

## AN EXPLORATORY STUDY OF ECONOMIC CONTRIBUTIONS MADE BY MIGRANT RETAIL ENTREPRENEURS IN SOWETO

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### Abstract

This is an exploratory survey that was conducted at Soweto with the aim of exploring the economic contribution made by migrant retail businesses. The survey was based on quantitative and qualitative data gathered from 429 retail businesses that are operated by migrant entrepreneurs living and working in Soweto. The study found that about 54% of migrant entrepreneurs conducting business in Soweto employed at least one local South African in their businesses, and that about 24% of retail businesses operated by migrant entrepreneurs paid tax to the South African Revenue Service (SARS) on a regular basis. The results showed that profitability in retail businesses operated by migrant retail entrepreneurs was significantly influenced by the level of entrepreneurial skills, the use of money raised in their home countries for starting up business ventures at Soweto, and the ability to order merchandise in bulk on credit from wholesalers.

**Keywords:** Soweto, Migrant retail entrepreneurs, Economic contribution, Structural Equations Modelling

### Introduction and background to study

Soweto has a vibrant economy that includes migrant entrepreneurs from the rest of Africa (Spel, 2020: 227-256; Mgiba, 2021:124-151). Migrant entrepreneurs from all over Africa participate in growing the economy of Soweto (Mboweni, 2021:1-19). The economy of Soweto provides livelihood to African migrants and their families. Ogunlela and Tengeh (2020:675-687) have identified factors that often disrupt valuable economic activities in the retail industry of Soweto. The authors have shown that it is mutually beneficial to migrant entrepreneurs and local communities to meet the basic socioeconomic needs and aspirations of migrant entrepreneurs. Moagi, Ivanovic and Adinolfi (2020:85-101) have shown that migrant entrepreneurs who work in the hotel and leisure industry of Soweto make a highly valuable contribution to the local economy and that they need to be supported better so that they can be more productive. Beresford (2020:65-79) has pointed out that the high rate of failure in emerging entrepreneurs in South African townships is a result of poor exposure to entrepreneurial skills in the past.

The study aims to broaden the current level of understanding about the contributions made by migrant entrepreneurs from the rest of Africa to the local economy of Soweto and assess and evaluate the potential benefits of supporting migrant entrepreneurs with regards to their operational and residential needs. Findings of the study are valuable for understanding the need

for promoting entrepreneurial, marketing and networking skills among poorly skilled and resourced local entrepreneurs working in the retail industry of Soweto.

### **Literature review**

Ojong, Simba and Dana (2021:233-248) have shown that the promotion of retail entrepreneurship is highly valuable for reducing unemployment and poverty in poorly developed communities. The authors have highlighted various obstacles that are related to work and residence permits. It is strategically prudent to support migrant entrepreneurs as a means of growing South Africa's growth and development. The study is helpful for comparing current findings with those reported in the past about the plight of female entrepreneurs working in Soweto Mathaba, Dhurup and Mpinganjira (2017:15-27) have shown that female entrepreneurs make a valuable contribution to the retail sector of the economy although they are often denied recognition and adequate support. Peberdy (2021:125-151) has identified various obstacles that are experienced by migrant entrepreneurs of all genders working in South African cities and townships. The key obstacles identified by the author are related to trade license, difficulty in securing business loans, unfair tax assessment, difficulty in opening up bank accounts, lack of safety and security, and difficulty in securing work and residence permits. The author has shown that it is mutually beneficial for migrant retail operators and local communities to work together. The key areas of benefit are the provision of retail services at an affordable rate and the development and exchange of entrepreneurial skills. The survey by Mboweni (2021:1-19) has found that difficulty in raising start-up capital is a major obstacle among nascent retail businesses operating in Gauteng Province. The author has recommended that guidelines and regulations that are related to retail businesses should be relaxed so that trade licenses could be obtained easily.

Mboweni (2022:19-36) has highlighted the priority needs of migrant entrepreneurs who conduct retail business in Gauteng Province. A report published by the Gauteng Provincial Government (2021) acknowledges the need for enhancing the current level of administrative and financial support provided to retail business enterprises. The report shows that it is necessary to simplify business loan requirements that are routinely used by commercial banks and microfinance institutions for granting business loans to emerging business enterprises in the retail industry of Gauteng Province.

Sichone (2020:309-324) has shown that the overall productivity of migrant entrepreneurs depends upon the extent to which the basic survival, operational, residential and human rights are met in host nations. Worku (2021:1380-1390) has constructed a composite index for measuring success by emerging entrepreneurs operating in South African cities and local municipalities. Worku (2021:1391-1396) has shown that entrepreneurial achievement and success in emerging enterprises is significantly influenced by the ability of the various organs of State and local municipalities to provide novice owners and operators with close supervisory assistance, coaching, mentoring and access to business loan services. The composite index

developed by the author is based on constructs that are empirical results obtained from major theoretical principles published since the year 1755. The most notable examples of such theories of entrepreneurship are written by Joseph Schumpeter (the theory of entrepreneurial innovation), Henry Murray (the theory of the need of achievement), Richard Cantillon (the economic entrepreneurship theory of the year 1755), David McLelland (the psychological entrepreneurship theory), Frank Young (the sociological entrepreneurship theory), Franz Boas (the anthropological entrepreneurship theory), De Koning (the opportunity-based entrepreneurship theory) and Jay Barney (the resource-based entrepreneurship theory).

Surveys conducted by Fatoki and Patswawairi (2012:140) have shown that local businesses view migrant retail entrepreneurs as a threat to their share of market and profit by way of lowering the cost of labour and merchandise. The authors have shown the need for awareness campaigns and support for poorly resourced local retail businesses. The study conducted by Hikido (2018: 2580-2598) has found that misconceptions about migrant entrepreneurs operating in South African townships and cities are mostly based on lack of understanding of factors that contribute for national economic growth and development King and Shackleton (2021:1-14) have shown that migrant entrepreneurs from the rest of the world contribute for the growth and development of local economies and that local municipalities should play a leading role in promoting awareness about the plight of migrant entrepreneurs. According to the authors, there are significant benefits in working together with migrant entrepreneurs. The most notable benefits are skills transfer, job creation, the creation of livelihoods and the potential for exporting South African goods, services and products to the rest of Africa in partnership with migrant entrepreneurs.

### **Problem statement**

Malgas and Zondi (2021:56-72) have shown that the contributions made to the South African economy by migrant entrepreneurs are underappreciated and undervalued. Hikido (2018: 2580-2598) has argued that South African local municipalities should create economically enabling working environments so that migrant entrepreneurs can work more effectively and more productively. Zack and Landau (2021:1-19) have shown that migrant entrepreneurs have made highly valuable contributions to economic growth and development in countries such as the USA, Germany, Canada, the United Kingdom and South Africa. Beresford (2021:108-127) has pointed out that migrant entrepreneurs from the rest of the world have the potential for promoting the retail sector of the South African economy and that this potential needs to be fully utilised by creating an enabling working environment for migrant entrepreneurs. The authors have provided numerous examples from the world's most successful economies that show that migrant retail entrepreneurs have made significant contributions to national economies in all parts of the developed world.

### **Objectives of study**

The aim of research was to determine factors that influence viability in retail businesses that are operated by migrant entrepreneurs in Soweto. The study also aims to assess and evaluate the contributions made by migrant entrepreneurs to the economy of Soweto. The specific aims of research were the following:

- To estimate the percentage of migrant-owned retail businesses that employ at least one local person in their business; and
- To identify factors that affect profitability in retail businesses that are owned or operated by migrant entrepreneurs in Soweto; and

### **Methods and materials of study**

Quantitative and qualitative methods of data collection and analyses were used in the survey. The key participants of study (target population) were migrant entrepreneurs who live and conduct retail business activities in Soweto. The study has criteria of inclusion into the study. Only adult (with ages of 21 years or more) migrant entrepreneurs of all genders who are capable of communicating in English fluently (spoken and written English) were selected for the study. Taking part in the survey was a voluntary procedure. Anonymity and confidentiality were ensured for all 429 voluntary participants of research. Quantitative and qualitative information was obtained from 429 migrant entrepreneurs living and working in Soweto. An exploratory research design (Romero and Ventura, 2020) in which data was gathered only once was used. The five geographical zones of Soweto (east, west, north, south, central Soweto) were used as strata for selecting eligible participants for the study in accordance with standard stratified random sampling processes outlined by Levy and Lemeshow (2013) for population based exploratory surveys.

The most notable quantitative methods of data analyses were the estimation of percentages of attributes, and the identification of influential predictors of viability in migrant-owned retail businesses. Frequency tables, cross-tab analyses (Keith, 2019), confirmatory factor analysis (Keith and Reynolds, 2018) and structural equations modelling (Kline, 2015) were used for performing statistical data analyses. Pie charts and bar charts will also be used for summarising results of data analyses. The level of entrepreneurial skills was measured by using a composite index developed by Worku (2021:1380-1390) and Worku (2021:1391-1396) for measuring entrepreneurial success among emerging entrepreneurs operating in South African cities and local municipalities.

In addition to quantitative methods of data collection and analyses, qualitative in-depth and focus-group interviews (Clarke, Braun and Hayfield, 2015:222-248) were conducted at Soweto. Twelve 1-hour-long individual interviews were conducted by using a tape recorder. All such interviews were conducted by complying with Covid-19 guidelines and requirements and based on convenience (personal meeting and/or telephonic interviews). The qualitative

aspect of study will be allowed to continue until saturation is achieved. The specialist services of a research company will be used for collecting quantitative and qualitative data from eligible respondents of study. Qualitative data analyses will be conducted by using coding, tallying, text analyses, thematic analysis and triangulation (Castleberry & Nolen, 2018:807-815).

A pilot study was conducted by selecting a simple random sample of size 43 retail businesses (about 10% of the sample size of study) that are owned or operated by migrant entrepreneurs in Soweto. The Cronbach Alpha test was used for ensuring internal consistency and reliability (Romero & Ventura, 2020). Data collection was done by the Pretoria-based research institution LEAP (Pty) Ltd.

### Results obtained from data analyses

General characteristics of the 429 migrant retailers in the survey are shown in Table 1 below. At the time of data collection, 62.47% of the 429 retail businesses were profitable. About 54% of retail businesses employed one or more people in their businesses. About 24% of businesses paid tax to SARS regularly. Just above 51% of migrant entrepreneurs acquired basic formal education in their home countries before leaving for South Africa. About 28% of businesses had business plans that were being used actively at the time of data collection. About 56% of migrant entrepreneurs raised their initial start-up capital out of savings brought into South Africa from their home countries. About 94% of migrant entrepreneurs were capable of communicating in at least one of the 11 official South African languages.

Table 1: Characteristics of migrant retailers (n=429)

Attribute of interest	Number (Proportion)
At the time of data collection, was the retail business profitable?	Yes: 268 (62.47%) No: 161 (37.53%)
Employment of one or more people in a business operated by a migrant entrepreneur	Yes: 232 (54.08%) No: 197 (45.92%)
Evidence of regular payment of tax to SARS by migrant entrepreneur	Yes: 103 (24.01%) No: 326 (75.99%)
Where did the migrant entrepreneur acquire basic formal education?	Back home: 220 (51.28%) In South Africa: 209 (48.72%)
A current business plan seen in the business premises during data collection	Yes: 121 (28.21%) No: 308 (71.79%)
Where did the migrant entrepreneur raise the initial start-up capital?	Home country: 242 (56.41%) South Africa: 187 (43.59%)
Ability to communicate in at least one of the 11 official South African languages	Yes: 402 (93.71%) No: 27 (6.29%)

Table 2 assesses the ability of the 429 migrant entrepreneurs to use appropriate methods for marketing goods and services in the market. The table shows that about 24% of the 429 migrant entrepreneurs in the survey had acquired at least one formal academic qualification in the field of business or management sciences in the past.

About 68% of migrant entrepreneurs knew the names and contact details of their regular customers. About 62.24% of migrant entrepreneurs send promotional materials and information to regular customers regularly. The percentage of migrant entrepreneurs who use a laptop for conducting retail business is 27.51%. The percentage of migrant entrepreneurs who use the internet for assessing market conditions is 28.90%. The percentage of migrant entrepreneurs who use appropriate networking methods for marketing is 68.30%. The percentage of migrant entrepreneurs who use online methods for promoting goods and services is 25.87%. The percentage of migrant entrepreneurs who use appropriate business intelligence methods for assessing the local market is 10.02%. The percentage of migrant entrepreneurs who use appropriate auditing and bookkeeping methods on a regular basis is 23.78%. The percentage of migrant entrepreneurs who have taken at least one training session or lesson on entrepreneurship in the past is 11.42%. The percentage of migrant entrepreneurs who own a bank account is 67.37%. These estimates are fairly similar to estimates reported in the past by Fatoki (2018), Marivate (2014), Herrington and Coduras (2019), Worku (2018) and Mboweni (2021, 2022).

Table 2: Use of efficient retail business methods and applications (n=429)

Attribute of interest	Number (Proportion)
Does the migrant entrepreneur have a formal academic qualification in business or management?	Yes: 102 (23.78%) No: 327 (76.22%)
Does the migrant entrepreneur know the names and contact details of regular customers?	Yes: 293 (68.30%) No: 136 (31.70%)
Does the migrant entrepreneur send promotional materials and information to regular customers regularly?	Yes: 267 (62.24%) No: 136 (37.76%)
Does the migrant entrepreneur use a laptop for conducting retail business?	Yes: 118 (27.51%) No: 311 (72.49%)
Does the migrant entrepreneur use the internet for assessing market conditions?	Yes: 124 (28.90%) No: 305 (71.10%)
Does the migrant entrepreneur use appropriate networking methods for marketing?	Yes: 293 (68.30%) No: 136 (31.70%)
Does the migrant entrepreneur use online methods for promoting goods and services?	Yes: 111 (25.87%) No: 318 (74.13%)
Does the migrant entrepreneur use appropriate business intelligence methods for assessing the local market?	Yes: 43 (10.02%) No: 386 (89.98%)
Does the migrant entrepreneur use appropriate auditing and bookkeeping methods on a regular basis?	Yes: 102 (23.78%) No: 327 (76.22%)

Has the migrant entrepreneur ever taken a training session or lesson on entrepreneurship?	Yes: 49 (11.42%) No: 380 (88.58%)
Does the migrant entrepreneur own a bank account?	Yes: 289 (67.37%) No: 140 (32.63%)

Table 3 shows percentages for the various types of businesses conducted by the 429 migrant entrepreneurs who were chosen for the survey. The percentage of minimarkets including grocery stores was 13.05%. The percentage of textile and footwear shops was 11.42%. The percentage of fast food outlets was 14.92%. The percentage of hairdresser's shops including barber shops was 10.96%. Computer shops including internet café services accounted for 6.29% of the 429 entrepreneurs in the survey.

**Table 3: Types of businesses operated by migrant entrepreneurs (n=429)**

Retail business type	Number (Percentage)
Bed and breakfast facilities	23 (5.36%)
Butchery shops	14 (3.26%)
Shops for building materials and hardware	5 (1.17%)
Furniture stores and carpentry	31 (7.23%)
Day care services for children	6 (1.39%)
Repair shops for electronic equipment	5 (1.17%)
Fast food outlets	64 (14.92%)
Garage shops for car repairs and maintenance	9 (2.10%)
Hairdresser's or barber shops	47 (10.96%)
Hotels	5 (1.17%)
Computer shops including internet cafés	27 (6.29%)
Liquor stores	5 (1.17%)
Minimarkets including grocery stores	56 (13.05%)

Shops for antique products including musical instruments	6 (1.40%)
Pawn shops	9 (2.09%)
Professional consulting services	7 (1.63%)
Formal restaurants and eateries	10 (2.33%)
Security and secretarial services	8 (1.86%)
Shoe repair shops	5 (1.17%)
Stationeries and book shops	4 (0.93%)
Tailor shops	3 (0.70%)
Textile or footwear shops	49 (11.42%)
Tour operators and travel services	6 (1.40%)
Bus and taxi services	25 (5.83%)
Total	429 (100.00%)

Table 4 shows that just under 12% of migrant entrepreneurs had conducted retail business activities for about 3 years or shorter at the time of the survey. At the time of the survey, 15.62% of them had worked for 4 to 8 years as retailers at Soweto. The percentage of respondents who had worked for 9 to 15 years was 61.07%. The percentage of respondents who had worked for longer than 15 years was 11.42%.

About 11.89% of migrant entrepreneurs experienced a good working relationship with members of the local community. About 17% of them indicated that the quality of their working relationship with members of the local community was above average. About 67% of them indicated that the quality of working relationship with members of the local community was as good as normally expected. About 4% of them indicated that they did not have a good working relationship with members of the local community. About 10% of migrant entrepreneurs had loan facilities with wholesale suppliers and distributors at the time of the survey. About 61% of migrant entrepreneurs own a permanent residence permit or citizenship in South Africa. Just above 6% of migrant entrepreneurs own their business premises, whereas the remaining 94% rent their business premises. These estimates are fairly similar to estimates reported in the past by Fatoki (2018), Marivate (2014), Herrington and Coduras (2019), Worku (2018) and Mboweni (2021).



**Table 4: Experience of conducting retail business (n=429)**

Variable of study	Frequency (Percentage)
How long has migrant entrepreneur conducted retail business operation in Soweto so far?	3 years or shorter: 51 (11.89%) 4 years to 8 years: 67 (15.62%) 9 years to 15 years: 262 (61.07%) Longer than 15 years: 49 (11.42%)
What is the perceived quality of working relationship the migrant entrepreneur has with members of the local community?	Good: 51 (11.89%) Above average: 73 (17.02%) Average: 288 (67.13%) Below average: 13 (3.03%) Poor: 4 (0.93%)
Position held by migrant entrepreneur in the business	Owner and manager: 231 (53.85%) Employed manager: 82 (19.11%) Silent shareholder: 77 (17.95%) Administrator: 39 (9.09%)
Does migrant entrepreneur have a loan facility with wholesale suppliers and distributors?	Yes: 44 (10.26%) No: 385 (89.74%)
Does the migrant entrepreneur own a permanent residence permit or citizenship in South Africa?	Yes: 262 (61.07%) No: 167 (38.93%)
Does the migrant entrepreneur own or rent the business premises in which business is conducted?	Own: 26 (6.06%) Rent: 403 (93.94%)

Results obtained from univariate and bivariate analysis showed that profitability in retail businesses (Y) was significantly influenced by the following 6 predictor variables.

1. Level of entrepreneurial skills (X1)
2. Source of start-up capital (X2)
3. Merchandise on credit (X3)
4. Business intelligence (X4)
5. Bookkeeping (X5)
6. Working relationship with members of the local community (X6)

Each one of the above 6 variables had a large magnitude of the Cronbach Alpha statistic. This confirmed that tools and measurement scales used for quantifying the 6 predictor variables of study were reliable and internally consistent. Subsequently, they were used for performing factor analysis and structural equations modelling (Mueller & Hancock, 2018).

**Table 5: Assessment of useful predictor variables (n=429)**

Variable of study associated with profitability (Y)	Observed chi-square statistic	P-value	Cronbach's Alpha coefficient
Level of entrepreneurial skills (X1)	81.3717	0.0000	0.8109
Source of start-up capital (X2)	79.6054	0.0000	0.8052
Merchandise on credit (X3)	74.2618	0.0000	0.7914
Business intelligence (X4)	71.0906	0.0000	0.7855
Bookkeeping (X5)	69.1312	0.0000	0.7776
Working relationship with members of the local community (X6)	61.4053	0.0000	0.7694

The use of factor analysis is recommended in cases where there is a need for data reduction. Factor analysis is helpful for identifying variables that are similar. The process is valuable for identifying the fewest number of variables that account for profitability in businesses. Factor analysis provides Eigen values that measure the extent to which predictor variables are helpful in accounting for profitability in businesses that are operated by migrant entrepreneurs. Valuable predictor variables are capable of explaining variability in the dependent variable of study (profitability in retail businesses). A few such predictor variables create a parsimonious regression model which consists of a handful of highly influential factors that account for profitability in retail businesses that are operated by migrant entrepreneurs (Mueller & Hancock, 2018). Table 6 shows a correlation matrix for predictors of profitability used for performing factor analysis and structural equations modelling.

Table 6: Correlation matrix for 6 predictors of profitability (n=429)

	X1	X2	X3	X4	X5	X6
X1	1.000	0.383	0.365	0.348	0.320	0.339
X2	0.383	1.000	0.345	0.342	0.313	0.352
X3	0.365	0.345	1.000	0.356	0.306	0.327
X4	0.348	0.342	0.356	1.000	0.323	0.349
X5	0.320	0.313	0.306	0.323	1.000	0.378
X6	0.339	0.352	0.327	0.349	0.378	1.000

Table 7 shows estimates from the Kaiser–Meyer–Olkin (KMO) test and Bartlett’s test. Both tests confirm that the variables chosen for performing analysis are quite helpful in view of the fact that the estimates are large in magnitude and are associated with a probability value of 0.0000, a figure which is much less than 5% (Mueller & Hancock, 2018). The sample size of study (n=429) is large enough for performing factor analysis and structural equations modelling. That is, the observed value of the KMO statistic (0.851) is larger than 0.80.

Table 7: Goodness-of-fit measures for KMO and Bartlett’s test (n=429)

Name of goodness-of-fit statistic	Observed value of statistic
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.851
Observed value of Bartlett's test of Sphericity statistic	80.004
Degrees of freedom of Bartlett's test of Sphericity statistic	6
P-value for Bartlett's test of Sphericity	0.0000

Observed values of communalities indicate the amount of variation explained by predictor variables. Principal axis factoring (Mueller and Hancock, 2018) was used for extracting communalities for the 6 predictor variables shown in Table 6 above. Communality values of 0.5 or larger indicate that a predictor variable is valuable enough. Table 7 shows that 3 of the observed communality values are larger than 0.50. Accordingly, the 3 valuable factors accounting for profitability were level of entrepreneurial skills (X1), source of start-up capital (X2), and the ability to order bulks of merchandise on credit from whole suppliers and distributors (X3).

Table 7: Communalities extracted by using principal axis factoring (n=429)

Valuable explanatory variables	Observed values of extracted communalities
Level of entrepreneurial skills (X1)	0.808
Source of start-up capital (X2)	0.792
Merchandise on credit (X3)	0.743
Business intelligence (X4)	0.486
Bookkeeping (X5)	0.395
Working relationship with members of the local community (X6)	0.372

Eigen values (Mueller and Hancock, 2018) were used for identifying influential predictor variables. Table 8 shows that the Eigen values of 3 predictor variables were significant (larger

than 1). These 3 valuable predictor variables were level of entrepreneurial skills (X1), source of start-up capital (X2), and the ability to order bulks of merchandise on credit from whole suppliers and distributors (X3). Each one of the 3 predictor variables accounts for variability in profitability quite well. These 3 predictor variables jointly account for 77.72% of the total variability in profitability.

Table 8: Summary of estimates from factor analysis (n=429)

Predictor variable	Eigen value	Amount of variation explained	Cumulative amount of variation explained
X1	1.79	29.18	29.18
X2	1.76	27.05	56.23
X3	1.65	21.49	77.72
X4	0.93	8.55	86.27
X5	0.87	7.99	94.26
X6	0.74	5.74	100.000

Table 9 shows significant regression estimates that were obtained from structural equations modelling (Kline, 2015).

Table 9: Estimates from structural equations modelling (n=429)

Predictor variable	Coefficient	Z-Statistic	P-value	OIM Std. Error
X1	3.41	7.18	0.0000	0.0011
X2	2.96	6.02	0.0000	0.0017
X3	2.72	5.63	0.0000	0.0102
Constant	3.08	4.61	0.0103	1.1109

Standard goodness-of-fit tests were used for assessing the fitted structural equations model shown in Table 9. The tests confirmed that the fitted structural equations model fitted the data quite well. The probability value obtained from the likelihood ratio test was equal to 0.0000, a figure which is less than 0.05. The value of the AIC (Akaike's Information Criterion) statistic was 30.008 (small). The value of the BIC (Bayes Information Criterion) statistic was 31.148 (small). The value of the CFI statistic (Comparative Fit Index) was 0.98 (large). The value of the TLI statistic (Tucker Lewis Indicator) was 0.98 (large). The value of the AGFI statistic (Adjusted Goodness-of-fit Indicator) was 0.97 (large). The value of the SRMSEA statistic (standardised root mean square of approximation) was 0.0109 (small). The value of the CD statistic (coefficient of determination) was 0.8022 (larger than 0.75).

Based on results estimated from structural equations modelling, the following three null hypotheses were accepted at the 0.05 level of significance.

H1: Profitability is significantly influenced by the level of entrepreneurial skills

H2: Profitability is significantly influenced by the ability to use savings from home country for starting up a business venture in Soweto

H3: Profitability is significantly influenced by the ability to order merchandise on credit from wholesale suppliers and distributors

These findings are consistent with findings reported in the relevant literature in the past by Fatoki (2018), Marivate (2014), Herrington and Coduras (2019), Worku (2018) and Mboweni (2021, 2022).

As part of the qualitative aspect of research, individual in-depth interviews were conducted with 12 eligible participants. Themes (Clarke, Braun and Hayfield, 2015) were created out of codes manually, and moderated by two suitably qualified experts. Thematic analysis (Castleberry and Nolen, 2018) was used for performing qualitative analysis. The results showed that migrant entrepreneurs viewed Soweto as home and that they continually aspire to make a valuable socioeconomic contribution to local communities at Soweto. Migrant entrepreneurs chose to come to Soweto in search of better socioeconomic opportunities and living conditions. The results also showed the pressing need for meeting the basic survival and operational needs of migrant entrepreneurs and their families. These findings are consistent with findings reported by Zack and Landau (2021), Marivate (2014), Mboweni (2021, 2022), Herrington and Coduras (2019), Asoba and Mefi (2020) and Hiropoulos (2020).

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