the respondents strongly agreed that their SMME is willing to reduce its consumption to help protect the environment, 35.0% agreed with the statement, 1.3% strongly disagreed, 3.0% disagreed, and the remaining 8.5% were of a neutral opinion. A Pearson correlation coefficient was computed to assess whether there is a relationship between sustainable entrepreneurial intentions and whether the company is willing to reduce its consumption to help protect the environment.

The following hypotheses were formulated and tested:

H8a: There is no relationship between sustainable entrepreneurial intentions and the company reducing its consumption to help protect the environment.

H8b: There is a relationship between sustainable entrepreneurial intentions and the company reducing its consumption to help protect the environment.

The results of this test are presented in Table 4.10:

Table 4.10: Pearson Correlation Test: Sustainable Entrepreneurial Intentions and Consumption

Correlations			
		As an entrepreneur, sustainable practices are important	My company is willing to reduce its consumption to help protect the environment
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.331*
	Sig. (2-tailed)		0.000
	N	234	234
My company is willing to reduce its consumption to help protect the environment	Pearson Correlation	0.331*	1
	Sig. (2-tailed)	0.000	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “my company is willing to reduce its consumption to help protect the environment” is 0.331. This coefficient shows that there is a moderately positive relationship between “as an entrepreneur, sustainable practices are important” and “my company is willing to reduce its consumption to help protect the environment”. The P-value of this correlation coefficient is 0.000 which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

BUSINESS SOCIAL RESPONSIBILITY

The respondents were asked to indicate whether their SMME understood business social responsibility as meeting consumer, employee, and community needs. The results showed that the majority (59.8%) of the respondents strongly agreed, 34.6% agreed, 0.9% strongly disagreed, 0.4% disagreed, and the remaining 4.3% were neutral. A Pearson correlation coefficient was computed to assess whether there is a relationship between sustainable entrepreneurial intentions and business social responsibility.

The following hypotheses were formulated and tested:

H9a: There is no relationship between sustainable entrepreneurial intentions and the company understanding business social responsibility as meeting consumer, employee, and community needs.

H9b: There is a relationship between sustainable entrepreneurial intentions and the company understanding business social responsibility as meeting consumer, employee, and community needs.

The results of this test are presented in Table 4.11:

Table 4.11: Pearson Correlation Test: Sustainable Entrepreneurial Intentions and Business Social Responsibility

Correlations			
		As an entrepreneur, sustainable practices are important	My company understands business social responsibility as meeting consumer, employee, and community needs
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.475*
	Sig. (2-tailed)		0.000
	N	234	234
My company understands business social responsibility as meeting consumer, employee, and community needs	Pearson Correlation	0.475*	1
	Sig. (2-tailed)	0.000	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “my company understands business social responsibility as meeting consumer, employee, and community needs” is 0.475. This coefficient shows that there is a moderately positive relationship between “as an entrepreneur, sustainable practices are important” and “my company understands business social responsibility as meeting consumer, employee, and community needs”. The P-value of this correlation coefficient is 0.000, which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

LABOUR AND ENVIRONMENTAL LAWS

The respondents were asked to indicate whether their SMMEs business social responsibility is to comply strictly with labour and environmental laws. The results revealed that majority (64.5%) of the respondents strongly agreed, 27.8% agreed, 0.9% strongly disagreed, 1.7% disagreed, and 5.1% were of a neutral view. A Pearson correlation coefficient was computed to assess whether there is a relationship between sustainable entrepreneurial intentions and

whether the company's business social responsibility is to comply strictly with labour and environmental laws.

The following hypotheses were formulated and tested:

H10a: There is no relationship between sustainable entrepreneurial intentions and the company complying with labour and environmental laws.

H10b: There is a relationship between sustainable entrepreneurial intentions and the company complying with labour and environmental laws.

The results of this test are presented in Table 4.12:

Table 4.12: Pearson Correlation Test: Sustainable Entrepreneurial Intentions and Labour and Environmental Laws

Correlations			
		As an entrepreneur, sustainable practices are important	My company's business social responsibility is to comply strictly with labour and environmental laws
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.463*
	Sig. (2-tailed)		0.000
	N	234	234
My company's business social responsibility is to comply strictly with labour and environmental laws	Pearson Correlation	0.463*	1
	Sig. (2-tailed)	0.000	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “my company's business social responsibility is to comply strictly with labour and environmental laws” is 0.463. This coefficient shows that there is a moderately positive relationship between “as an entrepreneur, sustainable practices are important” and “my company's business social responsibility is to comply strictly with labour and environmental laws”. The P-value of this

correlation coefficient is 0.000, which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

COMPETITIVE ADVANTAGE

The results revealed that 38.9% strongly agreed that implementing socially responsible activities generates a competitive advantage for their SMME, 41.5% agreed, 3.8% strongly disagreed, 3.05% disagreed, and 12.8% were of a neutral view. A Pearson correlation coefficient was computed to assess whether there is a relationship between sustainable entrepreneurial intentions and whether implementing socially responsible activities generates a competitive advantage for the company.

The following hypotheses were formulated and tested:

H11a: There is no relationship between sustainable entrepreneurial intentions and generating a competitive advantage for the company.

H11b: There is a relationship between sustainable entrepreneurial intentions and generating a competitive advantage for the company.

The results of this test are presented in Table 4.13:

Table 4.13: Pearson Correlation Test: Sustainable Entrepreneurial Intentions and Competitive Advantage

Correlations			
		As an entrepreneur, sustainable practices are important	Implementing socially responsible activities generates a competitive advantage for my company
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.344*
	Sig. (2-tailed)		0.000
	N	234	234
Implementing socially responsible activities generates a competitive advantage for my company	Pearson Correlation	0.344*	1
	Sig. (2-tailed)	0.000	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “implementing socially responsible activities generates a competitive advantage for my company” is 0.344. This coefficient shows that there is a moderately positive relationship between “as an entrepreneur, sustainable practices are important” and “implementing socially responsible activities generates a competitive advantage for my company”. The P-value of this correlation coefficient is 0.000, which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

WELFARE

The respondents were asked to indicate whether they started their current business because they wanted to improve the well-being of their local community. The results revealed that 31.6% of the respondents strongly agreed with this, 31.2% agreed, 4.7% strongly disagreed, 10.7% disagreed, and 21.8% were neutral in their response. A Pearson correlation coefficient was computed to assess whether there is a relationship between sustainable entrepreneurial

intentions and whether the company started its current business because they wanted to improve the well-being of their local community.

The following hypotheses were formulated and tested:

H12a: There is no relationship between sustainable entrepreneurial intentions and improving the welfare of the local community.

H12b: There is a relationship between sustainable entrepreneurial intentions and improving the welfare of the local community.

The results of this test are presented in Table 4.14:

Table 4.14: Pearson Correlation Test: Sustainable Entrepreneurial Intentions and Welfare

Correlations			
		As an entrepreneur, sustainable practices are important	I started my current business because I wanted to improve the welfare in my local community
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.475*
	Sig. (2-tailed)		0.000
	N	234	234
I started my current business because I wanted to improve the welfare in my local community	Pearson Correlation	0.475*	1
	Sig. (2-tailed)	0.000	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “I started my current business because I wanted to improve the welfare in my local community” is 0.475. This coefficient shows that there is a moderately positive relationship between “as an entrepreneur, sustainable practices are important” and “I started my current business because I wanted to improve the welfare in my local community”. The P-value of this correlation

coefficient is 0.000, which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

OBLIGATION

When asked “as an entrepreneur, I feel a strong obligation to have sustainable practices in my company”, 47.9% of the respondents strongly agreed, 41.5% agreed. 2.1% strongly disagreed, 1.7% disagreed, and 6.8% gave a neutral response. A Pearson correlation coefficient was computed to assess whether there is a relationship between sustainable entrepreneurial intentions and whether entrepreneurs feel a strong obligation to have sustainable practices in their company.

The following hypotheses were formulated and tested:

H13a: There is no relationship between sustainable entrepreneurial intentions and entrepreneurs having a strong obligation to have sustainable practices in their company.

H13b: There is a relationship between sustainable entrepreneurial intentions and entrepreneurs having a strong obligation to have sustainable practices in their company.

The results of this test are presented in Table 4.15:

Table 4.15: Pearson Correlation Test: Sustainable Entrepreneurial Intentions and Obligation

Correlations			
		As an entrepreneur, sustainable practices are important	As an entrepreneur, I feel a strong obligation to have sustainable practices in my company
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.621*
	Sig. (2-tailed)		0.000
	N	234	234
As an entrepreneur, I feel a strong obligation to have sustainable practices in my company	Pearson Correlation	0.621*	1
	Sig. (2-tailed)	0.000	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “as an entrepreneur, I feel a strong obligation to have sustainable practices in my company” is 0.621. This coefficient shows that there is a strong positive relationship between “as an entrepreneur, sustainable practices are important” and “as an entrepreneur, I feel a strong obligation to have sustainable practices in my company”. The P-value of this correlation coefficient is 0.000, which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

EFFORT

The respondents were asked to indicate whether they are willing to put extra effort into sustainable practices in their SMME regularly. The results showed that 52.1% strongly agreed, 40.6% agreed, 1.3% strongly disagreed, 0.9% disagreed, and the remaining 5.1% were of a neutral view. A Pearson correlation coefficient was computed to assess whether there is a relationship between sustainable entrepreneurial intentions and whether entrepreneurs are willing to put extra effort into sustainable practices in their company regularly.

The following hypotheses were formulated and tested:

H14a: There is no relationship between sustainable entrepreneurial intentions and entrepreneurs putting extra effort into sustainable practices in their company.

H14b: There is a relationship between sustainable entrepreneurial intentions and entrepreneurs putting extra effort into sustainable practices in their company.

The results of this test are presented in Table 4.16:

Table 4.16: Pearson Correlation Test: Sustainable Entrepreneurial Intentions and Effort

Correlations			
		As an entrepreneur, sustainable practices are important	As an entrepreneur, I am willing to put extra effort into sustainable practices in my company regularly
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.659*
	Sig. (2-tailed)		0.000
	N	234	234
As an entrepreneur, I am willing to put extra effort into sustainable practices in my company regularly	Pearson Correlation	0.659*	1
	Sig. (2-tailed)	0.000	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “as an entrepreneur, I am willing to put extra effort into sustainable practices in my company regularly” is 0.659. This coefficient shows that there is a strong positive relationship between “as an entrepreneur, sustainable practices are important” and “as an entrepreneur, I am willing to put extra effort into sustainable practices in my company regularly”. The P-value of this correlation coefficient is 0.000, which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

GUILT

The respondents were asked to indicate whether they feel guilty when their SMME does not engage in sustainable practices. 33.3% of the respondents strongly agreed with this, 37.2% agreed, 6.4% strongly disagreed, while 2.6% disagreed, and the remaining 20.5% were neutral. A Pearson correlation coefficient was computed to assess whether there is a relationship between sustainable entrepreneurial intentions and whether entrepreneurs feel guilty when their company does not engage in sustainable practices.

The following hypotheses were formulated and tested:

H15a: There is no relationship between sustainable entrepreneurial intentions and entrepreneurs feeling guilty when their company does not engage in sustainable practices.

H15b: There is a relationship between sustainable entrepreneurial intentions and entrepreneurs feeling guilty when their company does not engage in sustainable practices.

The results of this test are presented in Table 4.17:

Table 4.17: Pearson Correlation Test: Sustainable Entrepreneurial Intentions and Guilt

Correlations			
		As an entrepreneur, sustainable practices are important	As an entrepreneur, I feel guilty when my company does not engage in sustainable practices
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.393*
	Sig. (2-tailed)		0.000
	N	234	234
As an entrepreneur, I feel guilty when my company does not engage in sustainable practices	Pearson Correlation	0.393*	1
	Sig. (2-tailed)	0.000	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “as an entrepreneur, I feel guilty when my company does not engage in sustainable practices” is 0.393. This coefficient shows that there is a moderately positive relationship between “as an entrepreneur, sustainable practices are important” and “as an entrepreneur, I feel guilty when my company does not engage in sustainable practices”. The P-value of this correlation coefficient is 0.000, which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

4.5.3 RESEARCH OBJECTIVE TWO: TO DETERMINE HOW SUBJECTIVE NORMS IMPACT ENTREPRENEURS' DESIRE TO ENGAGE IN SUSTAINABLE ENTREPRENEURSHIP

Research objective two set out to explore how subjective norms impact entrepreneurs' desire to engage in Sustainable Entrepreneurship. The researcher examined the variables of sustainable entrepreneurial norms in relation to how subjective norms impact entrepreneur's desire to engage in Sustainable Entrepreneurship. The study measured sustainable entrepreneurial norms based on the following five constructs, namely, customer demands, competitors, investors, society, and employees or colleagues.

Table 4.18 depicts the questions that were asked to gather the perceptions of entrepreneurs on the sustainable entrepreneurial norm variables of the Theory of Planned Behaviour:

Table 4.18: Sustainable Entrepreneurial Norm Distribution

Sustainable Entrepreneurial Norm Distribution			Frequency Distribution				
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q1.	My company engages in Sustainable Entrepreneurship to meet the growing demand of sustainable consumption from our customers	Freq	7	8	23	123	73
		%	3.0	3.4	9.8	52.6	31.2
Q2.	My company engages in Sustainable Entrepreneurship because our competitors are leading by a moral case	Freq	24	27	39	85	59
		%	10.3	11.5	16.7	36.3	25.2
Q3.	My company engages in Sustainable Entrepreneurship to satisfy the needs of our investors	Freq	23	15	41	89	66
		%	9.8	6.4	17.5	38.0	28.2

Q4.	Society expects my company to engage in environmentally sustainable product usage behaviour	Freq	10	11	35	103	75
		%	4.3	4.7	15.0	44.0	32.1
Q5.	My employees/colleagues think I should implement sustainable practices into my organisation	Freq	13	16	49	92	64
		%	5.6	6.8	20.9	39.3	27.4

CUSTOMER DEMANDS

The respondents were asked to indicate whether their SMME engaged in Sustainable Entrepreneurship to meet the growing demand for sustainable consumption from their customers. The majority (31.2%) of the respondents strongly agreed with the statement, while 52.6% agreed. 3.0% strongly disagreed, 3.4% did not agree, and 9.8% were of neutral opinion. Overall, majority of the respondents were in agreement that their company engaged in Sustainable Entrepreneurship to meet the growing demand for sustainable consumption from their customers. A Pearson correlation coefficient was computed to assess whether there is a relationship between sustainable entrepreneurial norms and customer demands.

The following hypotheses were formulated and tested:

H16a: There is no relationship between sustainable entrepreneurial norms and customer demands.

H16b: There is a relationship between sustainable entrepreneurial norms and customer demands.

The results of this test are presented in Table 4.19:

Table 4.19: Pearson Correlation Test: Sustainable Entrepreneurial Norms and Customer Demands

Correlations			
		As an entrepreneur, sustainable practices are important	My company engages in Sustainable Entrepreneurship to meet the growing demand for sustainable consumption from our customers
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.398*
	Sig. (2-tailed)		0.000
	N	234	234
My company engages in Sustainable Entrepreneurship to meet the growing demand for sustainable consumption from our customers	Pearson Correlation	0.398*	1
	Sig. (2-tailed)	0.000	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “my company engages in Sustainable Entrepreneurship to meet the growing demand for sustainable consumption from our customers” is 0.398. This coefficient shows that there is a moderately positive relationship between “as an entrepreneur, sustainable practices are important” and “my company engages in Sustainable Entrepreneurship to meet the growing demand for sustainable consumption from our customers”. The P-value of this correlation coefficient is 0.000, which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

COMPETITORS

The results revealed that 25.2% of the respondents strongly agreed that their SMME engaged in Sustainable Entrepreneurship because their competitors were leading by a moral case, while

36.3% were in agreement with this, 10.3% strongly disagreed, 11.5% disagreed, and 16.7% were neutral. A Pearson correlation coefficient was computed to assess whether there is a relationship between sustainable entrepreneurial norms and competitors.

The following hypotheses were formulated and tested:

H17a: There is no relationship between sustainable entrepreneurial norms and competitors.

H17b: There is a relationship between sustainable entrepreneurial norms and competitors.

The results of this test are presented in Table 4.20:

Table 4.20: Pearson Correlation Test: Sustainable Entrepreneurial Norms and Competitors

Correlations			
		As an entrepreneur, sustainable practices are important	My company engages in Sustainable Entrepreneurship because our competitors are leading by a moral case
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.252*
	Sig. (2-tailed)		0.000
	N	234	234
My company engages in Sustainable Entrepreneurship because our competitors are leading by a moral case	Pearson Correlation	0.252*	1
	Sig. (2-tailed)	0.000	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “my company engages in Sustainable Entrepreneurship because our competitors are leading by a moral case” is 0.252. This coefficient shows that there is a weakly positive relationship between “as an entrepreneur, sustainable practices are important” and “my company engages in

Sustainable Entrepreneurship because our competitors are leading by a moral case”. The P-value of this correlation coefficient is 0.000, which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

INVESTORS

The respondents were asked to indicate whether their SMME engaged in Sustainable Entrepreneurship to satisfy the needs of their investors. The results revealed that 28.2% of the respondents strongly agreed, 38.0% agreed, 9.8% strongly disagreed, 6.4% did not agree, and the remaining 17.5% were of a neutral opinion. Overall, majority of the respondents were in agreement that their company engaged in Sustainable Entrepreneurship to satisfy the needs of their investors. A Pearson correlation coefficient was computed to assess whether there is a relationship between sustainable entrepreneurial norms and investors.

The following hypotheses were formulated and tested:

H18a: There is no relationship between sustainable entrepreneurial norms and investors.

H18b: There is a relationship between sustainable entrepreneurial norm and investors.

The results of this test are presented in Table 4.21:

Table 4.21: Pearson Correlation Test: Sustainable Entrepreneurial Norms and Investors

Correlations			
		As an entrepreneur, sustainable practices are important	My company engages in Sustainable Entrepreneurship to satisfy the needs of our investors
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.234*
	Sig. (2-tailed)		0.000
	N	234	234
My company engages in Sustainable Entrepreneurship to satisfy the needs of our investors	Pearson Correlation	0.234*	1
	Sig. (2-tailed)	0.000	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “my company engages in Sustainable Entrepreneurship to satisfy the needs of our investors” is 0.234. This coefficient shows that there is a weakly positive relationship between “as an entrepreneur, sustainable practices are important” and “my company engages in Sustainable Entrepreneurship to satisfy the needs of our investors”. The P-value of this correlation coefficient is 0.000, which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

SOCIETY

The respondents were asked to indicate whether society expected their SMME to engage in environmentally sustainable product usage behaviour. The results showed that 32.1% strongly agreed, 44.0% agreed, 4.3% strongly disagreed, 4.7% did not agree, and 15% were of a neutral view. Ultimately, it can be seen that majority of the respondents claimed that society expected their company to engage in environmentally sustainable product usage behaviour. A Pearson correlation coefficient was computed to assess whether there is a relationship between

sustainable entrepreneurial norms and whether society expected their company to engage in environmentally sustainable product usage behaviour.

The following hypotheses were formulated and tested:

H19a: There is no relationship between sustainable entrepreneurial norms and society expecting companies to engage in environmentally sustainable product usage behaviour.

H19b: There is a relationship between sustainable entrepreneurial norms and society expecting companies to engage in environmentally sustainable product usage behaviour.

The results of this test are presented in Table 4.22:

Table 4.22: Pearson Correlation Test: Sustainable Entrepreneurial Norms and Society

Correlations			
		As an entrepreneur, sustainable practices are important	Society expects my company to engage in environmentally sustainable product usage behaviour
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.354*
	Sig. (2-tailed)		0.000
	N	234	234
Society expects my company to engage in environmentally sustainable product usage behaviour	Pearson Correlation	0.354*	1
	Sig. (2-tailed)	0.000	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “society expects my company to engage in environmentally sustainable product usage behaviour” is 0.354. This coefficient shows that there is a moderately positive relationship between “as an entrepreneur, sustainable practices are important” and “society expects my company to engage in environmentally sustainable product usage behaviour”. The P-value of

this correlation coefficient is 0.000, which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

EMPLOYEES OR COLLEAGUES

The respondents were asked to indicate whether their employees or colleagues think they should implement sustainable practices in their SMME. The results showed that 27.4% of the respondents strongly agreed, 39.3% agreed, 5.6% strongly disagreed, 6.8% did not agree, and 20.9% were of a neutral view. Majority of the respondents were in agreement that their employees or colleagues think they should implement sustainable practices in their organisation. A Pearson correlation coefficient was computed to assess whether there is a relationship between sustainable entrepreneurial norms and whether their employees or colleagues think they should implement sustainable practices in their organisation.

The following hypotheses were formulated and tested:

H20a: There is no relationship between sustainable entrepreneurial norms and employees or colleagues.

H20b: There is a relationship between sustainable entrepreneurial norms and employees or colleagues.

The results of this test are presented in Table 4.23:

Table 4.23: Pearson Correlation Test: Sustainable Entrepreneurial Norms and Employees or Colleagues

Correlations			
		As an entrepreneur, sustainable practices are important	My employees/colleagues think I should implement sustainable practices into my organisation
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.328*
	Sig. (2-tailed)		0.000
	N	234	234
My employees/colleagues think I should implement sustainable practices into my organisation	Pearson Correlation	0.328*	1
	Sig. (2-tailed)	0.000	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “my employees or colleagues think I should implement sustainable practices into my organisation” is 0.328. This coefficient shows that there is a moderately positive relationship between “as an entrepreneur, sustainable practices are important” and “my employees or colleagues think I should implement sustainable practices into my organisation”. The P-value of this correlation coefficient is 0.000, which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

4.5.4 RESEARCH OBJECTIVE THREE: TO EXAMINE WHETHER PERCEIVED BEHAVIOURAL CONTROLS LIMIT ENTREPRENEURS TO ENGAGE IN SUSTAINABLE ENTREPRENEURSHIP

Research objective three set out to examine whether perceived behavioural controls limit entrepreneurs from engaging in Sustainable Entrepreneurship. The researcher explored the variables of sustainable entrepreneurial behavioural control in relation to whether perceived behavioural controls limit entrepreneurs to engage in Sustainable Entrepreneurship. This study measured sustainable entrepreneurial behavioural controls based on the following eight constructs, namely, core business, competitive advantage, resources, confidence, state of the environment, consumption, budget, and lack of information.

Table 4.24 below depicts the questions that were asked to gather the perceptions of entrepreneurs on the sustainable entrepreneurial behavioural control variables of the Theory of Planned Behaviour:

Table 4.24: Sustainable Entrepreneurial Behavioural Control Distribution

Sustainable Entrepreneurial Behavioural Control			Frequency Distribution				
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q1.	We engage in Sustainable Entrepreneurship because it forms part of our core business	Freq	11	11	31	104	77
		%	4.7	4.7	13.2	44.4	32.9
Q2.	We engage in Sustainable Entrepreneurship because it is our source of competitive advantage	Freq	15	13	28	99	79
		%	6.4	5.6	12.0	42.3	33.8
Q3.	We have all required resources to engage in Sustainable Entrepreneurship	Freq	12	15	41	102	64
		%	5.1	6.4	17.5	43.6	27.4
Q4.	Our company's confidence lies in manufacturing green products	Freq	12	23	65	73	61
		%	5.1	9.8	27.8	31.2	26.1
Q5.	Our company is concerned about the state of our environment	Freq	4	2	18	80	130
		%	1.7	0.9	7.7	34.2	55.6
Q6.	Our company is willing to reduce its consumption to help protect the environment	Freq	2	3	24	90	115
		%	0.9	1.3	10.3	38.5	49.1

Q7.	My budget allows me to implement sustainable practices	Freq	11	25	56	85	57
		%	4.7	10.7	23.9	36.3	24.4
Q8.	The lack of information regarding how to start sustainable practices makes it difficult for me to implement them	Freq	19	36	49	75	55
		%	8.1	15.4	20.9	32.1	23.5

CORE BUSINESS

Majority of the respondents (32.9%) strongly agreed that they engaged in Sustainable Entrepreneurship because it forms part of their core business, 44.4% agreed, 13.2% were of the neutral view, while those who disagreed and strongly disagreed each made up 4.7% of the respondents. However, there is a need to test if there is any association between sustainable entrepreneurial behavioural control and the core business of entrepreneurs. A Pearson correlation coefficient was computed to assess whether this relationship exists between sustainable entrepreneurial behavioural control and the core business of entrepreneurs.

The following hypotheses were formulated and tested:

H21a: There is no relationship between sustainable entrepreneurial behavioural control and engaging in Sustainable Entrepreneurship as part of the core business of the company.

H21b: There is a relationship between sustainable entrepreneurial behavioural control and engaging in Sustainable Entrepreneurship as part of the core business of the company.

The results of this test are presented in Table 4.25:

Table 4.25: Pearson Correlation Test: Sustainable Entrepreneurial Behavioural Control and Core Business

Correlations			
		As an entrepreneur, sustainable practices are important	We engage in Sustainable Entrepreneurship because it forms part of our core business
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.452*
	Sig. (2-tailed)		0.000
	N	234	234
We engage in Sustainable Entrepreneurship because it forms part of our core business	Pearson Correlation	0.452*	1
	Sig. (2-tailed)	0.000	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “we engage in Sustainable Entrepreneurship because it forms part of our core business” is 0.452. This coefficient shows that there is a moderately positive relationship between “as an entrepreneur, sustainable practices are important” and “we engage in Sustainable Entrepreneurship because it forms part of our core business”. The P-value of this correlation coefficient is 0.000, which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

COMPETITIVE ADVANTAGE

The respondents were asked to indicate if they engaged in Sustainable Entrepreneurship because it is their source of competitive advantage. Majority (33.8%) of the respondents strongly agreed, 42.3% agreed, 12% were neutral, and 6.4% strongly disagreed, while 5.6% disagreed. A Pearson correlation coefficient was computed to assess if there is any correlation between sustainable entrepreneurial behavioural control and competitive advantage.

The following hypotheses were formulated and tested:

H22a: There is no relationship between sustainable entrepreneurial behavioural control and competitive advantage.

H22b: There is a relationship between sustainable entrepreneurial behavioural control and competitive advantage.

The results of this test are presented in Table 4.26:

Table 4.26: Pearson Correlation Test: Sustainable Entrepreneurial Behavioural Control and Competitive Advantage

Correlations			
		As an entrepreneur, sustainable practices are important	We engage in Sustainable Entrepreneurship because it is our source of competitive advantage
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.397*
	Sig. (2-tailed)		0.000
	N	234	234
We engage in Sustainable Entrepreneurship because it is our source of competitive advantage	Pearson Correlation	0.397*	1
	Sig. (2-tailed)	0.000	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “we engage in Sustainable Entrepreneurship because it is our source of competitive advantage” is 0.397. This coefficient shows that there is a moderately positive relationship between “as an entrepreneur, sustainable practices are important” and “we engage in Sustainable Entrepreneurship because it is our source of competitive advantage”. The P-value of this correlation coefficient is 0.000, which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

RESOURCES

Respondents were asked to indicate whether their SMME had all the necessary resources to engage in Sustainable Entrepreneurship. The results revealed that 27.4% of the respondents strongly agreed, 43.6% agreed, 5.1% strongly disagreed, 6.4% disagreed, and the remaining 17.5% were of a neutral view. A Pearson correlation coefficient was computed to assess if there is any correlation between sustainable entrepreneurial behavioural control and resources.

The following hypotheses were formulated and tested:

H23a: There is no relationship between sustainable entrepreneurial behavioural control and resources.

H23b: There is a relationship between sustainable entrepreneurial behavioural control and resources.

The results of this test are presented in Table 4.27:

Table 4.27: Pearson Correlation Test: Sustainable Entrepreneurial Behavioural Control and Resources

Correlations			
		As an entrepreneur, sustainable practices are important	We have all required resources to engage in Sustainable Entrepreneurship
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.310*
	Sig. (2-tailed)		0.000
	N	234	234
We have all the required resources to engage in sustainable entrepreneurship	Pearson Correlation	0.310*	1
	Sig. (2-tailed)	0.000	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “we have all the required resources to engage in Sustainable Entrepreneurship” is 0.310. This coefficient shows that there is a moderately positive relationship between “as an entrepreneur,

sustainable practices are important” and “we have all the required resources to engage in Sustainable Entrepreneurship”. The P-value of this correlation coefficient is 0.000, which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

CONFIDENCE

Respondents were asked to indicate whether they engaged in Sustainable Entrepreneurship because their company’s confidence lies in manufacturing green products. The results revealed that 26.1% strongly agreed, 31.2% agreed, 5.1% strongly disagreed, 9.8% disagreed, and 27.8% were of a neutral view. A Pearson correlation coefficient was computed to assess if there is any correlation between sustainable entrepreneurial behavioural control and whether the company engaged in Sustainable Entrepreneurship because the company’s confidence lies in manufacturing green products.

The following hypotheses were formulated and tested:

H24a: There is no relationship between sustainable entrepreneurial behavioural control and manufacturing green products.

H24b: There is a relationship between sustainable entrepreneurial behavioural control and manufacturing green products.

The results of this test are presented in Table 4.28:

Table 4.28: Pearson Correlation Test: Sustainable Entrepreneurial Behavioural Control and Confidence

Correlations			
		As an entrepreneur, sustainable practices are important	Our company's confidence lies in manufacturing green products
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.193*
	Sig. (2-tailed)		0.003
	N	234	234
Our company's confidence lies in manufacturing green products	Pearson Correlation	0.193*	1
	Sig. (2-tailed)	0.003	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “our company’s confidence lies in manufacturing green products” is 0.193. This coefficient shows that there is a weakly positive relationship between “as an entrepreneur, sustainable practices are important” and “our company’s confidence lies in manufacturing green products”. The P-value of this correlation coefficient is 0.003, which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

STATE OF THE ENVIRONMENT

The results showed that majority (55.6%) of the respondents strongly agreed that their SMME engaged in Sustainable Entrepreneurship because their company is concerned about the state of the environment, 34.2% agreed, 7.7% were of neutral view, while those who disagreed and strongly disagreed each made up 0.9% and 1.7%, respectively. A Pearson correlation coefficient was computed to assess if there is any correlation between sustainable entrepreneurial behavioural control and engaging in Sustainable Entrepreneurship because the company is concerned about the state of the environment.

The following hypotheses were formulated and tested:

H25a: There is no relationship between sustainable entrepreneurial behavioural control and engaging in Sustainable Entrepreneurship because the company is concerned about the state of the environment.

H25b: There is a relationship between sustainable entrepreneurial behavioural control and engaging in Sustainable Entrepreneurship because the company is concerned about the state of the environment.

The results of this test are presented in Table 4.29:

Table 4.29: Pearson Correlation Test: Sustainable Entrepreneurial Behavioural Control and State of the Environment

Correlations			
		As an entrepreneur, sustainable practices are important	Our company is concerned about the state our environment
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.436*
	Sig. (2-tailed)		0.000
	N	234	234
Our company is concerned about the state our environment	Pearson Correlation	0.436*	1
	Sig. (2-tailed)	0.000	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “our company is concerned about the state our environment” is 0.436. This coefficient shows that there is a moderately positive relationship between “as an entrepreneur, sustainable practices are important” and “our company is concerned about the state our environment”. The P-value of this correlation coefficient is 0.000, which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

CONSUMPTION

The respondents were asked to indicate whether their SMME engaged in Sustainable Entrepreneurship because the company is willing to reduce its consumption to help protect the environment. The results showed that 49.1% of the respondents strongly agreed to the statement, 38.5% agreed, 0.9% strongly disagreed, 1.3% disagreed, and the remaining 10.3% were of a neutral view. A Pearson correlation coefficient was computed to assess if there is any correlation between sustainable entrepreneurial behavioural control and whether their company engaged in Sustainable Entrepreneurship because the company is willing to reduce its consumption to help protect the environment.

The following hypotheses were formulated and tested:

H26a: There is no relationship between sustainable entrepreneurial behavioural control and the company reducing its consumption to help protect the environment.

H26b: There is a relationship between sustainable entrepreneurial behavioural control and the company reducing its consumption to help protect the environment.

The results of this test are presented in Table 4.30:

Table 4.30: Pearson Correlation Test: Sustainable Entrepreneurial Behavioural Control and Consumption

Correlations			
		As an entrepreneur, sustainable practices are important	Our company is willing to reduce its consumption to help protect the environment
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.316*
	Sig. (2-tailed)		0.000
	N	234	234
Our company is willing to reduce its consumption to help protect the environment	Pearson Correlation	0.316*	1
	Sig. (2-tailed)	0.000	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “our company is willing to reduce its consumption to help protect the environment” is 0.316. This coefficient shows that there is a moderately positive relationship between “as an entrepreneur, sustainable practices are important” and “our company is willing to reduce its consumption to help protect the environment”. The P-value of this correlation coefficient is 0.000, which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

BUDGET

The respondents were asked to indicate whether they engaged in Sustainable Entrepreneurship because their budget allows them to implement sustainable practices. The results showed that 5.1% strongly disagreed, 9.8% disagreed, 27.8% were of a neutral view, 24.4% of the respondents strongly agreed, while 36.3% agreed. A Pearson correlation coefficient was computed to assess if there is any correlation between sustainable entrepreneurial behavioural control and whether the entrepreneurs engaged in Sustainable Entrepreneurship because their budget allows them to implement sustainable practices.

The following hypotheses were formulated and tested:

H27a: There is no relationship between sustainable entrepreneurial behavioural control and the budget that allows for entrepreneurs to implement sustainable practices.

H27b: There is a relationship between sustainable entrepreneurial behavioural control and the budget that allows for entrepreneurs to implement sustainable practices.

The results of this test are presented in Table 4.31:

Table 4.31: Pearson Correlation Test: Sustainable Entrepreneurial Behavioural Control and Budget

Correlations			
		As an entrepreneur, sustainable practices are important	My budget allows me to implement sustainable practices
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.247*
	Sig. (2-tailed)		0.000
	N	234	234
My budget allows me to implement sustainable practices	Pearson Correlation	0.247*	1
	Sig. (2-tailed)	0.000	
	N	234	234

*Correlation is significant at the 0.01 level (2-tailed).

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “my budget allows me to implement sustainable practices” is 0.247. This coefficient shows that there is a weakly positive relationship between “as an entrepreneur, sustainable practices are important” and “my budget allows me to implement sustainable practices”. The P-value of this correlation coefficient is 0.000, which is less than 0.01, thus implying that we reject the null hypothesis and conclude that there is a statistically significant relationship between the two variables.

LACK OF INFORMATION

The results showed that 23.5% of the respondents strongly agreed that the lack of information regarding how to start sustainable practices makes it difficult for them to implement them; 32.1 % agreed to this, 8.1% strongly disagreed, while 15.4% did not agree, leaving 20.9% who had a neutral response. A Pearson correlation coefficient was computed to assess if there is any correlation between sustainable entrepreneurial behavioural control and the lack of information regarding how to start sustainable practices.

The following hypotheses were formulated and tested:

H28a: There is no relationship between sustainable entrepreneurial behavioural control and the lack of information regarding how to start sustainable practices.

H28b: There is a relationship between sustainable entrepreneurial behavioural control and the lack of information regarding how to start sustainable practices.

The results of this test are presented in Table 4.32:

Table 4.32: Pearson Correlation Test: Sustainable Entrepreneurial Behavioural Control and Lack of Information

Correlations			
		As an entrepreneur, sustainable practices are important	The lack of information regarding how to start sustainable practices makes it difficult for me to implement them
As an entrepreneur, sustainable practices are important	Pearson Correlation	1	0.035
	Sig. (2-tailed)		0.589
	N	234	234
The lack of information regarding how to start sustainable practices make it difficult for me to implement them	Pearson Correlation	0.035	1
	Sig. (2-tailed)	0.589	
	N	234	234

The correlation (r) between “as an entrepreneur, sustainable practices are important” and “the lack of information regarding how to start sustainable practices makes it difficult for me to implement them” is 0.035. This coefficient shows that there is a weakly positive relationship between “as an entrepreneur, sustainable practices are important” and “the lack of information regarding how to start sustainable practices makes it difficult for me to implement them”. The P-value of this correlation coefficient is 0.589, which is more than 0.01, thus implying that we do not reject the null hypothesis and conclude that the relationship is not statistically significant.

4.6 CONCLUSION

The summary of results presented the perceptions of entrepreneurs on Sustainable Entrepreneurship. The findings for research objective one revealed that there is a statistically significant relationship between sustainable entrepreneurial intentions and all identified constructs. It was concluded that there is a strong positive relationship between the intentions and entrepreneur's effort into sustainable practices. A strong positive relationship was noticed between the intentions and practising sustainably. This is advocated in present entrepreneurial activities as most business owners practice lean manufacturing techniques and green marketing and management. The infringement of by-laws also forces entrepreneurs to meet specific sustainable targets. A weak-positive relationship was noticed between intentions and the need to please stakeholders. The business case, moral case, society, green manufacturing, pollution, environmentally sustainable products, consumption, business social responsibility, labour and environmental laws, competitive advantage, welfare, and guilt, all had a moderately positive relationship with sustainable entrepreneurial intentions. The findings for research objective two revealed that there is a statistically significant relationship between sustainable entrepreneurial norms and all identified constructs. It was concluded that the demands of customers, society, and employees or colleagues had a moderately positive relationship with sustainable entrepreneurial norms, whereas, competitors and investors had a weakly positive relationship with entrepreneurial norms. The demands placed by customers, society, and employees on companies can drive them to adopt sustainable practices. The findings for research objective three revealed that there is a statistically significant relationship between sustainable entrepreneurial behavioural control and all identified constructs, except for lack of information, which was not statistically significant. It was concluded that core business, competitive advantage, resources, state of the environment, consumption, and budget all had a moderately positive relationship with sustainable entrepreneurial behavioural control. The confidence in companies manufacturing green products had a weakly positive relationship with sustainable entrepreneurial behavioural control. The findings further indicated that budget and the lack of information had a weakly positive relationship with sustainable entrepreneurial behavioural control. The next chapter discusses the findings that are presented above.

5 DISCUSSION OF RESULTS

5.1 INTRODUCTION

The purpose of this chapter is to provide a theoretical discussion of the findings obtained through the questionnaires. The theory was used to discuss the results that sought to fulfil the objectives of the study. The preceding chapter provided a presentation of the analysed research findings based on the data that was collected from entrepreneurs in Pietermaritzburg. The following section presents a discussion of the results to be linked to existing literature, which was outlined in Chapter two of this study.

5.2 RESEARCH OBJECTIVE 1: TO INVESTIGATE WHAT MOTIVATES ENTREPRENEURS TO ENGAGE IN SUSTAINABLE ENTREPRENEURSHIP

The primary purpose of Research Objective One was to investigate what motivates entrepreneurs to engage in Sustainable Entrepreneurship. The researcher examined the variables of sustainable entrepreneurial intentions in relation to what motivates entrepreneurs to engage in Sustainable Entrepreneurship.

BUSINESS CASE

In relation to research objective one, the findings revealed that having sustainable entrepreneurial intentions results in entrepreneurs engaging in Sustainable Entrepreneurship as part of their business case. The results demonstrated under this construct match the findings of similar studies done by Swanton and Draper (2010), Schaltegger *et al.* (2012), and Schaltegger and Lüdeke-Freund (2013). A body of literature by Swanton and Draper (2010) asserted that a comprehensive business case is viewed as essential and should always be developed to realise the potential importance of investments. Schaltegger *et al.* (2012) mentioned that creating and managing a business case for sustainability is a real management challenge that simultaneously offers business opportunities and the ability to contribute to sustainable development. However, this requires purposeful Sustainable Entrepreneurship and corporate sustainability management. Schaltegger and Lüdeke-Freund (2013) further argued that realising a business

case for sustainability is an entrepreneurial and managerial challenge as it requires finding the “right” measures, in line with a company’s core business.

MORAL CASE

The empirical results revealed that sustainable entrepreneurial intentions had a moderate positive correlation with entrepreneurs engaging in Sustainable Entrepreneurship as part of their moral case. Overall, these findings are in accordance with the findings reported by Nhemachena and Murimbika (2018) and Bansal *et al.* (2019), who agreed that as many SMMEs are striving to embrace sustainability in their business models, more employees are asking their leaders to tackle critical social problems. It is essential for employees to make a moral case and persuade management that addressing the problem will help the bottom line of the company. There are different types of moral cases for social issues, e.g., sustainability, corporate social responsibility, corporate philanthropy, corporate volunteering programs, reducing poverty, treating employees well, and increasing diversity (Nhemachena and Murimbika, 2018; Bansal *et al.* 2019). Each of these cases are discussed in the sections below.

SOCIETY

The findings revealed that having sustainable entrepreneurial intentions results in entrepreneurs engaging in Sustainable Entrepreneurship to improve society. These results are similar to the findings of similar studies done by Urbaniec (2018) and Belz and Binder (2017), who both agreed that Sustainable Entrepreneurship plays a crucial role in uplifting society. Over the last decade, the desire to understand the impact and value of SMMEs on society has grown exponentially. The traditional understanding of value creation in terms of economic profit has extended to cover non-economic gains. SMMEs are now performing empirical tests on Sustainable Entrepreneurship initiatives by analysing how their company influences communities and society (Belz and Binder, 2017). According to Urbaniec (2018), Sustainable Entrepreneurship is being increasingly recognised as an essential component and as a promise to the future development of the whole society’s preoccupations. Belz and Binder (2017) further argued that Sustainable Entrepreneurship seeks to protect nature, support life, and the community, in the pursuit of perceived opportunities to create future products and processes for both economic as well as non-economic benefits for the people, the economy, and for society.

STAKEHOLDERS

It was further indicated that the sustainable entrepreneurial intentions variable had a weak positive correlation with entrepreneurs engaging in Sustainable Entrepreneurship to satisfy all of its stakeholders. This result ties well with previous studies by Escudero and Googins (2012), Randall *et al.* (2014), Lenssen *et al.* (2013), and McCormick and Pedersen (1996), wherein Escudero and Googins (2012) indicated that stakeholders are increasingly seen by scholars as co-creation partners who create innovations for sustainability and environmental sustainability; Randall *et al.* (2014) argued that the more stakeholders involved, the more value is created; and Lenssen *et al.* (2013) pointed out that the engagement of stakeholders is imperative for the creation of new products and services; Escudero and Googins (2012) further stressed that stakeholders are seen as crucial in solving social, economic, and environmental issues, and similarly, McCormick and Pedersen (1996) pointed out that SMMEs and NGOs can create environmental, economic, and social value through the co-creation of new products and services that address societal needs.

GREEN MANUFACTURING

The results found that having sustainable entrepreneurial intentions resulted in SMMEs thinking that manufacturing green products is a good idea. The findings are directly in line with previous findings of Lorette (2018) and Durmaz and Yaşar (2016), who stated that going green may seem to be the latest trend, but it is a trend with a variety of benefits for SMME owners. Applying green processes to the workplace creates a healthy environment for employees, reduces unnecessary waste, and recognises the role that SMMEs play in leading the way for social change. Going green has many practical advantages: e.g. It can improve the overall efficiency of a company; reduce unnecessary waste which can reduce operating costs for the company, and can prevent the waste of natural resources which helps to reduce the risk of depletion in the long run (Lorette, 2018; Durmaz and Yaşar, 2016).

POLLUTION

The empirical results highlighted that the sustainable entrepreneurial intentions variable has a moderate positive correlation with entrepreneurs who believe that sustainable practices can reduce pollution. These findings are similar to the results of Cohen and Winn (2007), Majid *et al.* (2017), Dean and McMullen (2007), and Palazzi and Starcher (2006), where Majid *et al.* (2017) found that pollution is considered as one of the negative consequences of entrepreneurial activities. As such, there has been an increasing number of entrepreneurs who

are involved in addressing environmental problems through Sustainable Entrepreneurship. Pollution is a serious problem that requires the attention of all parties involved. According to Cohen and Winn (2007), market failure from the entrepreneurial activities is believed to be a cause of pollution and environmental degradation. In realising that environmental problems such as pollution could bring disastrous effects to the current and future generations, companies are urged to be active in resolving environmental problems, such as pollution (Dean and McMullen, 2007; Palazzi and Starcher, 2006).

ENVIRONMENTALLY SUSTAINABLE PRODUCTS

The results showed that having sustainable entrepreneurial intentions contributes to SMMEs having environmentally sustainable products. These findings are consistent with what has been found in a similar study by Lekhanya (2014), which pointed out that Sustainable Development is good business practice. It creates opportunities for suppliers of “green consumers”, developers of environmentally safer materials and processes, SMMEs that invest in eco-efficiency, and those that engage themselves in social well-being. These SMMEs generally have a competitive advantage over other SMMEs. They will earn their local community’s goodwill and see their efforts reflected in the bottom line of the company (International Institute for Sustainable Development *et al.* 1992).

CONSUMPTION

The empirical evidence showed that having sustainable entrepreneurial intentions results in SMMEs being able to minimise their consumption to help protect the environment. These findings are similar to literature by Business Tools (2019) which point out that environmental sustainability involves making decisions and taking action that is in the interest of protecting that natural environment, with particular emphasis on preserving the capability of the environment to support human life. Environmental sustainability is about making responsible decisions that will reduce the negative impact of SMMEs on the environment. SMMEs are expected to lead in the area of environmental sustainability as they are the most significant contributors and are also in a position where they can make a significant difference. Many large and small businesses are guilty of significantly polluting the environment and engaging in practices that are not sustainable. However, there is now an increasing number of SMMEs that are committed to reducing their damaging impact and are even working towards having a positive influence on environmental sustainability.

BUSINESS SOCIAL RESPONSIBILITY

The sustainable entrepreneurial intentions variable had a moderate positive correlation with SMMEs understanding business social responsibility as meeting consumer, employee, and community needs. The empirical study reflected that the findings correspond to a body of literature (Inyang, 2013; Yazdanifard and Mercy, 2011; Sharma *et al.* 2009; Rossouw and Van Vuuren, 2013) which suggested that business social responsibility strategies in SMMEs include various activities towards uplifting surrounding communities and employees, and preserving the natural environment (Inyang, 2013; Yazdanifard and Mercy, 2011). Business social responsibility involves a complicated variety of activities that SMMEs are expected to undertake to satisfy various stakeholder interests and maintain a harmonious relationship with the community where the SMME is situated. SMMEs are generally regarded as constructive partners in the communities in which they operate (Inyang, 2013). They have been effective in generating employment opportunities, products and services, and wealth, yet the pressure on SMMEs to play a part in social issues involving employees, society, and the environment is increasing (Sharma *et al.* 2009). According to Rossouw and Van Vuuren (2013), SMMEs can have a significant impact on society. They add value by providing employment, creating value for stakeholders, and developing opportunities for the communities in which they operate. Today's consumers are looking for more than just high-quality products and services when they make a purchase. SMMEs are responsible for the care that must be exercised in supplying the goods of quality, which has no adverse effect on the health of consumers. To avoid being misled by wrong claims about products through inappropriate marketing, it is the responsibility of the SMME to provide its customers with full information regarding the products, including their effects, risks, and care to be taken while using the products. The responsibility of SMMEs towards the community and society include spending a portion of their profit towards the community and educational facilities (Inyang, 2013).

LABOUR AND ENVIRONMENTAL LAWS

Empirical results showed that having sustainable entrepreneurial intentions results in SMMEs being compliant with labour and environmental laws. The results obtained tie with the findings of McBarnet, *et al.* (2007) and Rossouw and Van Vuuren (2013) who suggested that CSR has become a regular component in business and regulatory debate. According to Rossouw and Van Vuuren (2013), entrepreneurs must consider how their operations impact the conservation and sustainability of the natural environment. CSR involves shifting corporate responsibility from maximising shareholders' profit within the obligations of the law to a broader range of

stakeholders that include community concerns such as environmental protection, and accountability for ethical and legal requirements. CSR policies typically involve a commitment by the SMME, usually in the statements of business principles, to enhanced concern for the environment, human rights, and fairness to suppliers and customers (McBarnet *et al.* 2007). Rossouw and Van Vuuren (2013) postulated that it is the responsibility of SMMEs to comply with the formal obligations imposed by society. These obligations serve the purpose of preventing SMMEs from engaging in irresponsible behaviour that might harm the economy, employees, society, or the environment. These mandatory responsibilities take various forms; the most important one being the form of legislation, such as labour and environmental laws. Rossouw and Van Vuuren (2013) also suggested that it is the legal duty of every SMME to act in an environmentally responsible manner. Every SMME is responsible for complying with a range of environmental legislation to reduce the impact of their business on the environment.

COMPETITIVE ADVANTAGE

The sustainable entrepreneurial intentions variable had a moderate positive correlation with SMMEs implementing socially responsible activities to generate a competitive advantage for their company, which are directly in line with the findings of Inyang (2013); Zeka (2013); Polášek (2010); Ljubojevic *et al.* (2012); and Fatoki and Chiliya (2012). The empirical results indicated that sustainable development creates opportunities for manufacturers of environmentally safer materials, and processes, SMMEs that invest in eco-efficiency, and those that engage themselves in social well-being (Inyang, 2013). These SMMEs will have a competitive advantage over other SMMEs. They will earn their local community's goodwill and see their efforts reflected in the bottom line (Zeka, 2013). SMMEs, just like large businesses, invest primarily in CSR initiatives due to the advantages that they derive from such investments (Inyang, 2013). CSR initiatives in SMMEs are driven mainly by the short and long-term benefits associated with it (Zeka, 2013). Entrepreneurs strongly believe that they are investing in CSR activities due to the various advantages associated with it, such as, boosting customer base, uplifting communities, boosting profit margins, and improving the reputation of their company (Polášek, 2010). According to Ljubojevic *et al.* (2012) and Fatoki and Chiliya (2012), SMMEs invest in CSR activities to gain a competitive advantage over other SMMEs.

WELFARE

Through the empirical results, it was further revealed that having sustainable entrepreneurial intentions resulted in SMMEs enhancing the welfare of their local communities. These findings

are similar to a body of literature that states that SMMEs play a key role in the economic system of a community. SMMEs employ local people and are an economic engine that allow money to move through the economy of the community (Muske *et al.* 2007). Brown (2018) suggested that SMMEs contribute to local economies by bringing growth and innovation to the community in which the company is established. SMMEs help stimulate economic growth by providing employment opportunities to individuals who may not be employable by larger companies. These findings are also in agreement with literature by Nugent (2017), who stated that SMME owners play an integral part in the communities in which they reside and operate. Many entrepreneurs of SMMEs donate to the city's homeless shelter, participate in community charity events, as well as contribute to their local non-profit organisations.

OBLIGATION

The results showed that sustainable entrepreneurial intentions lead to entrepreneurs having a strong obligation to have sustainable practices in their SMME. These findings are in accordance with the results of Haanaes (2016) and Posner (2014). Haanaes (2016) suggested that sustainability has become essential for all SMMEs across all industries. 62% of SMME entrepreneurs consider sustainability as a core element of their company. According to Posner (2014), in today's day and age, entrepreneurs are adopting sustainability as a business approach to create long-term value by taking into account how the company operates in terms of its social, ecological, and economic environment. Sustainability is based on the premise that the development of such policies promotes the longevity of the SMME. As the expectations on corporate responsibility increase, and as the transparency becomes more prevalent, SMMEs recognise the need to act more sustainably.

EFFORT

The findings revealed that having sustainable entrepreneurial intentions resulted in entrepreneurs putting extra effort into sustainable practices in their SMMEs regularly. The empirical study also reflected that the findings are in agreement with a large body of literature which confirmed that as increasing global expansion unfolds, both in the industrial and in commercial sectors, it is essential for SMMEs to develop sustainable entrepreneurial plans. Thus, entrepreneurs are striving to create new ideas and processes for their ventures to sustain their current position (Tarnanidis *et al.* 2016). According to Belz and Binder (2017), successful sustainable SMMEs are focused on the creation of new products and services that address ecological and social concerns in new ways. These results are also similar to the findings of

Haanaes (2016), who mention that sustainability is becoming more important for all SMMEs across all industries.

GUILT

Lastly, the sustainable entrepreneurial intentions variable had a moderate positive correlation with entrepreneurs who feel guilty if their SMMEs are not engaged in sustainable practices. These findings are similar to the results of research done by Stojanović *et al.* (2016). The authors claimed that CSR is a new business practice that reflects the idea of fulfilling both economic imperatives and social consequences of the business. Nowadays, SMMEs have accepted their responsibility for the negative environmental impact of their business activities, so they try to change their way of doing business to mitigate the damage.

5.3 RESEARCH OBJECTIVE 2: TO DETERMINE HOW SUBJECTIVE NORMS IMPACT ENTREPRENEURS DESIRE TO ENGAGE IN SUSTAINABLE ENTREPRENEURSHIP

Research Objective Two sought to determine how subjective norms impact entrepreneurs' desire to engage in Sustainable Entrepreneurship. The researcher explored the variables of sustainable entrepreneurial norms in relation to how subjective norms influence an entrepreneur's willingness to engage in Sustainable Entrepreneurship.

CUSTOMER DEMANDS

In relation to research objective two, the findings revealed that sustainable entrepreneurial norms resulted in entrepreneurs engaging in Sustainable Entrepreneurship to meet the growing demand for sustainable consumption from their customers. The results are related to a body of literature, which states that customers are part of the stakeholders of the company (Karel and Ales, 2012). According to Gualandris *et al.* (2014), Sustainable Entrepreneurship means adopting business strategies and activities that meet the need for activities of the company and its stakeholders. In this case, stakeholders refer to customers, employees, suppliers, government, and local communities. Customer demands can drive SMMEs towards the adoption of sustainable business practices. This is putting big brands under pressure to work with customers to adopt “sustainable” behaviour that has a minimum impact on the environment, and that contributes to the wellbeing of society.

COMPETITORS

The empirical results showed that sustainable entrepreneurial norms had a weak positive correlation with SMMEs engaging in Sustainable Entrepreneurship due to their competitors leading by a moral case. These results are directly in line with previous studies, which pointed out that the pressure from competitors pushes SMMEs to improve their environmental performance. The study that was conducted by Hofer *et al.* (2012) found that SMMEs are likely to engage in new environmental practices if their competitors had improved their environmental performance in the previous year. The reason for this is that environmental performance is a valuable source of competitive advantage, and SMMEs do not want to fall behind. The study also discovered that SMMEs react quicker to the environmental moves of their rivals, because they are less constrained by bureaucracy. Likewise, more profitable SMMEs are also more responsive to the environmental strategies of their competitors, most likely because they have the necessary financial stability.

INVESTORS

Empirical results indicated that sustainable entrepreneurial norms had a weak positive correlation with SMMEs engaging in Sustainable Entrepreneurship to meet the needs of their investors. The empirical study reflected that the findings are similar to a body of literature which confirmed that SMMEs do not only face pressure from consumers and competitors but also from their investors. The growth of investor networks like the United Nations PRI, has deepened the adoption of sustainable business and finance (Miller and Ballin, 2018), according to who a combination of market drivers, such as the need for asset owners to combat short-termism and availability of more data to determine material Environmental, Social and Governance (ESG) factors, is driving investors to integrate ESG issues into their investment processes. A clearly, consistently reported ESG information gives investors the context they need to make decisions about which SMME best align with their investment principles and long-term goals.

SOCIETY

The findings revealed that having sustainable entrepreneurial norms resulted in SMMEs engaging in Sustainable Entrepreneurship due to the societal demands to participate in environmentally sustainable product usage behaviour. These results are consistent to the findings of Orzan *et al.* (2018). The study found that in today's society, the most prevalent product usage behaviour that society expects SMMEs to engage in is its packaging. Packaging

must meet both essential product requirements and specific environmental objectives (Lamb *et al.* 2013). These findings made by Orzan *et al.* (2018) were also similar to that of Carlson (2009) who considered that eco-packaging must have benefits for the consumer, be safe and healthy for the individual and the community throughout its life cycle, be market-efficient and cost-effective, and recoverable effectively and reused in numerous production cycles. Consumers are changing their attitudes, behaviour, and approach continuously in domains of consumption (Biswas and Roy, 2015). Consumers have become more aware of changes in the environment and the effect of their consumption behaviour on it. Thus, society has given priority to protecting the environment and the quality of life (Ampuero and Vila, 2006). Consumers generally like to associate themselves with environmentally friendly companies. It is essential to see that the literature by Lamb *et al.* (2013), Carlson (2009), Biswas and Roy (2015), Ampuero, and Vila (2006) are similar to the findings of Orzan *et al.* (2018).

EMPLOYEES OR COLLEAGUES

Lastly, the empirical results showed that sustainable entrepreneurial norms had a moderately positive correlation with employees or colleagues who wanted to implement sustainable practices into their companies. These findings match a body of literature by Polman and Bhattacharya (2016), who stated that the key to creating a vibrant and sustainable company is to find ways to get all employees personally engaged in day-to-day corporate sustainability efforts. Furthermore, a body of literature by Legg (2015), stated that there are almost no other stakeholders that know a company better than its employees. When employees are engaged and have input into decisions and initiatives regarding sustainability in the company, they are much more likely to support those initiatives. Engaging employees in sustainability excites and motivates them. It gives them a sense of belonging and drives them to passion and a purpose. For a company to truly thrive and have real sustainability, it is critical to achieve a positive company culture where all employees “buy-in” and everyone is on board. SMMEs have an enormous potential to improve the health of the planet, and every company has a moral obligation to improve the conditions of a system that helps them to achieve success. Sustainability in the workplace is about creating a shift that brings out the humanity in the SMME. Instead of SMMEs making it all about the company having a positive image, employees should be encouraged to focus on what they can do to help on an individual level (Polman and Bhattacharya, 2016; Legg, 2015).

5.4 RESEARCH OBJECTIVE 3: TO EXAMINE WHETHER PERCEIVED BEHAVIORAL CONTROLS LIMIT ENTREPRENEURS TO ENGAGE IN SUSTAINABLE ENTREPRENEURSHIP

The purpose of research objective three was to examine whether perceived behavioural controls limit entrepreneurs to engage in Sustainable Entrepreneurship. The researcher explored the variables of sustainable entrepreneurial behavioural control in relation to whether perceived behavioural controls limit entrepreneurs to engage in Sustainable Entrepreneurship.

CORE BUSINESS

In relation to research objective three, the findings revealed that having sustainable entrepreneurial behavioural control results in entrepreneurs engaging in Sustainable Entrepreneurship as it forms part of their core business. The empirical study reflected that the findings are similar to a body of literature which confirms that Sustainable Entrepreneurship is becoming more critical for all SMMEs across all industries. 62% of entrepreneurs consider sustainability as a core element of their SMME (Haanaes, 2016). For example, Nike and Adidas have both taken a serious step forward in terms of reducing their environmental impact. Nike has concentrated on decreasing waste and minimising its footprint, while Adidas has developed a greener supply chain and focused on particular problems such as dyeing and eliminating plastic bags. Scholars argue that when sustainability is perceived as the core business of a company, it becomes easy for SMMEs to engage in sustainable business practices (Belz and Binder, 2017).

COMPETITIVE ADVANTAGE

The findings indicated that the presence of sustainable entrepreneurial behavioural controls leads to entrepreneurs engaging in sustainable practices. These findings are related to a body of literature which stated that several researchers (Wahga *et al.* 2018; Kraus *et al.* 2018) consider that companies are the only institution in modern societies with enough power to cause the necessary changes leading to sustainable development. However, for this power to be exercised, it is crucial that they recognise that sustainable behaviour represents a significant source of competitive advantage. Specifically, in as far as it is economically attractive, companies are expected to formulate and implement specific strategic actions associated with sustainability, meaning that these actions should allow companies to obtain superior benefits, in comparison to their competitors.

RESOURCES

The existence of sustainable entrepreneurial behavioural controls leads to entrepreneurs having all the resources necessary to engage in Sustainable Entrepreneurship. These findings are in accordance with a body of literature which pointed out that resources play a crucial role in determining whether SMMEs will engage in Sustainable Entrepreneurship or not. The importance of resources in a company's activities has been discussed extensively in the academic literature. Resources are converted into outputs that the company takes to the market. It is therefore argued that the more resources available, the better the performance of the company. The resource-based view of the company proposes that business performance is contingent upon the availability of unique resources that enable a competitive advantage (Barney, 1991).

CONFIDENCE

The empirical results showed that sustainable entrepreneurial behavioural control results in the manufacturing of green products by SMMEs. These results are consistent with what has been found in a body of literature which pointed out that government regulators and customer pressure groups have actively pushed for SMMEs to embrace green practices (Bateman and Zeithaml, 1983). Consequently, policies that focus on environmental protection are being continuously developed around the world (Brunoro, 2008). SMMEs can help protect the environment by becoming green enterprises (Smith and Perks, 2010), according to who, sustainability has become a significant focus for SMMEs, as it has been found that sustainable practices can enhance reputation and staff morale, and lead to cost savings and environmental benefits. SMMEs value sustainable growth either by regulation or by seeing an economic opportunity in preventing pollution or by acknowledging the strategic significance of environmental issues (Hendry and Vesilind, 2005). Environmental exploitation and sustainability are of long-term concern in South Africa (Finlay, 2000). The natural environment has become a significant variation within the present competitive situations, and SMMEs are creating new and innovative methods to improve their global competitiveness (Lin and Ho, 2011). In addition, a company can improve its competitiveness by enhancing environmental efficiency to comply with environmental regulations, address customers' environmental concerns, and decrease the environmental impact of its product and service operations (Smith and Perks, 2010).

STATE OF THE ENVIRONMENT

The results further indicated that the presence of sustainable entrepreneurial behavioural control results in SMMEs engaging in Sustainable Entrepreneurship because they are concerned about the state of the environment. The empirical study reflected that the findings are similar to a body of literature which confirmed that SMMEs are expected to lead in the area of environmental sustainability as they are considered to be the most significant contributors and are also in a position where they can make a considerable difference. In the past, most SMMEs have acted with little concern for the negative impact they had on the environment. Many large and small businesses are guilty of significantly polluting the environment and engaging in practices that are not sustainable. However, there is now an increasing number of SMMEs that are committed to reducing their damaging impact and are even working towards having a positive influence on the environment (Business Tools, 2019).

CONSUMPTION

The results showed that sustainable entrepreneurial behavioural control results in SMMEs engaging in Sustainable Entrepreneurship to reduce their consumption to help protect the environment. These findings are similar to a body of literature which stated that entrepreneurial practices have caused many problems to the environment. Knowing that environmental problems can leave a disastrous effect on the lives of human beings, entrepreneurs are urged to play a more active role in rectifying the situation. Thus, Sustainable Entrepreneurship was introduced as a possible strategy to overcome environmental issues (Dean and McMullen, 2007). Many SMMEs have realised that going beyond environmental compliance makes good business sense and can help improve the long-term success of a company. Reducing energy consumption, minimising waste, using raw materials more efficiently, and preventing pollution can cut costs and improve efficiency, and increase business opportunities by meeting customer demands for sustainable business practices. People play an essential part in the success of the environment. SMME owners must involve and encourage all employees to be environmentally responsible through regular training, instruction, and awareness-raising initiatives. It is essential for entrepreneurs and business owners of SMMEs to monitor and update their business activities regularly to reflect new initiatives and processes that could further drive the reduction of the SMMEs' impact on the environment (Business Wales, 2019)

BUDGET

The sustainable entrepreneurial behavioural control variable had a weak positive correlation with the budget of the entrepreneur, which enabled them to adopt sustainable practices. However, these results were not in accordance to the body of literature by Miller and Ballin (2018), who claimed that many SMMEs may not be able to implement sustainable practices. SMMEs face many challenges at start-up and throughout the life of the company. These challenges include barriers to entry, high operating costs, and a small customer base. All these challenges affect a company's ability to spend money. With tight budgets, it can be challenging to convince entrepreneurs to pursue an often-costly move towards an environmental focus or social concern strategy.

LACK OF INFORMATION

Lastly, the results found that the relationship between the two variables were not statistically significant. These results did not tie in with a body of literature which pointed out that SEDA, an initiative of the Department of Trade and Industry, is available to give guidelines and training to entrepreneurs to and assist with the processes needed to access funds regarding sustainable practices (Vuk'uzenzele, 2017). Furthermore, SEDA provides information, counselling, and business support services for SMMEs from all sectors regarding funding, and how to start up a business, to information regarding how to start sustainable practices in a business enterprise (SEDA, 2012).

5.5 CONCLUSION

This chapter presented a discussion of the research findings in alignment with the research objectives of this study. The results were discussed in the context of the literature presented. Based on the objectives of the study, it was found that entrepreneurs of Pietermaritzburg SMMEs showed a significant level of intention towards Sustainable Entrepreneurship. The findings that had the greatest influence in terms of research objective one clearly showed that entrepreneurs are motivated by the strong obligation they have towards incorporating sustainable practices into their company. In the context of theory, the results demonstrated in this chapter match the findings of similar studies done by Haanaes (2016) and Posner (2014). These authors expressed the importance of incorporating sustainable practices into SMMEs, which creates a long-term value for the company, and promotes the longevity of the SMME. Further to this, the findings revealed the willingness of entrepreneurs to put extra effort regularly into sustainable practices in their companies. This finding was supported by the

theory of Tarnanidis *et al.* (2016), who stressed that entrepreneurs are striving to create new ideas and processes for their ventures, to sustain their current position. The findings that had the greatest influence in terms of research objective two clearly showed that the pressures placed by the demands of customers, society, and employees or colleagues directly influenced their decision to engage in Sustainable Entrepreneurship. These findings were supported by the theory of Karel and Ales (2012), who stressed that the demands placed by customers can drive SMMEs towards the adoption of sustainable business practices. Society has given priority to protecting the environment and quality of life, hence entrepreneurs are obliged to adhere to the demands placed by society (Ampuero and Vila, 2006). Furthermore, according to Legg (2015), for an SMME to thrive truly and have real sustainability, it is critical to achieve a positive company culture where all employees “buy-in” and everyone is on board. The findings that had the greatest influence in terms of research objective three clearly showed that core business, competitive advantage, resources, concern for the environment, and willingness to reduce consumption to help protect the environment directly influenced sustainable entrepreneurial behavioural control. In the context of theory, a similar conclusion was reached that supported these findings: According to Haanaes (2016), 62% of entrepreneurs considered sustainability as a core element of their SMME. Many SMMEs are taking large steps in terms of reducing their environmental impact. Barney (1991), highlighted that the resource-based view of a company proposes that the company’s performance is dependent on the availability of unique resources that enable a competitive advantage for the SMME. There has been an increasing number of SMMEs that are committed to reducing their negative impact on the environment and are working towards having a positive influence on the environment (Business Tools, 2019). The next chapter will conclude the study by outlining the summary of the research and highlighting the research contributions and recommendations for further research.

6 CONCLUSIONS AND RECOMMENDATIONS

6.1 INTRODUCTION

The previous chapter provided a theoretical discussion of the findings obtained through the questionnaires. Literature was used to discuss the results that sought to fulfil the objectives of the study. This chapter concludes on the overall study and, the objectives, and offers recommendations, as well as areas for future research.

6.2 SUMMARY OF THE STUDY

The aim of this research was to explore the perceptions of entrepreneurs on Sustainable Entrepreneurship. From the research conducted, it was found that entrepreneurs of Pietermaritzburg SMMEs showed a significant level of intention towards Sustainable Entrepreneurship. It can be concluded that there is a statistically significant relationship between sustainable entrepreneurial intentions and all identified constructs. The findings that had the greatest influence in terms of research objective one clearly showed that entrepreneurs are motivated by the strong obligation they have towards incorporating sustainable practices into their company. Incorporating sustainable practices into SMMEs creates a long-term value for the company and promotes the longevity of the SMME. Further to this, the findings revealed the willingness of entrepreneurs to put extra effort regularly into sustainable practices in their companies. It can be seen that entrepreneurs are striving to create new ideas and processes for their ventures to sustain their current position.

The findings for research objective two revealed that there is a statistically significant relationship between sustainable entrepreneurial norms and all identified constructs. The findings that had the greatest influence in terms of research objective two clearly showed that the pressures placed by the demands of customers, society, and employees or colleagues influenced directly their decision to engage in Sustainable Entrepreneurship. It can be concluded that the demands placed by customers can drive SMMEs towards the adoption of sustainable business practices. Society has given priority to protecting the environment and quality of life, hence entrepreneurs are obliged to adhere to the demands placed by society.

Furthermore, it can be concluded that for an SMME to truly thrive and have real sustainability, it is critical to achieve a positive company culture where all employees “buy-in” and everyone is on board.

The findings for research objective three revealed that there is a statistically significant relationship between sustainable entrepreneurial behavioural control and all identified constructs, except for lack of information, which was not statistically significant. The findings that had the greatest influence in terms of research objective three clearly showed that core business, competitive advantage, resources, concern for the environment, and willingness to reduce consumption to help protect the environment influenced sustainable entrepreneurial behavioural control directly. It can be concluded that SMMEs are taking large steps in terms of reducing their environmental impact. A company’s performance is dependent on the availability of unique resources that enables a competitive advantage for the SMME. There has been an increasing number of SMMEs that are committed to reducing their negative impact on the environment and are working towards having a positive influence on the environment.

6.3 SUMMARY OF THE FINDINGS

6.3.1 RESEARCH OBJECTIVE ONE: TO INVESTIGATE WHAT MOTIVATES ENTREPRENEURS’ TO ENGAGE IN SUSTAINABLE ENTREPRENEURSHIP

The aim of research objective one was to investigate what motivates entrepreneurs to engage in Sustainable Entrepreneurship. The researcher explored the variables of sustainable entrepreneurial intentions in relation to what motivates entrepreneurs to engage in Sustainable Entrepreneurship. In this case, intention referred to the motivational factor that entrepreneurs have towards engaging in Sustainable Entrepreneurship. It is believed that the stronger the intention, the more likely entrepreneurs are willing to engage in sustainable practices. Fifteen variables addressed this objective. The findings revealed that there was a statistically significant positive correlation between sustainable entrepreneurial intentions and all the variables that were used to measure it. It was found that the most important factors that motivate entrepreneurs to become more sustainable were internal. This included the company’s number one goal of maximising profits. The beliefs and personal values of entrepreneurs were found to have a significant impact on their intention towards Sustainable Entrepreneurship. The findings found that many of the entrepreneurs were interested in sustainability and its benefits to society. A large portion of entrepreneurs claimed that implementing sustainable business practices was the correct thing to do morally and ethically. SMMEs with entrepreneurs who

are committed to sustainable business practices for ethical reasons were more likely to put in place sustainable business practices. There were also important external factors that influenced the entrepreneur's decisions to become more sustainable. This included governmental laws and regulations and consumer and investor interests and expectations. These external factors were strongly influenced by societal trends and values. Sustainable businesses strive to maximise their net social contribution by embracing the opportunities and managing the risks that result from the economic, environmental, and social impacts of a business.

6.3.2 RESEARCH OBJECTIVE TWO: TO DETERMINE HOW SUBJECTIVE NORMS IMPACT ENTREPRENEURS' DESIRE TO ENGAGE IN SUSTAINABLE ENTREPRENEURSHIP

The aim of the second objective sought to determine how subjective norms impact on entrepreneurs' desires to engage in Sustainable Entrepreneurship. The researcher explored the variables of sustainable entrepreneurial norms in relation to how subjective norms impact entrepreneurs' desire to engage in Sustainable Entrepreneurship. Individuals who are highly influenced by social pressures have a higher sustainable behavioural intention. Five variables addressed this objective. The findings revealed that there was a statistically significant positive correlation between sustainable entrepreneurial norms and all the variables that were used to measure it. The findings revealed that customer demands can drive SMMEs towards the adoption of sustainable business practices. In today's society, the most prevalent product usage behaviour that society expects companies to engage in is its packaging. Packaging must meet both essential product requirements and specific environmental objectives. SMMEs do face pressures not only from their consumers and competitors, but also from their investors. A combination of market drivers, such as the need for asset owners to prevent short-termism and availability of more data to determine Environmental, Social and Governance (ESG) factors, is driving investors to integrate ESG issues into their investment processes. A clearly consistently reported ESG information gives investors the context they need to make decisions, about which companies best align with their investment principles and long-term goals. Furthermore, it was found that the pressures from employees or colleagues were a significant, influential factor for Sustainable Entrepreneurship. The key to creating a vibrant and sustainable company is to engage all employees in day-to-day corporate sustainability efforts.

6.3.3 RESEARCH OBJECTIVE THREE: TO EXAMINE WHETHER PERCEIVED BEHAVIOURAL CONTROLS LIMIT ENTREPRENEURS' TO ENGAGE IN SUSTAINABLE ENTREPRENEURSHIP

The aim of research objective three was to examine whether perceived behavioural controls limit entrepreneurs' desire to engage in Sustainable Entrepreneurship. The researcher explored the variables of sustainable entrepreneurial behavioural control in relation to whether perceived behavioural controls limit entrepreneurs to engage in Sustainable Entrepreneurship. In this case, perceived behavioural control referred to the extent of self-ability of a person towards Sustainable Entrepreneurship. Eight variables addressed this objective. The findings revealed that there was a statistically significant positive correlation between sustainable entrepreneurial behavioural control and the different variables that were used to measure it, except for the lack of information variable, which was not statistically significant. Altruism and extrinsic rewards were found to be a driver of entrepreneurial intentions, especially, extrinsic rewards, which play a crucial role in drivers of sustainability-oriented entrepreneurial intentions. Sustainable Entrepreneurship is becoming more critical for all SMMEs across all industries. SMMEs are taking steps increasingly to reduce their environmental impact. Sustainable behaviour represents a significant source of competitive advantage. Specifically, in as far as it is economically attractive, companies are expected to formulate and implement specific strategic actions associated with sustainability, meaning that these actions should allow companies to obtain superior benefits, in comparison to their competitors. The findings further revealed that resources, and the lack of information regarding how to start sustainable practices, makes it difficult for entrepreneurs to implement them. Resources play a crucial role in determining whether the company will engage in Sustainable Entrepreneurship or not. A company's resource-based view suggested that the efficiency of a company depends on the availability of unique resources that enable a competitive advantage. Sustainability has become a significant focus for companies, as it has been found that sustainable practices can enhance reputation and staff morale, and lead to cost savings and environmental benefits. Companies value sustainable growth either by regulation or by seeing an economic opportunity in preventing pollution or by acknowledging the strategic significance of environmental issues. The natural environment has become a significant variation within the present competitive situations, and companies are creating new and innovative methods to improve their global competitiveness.

6.4 CONCLUSIONS

6.4.1 RESEARCH OBJECTIVE ONE

In conclusion, these findings demonstrated that understanding the effects for both internal and external factors on intentions towards Sustainable Entrepreneurship among SMME owners can serve as an initial step in developing true sustainable entrepreneurs.

6.4.2 RESEARCH OBJECTIVE TWO

Based on the findings of this study, it can be concluded that external stakeholders are concerned increasingly about the ethical and environmental standards that are employed in the manufacturing of their products. Therefore, it can be concluded that the buying behaviour for external stakeholders will be dictated by how products best align to their “values” rather than the price.

6.4.3 RESEARCH OBJECTIVE THREE

In conclusion, these findings confirmed the arguments of incentive theories that extrinsic motivations such as social acceptance or intrinsic motivations such as the availability of resources are important determinants of entrepreneurs’ intentions towards sustainability. Therefore, it can be concluded that interventions aimed at developing and strengthening intrinsic and extrinsic motivations among entrepreneurs would contribute significantly to their intentions towards sustainability.

6.5 RECOMMENDATIONS

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

- The study discovered that the stronger the intention, the more likely entrepreneurs are willing to engage in sustainable practices. Therefore, this study recommends that efforts to promote and strengthen Sustainable Entrepreneurship should target entrepreneurs who show appropriate intentions to start sustainable businesses beyond those who only want to start businesses just because there is some financial support provided for start-ups in that area.
- It was discovered that external stakeholders play a significant role towards the intentions of entrepreneurs to adopt sustainable business practices. Therefore, this study recommends that SMMEs in Pietermaritzburg should align their business practices towards the values of their external stakeholders.

- The study revealed that extrinsic and intrinsic rewards play a crucial role as drivers of sustainable-oriented entrepreneurial intentions. Therefore, this study recommends that the government and entrepreneurs should prioritise interventions aimed at developing and strengthening intrinsic and extrinsic motivations among entrepreneurs towards sustainability.
- The findings revealed that there is a lack of information regarding how to start sustainable practices. Therefore, this study recommends that efforts by the Department of Economic Development, Tourism, and Environmental Affairs to promote Sustainable Entrepreneurship could be strengthened if appropriate support could be provided to both current and potential sustainable entrepreneurs.
- Based on the findings, the study recommends that efforts to support sustainable entrepreneurial activity should target developing appropriate business management skills to ensure the success of start-ups and existing SMMEs.

6.6 AREAS FOR FUTURE RESEARCH

The research study provided insights on Sustainable Entrepreneurship in a Pietermaritzburg context. The findings of this study serve as a lens for future research on entrepreneurial perceptions on Sustainable Entrepreneurship, for which it is suggested that a similar study be conducted on other SMMEs in other geographical areas around South Africa to allow for generalisability of the results. Future researchers could consider conducting a similar study on a larger sample in a metropolitan environment, where there is a lot more economic activity. Furthermore, to allow for generalisability of the results, the study could be broadened by undertaking a national wide study to better understand the drivers of entrepreneurial behaviour related to Sustainable Entrepreneurship across the country. Alternatively, a comparative study could be conducted to investigate whether the levels of education affect entrepreneurs' intentions towards Sustainable Entrepreneurship.

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APPENDIX A

ETHICAL CLEARANCE APPROVAL LETTER



UNIVERSITY OF
KWAZULU-NATAL
INYUVESI
YAKWAZULU-NATALI

02 July 2019

Miss Naisha Ramlal (213525017)
School of Management, IT & Governance
Pietermaritzburg Campus

Dear Miss Ramlal,

Protocol reference number: HSSREC/00000009/2019

Project title: Entrepreneur Perceptions of Sustainable Entrepreneurship: A Case of Pietermaritzburg SMMEs

Full Approval – Expedited Application

This letter serves to notify you that your application received on 19 June 2019 in connection with the above, was reviewed by the Humanities and Social Sciences Research Ethics Committee (HSSREC) and the protocol has been granted **FULL APPROVAL**.

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

This approval is valid for one year from 02 July 2019.

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

Yours sincerely,

Dr Rosemary Sibanda (Chair)

UKZN Research Ethics Office
Westville Campus, Govan Mbeki Building
Postal Address: Private Bag X54001, Durban 4000
Website: <http://research.ukzn.ac.za/Research-Ethics/>

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APPENDIX B

INFORMED CONSENT

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 Naisha Ramlal and I am from the University of KwaZulu-Natal in Pietermaritzburg. I am currently pursuing a Master of Commerce in Entrepreneurship.

My contact details are as follows:

Mobile: 076 533 9142

Email: 213525017@stu.ukzn.ac.za

Supervisor contact details:

Name: Mr. Nigel Chiweshe

Tel: 033 260 5355

Email: Chiweshen@ukzn.ac.za

You are being invited to consider participating in a study that seeks to investigate the perceptions of entrepreneurs on Sustainable Entrepreneurship. This study is exploratory in nature. The aim and purpose of this research is to investigate the perceptions of entrepreneurs on Sustainable Entrepreneurship. This study will contribute towards creating a global awareness around Sustainable Entrepreneurship in the South African context. The study is expected to enrol two hundred and thirty-four (234) participants in total. The study will be conducted in Pietermaritzburg, and the target sample will be composed of founders of SMMEs from the following sectors (a)agriculture, (b)mining, (c)manufacturing, (d)electricity, gas and water, (e)construction, (f)trade and accommodation, (g)transport and communication, (h)finance and business services, (i)community, (j)other. This study will use questionnaires procedure for data collection. The duration of your participation if you choose to enrol and remain in the study is expected to be 20 minutes for questionnaires.

The study will not involve any risks and/or discomforts. We hope that the study will provide a South African approach to Sustainable Entrepreneurship and contribute to building a comprehensive understanding around this subject.

This study has been ethically reviewed and approved by the UKZN Humanities and Social Sciences Research Ethics Committee (approval number HSSREC/00000009/2019).

In the event of any problems or concerns/questions you may contact the researcher at 0765339142, or the supervisor on 033 260 5355 or the UKZN Humanities and Social Sciences Research Ethics Committee, contact details as follows:

HUMANITIES and 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

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. and 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

Naisha Ramlal

CONSENT TO PARTICIPATE

I _____ have been informed about the study entitled *Entrepreneur Perceptions of Sustainable Entrepreneurship: A Case of Pietermaritzburg SMMEs* by Naisha Ramlal.

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.

If I have any further questions/concerns or queries related to the study I understand that I may contact the researcher at 076 533 9142.

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 and SOCIAL SCIENCES RESEARCH ETHICS ADMINISTRATION

Research Office, Westville Campus Govan Mbeki Building
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4000

KwaZulu-Natal, SOUTH AFRICA

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Signature of Participant

Date

**Signature of Witness
(Where applicable)**

Date

**Signature of Translator
(Where applicable)**

Date

APPENDIX C

SURVEY

QUESTIONNAIRE

QUESTIONNAIRE – SURVEY INVESTIGATING THE PERCEPTIONS OF ENTREPRENEURS ON SUSTAINABLE ENTREPRENEURSHIP

This survey questionnaire is meant for the business owners of SMME firms in Pietermaritzburg. Thank you for agreeing to participate in this survey questionnaire for the completion of a master's study on investigating the perceptions of entrepreneurs on Sustainable Entrepreneurship. All information provided will only be used for educational purposes and will be kept anonymous and confidential. This questionnaire is made up of four (4) sections – A, B, C, and D. It will take you approximately 20 minutes to complete the questionnaire.

SECTION A: DEMOGRAPHIC INFORMATION

Please complete the following questions by marking with a cross (X) in the appropriate box

A1. Please indicate your race

1. Black	
2. Indian	
3. Coloured	
4. White	
5. Other	

A2. Please select the applicable age range

1. 18-20	
2. 21-30	

3. 31-40	
4. 41-50	
5. 51 years and over	

A3. Please indicate your gender

1. Male	
2. Female	

A4. Please indicate your nationality

1. South African	
2. Other	

A5. Please indicate your Educational Qualifications

1. Matric	
2. Diploma certificate	
3. Undergraduate degree	
4. Postgraduate degree	

A6. Please indicate the number of years in current position

1. Less than 1 year	
2. 1-5	
3. 6-10	
4. 11 and more	

A7. Please indicate the industrial setting in which you belong

1. Agriculture	
2. Mining	
3. Manufacturing	

4. Electricity, gas, and water	
5. Construction	
6. Trade and accommodation	
7. Transport and communication	
8. Finance and bus services	
9. Community	
10. Other	

A8. Please indicate the age of your firm in years

1. Less than 5 years	
2. 5 – 10 years	
3. 11 – 15 years	
4. More than 15 years	

A9. What form of business is your company?

1. Sole Proprietor	
2. Private Company (Pty) Ltd	
3. Personal Liability Company	
4. Public Company (Ltd)	

A10. How many workers are in your company?

1. 1 - 10	
2. 11 - 20	
3. 21 - 30	
4. 31 - 40	

5. Above 50	
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SECTION B: EXPLORING THE ATTITUDES TOWARDS ENTREPRENEURS TO ENGAGE IN SUSTAINABLE ENTREPRENEURSHIP

Please indicate to what extent you agree or disagree with the following statements by placing a cross (X) in the most appropriate column where 1 = Strongly Disagree and 5 = Strongly Agree

Before undertaking the survey questionnaire below, it is essential that the participant understands the following key terms:

***Key Terms:**

1. **Business Case:** A business case is a document that facilitates a decision to start or continue a new project. It contains the information necessary for the business to make a decision
2. **Moral Case:** A moral case refers to whether the company engages in the appropriate context correctly. For example, is this company looking after the environment as well as the people

No.	Attitude towards Entrepreneurs to Engage in Sustainable Entrepreneurship	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
B1	My company engages in Sustainable Entrepreneurship as part of its business case*	1	2	3	4	5
B2	My company engages in Sustainable Entrepreneurship as part of its moral case*	1	2	3	4	5
B3	My company engages in Sustainable Entrepreneurship to improve society	1	2	3	4	5
B4	My company engages in Sustainable	1	2	3	4	5

	Entrepreneurship to create happiness amongst all its stakeholders					
B5	My company thinks manufacturing green products is a good idea	1	2	3	4	5
B6	My company believes that sustainable practices will reduce pollution	1	2	3	4	5
B7	My company derives pleasure in environmentally sustainable products	1	2	3	4	5
B8	My company is willing to reduce its consumption to help protect the environment	1	2	3	4	5
B9	My company understands business social responsibility as meeting consumer, employee, and community needs	1	2	3	4	5
B10	My company's business social responsibility is to comply strictly with labour and environmental laws	1	2	3	4	5
B11	Implementing socially responsible activities generates a competitive advantage for my company	1	2	3	4	5
B12	I started my current business because I wanted to improve the welfare in my local community	1	2	3	4	5

B13	As an entrepreneur, sustainable practices are important	1	2	3	4	5
B14	As an entrepreneur, I feel a strong obligation to have sustainable practices in my company	1	2	3	4	5
B15	As an entrepreneur, I am willing to put extra effort into sustainable practices in my company regularly	1	2	3	4	5
B16	As an entrepreneur, I feel guilty when my company does not engage in sustainable practices	1	2	3	4	5

SECTION C: INVESTIGATING HOW SUBJECTIVE NORMS AFFECT ENTREPRENEURS TO ENGAGE IN SUSTAINABLE ENTREPRENEURSHIP

Please indicate to what extent you agree or disagree with the following statements by placing a cross (X) in the most appropriate column where 1= Strongly Disagree and 5= Strongly Agree

Key Terms*:

1. Sustainable Consumption: Refers to the use of products and services that have a minimal impact on the environment so future generations can meet their needs
2. Moral Case: A moral case refers to whether the company engages in the appropriate context correctly. For example, is this company looking after the environment as well as the people

No.	Subjective Norms Impacting Entrepreneurs' Desire to Engage in Sustainable Entrepreneurship	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
C1	My company engages in Sustainable Entrepreneurship to meet the growing demand for sustainable consumption* from our customers	1	2	3	4	5
C2	My company engages in Sustainable Entrepreneurship because our competitors are leading by a moral case*	1	2	3	4	5
C3	My company engages in Sustainable Entrepreneurship to satisfy the needs of our investors	1	2	3	4	5
C4	Society expects my company to engage in environmentally	1	2	3	4	5

	sustainable product usage behaviour					
C5	My employees/colleagues think I should implement sustainable practices into my organisation	1	2	3	4	5

SECTION D: INVESTIGATING WHETHER PERCEIVED BEHAVIOURAL CONTROLS LIMIT ENTREPRENEURS TO ENGAGE IN SUSTAINABLE ENTREPRENEURSHIP

Please indicate to what extent you agree or disagree with the following statements by placing a cross (X) in the most appropriate column where 1= Strongly Disagree and 5= Strongly Agree

No.	Investigating Whether Perceived Behavioural Controls Limit Entrepreneurs to Engage in Sustainable Entrepreneurship	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
D1	We engage in Sustainable Entrepreneurship because it forms part of our core business	1	2	3	4	5
D2	We engage in Sustainable Entrepreneurship because it is our source of competitive advantage	1	2	3	4	5
D3	We have all required resources to engage in Sustainable Entrepreneurship	1	2	3	4	5
D4	Our company's confidence lies in manufacturing green products	1	2	3	4	5
D5	Our company is concerned about the state our environment	1	2	3	4	5

D6	Our company is willing to reduce its consumption to help protect the environment	1	2	3	4	5
D7	My budget allows me to implement sustainable practices	1	2	3	4	5
D8	The lack of information regarding how to start sustainable practices makes it difficult for me to implement them	1	2	3	4	5
D9	Overall sustainable practices have reduced my company's operational costs	1	2	3	4	5

Your Participation Is Highly Appreciated!

APPENDIX D

LANGUAGE EDITING CERTIFICATE

Mrs Radhika Singh

(F.T.C.L), FELLOWSHIP, TRINITY COLLEGE OF LONDON, (SPEECH AND DRAMA) LANGUAGE
EDITING OF MASTERS THESIS: Naisha Ramlal

This is to certify that I have edited the Masters Thesis which focused on "*Entrepreneurs perceptions' of Sustainable Entrepreneurship*" for language – tenses, syntax, vocabulary, spelling, sense, and all other aspects of language editing.

Corrections are marked on the paper, and need to be corrected.

Disclaimer:

Final decisions rest with the author as to which suggestions to implement.

No review of the final document was requested before submission.



Mrs R Singh
Language Editor
14th November 2019