



# Entrepreneurial Factors Influencing Improved Sustainability and Successful Entrepreneurship: A Theoretical Perspective

Dr Joseph Chikwendu Ezennia<sup>1\*</sup>, Dr Sello Mokoena<sup>2</sup>

<sup>1,2</sup>Department of Languages & Social Sciences, University of Zululand, South Africa

<sup>1</sup>\*Email: EzenniaJ@unizulu.ac.za, <sup>2</sup> Email: MokoenaS@unizulu.ac.za

**Citation:** Ezennia, J.C. and Mokoena, S. (2024), Entrepreneurial Factors Influencing Improved Sustainability and Successful Entrepreneurship: A Theoretical Perspective. *Educational Administration: Theory and Practice*, 30(11), 58-70

Doi: 10.53555/kuey.v30i11.7488

## ARTICLE INFO

## ABSTRACT

The challenges and other factors influencing entrepreneurship and entrepreneurs are phenomenal. They have for a long time manifested and metamorphosed in different ways, thereby impeding the success of the entrepreneur, and affecting the business sustainability. An entrepreneur cannot progress without surmounting to a greater level these challenges (factors). However, variables from various theoretical factors were examined namely, sociological, psychological, innovative and the need for high achievement factors, and the outcome gave rise to the development of the framework of entrepreneurial success and sustainability, towards improved sustainability and successful entrepreneurship. The regression analysis showed that the model used accounts for 79% of the variance in improved sustainability. Hence, the power of the model is high, indicating that the variables under study play a key role towards entrepreneurial success and sustainability. These findings provide entrepreneurs with the required factors that will sustain their businesses. This study also provides additional insight for subsequent researchers in the form of findings and information on the topic of entrepreneurship and sustainability.

**Keywords:** Entrepreneur, Entrepreneurship, Sustainability, Framework, Durban

## 1. INTRODUCTION

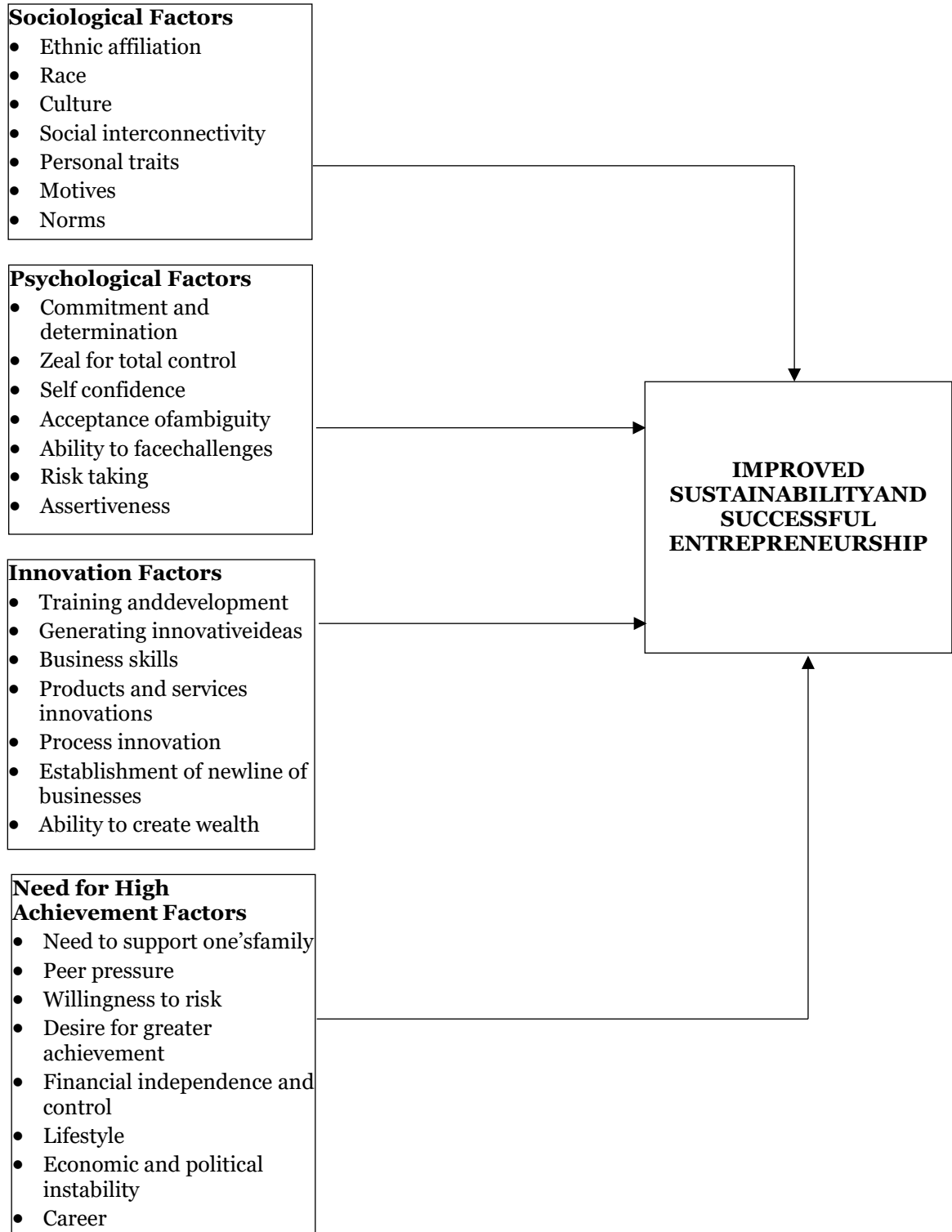
There are some basic factors and challenges that precipitate entrepreneurial activities in various ways or forms. These basics if not dealt with precisely with utmost zeal, may truncate any entrepreneurial venture. Entrepreneurship remains a welfare enhancing business activity under good institutions that play important roles in channeling entrepreneurial imagination and initiatives into productive ventures that enable clientele to maximise their utility at possible lowest costs. The ultimate aim of any entrepreneurial venture is to benefit both the business and the community at large, and also generate economic wealth seldomly attributed to such venture but informed by innovativeness.

According to Jackson (2016), entrepreneurship suggests the best activity for stimulating economic growth in developing countries, which has made some universities to encourage their students to start-up their own small or micro businesses to stimulate employment for themselves and others. In order to achieve this and equally contribute towards the overall economic growth and development of the host countries, these basic challenging factors namely, sociological, psychological, innovation and the need for high achievement factors must be surmounted to the highest possible degree towards success and sustainability.

Consequently, the importance of the emergence of the framework of entrepreneurial success and sustainability. The rationale of the framework is to carefully discuss and explain these variables (factors) in details for much clarity to enhance the understanding and their workability in attaining successful entrepreneurship. The article presents various entrepreneurship factors derived from the economic theories, which militate against the entrepreneur towards successful entrepreneurship. However, the presentation is done in association with the reviewed and backed-up literature and concluded with the review of what can be referred to as a successful and sustainable entrepreneurship.

## 2. LITERATURE REVIEW

The study took meaningful steps further towards discussing the framework and offered explanations on the various factors that play themselves out in stifling the entrepreneurial imminent and possible opportunities to conquer. These factors were carefully identified, and they fall under the ambit of social-culture, psychological, innovation and the need for high achievement factors. However, this feat can be achieved in no other way than starting with the framework itself, thus, the framework of entrepreneurial success and sustainability.



**Figure 1. Framework of Entrepreneurial Success and Sustainability**

### 2.1 SOCIOLOGICAL FACTORS

The sociological entrepreneurship theory focuses mainly on the analysis of the social context, processes, and the effects of entrepreneurial activity within the community and its environs. It was argued further that

entrepreneurship can be construed either narrowly as purposive action leading to the creation of new formal organizations, or more broadly as any to introduce durable innovations in routines, technologies, organizational forms, or social institutions (Ruef and Lounsbury, 2007). Again, sociological perspective includes the presence of congenial cultural attributes that facilitate entrepreneurial practices, social class or ethnic group that extols the credibility of entrepreneurial activities or that are compatible with entrepreneurship (Edewor, Abimbola and Ajayi, 2014). Below are the fundamental factors associated with the social sphere that determines successful entrepreneurship.

### **2.1.1 Ethnic Affiliation**

Ethnic affiliation is described as the identification of any group in reference to their perceived cultural distinctiveness that makes them a people. This specialty according to Njoku (2020) can be exhibited through the language, culture, ritual, religion, music, values, and so on. Belonging to an ethnic group motivates an entrepreneur to put in more efforts to achieve the already set goals in order to maintain the balance among the equals or peers in the society and to contribute or support others, especially the family.

### **2.1.2 Race**

Race as a motivational attribute of an entrepreneurial success considers entrepreneurship that is closely associated with the characteristics of the entrepreneur's race. These characteristics among others are risk taking, innovative, good management and negotiator (Alexandre-LeClair, 2014). Consequently, when the entrepreneur possesses more of these characteristics and practically operate with them, difference in achievements is always observed. Nonetheless, societies are unique socio-culturally with diversity or variety, and this variety could be examined through the race dimensions.

### **2.1.3 Culture**

The high rate of economic development recorded in western societies relative to other cultures was a corollary of the presence of values, such as individualism, an ascetic self-denial which discourages extravagant lifestyles, positive attitudes towards work, savings, and investment (Ezennia and Mutambara, 2022). Cultural values of many societies are a function of their environmentally induced behavioural ways that inform some economic decisions for entrepreneurship. Those environmentally induced pressures may come from family, friends, colleagues, and business partners, who are being referred to as vital influential factors for an entrepreneur's sustainable behaviour (Ezennia and Mutambara, 2022).

### **2.1.4 Social Interconnectivity**

The social-cultural sphere includes all the factors, circumstances, and influences that mold the personality of a person, and possibly impact his disposition, decisions, attitudes, behaviour, and activities (Akhter and Sumi, 2014). The social connections serve as a positive motivation when applied in a positive manner towards a successful entrepreneurship and sustainability.

### **2.1.5 Personal Traits**

Personality traits have been advocated to have a positive influence towards one becoming an entrepreneur (Awwad and Al-Aseer, 2021). Seow (2022) define personality traits as inclinations to respond in a particular way in a variety of situations with high endurance and stability over time. However, the big five traits that are predominant in personality traits are openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism (Kerr, Kerr and Xu, 2018). Therefore, entrepreneur who possesses powerful traits which are related to these five traits find entrepreneurship fulfilling and more likely to sustain the business and ensure successful entrepreneurship (Awwad and Al-Aseer, 2021).

### **2.1.6 Motives**

The entrepreneurial intentions of an entrepreneur are essential in determining the underlying motives for establishing successful entrepreneurship (Awwad and Al-Aseer, 2021). The study by Isanga (2019) on the start-up motives of entrepreneurs in Tanzania revealed that the primary reason for starting a business was to create employment, supplementing income and enabling them to do the kind of work they wanted to do. Hence entrepreneurs are motivated through their motives, positively focused on their entrepreneurial successful journey.

### **2.1.7 Norms**

Norms are those factors that are related to the perceived support or pressure from the environment to create a business enterprise (Asimakopoulos, Hernández and Peña Miguel, 2019). According to Seow (2022), people who have a high demand for autonomy circumvent the constraints and norms of established organizations by taking up the role of being an entrepreneur.

## **2.2 PSYCHOLOGICAL FACTORS**

Psychological entrepreneurship factors are the function of the individual personal characteristics which lies on

the premise that the successful entrepreneurs possess certain personality characteristics that distinguish them from other people (Dedekuma and Akpor- Robaro, 2015). The level of analysis in psychological theories is based on the individual.

### **2.2.1 Commitment and determination**

In the words of Dornsife (2023), “a quintessential entrepreneur possesses a deep source of passion for what he/she does. The commitment and determination will sustain him/her when they encounter inevitable business barriers and failures that await them along the path to successful entrepreneurship”. However, unless the entrepreneur believes in whatever business enterprise he operates, he may be tempted to quit sooner than he thought as soon as unforeseen circumstances begin to envelop thereby wasting both time and potential.

### **2.2.1 Zeal for total control**

The zeal for total control of an entrepreneur according to Bulmash (2016) refers to that perception of having personal control over situations and not always being at the mercy of any given circumstances. Possessing this ability of being in control of situations establishes an entrepreneur into being an ‘ever ready’ personnel for any business eventuality, success or failure in his/her life as opposed to feelings that external agents are in control.

### **2.2.2 Self confidence**

Superior level of confidence of an entrepreneur propels him to successful entrepreneurship and makes him distinct from his peers. Having confidence in oneself and the business model being operated determines the extent to which the business survives, grows, and sustains itself. Conversely, arrogance or stupidity is not part of self-confidence that assumes failure is not possible, instead the confidence should be about knowing that if the entrepreneurs do not believe in themselves, no one else will (Dornsife 2023).

### **2.2.3 Acceptance of ambiguity**

Tolerance for ambiguity is an important psychological entrepreneurial factor and must be accepted or tolerated. According to Asad, Muhammad, and Abdul (2018), “if an individual perceives ambiguous situation as an opportunity or desirable, that is tolerance for ambiguity. Adversely, if the perceived ambiguous situation is seen as a threat, then it can be referred to as or considered intolerance for ambiguity”. Furthermore, when an individual with more tolerance of ambiguity is confronted with ambiguous situations, he/she transforms them as challenges and strives to surmount them. Hence, entrepreneurs have more skill and capabilities to tolerate ambiguity and react confidently to unclear and vague situations as compared to others (Asad, Muhammad, and Abdul, 2018).

### **2.2.4 Ability to face challenges**

Challenges are inevitable in life talk less of its existence in a given business atmosphere. According to Patel (2015), no business venture can survive without facing and attaining imminent challenges. Setting up a business is not a straight line towards success, having the ability to face, deal with immediate and unforeseen challenges is mostly essential. However, possessing the ability of facing challenges equally suggest the zeal to deal with any failure that may occur. An occurrence of any failure does not mean an end of such venture but might be a turning point towards success. When success is placed as top priority, readiness to handle challenges to achieve goals becomes enthusiastic (Patel, 2015).

### **2.2.5 Risk taking**

There exists a great relationship amongst entrepreneurship, risk, and uncertainty. According to Bergner et al. (2023), risk taking is one of the most central person-based elements in entrepreneurship. It is envisioned as one of the daily challenges business start-ups face, therefore, it should be anticipated, quantified, and mitigated by entrepreneurs and other investors. Maheshwari et al. (2023) posits that an entrepreneur with high-risk propensity is likely to be more confident and successful. Consequently, Bergner et al. (2023) argued that entrepreneurs with certain personality traits which have the ability to take higher risks, finds it easy to recognize new business opportunities and excel in their entrepreneurial career.

### **2.2.6 Assertiveness**

Assertiveness is one of the necessary traits to possess as an entrepreneur, in order to enjoy a positive experience in business relationships. According to Kristenson (2023), assertiveness does not come to an individual naturally but can be developed and applied to progress someone's life. As an entrepreneur, you do not need to be afraid or indifferent towards some business issues or challenges affecting you directly or indirectly. Being assertive is described by a certain behavioural attitude and language of expression that exhibit confidence, calmness, and respect, as well as, setting boundaries (Kristenson, 2023).

## **2.3 INNOVATION FACTORS**

Innovation can be described as using the new contemporary magic words (dream, create, explore, invent, pioneer, and imagine) to generate or re-establish a product or service. Ezennia and Mutambara (2020) assert

that innovative small medium enterprises are important components of a dynamic procedure of national and regional economic development of which entrepreneurs are the drivers. However, the entrepreneur is referred to as a creative destroyer and would take immense motivation and enthusiasm to deal with daunting challenges on a business venture that faces failure.

### **2.3.1 Training and development**

Training and development are vital factors that drive innovation processes and build creative knowledge which can make the innovation stand. Entrepreneurs can benefit more from training and development by using what they acquired to adapt and develop new creative products, services, and systems. Moreover, innovativeness and entrepreneurial dynamism can be achieved through learning from other types of industry and organizational systems (Ezennia, 2019).

### **2.3.2 Generating innovative ideas**

Innovative business is created through generation of ideas. Generation of ideas is the ability of the entrepreneur to be aware of his/her business environment and the factors that are conducive to opportunity exploitation. Most entrepreneurial discoveries are reached after a business opportunity is recognized, analyzed and an innovative idea generated (Ezennia, 2019).

### **2.3.3 Business skills**

Lack of adequate business skills is one of several factors that limit entrepreneur's abilities in managing successful business entity irrespective of the geographical location.

Entrepreneurship is largely dependent on the kind of business skills possessed by the entrepreneur. Entrepreneurship innovation is mostly challenged by lack of adequate business skills. However, business skills are the result of investment in education and work experience. Entrepreneurs with a higher level of education are more likely to have acquired business skills for successful entrepreneurship (Ezennia, 2019).

### **2.3.4 Products and services innovations**

Product innovation as defined by Gutcheck (2019) is "the development and market introduction of a new, redesigned or substantially improved good or service". However, this is not only about developing something new and original but also about improving on extant product or service, making it much better (Guthrie, 2012). Moreover, it has been suggested and acknowledged that new products and services are the lifeblood of all businesses and putting much into the development of new products and services cannot be optional but very crucial to business growth, profitability, and sustainability. The Chamber of Commerce of Metropolitan Montreal (2023) highlighted that venturing into the development process is risky and requires concise and considerable planning. Suffice to say that businesses that invest in product research and innovation benefit lucratively and be rewarded when successful (Guthrie, 2012).

### **2.3.5 Process innovation**

Process innovation according to Scafuto et al. (2018), means "the conduct of an activity in a new way using specific tools of change and the transformation of business processes. It is the implementation of a new or significantly improved production or delivery method". This includes significant changes in techniques, equipment and/or software. Process innovations may be targeted to decrease the unit costs of production or delivery, to increase goods quality or to produce or deliver new or significantly improved goods (Scafuto et al., 2018). Further, process innovation refers to the methodological changes in processes to achieve efficiency and greater throughput at its lowest cost. Production systems, service delivery systems, and organizational processes can be referred to as the significant areas for process innovation (Kahn, 2018).

However, there is a relationship between process and product innovations. Process innovation emphasizes more on efficiency with cost savings of a particular interest while product innovation pays more attention on effectiveness with an objective to develop new offerings. This is because new products often require more resources, force new procedures, and cause changeovers to happen in manufacturing processes (Kahn, 2018). Moreover, process innovation is described as the crucial facilitator of product innovation.

### **2.3.6 Establishment of new line of businesses**

According to Ezennia (2019), innovativeness of entrepreneurs can be measured based on the kinds of business that they establish. Innovative entrepreneurs are those that have multiple lines of businesses through which they contribute towards the economic development, job creation and the alleviation of poverty. The author argues that entrepreneurship is perceived as an engine of socioeconomic growth and development where it exists.

Entrepreneurial innovation propels the entrepreneur to create different kinds of businesses for socio-economic development, job creation, poverty reduction, and improvement in the standard of living of the community. The author strongly believe that successful entrepreneurs have the ability to establish more businesses which can partly result in economic development (Ezennia, 2019).

### **2.3.7 Ability to create wealth**

Ability to create wealth lies with the entrepreneur who is more enthusiastic and acquainted with entrepreneurial skills. As described by Ternenge et al. (2020), wealth creation is a state of prosperity which translates to possession of riches, the abundance of valuable resources or material possession. It is the combination of resources, labour, land, and technology and other factors to create value and attract profits. Invariably, by having established business entities, entrepreneurs invest their resources to attract and accrue capital from the investors, lenders, and clientele. In doing this, wealth is being mobilized and allows for benefit from the success of the entrepreneurs and the growing business entities (Syed, 2020).

According to Henderson (2021), "becoming a wealthy entrepreneur starts in your mind, because the mind is where the foundation for wealth creation is made. Henderson asserts that not possessing the right wealth creative mindset, will never see an entrepreneur through towards creating and building wealth.

## **2.4 NEED FOR HIGH ACHIEVEMENT FACTORS**

McClelland suggests that entrepreneurs possess outstandingly high need for achievement, therefore, the "need" demands a special type of entrepreneurial attitudes; inclusively, a willingness to risk even personal resources (capital, energy, and reputation) on a business venture that has chances for failure, hence, pose numerous challenges to the entrepreneur. The pursuit for high achievement has also been associated to each individual's hunger for power and hedonism, which has added up to the entrepreneur's challenges to enhance a willingness to square-off risks and uncertainty and take initiative in the face of challenges with daring energy (Miller, 2015). A high achievement motivation may serve to ignite the entrepreneurial intentions and link them to actionable business activities.

### **2.4.1 Need to support one's family**

Research on the role of family in business decision-making can be traced back to as early as 1950, when Davis (1970) first examined the relative influence of husbands and wives on the operation of businesses. Since then, numerous studies have been conducted to examine the various aspects of family business decision-making. Family has formed part of the most important variables in business decision making and feature as the most prominent consumption unit that has attracted the interest of many scholars in marketing (Ezennia, 2019).

According to Koropp et al. (2013) and Rodriguez et al. (2009), most people enter into certain businesses with the ultimate intention of supporting their families. Chang et al. (2013), in their study, found that family is a major factor which influences an individual's decision to relocate for better business opportunities. Expatriates equally leave their countries with the need to look for better opportunities in order to provide support for their families.

### **2.4.2 Peer pressure**

Peer pressure refers to peer influence that might cause an entrepreneur to change his/her behaviour to meet the expectations of others. The feelings cause someone to do something or to keep from doing something else, no matter the personal decision to do or not to do. This pressure may come from friends or colleagues to influence a particular decision, and very likely to happen when someone is indecisive particularly at the weak moments. However, resilient entrepreneurs cultivate their networks of clients, peers, and friends, not only to enhance their businesses, but also to explore new sources or opportunities, while keeping updated with changes in the market (Ezennia and Mutambara, 2021).

### **2.4.3 Willingness to risk**

Entrepreneurs have been associated with risk-taking and most of them are so eager beyond any given circumstance. The willingness to risk-taking is described as the perceived probability of receiving rewards linked to the success of a situation that is required by entrepreneurs to make large and risky resource commitments to ventures in uncertain environments. Further, for the entrepreneur to be disposed for moderate, calculated risk-taking, provides him/her with reasonable chance for success. Moreover, new ventures with a tendency for entrepreneurial risk-taking will likely commit resources to risky strategic choices (Ezennia and Mutambara, 2019).

### **2.4.4 Desire for greater achievement**

The entrepreneur's desire for achievement has the longest history among all the factors associated with entrepreneurship. McClelland (1961) refers to the need for achievement as a measurable factor in groups and individual measured by coding his/her spontaneous thoughts for the frequency with which he/she thinks about competing with standards of excellence or doing something better than before. Further, the need for achievement is linked to Maslow's need for self-actualization and "Goal accomplishment", which is considered as an essential driving trait in the personality of successful entrepreneurs. That desire for greater achievement must come from within and backed up with adequate planning for successful entrepreneurship (Ezennia and Mutambara, 2019).

### **2.4.5 Financial independence and control**

An entrepreneur needs which are considered insatiable to some extent extended to need of financial independence and control. The zeal to expand the size of the business and make it more sustainable propels him/her into doing great things. A measurable effort is put-in to undertake different business situations, which includes being at an alert to deal with sales and marketing and interacting with clients always in a warm strategic manner (Adams, 2017). Moreover, an innovative business idea is required to achieve a competitive edge and determining what makes you distinctive is the key and imperative (Long, 2017).

#### 2.4.6 Lifestyle

Willingness to risk taking and change of lifestyle are great attributes and panacea towards achieving sustainable entrepreneurship (Doug and White, 2020). The desire to improve the lifestyle of an entrepreneur motivates him into taking greater risk in investing in business opportunities and to be well-established in various line of businesses. Entrepreneur's improved lifestyle is driven by many goals and motives that pushes to cross hurdles and challenges to be sustainable (Ezennia, 2020).

#### 2.4.7 Economic and political instability

The potency of these two phenomena, economic and political instability has the tendency to decimate any economy and cause a lot of damages to entrepreneurship. Economic instability leads to political quagmire and can translate into violence leading to destruction of infrastructure and businesses, leaving the country with more economic harm. Fast deterioration of so many basic infrastructures may occur which may lead to poor services. Therefore, concentrating on the prospects of business venturing will become very tough and a great challenge in the economy. Further, political instability on the other hand has significant negative effects on innovativeness of entrepreneurial activities in the economy (Ezennia and Mutambara, 2021).

For instance, it has caused the underdevelopment of some Africa countries, especially where the level of corruption is so high. Politicians, leaders, and other public servants engaging in corrupt practices and self-aggrandizement, while the poor masses suffer. Political and economic instability can be considered as a critical bottleneck for innovation and overall economic and infrastructural development of many economies (Ezennia and Mutambara, 2021).

#### 2.4.8 Career

It can never be over emphasized that leadership quality is an advantage in entrepreneurship. Leadership is important for the survival and success of entrepreneurial ventures and also a process whereby an individual influence the rest of others towards the achievement of desired business goals of set of objectives. However, leadership is developed as a career, which is the process where the business owner creates an entrepreneurial vision and motivates the team members to perform the vision in high velocity and uncertain situations (Ezennia and Mutambara, 2019).

### 3. METHODOLOGY

The research methodology was designed to investigate the entrepreneurial factors influencing entrepreneurs towards improved sustainability and successful entrepreneurship. Quantitative research approach was employed, and a questionnaire was designed using a 5- point Likert scale of 1 (strongly disagree) to 5 (strongly agree) to capture all the constructs. Construct, content and face validity were carried out to ensure that the questionnaire is valid. To ensure reliability, Cronbach alpha was conducted to test for internal consistency of the items. Three hundred and sixty-four questionnaires were distributed using cluster sampling technique to entrepreneurs within the Central Business District (CBD) in Durban, of which three hundred and thirty-eight was viable for data analysis. The quantitative data collected was analyzed using Statistical Package for Social Sciences (SPSS version 25.0) software.

### 4. RESULT

#### 4.1 Descriptive statistics

The results of the study are presented using descriptive statistics, such as mean, standard deviation, minimum, and maximum. The results are shown in Table 1.

**Table 1. Descriptive Statistics**

Dimension	Mean	95% Confidence Interval		Std.Dev.	Min.	Max
		Lower Bound	Upper Bound			
Sociological Factors	4.592	4.547	4.638	0.42433	1.00	5.00
Psychological Factors	4.622	4.577	4.666	0.41358	1.00	5.00
Innovation Factors	4.644	4.552	4.737	0.85998	1.00	5.00
Need for Higher Achievement Factors	4.383	4.341	4.424	0.38786	1.00	5.00

As revealed in Table 1, entrepreneurship innovation factors had the highest mean score value (Mean = 4.644) when compared to the maximum attainable score of 5, on a 1 to 5-point Likert scale, indicating a positive

direction. The mean score value suggests that there was a strong positive relationship between entrepreneurship innovation factors and foreign-owned micro businesses in Durban. Thus, entrepreneurship innovation factors positively influence the foreign-owned micro-businesses. Besides this, psychological factors have a mean score value of 4.622. The results, therefore, show that there is a significant strong positive relationship between psychological factors and foreign-owned micro-businesses in Durban. Furthermore, sociological factors have a mean score of 4.592 suggesting that there is a significant, strong positive relationship between sociological factors and foreign-owned micro-businesses in Durban. Lastly, the need for high achievement has a mean score value of 4.383 shows positivethat there is a significant strong positive relationship between the need for high achievement factors and foreign-owned micro-businesses in Durban. The overall results therefore suggest that the factors of sociological, psychological, entrepreneurship innovation, and the need for high achievement are the main factors influencing African immigrants-owned businesses in Durban.

#### 4.2 Validity of the Research Instrument: Factor Analysis

The validity of the self-developed research instrument was evaluated using Factor Analysis. In extracting the factors, only items with loadings > 0.4 were considered to be significant. Further, if an item loaded significantly on more than 1 factor, only that with the highest loading was considered. The principal component analysis extracted four components(factors). The verimax rotation was conducted to make the components (factors) interpretable. The findings from the result are presented in Table 2, below.

**Table 2. Factor Analysis – Rotated Component Matrix**

Item	Component			
	1	2	3	5
SF_16	0.697	-0.314	0.196	-0.333
SF_7	0.708	-0.036	-0.070	-0.327
SF_8	0.654	-0.292	0.337	-0.072
SF_9	0.686	0.259	0.089	-0.202
SF_10	0.767	-0.131	-0.015	-0.505
SF_11	0.553	-0.206	-0.283	0.195
SF_12	0.665	0.253	0.242	-0.194
SF_13	0.605	0.180	0.204	-0.216
SF_14	0.511	0.548	-0.286	-0.141
SF_15	0.560	0.506	-0.292	-0.145
PF_16	0.641	0.239	0.363	-0.146
PF_17	0.821	-0.045	-0.079	-0.156
PF_18	0.761	-0.216	-0.153	-0.234
PF_19	0.507	0.111	-0.287	0.453
PF_20	0.486	0.483	-0.316	0.229
PF_21	0.747	0.096	-0.332	-0.168
PF_22	0.413	0.398	0.243	0.422
PF_23	0.670	-0.090	0.075	-0.005
PF_24	0.766	-0.078	-0.373	-0.156
PF_25	0.613	0.571	-0.172	0.038
PF_26	0.445	0.450	0.284	0.292
IN_27	0.635	-0.379	-0.088	0.048
IN_28	0.495	-0.304	-0.040	0.446
IN_29	0.624	-0.270	-0.447	0.120
IN_30	0.624	-0.457	-0.175	0.324
IN_31	0.561	-0.223	0.205	0.469
IN_32	0.622	-0.016	-0.003	0.441
IN_33	0.561	-0.474	0.003	0.402
IN_34	0.589	0.054	0.234	0.150
NA_35	0.316	0.248	0.072	0.127
NA_36	-0.033	0.227	0.158	0.294
NA_37	0.409	0.012	0.604	-0.058
NA_38	0.345	-0.046	0.572	-0.059
NA_39	0.641	0.067	0.026	-0.307
NA_40	0.499	-0.386	0.209	-0.114
NA_41	0.724	-0.301	-0.197	-0.238
NA_42	0.530	-0.215	0.337	-0.057
NA_43	0.464	0.560	-0.133	0.023
NA_44	0.242	0.405	0.361	0.231



<b>Eigenvalue</b>	<b>13.576</b>	<b>3.703</b>	<b>2.684</b>	<b>2.355</b>
<b>% of Variance</b>	<b>34.8</b>	<b>9.5</b>	<b>6.9</b>	<b>6.0</b>

The above table 2 indicates that 28 items loaded significantly on Factor 1 and account for 34.8 per cent of the total variance. Out of the total of 28 items, 10 items relate to sociological factors, 9 items relate to psychological factors, 6 items relate to innovative factors, and the remaining 3 the items relate to the need for high achievement. Therefore, since the majority of the items relate to sociological factors, Factor 1 could be named as such. Furthermore, 4 items loaded significantly on Factor 2 and account for 9.5 per cent of the total variance. Out of the total, 2 items related to sociological factors, 1 item relates to psychological factors, and the rest of the 1 item also relates to the need for high achievement. However, since most of the items relate to sociological factors, Factor 2 may be labelled as such. Lastly, 2 items loaded perfectly for Factor 3 and account for 6.9 per cent of the total variance. Both items related to the need for high achievement. Therefore, since all the items relate to the need for high achievement, Factor 3 can be named as the need for high achievement.

Accordingly, KMO and Bartlett's test was further employed, to determine the validity of the research instrument. Hair et al. (2019) suggests that the "KMO measure of sampling adequacy index ranges from 0 to 1, reaching 1 when each variable is perfectly predicted without any error by other variables". This measure can be interpreted as follows; 0.80 or above (meritorious), 0.70 or above (middling), 0.60 or above (mediocre), 0.50 or above (poor) and below 0.50 (unacceptable). The results are shown in Table 3.

**Table 3. KMO and Bartlett's test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.868
Bartlett's Test of Sphericity	Approx. Chi-Square	10692.349
	df	741
	Sig.	0.000

The findings from table 5.13 above reveal that the measure of sampling adequacy for the factors which influence African immigrant-owned micro businesses in Durban was 0.868 and Bartlett's test was significant. Hence, this indicates that the data set complies with the requirements of sampling adequacy and sphericity for the factor analysis performed.

#### 4.3 Reliability: Cronbach's Coefficient Alpha

The reliability of the measuring instrument was evaluated using Cronbach's Coefficient Alpha. The findings of the results are shown in the table 4 below. Accordingly, Sekaran and Bougie (2016) recommend that a Cronbach's coefficient alpha score of 0.07 and beyond is considered reliable, hence, the instrument should be acceptable.

**Table 4. Reliability of the Measuring Instrument – Cronbach's Coefficient Alpha**

<b>Dimension</b>	<b>Number of Items</b>	<b>Cronbach's Alpha</b>
Sociological Factors	10	0.873
Psychological Factors	11	0.877
Innovation Factors	8	0.873
Need for High Achievement	10	0.731
<b>All Dimensions</b>	<b>39</b>	<b>0.937</b>

The findings from table 4 reveals that the research instruments employed in the study was highly reliable and has a very high level of inter-item consistency ( $\alpha = 0.937$ ). Evidence further suggests that the instrument measuring sociological factors, psychological factors, innovation, and need for high achievement have a high degree of reliability. The use of the instrument for the measurement of psychological factors is particularly reliable and has a very high level of inter-item consistency ( $\alpha = 0.877$ ). The item reliabilities for the questionnaire, therefore, range from 0.731 to 0.877 for the separate dimensions of the study. Thus, 39 items measuring sociological factors, psychological factors, innovation factors, and need for high achievement have very high degrees of inter-item consistency and reliability ( $\alpha = 0.937$ ). The research instrument is therefore reliable and can be adopted by any researcher for the same or a similar purpose.

#### 4.4 One Sample T-Test

The one sample T-test was calculated to determine whether gender influences the sociological factors, psychological factors, innovation factors, and need for high achievement. The findings of the results are shown in table 5.

**Table 5. One Sample T-test**

<b>Items</b>	<b>T-test</b>					
	<b>T</b>	<b>Df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>Mean</b>	<b>Standard deviation</b>
Sociological Factors	155.641	338	<b>0.000*</b>	3.59231	4.592	0.42433

Psychological Factors	160.750	338	<b>0.000*</b>	3.62153	4.622	0.41358
Innovation Factors	78.018	388	<b>0.000*</b>	3.64582	4.646	0.85913
Need for High Achievement	160.094	338	<b>0.000*</b>	3.38249	4.383	0.38786

\* **p < 0.01**

The findings of the test revealed that there is significant agreement in the levels of sociological factors, psychological factors, innovation and need for high achievement factors. Consequently, the relationships amongst the variables were assessed using Spearman correlations. The results are shown in Table 6.

**Table 6. Spearman Correlation**

Dimension	r/p	Sociological Factors	Psychological Factors	Innovation Factors	Need for High Achievement Factors
Sociological Factors	r <b>p</b>	1.000 <b>0.000*</b>			
Psychological Factors	r <b>p</b>	0.821 <b>0.000*</b>	1.000 <b>0.000*</b>		
Innovation Factors	r <b>p</b>	0.651 <b>0.000*</b>	0.709 <b>0.000*</b>	1.000 <b>0.000*</b>	
Need for High Achievement Factors	r <b>p</b>	0.681 <b>0.000*</b>	0.598 <b>0.000*</b>	0.554 <b>0.000*</b>	1.000 <b>0.000*</b>

The result of the spearman correlation as seen on table 6 revealed that there was a strong positive correlation between psychological factors and sociological factors which was statistically significant ( $r = 0.821$ ,  $n=338$ ,  $p < 0.01$ , two-tailed). There was also a strong positive correlation between innovation factors and sociological factors which was statistically significant ( $r=0.651$ ,  $n=338$ ,  $p < 0.01$ , two-tailed). There exists a strong positive correlation between innovation factors and psychological factors which was statistically significant ( $r=0.709$ ,  $n=338$ ,  $p < 0.01$ , two-tailed). There was also a strong positive correlation between sociological factors and need for achievement factors which was statistically significant ( $r=0.681$ ,  $n=338$ ,  $p < 0.01$ , two-tailed). There exists a strong positive correlation between psychological factors and need for achievement factors which was statistically significant ( $r=0.598$ ,  $n=338$ ,  $p < 0.01$ , two-tailed). There was also a strong positive correlation between innovation factors and need for achievement factors which was statistically significant ( $r=0.554$ ,  $n=338$ ,  $p < 0.01$ , two-tailed).

**Table 7. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.890 <sup>a</sup>	.791	.789	.19094

The entrepreneurial success and sustainability accounts for 79% of the variance for improved sustainability and successful entrepreneurship, hence, the power of the model is high, indicating that the variables under study play a key role towards entrepreneurial success and sustainability.

## 5. DISCUSSION

Sustainability portends a strategy which assist the business enterprise to meet-up with its current responsibilities without compromising the future. Emerging literature asserts that there are three dimensions of sustainability, which is also referred to as the theory of triple bottom line. The theory provides the three key facets of sustainability for entrepreneurs to consider, namely, economic, social, and environmental (Sivarajah, Irani and Gupta, 2020). Further, the economic part refers to the profit-making ability of the business, social refers to business enterprise's ability of giving back to the community and the environmental dimension refers to that initiative which drives the enterprise to conserve natural resources while making delivery. Consequently, an entrepreneur is said to be truly sustainable when it adheres to all these three key facets simultaneously. Additionally, sustainability can be improved through innovation and competitiveness via the creation of new products and services, which are environmentally friendly and true to customer needs. Similarly, sustainability-oriented innovation involves the combination of ecological and social dimensions into products, processes, and business enterprise structures to entirely avoid or rather minimize the environmental pollution and achieve greater benefits in the community (Dory, 2023). Furthermore, sustainability entails creating superior customer and firm value by the business through addressing societal and environmental needs. For instance, experimentation in business has been suggested and should be applied to a sustainable business setting to improve the sustainability. It has been suggested that big businesses should experiment with their business models that considers the goals of sustainability, to maintain competitiveness (Bocken, Boons, and

Baldassarre, 2019).

Entrepreneurs are expected to be smart and operate within the sustainable business models involving the environmental, social, and economic dimensions, which is also in line with the United Nations' sustainable development goals. Successful entrepreneurship depends on aligning and implementing practical business operating procedures to remain relevant, reliable, and sustainable. Proactive leadership is key in revamping organizational clout, business strategies, supply chain management, strengthening financial position, and business digital transformation.

## 6. IMPLICATIONS

The empirical study that provided this framework avails a significant insight into the literature and entrepreneurship theories. The results revealed some strategies which can be regarded as motivations that propels great and successful entrepreneurship and improved sustainability. This study contributes significantly to the much-discussed entrepreneurship and small/micro businesses. Insights were revealed through the detailed discussion of the framework to alleviate/ameliorate many challenges faced by the entrepreneurs, and once carefully observed and followed may practically lead to successful entrepreneurship and avoid crises that may lead to shut down.

Further, the practical implication provides a lead towards development of business strategies, improving in business knowledge gathering and understanding the real business facts that cannot easily change. Moreover, business skills and other competencies should be developed and adhered to, both socially and professionally to improve on the business and marketing strategies (digitally and otherwise) towards improved sustainability and successful entrepreneurship. Business networks should be established in order to expand the business or for diversification.

## 7. CONCLUSION

The study presented the conceptual framework of entrepreneurial success and sustainability which guides the investigation and provided more solutions to an entrepreneur's emergence, success, and sustainability in a challenging business situation. The research reviewed the related theories on entrepreneurship, namely, psychological, sociological, innovation, and the need for high achievement entrepreneurship theories. Entrepreneurship has been acknowledged to be the fundamental source of increased efficiency, economic growth, and wealth creation, which are important to any economy and is an essential driver and one of the key tools of the economic performances of a country. It generates jobs, achieves social cohesion, and combats social exclusions. In South Africa, African immigrant entrepreneurs face many challenges while operating their various businesses. Some of these challenges have proved to be detrimental to their businesses and even life threatening and may lead to their extermination.

However, despite all these challenges faced by African immigrant-owned micro businesses, their contribution to the economic development of South Africa as a country cannot be over emphasized. The study investigated the effect of four key factors and how these factors influence African immigrant-owned micro businesses in Durban, South Africa. The results indicate that sociological, psychological, innovation and the need for higher achievement factors have positive significant influence on African immigrant-owned micro businesses in Durban, with innovation factors being more pronounced.

It is mostly an undeniable fact that many foreign-owned micro businesses, especially African immigrant-owned micro businesses in Durban and South Africa, are faced with diverse challenges, including rigid regulatory framework, crime, xenophobia and culture issues. The study, therefore, recommends that the government should, as a matter of importance create a flexible regulatory framework, create conducive and opportunity-driven enabling business environment, including the protection of the lives and property of the African immigrants and their businesses in Durban and nationwide. The acquisition of managerial skills should be encouraged by organizing workshops to educate more entrepreneurs. Training and development must be enhanced, which may lead to possible identification of business opportunities, generating innovative ideas and identification of suitable business locations.

By implications, the study was limited to only African immigrants who owned and operated micro businesses in Durban. Therefore, future research should focus on African immigrant-owned micro businesses from two or more large economic cities in South Africa, such as Johannesburg, Cape Town or Pretoria, or in some other country. Future studies can also include immigrants from other countries of the world and across continents other than Africa.

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