

A comparative analysis between SA and USA
women entrepreneurs in construction

by

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To God the glory!

Executive summary

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Women's entrepreneurship, positive pull-, negative push-, barriers-, success- and motivational factors

Women increasingly 'make the leap' into 'traditionally male' entrepreneurial ventures. This dissertation reviews relevant literature on what, how many, why and where women entrepreneurs in construction found their niche markets, which aspects make women unique, how poverty and unemployment hurt women and what entrepreneurial barriers women experience, comparing a developed (USA) and developing country (SA).

A survey instrument was developed to test the constructs empirically and case studies illustrate the models of success. Given the excellent results of the Cronbach Alpha and Factor Analysis, the instrument developed proved to be reliable and valid and could be used for similar studies.

The case- and empirical studies analyse women ownership attitudes and push and pull factors to determine why women became entrepreneurs in construction.

The main findings are:

1. Women took up their rightful place as construction entrepreneurs. It is a myth that they are only labourers.
2. Differences and similarities; SA-USA: In the USA women are mostly 'Corporate Entrepreneurs' and in SA they are mainly 'Entrepreneurs'. They agree that their associations are successful in promoting women in construction.
3. Positive pull factors are the main reason why women are in construction as they demonstrate entrepreneurial behaviour and characteristics.
4. Negative push factors, e.g. "need to make a living" are a lesser reason.
5. Gender discrimination can become fatal barriers for successful women entrepreneurs.
6. The majority of respondents see themselves as successful and intent on developing key aspects of their businesses to expand their competitive edge.
7. SAWiC played a pioneering role in developing a database to prevent clients from justifying their non-compliance of the law in terms of non-availability of women entrepreneurs in construction

Samevatting

'n Vergelykende analise tussen SA en die VSA vroue entrepreneurs in konstruksie

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Vroue entrepreneurs, aanlok-, noop-, struikelblok-, sukses- en motiverings faktore.

Vroue betrokkenheid as entrepreneurs in tradisioneel 'manlike' ondernemings soos konstruksie is aan die toeneem. Hierdie proefskrif bestudeer uit die literatuur wat, hoeveel, waarom en waar vroue entrepreneurs in konstruksie hulle nis markte vind, asook waar, hoe, waarom en sedert wanneer diskriminasie voorkom. Hierdie vergelykende studie tussen SA (ontwikkelende land) en die VSA (ontwikkelde land) beskryf watter aspekte vroue entrepreneurs uniek maak, hoedat armoede en werkloosheid hul raak en watter struikelblokke hulle as entrepreneurs ervaar.

'n Navorsings instrument is ontwerp om die konstrunkte empiries te toets en gevalle -studies illustreer die suksesmodelle. Die uitstekende Cronbach Alpha en faktor analise resultate

dui op die betroubaarheid en aanvaarbaarheid van die navorsings instrument wat vir soortgelyke studies aangewend kan word.

‘n Empiriese analise word gemaak van waarom vroue konstruksie ondernemings begin in terme van lok- of noop faktore. Die hoof bevindinge is:

1. Vroue beklee deesdae hul regmatige plek in konstruksie as entrepreneurs en dis ‘n mite dat hul hoofsaaklik arbeiders is.
2. Daar is betekenisvolle verskille en ooreenstemmings in die bevindinge oor waarom vroue betrokke is by konstruksie in SA en die VSA, byvoorbeeld in die VSA is vroue merendeels korporatiewe entrepreneurs (KE) terwyl vroue in SA merendeels entrepreneurs (E) is. Daarenteen stem hulle saam oor hoe suksesvol hul assosiasies is om vroue in konstruksie te bemark.
3. Die aanlok faktore het ‘n groot invloed op vroue betrokkenheid in konstruksie omdat hulle gedragpatrone en karaktereienskappe van ‘n entrepreneur openbaar.
4. Hoewel vroue in sekere gevalle genoop word om hul tot die konstruksie bedryf te wend vir ‘n bestaan, is die rede ondergeskik aan hul voorliefde vir konstruksie wat uitdagings en innovasie bied.
5. Die erns van diskriminasie teen suksesvolle vroue het aan die lig gekom uit die gevalle studies, waar dit in sekere gevalle fataal was vir die suksesvolle vrou.
6. Die meeste respondente beskou hulself as suksesvol en ontwikkel doelgerig sleutelaspekte in hul besighede om hul mededingende voordeel uit te bou.
7. SAWIC het baanbrekerswerk verrig om ‘n databasis daar te stel sodat kliënte nie meer kan skuil agter die nie-beskikbaarheid van vroue entrepreneurs en sodoende wetlike vereistes van gelykheid omseil nie.

Table of Contents:
A comparative analysis between SA and USA
women entrepreneurs in construction:

Chapter 1:	Introduction and research design	1
1.1	Research orientation	1
1.2	Background, demarcation, scope, limitations & author's related experience	2
1.3	Problem statement	3
1.4	Research objectives: Aim, purpose, beneficiaries and benefits	3
1.5	Research questions	4
1.6	Research design, methodology, information management & deliverables	5
1.7	Descriptors and classification of research design	7
1.8	Hypotheses and proposition formulation	8
1.8.1	The thesis hypothesis design	8
1.8.2	The thesis design flow chart	10
1.8.3	The propositions of SA versus USA on the constructs regarding Yourself, Men and Women in general are as follows	11
1.8.4	The propositions of SA's nine provinces versus USA on the constructs regarding Yourself, Men and Women in general are as follows	13
1.8.5	Proposition summary of SA - USA combined on the constructs regarding Yourself, Men, and Women in general	15
1.9	Schematic layout of the research design	16
1.10	Definitions setting the scene	17
Chapter 2:	Women entrepreneurs in construction in a development context	18
2.1	Introduction	18
2.2	Entrepreneurship: America's secret weapon	18
2.3	Uniqueness of women entrepreneurs	19

2.4	Women in non-traditional work (What?)	21
2.4.1	International scene	21
2.4.2	USA scene	22
2.4.3	African scene	23
2.4.4	South African scene	23
2.5	International and USA tendencies of women in the construction industry	24
2.5.1	International tendencies	24
2.5.2	USA tendencies	25
2.6	SA tendencies of women in the construction industry	27
2.7	Women's niches as construction entrepreneurs	31
2.8	Comparison of women and men entrepreneurs	32
2.9	Comparative summary table between women and men entrepreneurs	35
2.10	Conclusions	37

Chapter 3: Initiating factors: Why are women involved in

construction?

39

3.1	Introduction	39
3.2	Procurement in South Africa: A window of opportunity	40
3.3	Exploratory research on the question 'why involved in construction?'	40
3.4	Triggering events	41
3.5	Distinguishing between pull and push factors	42
3.6	Positive pull factors (+)	44
3.7	Need for achievement (nAch) and motivation as positive pull factors	45
3.7.1	Economic growth, nAch and entrepreneurial behaviour as positive pull factors	46
3.7.2	The notion of entrepreneurship, nAch and role models as positive pull	47
3.7.3	Thematic Apperception Test (TAT) assessing nAch as a positive drive	48
3.7.4	Entrepreneurial behaviour and nAch as positive pull factors	48
3.7.5	The need to do things better as a positive motivating drive	49
3.8	Other sources of positive pull factors	50
3.9	Negative push factors (-)	51
3.10	Conclusion	52

Chapter 4: Factors that influence performance; Barriers(-) and success (+)	53
4.1 Introduction	53
4.2 Barriers (-) and discrimination against women defined	53
4.2.1 The 'glass ceiling' as an entrepreneurial barrier for women	56
4.2.2 Discrimination, gender neutrality and democracy	57
4.2.3 Women, gender, sex, breadwinners and human rights	57
4.2.4 Uniqueness of women vs. business barriers	58
4.2.5 Historical discrimination, trends and challenges over millenniums	60
4.2.6 Violence against women limiting their entrepreneurial performance	60
4.2.7 Women entrepreneurs and the poverty trap	62
4.2.8 The misuse of religion in discriminating against women	65
4.2.9 Marital practices inhibiting women's entrepreneurial performance	66
4.2.10 Traditional and ethnical related discriminatory practices inhibiting women's entrepreneurial performance	67
4.2.11 Social and societal discrimination against women and women entrepreneurs	68
4.2.12 The economics of gender discrimination and oppression	69
4.3 Success (+) of women entrepreneurs in construction	70
4.3.1 Defining and measuring success	71
4.3.2 Model of achievement behaviour	73
4.3.3 Five Key Successoneur™ Model of Business Success	75
4.3.4 Networking for success: The dynamic model of relationship building	77
4.3.5 Mentoring as a success factor	85
4.4 Conclusion	86
Chapter 5: Case studies and the entrepreneurial process	89
5.1 Introduction	89
5.2 Case studies and how it links to the entrepreneurial process	91
5.2.1 Innovation	92

5.2.2	Triggering events	93
5.2.3	Implementation	93
5.2.4	Growth: Defining the four growth perspectives model	96
5.3	Mentoring as it impacts on growth of women-owned businesses	97
5.4	Growth, Gender and Business Size: Does one size fit all?	98
5.5	Gender differences in the value placed on growth	99
5.6	South African Case Studies	100
5.6.1	SA Case 1: Illustrative case study on performance hampering barriers: The fatal barrier of a women entrepreneur	101
5.6.2	SA Case 2: Women entrepreneurs in construction teaming up for success: Kemarifi Consortium	103
5.6.3	SA Case 3: Joint venture: Husband and wife team: LFS Building projects	105
5.6.4	SA Case 4: Going it alone: SAWiC member Meisie Ndlovu	107
5.6.5	SA Case 5: Networking to make inroads into road-maintenance technology: Angela Broom - an entrepreneurial manufacturer and innovator	109
5.6.6	SA Case 6: Family as a role model - positive pull factors - Monica Dzwimbo	110
5.6.7	SA Case 7: Overcoming barriers in a non-traditional occupation as civil projects contractor - Stephina van Rooyen	111
5.6.8	SA Case 8: The Growth construct, networking and success as manufacturer and supplier - Phumelele Siphayi	113
5.6.9	SA Case 9: How being a medical doctor can make you a successful contractor – Dr Thandi Ndlovu	121
5.7	USA Case Studies	124
5.7.1	USA Case 1: 2004 Crystal Achievement Award Winner Alise Martiny	124
5.7.2	USA Case 2: High need for Achievement and perseverance to overcome barriers - Deborah Naybor	127

5.7.3	USA Case 3: Brick by Brick: A woman's journey – Lynn Donohue:	130
5.7.4	USA Case 4: Growth in construction as experienced by women in construction in the USA - Nobleza Magsanoc President of the NAWIC Hawaii Chapter	132
5.7.5	USA Case 5: Taking a chance on dreams – Anna Cecilia Merenda	134
5.7.6	USA Case 6: Nancy Eaton installed as National President of NAWIC	136
5.8	Findings and Conclusions	137
5.8.1	Comparison between SA and USA cases	137
	<ul style="list-style-type: none">• Childhood and family.• Educational background.• Marital status.• Reason for becoming entrepreneurs in construction• Age on becoming entrepreneurs in construction• Type of entrepreneur• Barriers• Success• Networking and mentoring• Growth	
5.8.2	Comparisons in relation to constructs	139
	Chapter 6: Empirical analysis: Instrument design and testing	146
6.1	Introduction	146
6.2	Instrument development	146
6.3	Sampling	149
6.4	Instrument implementation: Hard copies and interactive website	149
6.5	Electronic Questionnaire for website: Development Methodology	150
	<ul style="list-style-type: none">• Pair-programming:• Test Driven Development:	

• Software development technologies used	
6.6 Data editing and quality control	151
6.7 Statistical tools applied in analysing the responses	152
6.7.1 Selection of statistical techniques by measurement level and testing situation	152
6.7.2 Computer programme	152
6.7.3 Means and standard deviations	153
6.7.4 Chi-square	153
6.7.5 ANOVA (Analysis of variance)	153
6.7.6 Probability Values (p values) measuring statistical significance	154
6.7.7 Friedman ANOVA (Analysis of variance)	155
6.7.8 Anova ('Blom' Transformation)	155
6.7.9 Kendall coefficient of concordance	156
6.7.10 Cohen-d values measuring practical significance	156
6.8 Statistical tools used for the confirmation of validity and reliability	157
6.8.1 Factor analysis	157
6.8.2 Cronbach Alpha	161
6.10 Conclusions	162
Chapter 7: Empirical analysis: Comparison between SA USA and the nine SA provinces regarding the constructs formulated in Chapters 3, 4 and 6	163
7.1 Introduction	163
7.2 Positive pull factors as reason why entrepreneurs are involved in construction; Construct 1 or Factor 1 (C1 or F1)	164
7.2.1 Results of the dichotomous questions	164
7.2.2 Results of an ANOVA between SA and USA (Positive pull factors C1 or F1)	165
7.2.3 Results of an ANOVA between USA and the SA nine provinces (Positive pull)	166
7.2.4 Results of the Friedman two way ANOVA test (Positive pull factors)	168
7.3 Positive pull elements as reason for involvement: Need for Achievement; Ideas, opportunities & challenges; Need for independence & individualism	170
7.3.1 The need for Achievement as important positive pull factor	170

7.3.2	New opportunities, challenges and ideas why entrepreneurs are involved in construction; Construct 1.2	170
7.3.3	The need for independence and individualism as positive pull factor	170
7.4	Negative push factors why entrepreneurs are involved in construction (C2; F2)	171
7.4.1	Results of the dichotomous questions	171
7.4.2	Results of an ANOVA between SA and USA (Negative push factors C2 or F2)	172
7.4.3	Results of an ANOVA between USA and the SA nine provinces	173
7.4.4	Results of the Friedman two way ANOVA test (Negative push factors)	174
7.5	Negative push elements: Family; previous job; obligatory financial circumstances as negative push factors	176
7.5.1	Negative family circumstances as push factors	176
7.5.2	Previous job related circumstances as negative push factors	176
7.5.3	Obligatory financial circumstances as negative push factors	176
7.6	The experiencing of negative barriers inhibiting performance (C3 or F3) as construction entrepreneurs	177
7.6.1	Results of the dichotomous questions	177
7.6.2	Results of an ANOVA between SA and USA (Negative barriers C3 or F3)	178
7.6.3	Results of an ANOVA between USA and the SA nine provinces (C3 or F3)	179
7.6.4	Results of the Friedman two way ANOVA test (Negative barriers C3 or F3)	181
7.7	Negative barrier elements	182
7.7.1	The exploitation, discrimination and harassment <u>by society</u> as negative push factor	
7.7.2	The exploitation, discrimination and harassment <u>at work</u> as negative pushfactor	182
7.7.3	Sophisticated blaming, faming and unfair labour practices as negative push factor	
7.8	Experiencing positive motivational, planning & process success factors	183
7.8.1	Results of the dichotomous questions	183
7.8.2	Results of an ANOVA between SA and USA (Positive factors C4 or F4)	183
7.8.3	Results of an ANOVA between USA & SA nine provinces (Positive factors)	184
7.8.4	Results of the Friedman two way ANOVA test (Positive factors C4 or F4)	186
7.9	Elements motivational, planning & process success factors	187
7.9.1	Being successfully independent, in control, achieving goals and job satisfaction	187
7.9.2	Being successful by planning for growth factors	187
7.9.3	Being successful by sustaining growth in their businesses	187

7.10	Role that SAWiC (SA) and NAWIC (USA) play in entrepreneurial success (Q49)	188
7.11	Break even of SA and USA entrepreneurs (optional questions Q50-53 for business owners and managers only)	189
7.11.1:	Success rates (Q50)	189
7.11.2:	Profitability (Q51)	190
7.11.3:	Client satisfaction rates (Q52)	191
7.11.4:	Time it took the business to break even (Q53)	192
7.12	Age groups of SA and USA entrepreneurs (Q56)	193
7.13	Comparison in marital status of SA and USA respondents (Q57)	194
7.14:	SA and USA comparison in terms of years involved in construction (Q58)	194
7.15	Where involved in construction: SA and USA entrepreneurs (Q59)	195
7.16	SA and USA comparison of company sizes in terms of number of staff (Q61)	196
7.18	Conclusion	196

Chapter 8: Findings, conclusions, recommendations

and future research

197

8.1	General findings	197
8.2	Summary of empirical findings	197
8.3	Other important findings	200
8.4	Conclusions	201
8.5	Recommendations	202
8.6	Future research	202

Bibliography

203

Interviews

225

Web Pages

226

Annexures

Annexure 1: Glossary

Annexure 2: Research Questionnaire as finally used

Annexure 3: Curriculum Vitae

List of Tables:

Chapter 1:	1
Table 1.1: Proposition summary of SA versus USA on the constructs regarding Yourselfs, Men, and Women in general	
Table 1.2: Proposition summary of SA's nine provinces and USA on the constructs regarding Yourselfs, Men, and Women in general (3H ₀)	
Table 1.3: Proposition summary of SA USA combined on the constructs regarding Yourselfs, Men, and Women in general	
Chapter 2:	18
Table 2.1: US Total Construction for 2000-2004	
Table 2.2: SA Total Construction for 1999-2004 (Format adapted to match the format of US as far as possible)	
Table 2.3: Comparison between Men and Women Entrepreneurs	
Chapter 4:	53
Table 4.1 Key indicators of the five models being considered to measure success	
Chapter 5:	89
Table 5.2: Case study findings illustrating the constructs	
Chapter 6:	146
Table 6.2.1: Construct and element formulation from questions	
Table 6.8.1: Yourself: Factor correlations for rotated factors (not yet equal to constructs)	
Table 6.8.2: Men: Factor correlations for rotated factors (not yet equal to constructs)	
Table 6.8.3: Women: Factor correlations for rotated factors (not yet equal to constructs)	
Table 6.8.4: Factor analysis: Variance explained by factor	
Table 6.8.1 Cronbach Alpha results	

Chapter 7:

163

Table 7.2.1: Positive pull factor differences between SA and USA

Table 7.2.2: ANOVA P-values for USA and SA's nine provinces regarding:
Positive pull factors (C1 or F1)

Table 7.4.1: Differences between SA and USA

Table 7.4.2: ANOVA P-values for USA and SA's nine provinces regarding:
Negative push factors (C2 or F2)

Table 7.4.3: Negative push (C2 or F2): Results of Friedman ANOVA

Table 7.6.1: Differences between SA and USA

Table 7.6.2: ANOVA P-values for USA and SA's nine provinces regarding:
Negative barriers (C3 or F3)

Table 7.6.3: Negative barriers (C3 or F3): Results of Friedman ANOVA

Table 7.8.1: Positive motivational, planning and process success factors. (F4): Results of
Friedman ANOVA

Table 7.8.2: Differences between SA and USA

Table 7.8.3: ANOVA P-values for USA and SA's nine provinces regarding:
Positive success factors (C4 or F4)

Chapter 8:

197

Table 8.1: Proposition summary of SA versus USA on the constructs and elements
regarding Yourself, Men, and Women in general)

Table 8.2: Proposition summary of SA's nine provinces on the constructs
regarding Yourself, Men, and Women in general

Table 8.3: Proposition summary of SA USA combined on the constructs
regarding Yourself, Men, and Women in general

List of figures

Chapter 1:	1
Figure 1.1: Thesis design flow chart (From question to element, to construct, to hypothesis and propositions)	
Figure 1.2: Schematic layout of chapters as part of the research design	
Chapter 2:	18
Figure 2.1: U.S. Construction Market, 1995-2004 (Starts, Bil \$)	
Figure 2.2: The SA Construction Industry Development Board Status Report 2004	
Figure 2.3: SA Contractual Environment per quarter for Contract Types 2002-2004	
Chapter 3:	39
Figure 3.1: Summary of reasons for women being construction entrepreneurs in descending order based on 'strongly agreed' responses	
Figure 3.2: Reasons for start-up decision: The push and pull factors of entrepreneurship	
Chapter 4:	53
Figure 4.1: Income levels and poverty	
Figure 4.2: Model of Achievement Behaviour	
Figure 4.3: The 5 key Successneur™ Model of Business Success	
Chapter 5:	89
Figure 5.1: A model of the entrepreneurial process	
Figure 5.2: The Chain of Greatness	
Chapter 7:	163
Figure 7.2.1: The number of respondents who answered Yes on Q1-Q3	
Figure 7.3.1: The number of respondents who answered Yes on Q1	

Figure 7.3.2: The number of respondents who answered Yes on Q2

Figure 7.3.3: The number of respondents who answered Yes on Q3

Figure 7.4.1: The number of respondents who answered Yes on Q4-Q6

Figure 7.5.1: The number of respondents who answered Yes on Q4

Figure 7.5.2: The number of respondents who answered Yes on Q5

Figure 7.5.3: The number of respondents who answered Yes on Q6

Figure 7.6.1: The number of respondents who answered Yes on Q9:

In your opinion do men in general undermine successful women?

Figure 7.7.1: The number of respondents who answered Yes on Q7

Figure 7.7.2: The number of respondents who answered Yes on Q8

Figure 7.7.3: The number of respondents who answered Yes on Q9

Figure 7.8.1: The number of respondents who answered Yes on Q10-12

Figure 7.9.1: The number of respondents who answered Yes on Q10

Figure 7.9.2: The number of respondents who answered Yes on Q11

Figure 7.9.3: The number of respondents who answered Yes on Q12

Figure 7.10.1: 'Yes' answers to SAWiC and NAWiC being instrumental to the success of members.

Figure 7.11.1: Success rates (Q50)

Figure 7.11.2: Profitability (Q51)

Figure 7.11.3: Client satisfaction rates (Q52)

Figure 7.11.4: Time it took the business to break even (Q53)

Figure 7.12.1: Age groups of the respondents

Figure 7.14.1: SA and USA comparison in terms of years involved in construction

Figure 7.15.1: SA and USA comparison in terms of capacity involved in construction

Figure 7.16.1: SA and USA comparison of company sizes in terms of number of staff