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Motivational factors for African immigrants into small business activities in Auckland New Zealand

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Abstract

Immigrant entrepreneurs play an important role in their host countries' economies. They contribute to national economies by starting up and running small and medium-sized enterprises (SMEs). These make up 97% of the total number of enterprises in New Zealand. 29% of employees in New Zealand are employed by enterprises with fewer than 20 employees (Ministry of Business, Innovation & Employment, 2016).

This study examines the factors motivating immigrants to start up small businesses in New Zealand. It focuses on African small business owners involved in business activities in Auckland. Participants are referred to as African entrepreneurs. A review of the literature on immigrant entrepreneurship resulted in discussion of why immigrants are motivated towards entrepreneurship.

This study adopted an interpretive study approach. Data was collected from 17 participants using face-to-face semi-structured interviews as a source of inquiry. Purposive sampling was used to select the 17 participants. All participants were African immigrant small business owners running businesses in Auckland New Zealand.

Three theories, labour disadvantage theory, cultural theory and opportunity structure theory were used to explore immigrants' motivation for entrepreneurship. Thematic analysis was used to analyse the data collected. Findings revealed that African small business owners were motivated by the perceived need for a community service, need for extra income, financial independence, cultural reasons, available opportunities, passion, desire 'to be my own boss' and disadvantage in the labour market. It is possible that factors motivating this group of entrepreneurs go beyond the generic factors listed above.

Keywords: African immigrants, entrepreneur, immigrant entrepreneurship, SME, motivation, Auckland New Zealand.

1.0 Introduction

Entrepreneurship study has become an important development in contemporary business. Entrepreneurship researchers have generally recognised the importance of entrepreneurial activities in the establishment of small and medium businesses to a given economy or society. It is argued that entrepreneurial orientation and entrepreneurs' personal characteristics enhance small and medium business performance (Omisakin, 2016). Entrepreneurship is associated with business start-up and growth of small and medium-sized enterprises (SMEs), which are regarded as necessary for growth and development of a country's economy by increasing employment opportunities. (Omisakin, 2016 & Fairlie, 2008).

In most countries, small and medium businesses make up the greatest number of enterprises. For instance, in New Zealand small businesses represent 97% (487,602) of all enterprises and employ 29% (599,880) of all employees in a country of 4.6 million people (Ministry of Business, Innovation & Employment, 2016). SMEs contribute immensely to the economic growth and development of a given country, and this cannot be overemphasised (Omisakin, 2017).

Migrant entrepreneurship is very important and necessary for the growth and development of economies in countries where immigrants operate businesses, understanding their motivation for starting businesses is very important and needs to be investigated. Therefore, the question this study asks is, "What motivates African migrants to undertake business activities in Auckland New Zealand?"

This study investigates why African immigrants in New Zealand opt to run businesses. It seeks to gain insights into the motivation of African immigrants in business in Auckland. Although several factors have been put forward as the motivations for entrepreneurship, most of these are considered either internal or external to the entrepreneur (Chu, Benzing and McGee, 2007).

This study is structured into the following chapters: chapter 1, introduction; chapter 2, literature review; chapter 3, theoretical perspectives; chapter 4, data collection method; chapter 5, analysis of data and findings; chapter 6, discussion and conclusion.

1.1 Rationale for the Study

Having accessed some studies, the researcher found that there is a dearth of literature concerning immigrants' motivation to engage in business activities. Therefore, understanding immigrant entrepreneurs' motivations to undertake small business activities in Auckland has not been effectively documented or studied by prior researchers. Thus, the researcher attempt to fill this gap in the literature by examining what motivates immigrant entrepreneurs into business activities in Auckland.

1.2 Objective of the Study

This study aims to examine the motivations of African immigrants to engage in business activities in Auckland New Zealand.

1.3 Research Question

The study aims to answer the question below:

What motivates African immigrants to undertake business activities in Auckland New Zealand?

1.4 Limitation of the Study

According to Simon and Goes (2013), “every study, no matter how well it is conducted and constructed, has limitations. In this study the researcher highlights the following limitations:

- Limiting the study to Auckland New Zealand constitutes a limitation.
- The sample size of 17 is small.
- Focusing the study on African immigrant entrepreneurs only might seem biased. However, there are adequate recommendations in this study to mitigate these limitations.

2.0 Review of the literature

This chapter begins with a review and discussion of previous related studies on immigrants’ motivation to start up a business in their host countries. The review provides a theoretical background to this study and helps to establish links between this and previous studies, especially around migrants’ motivation to take up entrepreneurship. Therefore, this study’s literature review is restricted to motivational factors which are the focus of the study.

2.1 Motivation for migrant small business

Several authors have suggested factors that motivate individuals towards business. Shane, Locke and Collins (2003) argued that individuals are motivated towards business because of the availability of business opportunities and/or financial independence factors. Similarly, Kirkwood (2009) suggested financial gain as the sole motivator to becoming an entrepreneur. However, [Ashley-Cotleur, King and Solomon \(2009\)](#) argued that experience in family businesses and background business experience are factors that also lead individuals towards starting a business.

Several other reasons are suggested as factors that compel migrants to become entrepreneurs and own their own businesses. Jones, McEvoy and Barratt ([1992](#)) identified pull and push factors as the main motivators for migrants entering business. Masurel et al. ([2004](#)) argued for two main factors that influence migrants’ decisions to enter into business: business culture within the family leading to business experience and determination for the business to succeed; available market, the regulatory system and the business environment. According to Volery ([2007](#)), motivation for business includes education, the local population, the economic situation, available business opportunities, location and cultural and religious differences. Liargovas and Slandalis (2012) argued that migrants went into business for family survival and better economic conditions. Domboka ([2013](#)) found that the first generation of Black African women in business in the United Kingdom (UK) were motivated by various

pull factors such as discovery of a business opportunity, financial gain and wanting to be their own boss. Push factors were inability to secure a good job as hoped and being discriminated against in the labour market. However, migrants' business motivation is subject to multiple factors in their host countries and what motivates one migrant might not motivate another. In terms of migrants' ethnic group in each country, five identifiable factors motivate migrants into business: culture, social network, inability to secure a job, regulations in the host country and access to capital.

- **Culture**

According to Metcalfe et al. (1996), particular ethnic groups possess a greater culture of entrepreneurship. The authors concluded that when a migrant comes from a more entrepreneurial culture, he/she is likely to be more business conscious than the locals in the host country are. This also explains why entrepreneurs from some ethnic groups are more successful in owning and running businesses than entrepreneurs from other ethnic groups.

- **Social networks**

Networking activities among the same ethnic nationals help to provide capital, support, knowledge of customer needs, seminars on language, negotiation and stress management techniques ([Saxenian, 2002a](#)). Johannisson and Peterson (1984) enumerated the role of the social network in a migrant business set-up. A social network:

- Generates social support for the actions of migrant entrepreneurs
- Helps expand the strategic competence of migrant entrepreneurs regarding opportunities and threats
- Supplements the limited resources of the migrant entrepreneur.

Littunen (2000) placed migrant entrepreneurial networks into two categories, formal and informal. A formal network consists of financial institutions and trade associations, and an informal network consists of personal relationships, families and business contacts. However, informal networks are of great importance to migrant entrepreneurs.

- **Inability to secure a job**

Lack of other employment opportunities often drives migrants into entrepreneurship (Omisakin, 2015). Typically, newly arrived migrants have low rates of employment in the migrant host country. This is because new migrants lack work experience in the host country, face language barriers and encounter deliberate discrimination by employers. According to Omisakin (2016), immigrants seek self-employment because of discrimination that disadvantages them from securing employment. The desire to avoid labour market discrimination in the form of low-paid jobs serves as a principal explanation for the entry of migrants into self-employment (Clark & Drinkwater, 1998; Metcalfe et al., 1996).

- **Regulations in the host country**

Laws guiding business set-up in the host country can influence a migrant's decision to start a business. Countries where regulations impose low costs to register a business or where migrants are made to pay less to start a business might encourage migrants to become business owners. Wong (1988) submitted that the Chinese Exclusion Act of 1882 in the US pushed Chinese immigrants into an enclave that led to the practice of marginal economic activities such as Chinese restaurants and laundry businesses.

- **Access to capital**

Blanchflower and Andrew (1998) found that the primary factor that determined whether a migrant started a business or not was access to capital. Capital can be a major constraint in starting or growing a business. Migrants who can access capital often find it easy to start businesses. Migrants in their host countries often access capital for business start-up through inheritances and gifts, personal savings, capital supplied by fellow nationals through social networks or sourcing funds from friends and family.

3.0 Theoretical perspective

Every research field has some set of related theories (theoretical perspectives) that are generally considered relevant to the study being conducted. There are a few theories that are mostly applicable to entrepreneurship studies. However, the researcher adopted the following three theories to support this study: cultural theory; labour disadvantage theory; opportunity structure theory. The need to adopt the three theories came from the fact that all participants in the study are from the same ethnic group. In addition, these theories are mostly used to analyse migrants' involvement in business activities in their host countries (Volery, 2007 & Tucker, 2007).

3.1 Cultural theory

Hofstede (2011, p. 3) defines culture as “a collective programming of the mind which distinguishes the member of one group or category of people from another.” Culture is regarded as a collective phenomenon that is shaped by an individual's social environment. African immigrants in New Zealand have their unique culture and cultural traits, which influence their choice of business. The need to establish the relationship between African culture and entrepreneurship prompted the researcher to adopt cultural theory as one of the theories used in this thesis. Cultural theory is also used to evaluate the cultural tendency/predisposition of African immigrants towards entrepreneurship.

Basu and Altinay (2002) examined the interaction between culture and immigrant entrepreneurship among London's ethnic minorities. The authors found diversity in motivation for business, patterns of business start-up and level of family involvement in business. Diversities included family tradition, migration motives, religion, family links, business experiences and educational attainment.

The authors found that interaction between culture and entrepreneurship was stronger among Asian and African ethnic groups than other groups. Most Asian and African people ran businesses for the needs of their ethnic group, especially food, clothing and religious faith. They were also assisted and advised by other ethnic migrants in business. For instance, it is often easy for Asian migrants to start up small businesses not only for cultural reasons, but also because Asian migrants often rely on information from other Asian business owners, especially Chinese and Indian migrants (Spoonley, 2012).

Cultural theory establishes that immigrants' cultural resources help immigrants in their business start-ups as well as sustaining the business in their host countries (Kotler & Fox, 1995). Immigrant culture that helps sustain businesses includes being industrious and willingness to work long hours, saving, reinvesting business earnings, using family labour (underpaid or unpaid) and ethnic community network support which helps immigrant entrepreneurs to raise funds and succeed in their business start-up (Basu & Goswami, 1999; Li, 1993). Basu and Altinay (2002) were critical of the cultural theory by saying that

cultural theories tend to overemphasise ethnic solidarity and collective cooperation but neglected internal class differences and conflict among the same ethnic group.

3.2 Labour disadvantage theory

The labour disadvantage theory is referred to as “blocked mobility theory” (Li, 1997). Li argues that migrants are mostly pushed into self-employment because of the difficulties they encounter participating in the job search in their host country’s labour market. These difficulties may include language barriers, racial discrimination and lack of work experience in the host country. Thus, the only means of economic survival left for migrants is to start up a small business (Min & Bozorgmehr, 2003). It is no longer new that African migrants are being seriously discriminated against in the labour market [labour disadvantage theory] (Volery, 2007; Baycan-Levent et al. 2006).

The labour disadvantage theory has been used to explain why migrants and minorities often embrace self-employment as an economic survival strategy, and why they have high rates of small business ownership in their host country ([Light, 1979](#); [Light. & Rosenstein, 1995](#)). However, Volery (2007) argued that the presence of migrants in business is not necessarily a sign of success, but an alternative to unemployment and a means of sustenance. Volery’s view affirmed research findings in Europe, the US and Australia, where immigrants face a great deal of discrimination. In his study, [de Raijman \(1996\)](#) found that Koreans and people from the Middle East and South East Asia are more likely to experience labour discrimination in the US than white Americans because of their visible differences and easily identifiable origins. The author concluded by citing African-Americans and Mexicans as the most disadvantaged in seeking jobs because of their recognisable differences from other Americans. Similarly, Asian migrants in Australia face discrimination in the Australian labour market when they attempt to secure jobs (Junankar et al., 2004).

The labour disadvantage theory is a framework which provides an insight into migrants’ job search experiences, migrant involvement in business activities and motivation to enter business. It has been widely used in migrant business literature ([Mata & Pendakur, 1999](#); [Paulose, 2011](#); [Schmis, 2013](#); [Volery, 2007](#)). [Schmis \(2013\)](#) found that Vietnamese people in Germany become self-employed in reaction to the negative experiences they have had in the restricted German labour market. Using the labour disadvantage theory, Abu-Asbah and Hebrunn (2011) found that Arab-Muslim women in the northern and southern triangle of Israel became small business owners because of discriminatory and challenging experiences. Following the labour disadvantage theory argument, Lazaridis and Koumandraki ([2003](#)) found immigrant small business owners in Greece who came from Nigeria, Sierra Leone, Ghana, Egypt and Albania had opted into small business because of discriminatory and exclusionary experiences they faced in the labour market while searching for jobs. Habiyakare et al. ([2009](#)) concluded that immigrants do not opt into small business as a way of life, but as the best opportunity to make a living in the midst of limited alternatives.

As the discussion above demonstrates, labour disadvantage theory is useful in examining the motivational factors for immigrants into business because of discrimination and disadvantage they faced in the labour market. Therefore, this study uses the labour disadvantage theory to analyse how and why African immigrants are marginalised in the labour market leading them to pursue careers in business ownership.

3.3 Opportunity structure theory

The term "opportunity structure" refers to the fact that the opportunities available to people in any given society or institution are shaped by the social organisation and structure of that entity (Cloward & Ohlin, 1960). Migrants in their host countries could have opportunities structured in education, social, occupational, economic and business areas.

Opportunity structures could create an avenue for immigrant entrepreneurs to acquire a business when an existing native business owner relocates his/her business, closes his/her business, or sells it to an immigrant entrepreneur. Another scenario which creates business opportunity for an immigrant group, occurs either when children of first and second-generation immigrants attain a higher social level in society through securing employment in the mainstream economy or attaining a higher level of education. It is likely that upon retirement first-generation immigrants will sell off their businesses to newly arrived migrants because their first and second-generation children are not willing to take up generational businesses. (Aldrich & Waldinger, 1990). Another aspect of the opportunity structure is that government policies may sometimes determine business start-up opportunities available to migrants and the type of business they could go into. Today migrants might be restricted to some sectors of the economy; some years later the restriction may be lifted providing an opportunity for migrants to venture into the sectors. In some countries, immigrant status determines the type of business an immigrant can venture into (Klapper et al., 2006). For instance, there are institutional conditions in Norwegian society that expect immigrants from poor countries to establish businesses in some industries because such industries have lower entry barriers, while immigrants from rich countries are expected to establish businesses in the industries where the entry requirements are high. This explains why immigrants from Nordic countries are in the building industry and migrants from other countries who are considered socio-economically poor are in restaurant and other service sectors (Orderud & Onsager, 2005). However, the trend is changing in favour of the so-called poor migrants as they are being given opportunities to run businesses where before they dared not.

The need for the opportunity structure theory in this study is to establish support or reject the assumption that immigrants often face barriers to business ownership in their host countries. According, to Volery (2007), opportunity structure can also include other conditions such as the legal and institutional framework. These can limit opportunities for migrants irrespective of the size of the market.

4.0 Method of data collection

The researcher used the interview method for data collection. The interview technique is preferred in interpretive studies because it is an effective way of accessing and interpreting information from participants (Myers & Newman, 2007). Participants were interviewed to elicit information about immigrants' motivation to set up businesses in Auckland. (Bryman, 2008). To attain the desired goal of this study, the interviewer made use of semi-structured interviews.

4.1 Semi-structured interviews

The researcher designed and conducted a semi-structured, open-ended interview question schedule on migrant motivational factors to start business. While conducting the interviews, the researcher used a tape recorder to record interviewees' responses to the interview questions and wrote observation notes about the interview, especially on any

non-verbal communication by the participant that could not be recorded on tape (Bernard & Ryan, 2010; Denscombe, 1998).

Because of absence of data on the number of African immigrant businesses in Auckland, the researcher used a purposive sampling method in the selection of participants (Grinnell & Unrau, 2005). Therefore, purposive sampling allowed the researcher to select participants based on the participants' knowledge of the research problem (Grinnell & Unrau, 2005). The researcher purposively selected 20 participants who were African migrant small business entrepreneurs in Auckland to provide information in response to the research questions. However, during the interview of the seventeenth participant, the researcher realised that the data collected was shedding no further light on the phenomenon under investigation. At this point, saturation had occurred ([Glaser & Strauss, 1967](#)). Therefore, the researcher stopped further interviews. Morse (1995) defined saturation as "data adequacy" and argued that saturation occurs when no new information is obtained during continuous data collection. Therefore, the sample for this study comprised 17 participants of African small business owners in Auckland.

4.2 Data analysis

As discussed earlier, data in this study took the form of interview transcripts collected from study participants about their motivation for starting up businesses in Auckland New Zealand. Thematic analysis was used to analyse data collected. Anderson (2007) argues that thematic analysis is the most foundational of qualitative analytic procedures because of its informed objectivity or objective epistemological stance.

Thematic analysis involves the search for themes that emerge from the data collected. The emerged themes are important for the description of the phenomenon under study (Daly, Kellehear, & Glikzman, 1997). The researcher considered thematic analysis because this method included the process of identifying, analysing, and organising themes from the data collected. To establish this, the researcher carefully read and re-read the interview transcripts (Rice & Ezzy, 1999) and prepared an analytical report from the themes and quotes generated by NVivo.

5.0 Analysis of data and findings

Presentation and discussion of the study's findings starts with participant information and their business characteristics.

- **5.1 Participants by age and gender**

Participants were from 30 to 58 years old. Gender distribution among them was 6 males and 11 females. The reasons for gender imbalance were that African women are mostly involved in small businesses to assist the family and to be close to home to attend to children's and family needs. Most female participants claimed that their mothers had run small businesses in Africa either in the front of their houses or in rented shops. It was a cultural norm for female children to learn the art of their mother's business. Therefore, most female participants in this study had learnt one or two skills in business from their mother before migrating to New Zealand, especially in the fields of African beauty, food and culture. This explains why 11 females in this study are from the beauty industry and African food sector of the economy. However, gender imbalance was not the focus of the study.

- **5.2 Participants by classification and nature of business, and location of business**

Twelve participants ran sole proprietorship businesses. Seven out of these 12 ran their businesses in the beauty and sales industries. One participant each ran her business in party rentals and events management, events management and decorations, an African restaurant and coffee shop, product representation for African products, and a beauty salon and hairdressing. Three participants were involved in family businesses. Two of these were in African food, African fashion and beauty product distribution, while one was trading and distributing confectionery. One participant was a self-employed person engaged in lawn mowing, and another ran an African welfare service and a retail business.

Six participants located their businesses in South Auckland, another nine participants located their businesses in West Auckland and two located their businesses in Central Auckland. By analysis more than 50% of the participants located their businesses in West Auckland.

- **5.3 Participants by years in New Zealand**

Four participants had been in New Zealand for five to nine years. Seven participants had been in New Zealand from 10 to 14 years while five had been in New Zealand from 15 to 20 years, and only one participant had been in New Zealand for more than 20 years. By comparison, more than two-thirds of participants had been in New Zealand for more than 10 years.

- **5.4 Motivation into small business activities**

Responses of participants to the interview questions encompassed eight themes. One motivation was common to 11 cases, another motivation was common to five cases while three motivations were common to four cases. However, 'community service' was the most common motivating factor for participants starting up a business followed by 'disadvantaged in getting a job' 'be my own boss', 'passion' and 'open opportunity'.

- **5.4.1 Need to serve the community**

Eleven participants were motivated by a need to serve their community. These participants were motivated to start a business when they found that their community was lacking in certain needs. The desire to provide for African community needs in Auckland motivated these 11 participants to start-up businesses in African food and other African community related needs. Some were motivated to provide African clothing because the African community in Auckland was lacking in African traditional clothing. The study found that most participants were motivated to engage in business because of the need to serve their community by providing the things the community was lacking.

- **5.4.2 Need for extra income**

Two participants were motivated into starting a small business because they realised they needed extra income to match the high cost of living and overcome the financial challenges they faced as a family. While these participants were in business, they also maintained their paid employment at the same time. One of these participants worked as a nurse while the other worked as tutor in a polytechnic.

- **5.4.3 Financial independence**

The study found that two participants were motivated to go into business by their desire to be financially independent. Shane et al. (2003) suggested that individuals are motivated into business because of the need to be financially independent although subject to available business opportunities. These two participants consciously started a business with the expectation of becoming financially independent leading to better life.

- **5.4.4 Cultural Factor**

The study revealed that three participants were motivated into business because of the need to promote and maintain African culture. Culture consists of the characteristics and knowledge unique to a group of people, including everything from language, religion and social habits, to cuisine, music and the arts. It is generally regarded as the way of life of a group of people ([Zimmermann, 2015](#)). Basu and Altinay (2002) examined the interaction between culture and immigrant entrepreneurship among ethnic minorities. The authors in their conclusion strongly linked immigrants' culture to immigrants' choice of entrepreneurship in their host countries.

Culturally, most participants in the study considered themselves as ambassadors of African culture. They were proud of their culture, and the promotion of their cultural heritage in New Zealand was their priority. They started their businesses culturally by introducing many new African foods and fashions to New Zealand, including distinctively African hairstyles such as African braiding, weaving and dreadlocks. African fashions, cuisine and culture are today part of the multicultural nature of New Zealand.

The implications of years of promoting African cultures is that today it is common to see along the street, at events, clubs and other social gatherings in New Zealand non-African people wearing African fashions comfortably, non-Africans eating African foods and non-Africans having African braids on their head quite happily.

- **5.4.5 Open opportunity**

Three participants felt that there was a gap in the market and therefore a business opportunity presented itself. Participants that felt they were at the right place and the right time. This was the driving force for them in making the decision to start their own small businesses. One participant, a university lecturer from the United Kingdom, went into business when she discovered a niche for her kind of business. When an individual spots a market opportunity, it becomes an important motivator for them to start a new business ([Kirkwood. & Walton, 2010](#)). The study found that some African migrants in New Zealand went into small business because an opportunity presented itself in their community.

- **5.4.6 Passion**

Four participants were motivated to start their businesses because they had a great passion for the type of business they undertook. Two participants decided to start their businesses in party rentals and decoration because they were passionate about attending parties and making decorations at parties they organised or attended. Two participants were driven to businesses in hairdressing and beauty because of their passion for African haircare and beauty. These two participants wondered what they could have done other than beauty and hairdressing.

- **5.4.7 Be my own boss**

Four participants were motivated into business start-up because of their desire to be their own boss. Participants stated that being their own boss gave them independence and flexibility, and these were reasons for their involvement in business activities. The flexibility of running their businesses as self-employed business owners allowed them to have flexible hours of work, flexible hours of opening and closing, the choice of going to work or not and above all, having more time to spend with the family. Baycan-Levent and Kundak (2009) argue that being one's own boss is the driving force for migrants going into business in Switzerland. Whitehead et al., (2003) found that in the UK, flexibility, independence, and being one's own boss are the major considerations for migrants going into business.

- **5.4.8 Disadvantage in getting job**

The study found that five participants went into business because every attempt made by them to get a job had been unsuccessful. Participants unsuccessfully searched for jobs for years before taking to business. They believed that New Zealand is the most difficult country for migrants to secure a job in. Many reasons account for participants' inability to secure jobs in the labour market. Among them are: discrimination because of colour, accent, language, non-recognition of international qualifications acquired by migrants and requests by employers for non-existent job experience in the host country. From this study's perspective, employers need to realise that it is impossible for migrants to have work experience when no employer is prepared to employ them. All these issues prevented migrants from getting jobs in the mainstream job sector, leading them to the only available option, which is to set up a small business.

6.0 Discussion and Conclusion

Some findings of the study were consistent with previous studies. As found in this study, entrepreneurship studies argued that the desire to increase income and to be one's own boss are common motivational factors for immigrant entrepreneurs operating businesses in their host countries (Baycan-Levent and Kundak, 2009; Whitehead et al., 2003). According to The Global Entrepreneurship Monitor (2009), employees with low income in comparison to their job input are more entrepreneurial with a mind-set of setting up their own businesses to redeem low-income position. These people are motivated into business because of their desire to be their own boss, believing that running a business will help them increase their income.

Examining the motivations for African immigrants starting business activities in Auckland, the study found some interesting results. The factors most important in motivating the participants were the desire to serve the community others are being disadvantaged in getting job in the labour market, desire to be one's own boss, being passionate about a chosen business and the availability of open opportunity. Findings from the study indicated that 64.7% of participants argued for community service as their motivation to start up business.

However, while many factors that motivate entrepreneurs are similar according to studies and across geographic regions and countries, this study found a unique motivational factor within the participant group. Participants argued that their main motivation towards business was their commitment to serve their community by providing what the community needed for existence at the expense of profit making. This is a remarkable contribution to entrepreneurship study. The results of this study also provide an additional contribution to

the entrepreneurship literature by showing that aside from the generic factors, the need to promote African culture was another great motivating factor for African entrepreneurship. This is obviously due to cultural appreciation by the participants.

Findings from this study have justified the theories used to support it. Some participants argued that they were motivated to start up business for cultural and community service reasons, a finding supportive of the cultural theory; others claimed that their reason to go into business was disadvantage in the labour market. This finding is synonymous with the argument raised by the labour disadvantage theory. Some participants were in business because there were open opportunities where there was none before. Opportunity structure theory is supportive of this finding.

The predominance of female participants in the study indicated that many African women were engaged in small business activities because of the business training acquired from their families. They also needed to support their families financially and take care of their children. Participant ages ranged from 30 to 58 years.

In conclusion, the aim of the study was to examine the factors motivating African immigrants to take part in business activities in Auckland New Zealand. This study has bridged the gap in literature by providing documented evidence not only on the motivational factors of African immigrants into business, but also data on the African businesses. This data was previously unavailable. From the analysis as discussed in this study, the study has fulfilled its mandate and made its contribution to entrepreneurship studies.

6.1. Suggestions for Further Research

The study recommends the setting up of another study on multiethnic immigrant entrepreneurs' motivations for starting small business activities in Auckland. The outcome of this study would reveal if immigrants of different ethnicities go into business for the same reasons.

A nationwide study could also take place. This would help establish reasons why some immigrant entrepreneurs choose to operate their businesses outside Auckland. The results of a nationwide study would be more generalisable.

Further research could take place with a larger group of participants than 17. A larger sample would produce more generalised results.

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