Gordon Institute of Business Science
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The impact of motivational factors on hybrid entrepreneurship transition decisions

A research proposal submitted by

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ABSTRACT

The changes across labour markets and social norms have resulted in more flexible working arrangements and portfolio careers. Hybrid entrepreneurship, the phenomenon of an individual running an entrepreneurial venture or side hustle whilst in wage employment, has received heightened attention as an example of such labour market progression. While studies have considered the motivational factors that influence either hybrid or full-time entrepreneurial entry, there is limited understanding of the motivational factors that influence entrepreneurs to transition from the hybrid to the full-time state.

The purpose of the study was to better understand the motivational factors that influence persistent hybrid entrepreneurs (PHE) and transitory hybrid entrepreneurs (THE) to transition to full-time entrepreneurship.

A quantitative, survey-styled approach addressed the research purpose, and a binary logistic regression analysis was conducted to test the research hypotheses. The cross-sectional study yielded a sample of 160 hybrid entrepreneurs, which was subsequently stratified into PHE and THE groups, resulting in a final sample size of 120 entrepreneurs.

The results revealed that Individual and Social motivational factors impact hybrid entrepreneurs to transition to full-time entrepreneurship. Additional findings demonstrated that the hours spent per week on a side hustle and the duration of hybrid entrepreneurship would increase the likelihood of transitional behaviour.

This study contributes to literature on motivational theory, hybrid entrepreneurship and transition decisions by presenting additional findings on the motivational factors the impact South African hybrid entrepreneurs to transition to full-time entrepreneurship.

Keywords: Hybrid entrepreneurship, motivation, transitory entrepreneurship, persistent entrepreneurship, full-time entrepreneurship

DECLARATION

I declare that this research project is my own work. It is submitted in partial fulfilment of the requirements for the degree of Master of Business Administration at the Gordon Institute of Business Science, University of Pretoria. It has not been submitted before for any degree or examination in any other University. I further declare that I have obtained the necessary authorisation and consent to carry out this research.

Name & Surname	Signature	Date

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CHAPTER 1: RESEARCH PROBLEM AND PURPOSE

This chapter presents the research topic on 'The impact of motivational factors on hybrid entrepreneurship transition decisions'. The chapter further addresses the background to the research, the practical and theoretical relevance of the research as well as the purpose and contribution of the study.

1.1. Background to the research

The phenomenon of hybrid entrepreneurship has encouraged increasing academic attention, arising from its growth (Ardianti et al., 2022) fuelled by greater labour market and career flexibility (Demir et al., 2022; Solesvik, 2017). The changes in labour market conditions, societal and social norms have encouraged the emergence of flexible working arrangements and portfolio careers (Bögenhold, 2019b), with hybrid entrepreneurship being a definite example of such progression. The phenomenon of employees starting a business whilst maintaining their main job in wage employment represents a substantial share of entrepreneurial activity (Viljamaa et al., 2017). The majority of individuals elect this as their chosen entry into entrepreneurship (Gänser-Stickler et al., 2022; Maritz et al., 2023). However, prior and existing literature do not adequately deal with this unique entrepreneurial activity, with studies ignoring the overlap of wage workers and those who are self-employed (Schulz et al., 2017). Research on what motivates entrepreneurs to start their ventures using a hybrid approach as opposed to full-time entry is still in its infancy (Gänser-Stickler et al., 2022).

Studies demonstrate that an individual's motivations influence the development of entrepreneurial actions (Bogatyreva et al., 2019; Frese & Gielink, 2023) as well as the creation of new business ventures (Barba-Sanchez & Atienza-Sahuquillo, 2017). In the entrepreneurial context, an entrepreneur's motivation can be linked to their desire to gain independence (Block & Landgraf, 2016), enhanced financial returns (Asante et al., 2022; Viljamaa et al., 2022), work-related motivation (Luc et al., 2018) or family-related motivation (Thorgren at el., 2014), amongst other factors. In assessing motivations that encourage the transition from hybrid entrepreneurship to full-time entrepreneurship, multiple factors are highlighted across prior studies. Entrepreneurs are motivated to transition to full-time entrepreneurship when there is less uncertainty (Block et al., 2019; Gänser-Stickler et al., 2022). Venture failures are often predicated on the entrepreneurs inability to handle the uncertainty, hence for entrepreneurs wanting to transition to full-time entrepreneurship, hybrid entry reduces the fears linked to failure (Tony & Pardede, 2018).

Studies suggest that simultaneously maintaining salaried employment allows hybrid entrepreneurs to lower the risk they face, thus entrepreneurs who exhibit lower levels of risk aversion may be more willing to enter directly into full-time entrepreneurship (Block & Landgraf, 2016; Raffiee & Feng, 2014; Viljamaa et al., 2014). Entrepreneurial competency development is viewed to be another motivating factor that encourages hybrid entrepreneurs to transition to full-time entrepreneurship, once they ascertain that they have the required competencies to be successful (Petrova, 2011; Solesvik, 2017). Likewise, hybrid entrepreneurs who demonstrate higher levels of self-efficacy are more inclined to transition to full-time entrepreneurship (Kurczewska et al., 2020).

Despite the existence of studies assessing the motivating factors behind entrepreneurs engaging in hybrid (Caliendo et al., 2022; Solesvik, 2017) and full-time entrepreneurship (Mahto & McDowell, 2018; Segal et al., 2005), the motivating factors vary greatly (Solesvik, 2017) and more clarity is required. This underscores the importance of gaining a better understanding of the distinct motivating factors between transitory hybrid entrepreneurs (THE), entrepreneurs who consider the transition to full-time entrepreneurship likely, and persistent hybrid entrepreneurs (PHE), those who have no full-time intentions (Viljamaa, et al., 2017).

1.2. Practical and business relevance of the study

It is recognised that entrepreneurs contribute significantly to economic development (Block & Landgraf, 2016; Maritz et al., 2023; Solesvik, 2017), however, slow development and adoption of policies to assist entrepreneurs hampers additional individuals from entering the scene. Entrepreneurship is a fundamental tool which can encourage inclusive growth and poverty reduction (Carlsson et al., 2013; Singer et al., 2018), therefore boosting the visibility of hybrid entrepreneurs could encourage policy makers to establish effective policies that could augment the positive economic contributions made by hybrid entrepreneurs (Molenaar, 2016). Many countries are reliant on maintaining the entrepreneurial energy to encourage employment creation and innovation in their economies (Singer et al., 2018). The deteriorating rates of self-employment across developed and developing countries continues to be distressing for policy makers (Cooke, 2019; Naudé, 2019; Solesvik, 2017; Soni, 2014). Gaining insight into the key motivating factors of the decision to transition to full-time entrepreneurship could better enable policy implementation to effectively expand the base of full-time entrepreneurs.

1.3. Theoretical relevance of the study

Presently there is not sufficient research that appreciates the complexity of hybrid entrepreneurship (Block & Landgraf, 2016; Solesvik, 2017), specifically what the antecedents are of hybrid entry and transition to full-time entrepreneurship (Luc et al., 2018). Most studies have focused on entrepreneurial intention (Antonioli et al., 2016; Arshad et al., 2019; Ferreira, 2020; Luc et al., 2018; Thorgren et al., 2016) as opposed to motivational theory. Studies that have analysed the determinants of transition decisions have focused on financial returns (Folta et al., 2010), the role of age (Thorgren et al., 2016), and the impact of experiential learning theory (Ferreira, 2020). Further research is required to investigate other drivers of hybrid entrepreneurship transition decisions, specifically as it relates to motivational theory. In light of this, the overall research question of the study will answer is, "*To what extent do motivational factors impact the hybrid entrepreneurship transition decision?"*

1.4. Purpose statement

The objective of the research is to understand how motivating factors either encourage entrepreneurs to persist with the combination of wage work and entrepreneurial ventures, or to transition to full-time entrepreneurship. The outcomes of the research will address gaps in entrepreneurial research and further assist policy makers with devising frameworks that would encourage hybrid entrepreneurs to shift to full-time entrepreneurship.

1.5. Contribution of the study

The outcome of the research will provide additional insight into how motivational theory influences hybrid entrepreneurs to either persist in both wage work and entrepreneurial activities, or to transition to full-time entrepreneurship. These findings could be utilised to encourage more individuals to either start side hustles or to transition into full-time entrepreneurs. The establishment of supportive frameworks to assist hybrid entrepreneurs with scaling and growing their business ventures could augment employment opportunities and fast track economic growth (Solesvik, 2017). This is particularly relevant for a country like South Africa where these two indicators continue to deteriorate.

The research will contribute to entrepreneurial theory by determining the extent to which motivating factors impact PHE to transition to THE, closing some of the gaps in motivational theory and the influence it has on hybrid entrepreneurs. While entrepreneurial motivation has received significant scholarly attention, there has been uneven coverage

concerning the different aspects of motivation with little integration in how these motives jointly propel entrepreneurial behaviour and transition decisions (Murnieks et al., 2020). This research aims to address some of these gaps and provide more concrete findings on the extent to which motivating factors encourage hybrid entrepreneurial transition decision making.

1.6. Outline of the study

To achieve the objective of the study, the report will be structured in to provide a logical approach to addressing the focus areas of the research:

Chapter 1: Introduction to the study

This section of the report has provided background information to the study and highlighted gaps in the existing body of knowledge as it relates to hybrid entrepreneurship, motivational theory and transition decisions. It has addressed the theoretical and business relevance of the study, and lastly addressed how the findings of the study will contribute to societal stakeholders.

Chapter 2: Literature review

This section provides a detailed overview of the extant literature in the field of hybrid entrepreneurship, motivational theory and transition decisions. It covers what is known in the existing body of hybrid entrepreneurship research as well as what some of the existing gaps are.

Chapter 3: Research questions and hypotheses

This section outlines the research question and accompanying hypotheses of the study, supported by relevant theory and findings in prior studies.

Chapter 4: Research methodology

This section of the study defends the design and methodological choice of the research and provides a detailed description of the steps followed by the researcher throughout the research process. It addresses the measurement instrument, data gathering process, data preparation and analysis conducted in the study, as well as the research quality, ethics and limitations of the approach.

Chapter 5: Research results

This section of the report summarises the key findings and trends in the data. It is structured around the descriptive findings and inferential findings of the demographic, related side hustle factors and research hypotheses focused on the motivational factors that influence transition decisions.

Chapter 6: Discussion of research results

This section of the study considers the findings of the study in relation to recent literature in the field of hybrid entrepreneurship, motivational theory and transition decisions. It provides explanations to the results and focuses on where the research findings align with or contradict other research studies.

Chapter 7: Conclusions and recommendations

This is the final section of the study. It summarises the principal conclusions, the theoretical contribution, the implications for policy makers, business as well as entrepreneurs. The limitations of the study are covered and finally, areas for future research are addressed.

CHAPTER 2: THEORY AND LITERATURE REVIEW

This chapter provides a literature review on studies that have already been conducted on the focal constructs of the study being transition decisions of hybrid entrepreneurs and the motivational factors that influence these decisions. The underlying theoretical models and those relevant to the study are incorporated into the review.

2.1. Hybrid entrepreneurship

Entrepreneurship is typically viewed through a binary lens; an individual is either an entrepreneur or not (Folta et al., 2010; Raffiee & Feng, 2014). This way of thinking, however, has encouraged reciprocal exclusion, where individuals can only belong to one category of employment within the system of employment (Bögenhold, 2019b). Empirical studies, however, are forcing us to reconsider this view, with increased focus being placed on hybrid entrepreneurs, individuals who start an entrepreneurial venture or side hustle, whilst retaining a job in salaried employment (Klyver et al., 2020; Xi et al., 2017).

Hybrid entrepreneurship is viewed to provide a stable bridge for individuals who want to transition to self-employment as it avoids switching costs to secure the flexibility and option value linked with delaying entrepreneurial entry (Folta et al., 2010; Marhsall et al., 2019). A hybrid approach allows individuals to manage the uncertainty associated with starting a new venture and being self-employed, whilst maintaining the connection and security with their current employer, at the same time experiencing entrepreneurship (Folta et al., 2010; Ganser-Stickler et al., 2021). This phenomenon has enjoyed heightened attention arising from the global economic landscapes being characterised by disrupting factors including non-standard working arrangements, globalisation, limited employment opportunities and strained finances (Luc et al., 2018).

Recent studies have considered what the distinguishing factors are between hybrid entrepreneurs and mainstream, or full-time entrepreneurs. Researchers have considered how the two distinct groups differ across certain aspects such as their personal characteristics (Block & Landgraf, 2016), income generated from their self-employment (Bögenhold & Klinglmair 2016; van Stel et al., 2021), and their motivations (Block & Landgraf, 2016; Folta et al., 2010). In relation to demographic variables, studies have demonstrated that females are more likely to select hybrid entrepreneurship over full-time entrepreneurship (Kurczewska et al., 2020; Petrova, 2012), while other studies have demonstrated that females are less likely to prefer the hybrid state (Schulz et al., 2016). In relation to education, studies have shown that hybrid entrepreneurs are likely to be

more educated and that their ventures may have higher growth potential compared to full-time entrepreneurs (Ardianti et al., 2022). Collectively, the studies demonstrate that hybrid entrepreneurs are unique and need to be studied as a distinct group of entrepreneurs.

Hybrid entrepreneurship, situated as an intermediate state between conventional employment and full-fledged entrepreneurship, had, until relatively recently, received limited attention in academic literature, despite its prevalence in real-world scenarios (Thorgren et al., 2014). The relative obscurity of this form of entrepreneurship could be ascribed to a restricted understanding of the intricacies and characteristics inherent to a hybrid work methodology (Demir et al., 2022; Molenaar, 2016). Consequently, this has led to a dearth of data related to hybrid entrepreneurship, along with concomitant challenges in categorising hybrid entrepreneurs within a well-defined occupational classification (Demir et al., 2022; Molenaar, 2016).

2.2. Hybrid entrepreneurship as an employment category

In considering the “entrepreneurial society” (Kalleberg, 2011), observers tend to align themselves with either the promotion of creativity and entrepreneurial opportunities or the focus on social policy matters and challenges related to labour market flexibility (Bögenhold, 2019). The more positive perception views hybrid entrepreneurship as a mechanism through which individuals can bring creativity and innovations to the market place (Marshall et al., 2019). Combined with advances in technology, new knowledge and versions of occupational roles, hybrids can act as a force of revitalisation within the economy (Audretsch, 2015). The alternative more sceptical view of the phenomena focuses on the precarity, uncertainty and poor earnings associated with hybrid entrepreneurship (Bögenhold, 2019b; Mahieu et al., 2022). In this perspective, hybridity arises from individuals unable to secure sufficient income though self-employment and are thus forced to find a waged job to survive. These distinct viewpoints provide limited room for a reconciling perspective that acknowledges the potential for hybrid entrepreneurship to serve as a transitional phase individuals go through on their way to full-time entrepreneurship or as a temporary episode. Irrespective of the perspective individuals may choose to adopt in considering entrepreneurship, the divergent paths taken by entrepreneurs, the social and economic heterogeneity of entrepreneurs, as well as the patterns of self-employment need to be considered against stereotypical assumptions made (Ardianti et al., 2022; Bögenhold, 2019).

The phenomenon of self-employment as an employment category may look vastly different when studied within industry sectors, occupational contexts or employment applications; hybrid individuals may find themselves within an employment classification that does not neatly align with the conventional portrayal of entrepreneurship (Solesvik, 2017). This may change the narrative associated with self-employment and independent business assumptions (Van Stel & de Vries, 2015), and in turn, emphasises the necessity of viewing hybrid entrepreneurship as a separate employment category.

2.2.1. Hybrid entrepreneurship and self-employment dynamics

Research in sociological stratification and mobility highlights the interplay between wage-dependent employment, unemployment, and self-employment. Self-employment, as an employment category, experiences a constant influx of newcomers and the departure of seasoned participants through less visible mobility channels (Barba-Sánchez & Atienza-Sahuquillo, 2017; Bögenhold, 2019). Simply examining self-employment ratios conceals the intricate processes of entry and exit. The heterogeneity evident within the self-employed work category, augments the distorted boundaries between dependent work and self-employment exit (Bögenhold, 2019; Walsh & Stephens, 2022). Trends towards deindustrialisation, globalisation and digitisation are further impacting the interaction of self-employment, economic change and diverging social structures; the broader range of factors influencing the configuration of employment categories needs to be acknowledged (Bögenhold et al., 2014).

Previous research studies have considered the interrelated trends concerning self-employment patterns: a rise in micro self-employment (Bögenhold; 2019); increasing levels of social destandardisation and mobility (Schwartz, 2018); changing and blurred boundaries between self-employment and salary-dependent work including various types of hybridity (Solesvik, 2017); and finally visible patterns of employment precarity (Bögenhold & Klinglmair, 2015). These changing dynamics thereby highlight how both entrepreneurial billionaires and average entrepreneurs could co-exist in the same employment category (Bögenhold, 2019). Despite the fluidity of occupational mobility, most public statistics still classify workers to fall part of two categories. Either they are workers on their own account or dependent workers, reliant on paid employment. However, the overlapping identities individuals experience between these two groups highlights the significance of hybrid entrepreneurship as a standalone employment category (Brändle & Kuckertz, 2022; Folta et al., 2010; Schulz et al., 2016).

2.2.2. Hybrid entrepreneurship differentiating factors

The definition of hybrid entrepreneurship, however, differs across various studies, with a preliminary systematic literature review across forty-three studies highlighting the divergent nomenclatures across the phenomenon (Demir et al., 2022). Practically, the definition of hybrid entrepreneurship also varies, with some studies focusing on the share of income derived from entrepreneurial ventures (Eurofound, 2011; Folta, 2010), or by the amount of hours spent per week on a side hustle (Petrova, 2011).

Hybrid entrepreneurship differs from similar concepts addressed in entrepreneurial research such as part-time entrepreneurship (Luc et al., 2018). Part-time entrepreneurship encompasses additional alternatives, such as entrepreneurs who concurrently shift between unemployment and entrepreneurship as well as portfolio or serial entrepreneurs (Nordström, 2015; Petrova, 2011). Schultz et al. (2016), consider part-time entrepreneurs as individuals who may not necessarily have other paid employment, and instead associate the combination of salaried or dependent employment and self-employment with hybrid entrepreneurs. The concept of hybrid entrepreneurship is distinct from moonlighting, where individuals undertake multiple jobs to address income limitations and challenges in securing full-time employment (Nordström, 2015). This research paper aligns with the hybrid entrepreneurship definition as proposed by Folta et al. (2010), as wage work combined with entrepreneurial activities.

Hybrid entrepreneurship is usually associated with early stages of business venture development (Ferreira, 2020), however this does not always translate to the desire to enter full-time entrepreneurship (Viljamaa et al., 2017).The underlying assumption is that individuals who start a business are aiming for full-time entrepreneurship, however, not all seek the growth that would encourage them to transition to full-time entrepreneurs (Tornikoski et al., 2015; Varamäki et al., 2012; Viljamaa et al., 2014). Research has additionally shown that a significant number of hybrid entrepreneurs may deliberately opt to persistently integrate entrepreneurial pursuits with salaried employment as an enduring and desirable arrangement (Varamäki et al. 2012; Viljamaa et al., 2014), with this decision being largely dependent on motivating factors.

2.3. Hybrid entrepreneurship persistence versus transition

The hybrid phase of entrepreneurship can be seen as a transition stage between employment and full-time entrepreneurship entry (Viljamaa & Varamäki, 2015). In a study conducted by Thorgren et al. (2016), the researchers distinguish between different types

of entrepreneurs. The study distinguishes between first step and second-step decisions entrepreneurs are required to make. The first step is considered as the point in time when an individual decides to become a hybrid entrepreneur, while the second-step involves moving from a hybrid status to full-time entrepreneurship. Thorgren et al. (2016), further recognise that not all hybrid entrepreneurs share the same aspirations to become full-time entrepreneurs and distinguish between two different types of hybridity. Persistent Hybrid Entrepreneurs (PHE) are part-time entrepreneurs who have no full-time entrepreneurial intentions, while Transitory Hybrid Entrepreneurs (THE) view the transition to full-time entrepreneurship as probable.

There is limited knowledge, however, on what impacts the choice to transition from hybrid to full-time entrepreneurship (Block & Landgraf, 2016). Prior studies present a view that persistence is a function of multiple predictors (Asante et al., 2022; Holland & Shepard, 2013). Studies demonstrate that both push and pull factors could influence an individual to select entrepreneurship as a career choice (Kirkwood, 2009). An individual may view self-employment as the only option, or may be dissatisfied with salaried employment and thus views entrepreneurship to be a viable alternative (Viljamaa et al., 2017).

Some research has suggested that persistent hybrid entrepreneurship may be explained by the uncertainty surrounding specific abilities, thereby allowing the entrepreneur to test their skillset through simultaneous entrepreneurship and employment (Petrova, 2011; Viljamaa et al., 2017). Other researchers found that hybrid entrepreneurship is a path to transition into self-employment (Block & Landgraf, 2016; Folta et al., 2010), whereby the transition is often made by hybrid entrepreneurs who generated more income from their entrepreneurial venture than wage work.

2.3.1. Entrepreneurial persistence

Entrepreneurial persistence is widely regarded as a pivotal factor influencing the success of ventures (Asante et al., 2022), as it equips entrepreneurs with the resilience needed to overcome obstacles and further progress their business idea (Ahsan et al., 2021). Persistence encompasses the actions that entrepreneurs undertake, undeterred by perceived or actual threats and setbacks (Caliendo et al., 2020). Initiating a new business venture demands focus and determination (Cardon & Kirk, 2015). Those individuals who exhibit relentless commitment and drive in pursuing their entrepreneurial aspirations increase their odds of achieving success (Timmons et al., 2009). Likewise, entrepreneurs possessing greater self-assurance in their entrepreneurial abilities demonstrate a higher propensity to persevere and persist in the presence of difficulties (Cardon & Kirk, 2015).

Persistence becomes increasingly important for hybrid entrepreneurs, as the pressures from the wage job may make it progressively challenging to run a side hustle, augmenting the likelihood that hybrid entrepreneurs will give up on their entrepreneurial ventures (Assante et al., 2022). Hybrid entrepreneurs are required to exercise dual focus, ensuring that they perform well in their salaried employment, whilst keeping their venture running concurrently. The persistence exhibited by hybrid entrepreneurs effectively conveys their commitment to remain actively engaged in their business venture (Caliendo et al., 2020). Thorgren et al. (2014) emphasise that entrepreneurs can sustain their hybrid work status well beyond the initial venture start-up phase, and that hybridity can be a deliberate choice for individuals seeking a unique form of employment. A study conducted by Tornikoski et al. (2015) demonstrated that retired hybrid entrepreneurs were unlikely to transition to full-time entrepreneurship. In considering gender and risk aversion, previous studies have demonstrated that females are more risk-averse, and thus PHE may be an attractive approach for females who are considering entrepreneurship (Solesvik et al., 2013).

Some researchers, however, are of the opinion that engaging in income-generating activities on the side of wage employment, as hybrid entrepreneurs do, is likely to be a distraction (Sessions et al., 2021). Participating in these supplementary entrepreneurial pursuits is believed to exhaust individuals of their finite resources, consequently affecting their capacity to perform efficiently in their regular work employment (Sessions et al., 2021). This perspective also then insinuates that hybrid entrepreneurs utilise most of their work hours on their wage-dependent work (Adkins & Premeaux, 2012), potentially creating difficulties in their ability to sustain their entrepreneurial ventures.

Nonetheless, this perspective has faced scrutiny when viewed through the lens of role enrichment theory (Greenhaus & Powell, 2006), which highlights how the dual-role emphasis of hybrid entrepreneurs can foster the continued viability of their ventures by facilitating the transfer of psychological benefits between the two roles. The expertise and competencies cultivated through salaried employment can contribute to entrepreneurs' success in their ventures. Similarly, entrepreneurs are able to exercise control of when they approach venture work, fosters a sense of empowerment, that may have a positive impact on their salaried work (Sessions et al., 2021).

The decision to transition to full time entrepreneurship is a complex decision for individuals to make, as it involves higher income uncertainty, more stringent reporting obligations, as well as additional costs (Block & Landgraf, 2016).

2.3.2. Entrepreneurial transition

In fairly recent years, entrepreneurship studies have started to consider the transition processes which entrepreneurs pass through (Raffiee & Feng, 2014). Previous studies indicate that embarking on a career as an entrepreneur represents a substantial transition from conventional salaried work to a form of self-employment or business ownership (Azoulay et al., 2018). These career shifts are normally done in a staged or transitional manner, whereby an individual would exercise hybrid entrepreneurship, maintaining their wage work while investing time and effort to get their new venture underway (Folta at al., 2010; Raffiee & Feng, 2014).

In considering hybrid entrepreneurship transition decisions, role theory is often used in describing the conflict individuals face when making occupational transitions (Carr et al., 2023). In traditional occupational role transitions, employees would exchange the skills, capabilities and knowledge for organisational rewards, and typically more predictable benefits. This suggests that individuals in this setting can leverage their occupational experience and expertise to assist them as they transition between roles (Carr et al., 2023).

This process is more complex when considering hybrid entrepreneurs as these individuals are required to navigate the complexities of role requirements and behaviours present within both wage work and entrepreneurship; this makes career decisions far more intricate to manage. Hybrid entrepreneurs face a choice that involves the options of seeking traditional wage-based employment, selecting a hybrid approach, or transitioning into full-time entrepreneurship (Thorgren et al., 2014). Navigating the hybrid career path presents a distinctive challenge as it necessitates individuals to effectively balance their time and resource allocations between their entrepreneurial venture, whilst simultaneously deploying effort and energy to their existing wage-employment (Carr et al., 2023).

In the study conducted by Vilijamaa and Varamäki (2014), transitory hybrid entrepreneurs exhibited greater self-assurance in their competencies, were primarily driven by a quest for self-fulfillment, and held higher anticipations for their venture's prospective market success.; however, the limited support extended by family and close friends may have inhibited the decision to migrate to full-time entrepreneurship. The study conducted by Thorgren et al. (2016) studied the role of age in the transition decision and found that younger and older entrepreneurs are more likely to be THE. Further analysis on transition decisions suggests that a THE could become a PHE as the individuals lose hope in the possibility of sustaining a full-time venture (Viljamaa et al., 2017). This suggests that hybrid

entrepreneurs may make a transition based on how they identify with their two respective roles, as an employee and as an entrepreneur (Luc et al., 2018). The final decision to move from a PHE to a THE may thus be determined by how much they value their entrepreneurial role (Luc et al., 2018).

In the context of hybrid entrepreneurship, there is inconclusive research on how motivational factors could impact the hybrid entrepreneurship transition decision. Studies have considered the motivating factors based on the uncertainty of entrepreneurial ability (Petrova, 2011), phase of business development (Murnieks et al., 2017), the impact of learning theory on transition decisions (Ferreira, 2020), gender specific motivational elements (Solesvik et al., 2019), perception of job and work quality, as well as accessibility of advice for starting a new business (Luc et al., 2018). Evidently, while a number of motivational factors have been considered in hybrid entrepreneurial transition decisions, additional factors need to be considered to provide a more holistic understanding of the extent to which motivational factors impact the proverbial tipping point at which hybrid entrepreneurs choose to pursue full-time entrepreneurship (Ferreira, 2020; Luc et al., 2018).

2.4. Motivation in entrepreneurship

Motivation can be characterised as a collection of dynamic influences that originate from both internal and external sources, propelling individuals to instigate behaviour while shaping the nature, orientation, vigour, and persistence of the actions taken (Murnieks et al., 2017). Entrepreneurial motivation is a multifaceted construct and describes the want or inclination to organise, manipulate and lead companies, employees or ideas in the most efficient and independent manner (Johnson, 1990). It further considers the inducement to start one's own business (Hessels et al., 2008). Investigating motivation within an entrepreneurial context, requires the extension of existing theoretical boundaries, arising from the uniqueness and extreme nature of entrepreneurship (Murnieks et al., 2017). It is characterised by highly uncertain environments (McMullen & Shepard, 2006), difficulties in assembling the required resources (Delmar & Wikund, 2008), heightened business failure (DeTienne et al., 2015), and extreme time pressures (Baron, 2008).

Within the realm of entrepreneurial endeavours, especially in the context of side hustles, the interplay between motivation and other psychological or cognitive factors is accentuated, and this aspect becomes even more intriguing to consider (Murnieks et al., 2017). In a study conducted by Lex et al. (2022), the authors demonstrated how

entrepreneurial performance, self-efficacy and passion reciprocally influenced each other as time progressed. Considering motivation from a process perspective, it suggests that entrepreneur's motivation is both an antecedent and outcome of entrepreneurial performance. The study therefore suggests that entrepreneurial motivation develops over time as a consequence of engaging in the entrepreneurial process.

Prior research underscores a robust and positive association between motivation and the choice to embark on an entrepreneurial journey (Collins et al., 2004), as well as the subsequent entrepreneurial steps taken (Shane et al., 2003). Studies demonstrate that entrepreneurs who obtain high scores in entrepreneurial motivation will dedicate more energy in preventing business failure (Carsud et al., 2017). An active focus area within entrepreneurial motivation, considers the various motivating factors present when individuals start, grow and exit their ventures (Murnieks et al., 2017). While this has been helpful in better understanding motivational theory as it applies to entrepreneurs, the insights are limited at single point in time (Ployhart, 2008), and further, it doesn't focus on hybrid entrepreneurs. This angle of analysis, while contributing to research, fails to consider the shifts in motivation entrepreneurs may experience, and further fails to provide a holistic framework to better understand the entrepreneurial process (Murnieks et al., 2017). Other studies tend to study intrinsic or extrinsic motivation independently, not recognising that the two types of motives can interact (Murnieks et al., 2017).

Despite extant research exploring the underlying motivations driving engagement in both hybridity (Solesvik, 2017), and full-time entrepreneurship (Mahto & McDowell, 2018; Segal et al., 2005), there is a void in literature regarding the transitional state. This temporary phase represents the pivotal juncture at which hybrid entrepreneurs confront the significant decision of whether to progress toward full-time entrepreneurship, persist within a hybrid capacity, or revert back to wage employment. In the light of this gap, and in responding to calls for further research (Block & Landgraf, 2016; Ferreira, 2020; Solesvik, 2017), this study endeavours to contribute to the academic discourse by providing insights into this transitional phase, through establishing the motivators that impact hybrid entrepreneurs to transition from a part-time entrepreneurial state to a full-time entrepreneurial pursuit.

In the study conducted by Vijaya and Kamalanabhan (1998), the researchers developed a scale to measure entrepreneurial motivation, where five core motivational factors were identified, Entrepreneurial, Work, Social, Individual and Economic. These motivational

factors overlap with other studies conducted on entrepreneurial motivation and will inform the structure and focus of the motivational factors considered in this research paper.

2.4.1. Entrepreneurial Core motivating factors

Entrepreneurial motivation fuels subsequent business actions (Van Gelderen et al., 2015), and the pursuit of independence and autonomy plays a fundamental role in driving entrepreneurship (Hisrich, 1990; Shane et al., 2003; Vivarelli, 2004). Entrepreneurial motivating factors encompass the desire to take considered risks and the assurance to handle it effectively, the need to be independent, and the need to create employment and deliver respectable products and services to society (Vijaya & Kamalanabhan, 1998). Previous studies demonstrate that individuals with an elevated desire for an independent status are more inclined to migrate to full-time entrepreneurs (van Gelderen & Jansen, 2006). By maintaining wage employment, however, hybrid entrepreneurs are not able to achieve the same level of independence and will need to become full-time entrepreneurs to achieve greater autonomy (Block & Landgraf, 2016). In light of this, the study proposes the following hypothesis:

H1: *Entrepreneurial motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship.*

2.4.2. Social Core motivating factors

The noteworthy social motivations of individuals and entrepreneurs alike, can be supported in the psychogenic needs of superiority and exhibition. The phenomenon of status withdrawal and resulting entrepreneurial actions illustrates the need for individuals in a social environment to feel superior or equal (Hagen, 1963). Block et al. (2019), highlight that in performance-orientated societies, behaviour focused on achievement that aims out outcompeting others, tends to be legitimised (Javidan et al., 2006). In these social contexts, striving for success and material rewards is associated with social status and prestige (Javidan et al., 2006). Individuals who score highly on performance orientation are likely more willing to acknowledge the obstacles involved with self-employment, or hybrid entrepreneurship, arising from their achievement-focused attitude (Block et al., 2019; Javidan et al., 2006). Social motivating factors, therefore, further include the need to earn respect from others as well as secure high social status (Vijaya and Kamalanabhan, 1998). Studies demonstrate that successful entrepreneurs often obtain superior social recognition in various countries (Amorós & Bosma, 2014). Hybrid entrepreneurs, however, are frequently excluded from the entrepreneurship category as they do not carry the same risk as full-time entrepreneurs, and their business venture

growth is often constrained due to limited time (Block & Landgraf, 2016). To gain social approval and entrepreneurial success, a transition to full-time entrepreneurship is required. In light of this, the research postulates the following hypothesis:

H2: *Social motivating factors impact hybrid entrepreneurs to transition to full-time entrepreneurship.*

2.4.3. Work Core motivating factors

Work motivating factors encompass the desire to exploit one's innate talent and skills of problem-solving and decision making, the need to demonstrate creativity in a venture as well as the need to achieve a goal that other individuals cannot (Vijaya and Kamalanabhan, 1998). These factors largely correlate to the need for achievement. The concept of achievement motivation has deep roots in conventional research and is defined as the pursuit of the highest attainable outcome, characterized by a well-defined standard of excellence that may lead to either success or failure (McClelland et al.,1976; Werdhiastutie et al., 2020). Individuals who have higher self-efficacy or belief in their abilities, experience higher probabilities of becoming autonomous (Kurczewska et al., 2022). In this context, when individuals opt for a full-time entrepreneurial path, they typically encounter increased levels of both venture success and venture growth (Folta et al., 2010). Whilst maintaining wage work, hybrid entrepreneurs are limited in their ability to fully leverage their skillsets to achieve something unique in comparison to work colleagues. In order to fully utilise their problem-solving and creativity skills, the transition to full-time entrepreneurship is necessary. As a result of this, the study proposes the hypothesis of:

H3*: Work motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship.*

2.4.4. Individual Core motivating factors

Prior research suggests that individual motivating factors encompass the desire to create a personally preferred lifestyle and workstyle, the desire to create wealth for self, the ability to enjoy the best luxuries, and the desire to avoid monotony and experience change (Vijaya & Kamalanabhan, 1998). One of the reasons entrepreneurs venture into hybrid entrepreneurship is to derive additional income from entrepreneurial ventures to supplement their lifestyle (Solesvik, 2017). Studies demonstrate that entrepreneurs are motivated by a better work-life balance (Maritz et al., 2023; Mungaray & Ramirez-Urquidy, 2011) and that some entrepreneurs may elect to persist in the hybrid mode if the

combination of wage work and entrepreneurial ventures offer better opportunities for self-fulfilment (Viljamaa & Varamäki, 2015). Wage work, however, limits the ability for entrepreneurs to craft their preferred lifestyle and inhibits employees from creating wealth for themselves. In light of this, the research proposes the following hypothesis:

H4: *Individual motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship.*

2.4.5. Economic Core motivating factors

An additional key driver of entrepreneurship includes financial motives (Birley & Westhead 1994; Cassar 2007). Early studies performed by economists theorise that the one of the main motives for entrepreneurship is the opportunity for financial gain (Schumpeter, 1934; Casson, 1982). The ability to overcome money shortages and to supplement the family income, to obtain the best financial returns for talents, to ensure the financial security of children and to make the family rich are some of the key financial motivators identified by prior studies (Vijaya & Kamalanabhan, 1998). Hybrid entrepreneurs may start a business endeavour to supplement their salary or to diversify their source of income (Block & Landgraf, 2016). Additionally, hybrid entrepreneurs may be driven by financial success and the potential to become rich (Block & Landgraf, 2016). Other studies have demonstrated that profits, however, may not be the primary reason to initiate or engage in entrepreneurial activity (Block & Landgraf, 2016). A study conducted by George et al. (2016), highlighted how economic shocks within a developing economy can compel households to search for supplementary income sources, which may involve entrepreneurship. In view of this, the following hypothesis is suggested:

H5: *Economic motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship.*

2.5. Conclusion

The literature review demonstrates that although prior studies have focused on elements of motivational theory and the impact of various motivating factors on transitions, the research is dated, focused on entrepreneurs based in developed countries, and the results are inconclusive and varied. Block and Landgraf (2016) looked at financial and non-financial motives that could encourage the transition decision, including financial success, supplementing wage income, innovation, social recognition, role models and self-realisation. The results indicated that the motivation to follow a role model, innovation and financial success do not encourage the transition to full-time entrepreneurship. Viljamaa

et al. (2017), focused on persistent and transitory hybrid entrepreneurs and how the motives between the two groups of entrepreneurs differ. The research identified testing venture ideas and growth orientation to be the main factors that explain the transition intention. The study further confirmed that younger entrepreneurs have higher transition intentions, and that a greater proportion of income from hybrid entrepreneurship exerts a positive influence on their intentions to transition.

While research on hybrid entrepreneurs is fairly mature, there are still inconclusive results in terms of the extent to which motivating factors motivate hybrid entrepreneurs to enter full-time entrepreneurship. Therefore, the purpose of this research is to provide a more holistic overview in terms of the extent to which motivating factors impact transition decisions. The inclusion of a broad range of motivating factors, specifically, Entrepreneurial, Social, Work, Individual and Economic, will provide a more comprehensive understanding of the motivations behind the transition decision made by hybrid entrepreneurs. The research will further provide motivational theory insights specific to South African hybrid entrepreneurs, addressing a gap in this country-specific research.

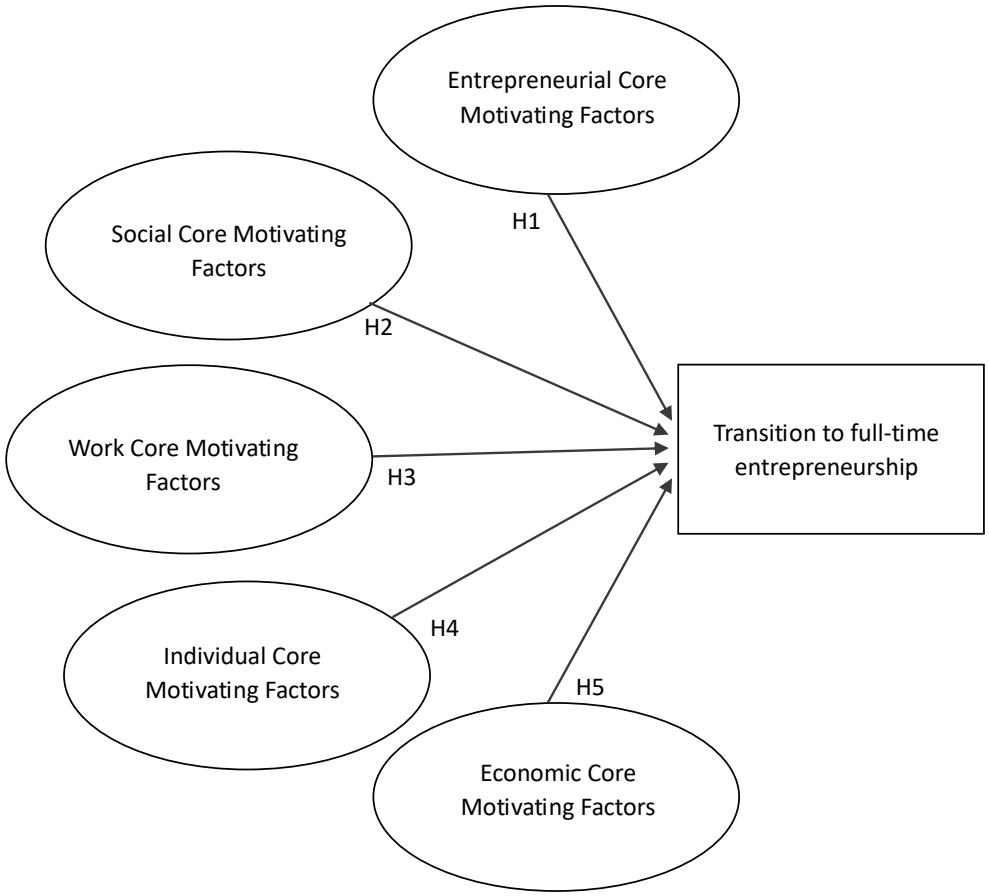
CHAPTER 3: RESEARCH QUESTION & HYPOTHESES

The research question is to understand how motivating factors impact hybrid entrepreneurs to transition from a hybrid state of entrepreneurship to full-time entrepreneurship. This chapter outlines the theoretical model for the study and the resulting hypotheses that will be analysed.

3.1. Model development

The proposed theoretical model for the research is illustrated below with the five hypotheses that the research will address. The model is informed by the studies conducted by Vijaya and Kamalanabhan (1998) and Viljamaa et al. (2017) who focused on the motivating factors of entrepreneurs and transition decisions respectively. The combination of the instruments utilised in each study allow for a quantitative analysis to be conducted on South African hybrid entrepreneurs, with the hypotheses below being the focus of the analysis.

Figure 1: Conceptual model



3.1.1. Hypothesis 1: Entrepreneurial motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship

The pursuit of entrepreneurship is significantly motivated by the desire to attain independence and autonomy (Vivarelli, 2004), and prior studies demonstrate that entrepreneurs with a higher desire for autonomy are more prone to pursue full-time entrepreneurship (van Gelderen & Jansen, 2006). This supports the hypothesis that entrepreneurial motivating factors will impact hybrid entrepreneurs to enter into full-time entrepreneurship.

3.1.2. Hypothesis 2: Social motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship

The manner in which entrepreneurship is perceived, is impacted by the willingness to risk taking on entrepreneurial activities (Aminova et al., 2020). Studies conducted by Global Entrepreneurship Monitor (GEM), indicate that in certain countries, entrepreneurship is viewed to be a solid career choice and that successful entrepreneurs receive high social status (Abu Bakar et al., 2017). This would suggest that hybrid entrepreneurs would be encouraged to transition into full-time entrepreneurship to obtain higher social status. This supports the hypothesis that social motivating factors would encourage transition decisions.

3.1.3. Hypothesis 3: Work motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship

Hybrid entrepreneurs are impacted by the level of dissatisfaction or satisfaction experienced in their salaried employment as well as the associated level of self-fulfilment (Viljamaa et al., 2017). Transitory hybrid entrepreneurs score lower on job satisfaction than persistent hybrid entrepreneurs and self-fulfilment motives are emphasised in transitory hybrid entrepreneurs (Viljamaa et al., 2017). It is therefore expected that hybrid entrepreneurs will be impacted by work motivating factors to transition to full-time entrepreneurship.

3.1.4. Hypothesis 4: Individual motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship.

Entrepreneurship provides individuals with increased independence and provides for improved attainment of both monetary and nonmonetary needs (Tong et al., 2020). Individuals with higher relative incomes are more prone to embark on full-time entrepreneurship, as their augmented ability to access high upside opportunities overshadows lower paid wages (Tong et al., 2020), and these opportunities will likely require full commitment. This leads to the hypothesis that individual motivating factors will encourage full-time entrepreneurship transition.

3.1.5. Hypothesis 5: Economic motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship

Studies suggest that hybrid entrepreneurship is a path to transition into self-employment, and that only if the hybrid entrepreneurs experience higher income from entrepreneurial ventures will they make the shift to full-time entrepreneurship (Folta et al., 2010). The final hypothesis of the research is therefore that economic motivating factors would influence hybrid entrepreneurs to take on full-time entrepreneurship, should the entrepreneurial venture provide higher monetary payoffs.

3.2. Chapter Conclusion

The overall research question and hypotheses presented in this chapter, are centred on prior studies and the literature explored in chapter 2, and will be addressed by this research paper. The consistency matrix is attached as Appendix A and provides the link between hypotheses, key literature, data collection tools and the data analysis techniques utilised in the study. The following chapter details the research design and methodology that will be deployed for the primary research.

CHAPTER 4: RESEARCH DESIGN AND METHODOLOGY

4.1. Choice of research design

The following section describes the overall research design strategy that the researcher adopted in order to adequately explain the research question, combined with the different components of the study in a coherent way, ensuring that the research problem is adequately explained.

4.1.1. Philosophy

A positivism research philosophy was applied for the study. Positivism observes the view that factual knowledge is obtained through observation and measurement, limiting the role of the researcher to data collection and interpretation, ensuing greater objectivity, and limiting bias (Park et al., 2020; Saunders & Lewis, 2012). There is existing theory on motivation and entrepreneurial systems which was used to test the hypotheses of the study, with the expectation that these would either be proven or disproven. The structured survey applied by the researcher facilitated replication and the quantifiable data enabled both descriptive and inferential statistical analyses to be conducted.

4.1.2. Approach

A deductive research approach was adopted within the study. The deductive approach commenced with confirmed theories or generalisations and sought to assess the extent to which theory would apply to specific occurrences (Hyde, 2000). The study focused on testing the validity of motivational theory amongst hybrid entrepreneurs, specifically the impact motivational factors could have on hybrid entrepreneurs' transition decisions.

4.1.3. Methodological choices

The study only made use of quantitative research and a mono method approach was adopted for the study, which comprised of single data collection and analysis (Bell et al., 2019). The data collected was in numerical form which allowed for quantitative data analysis techniques to be applied (Barnham, 2015).

4.1.4. Purpose of research design

The study was descriptive in design as a structured questionnaire was used, enabling the collection of measurable, quantifiable data (Oakshott, 2020). The descriptive study sought to accurately describe the motivating factors that either encouraged a hybrid entrepreneur to remain in wage work whilst maintaining their side hustle, or to transition to full-time entrepreneurship.

4.1.5. Strategy

The strategy of the research design involved a survey, specifically a structured questionnaire which hybrid entrepreneurs completed online. This allowed for the collection of data from a large number of hybrid entrepreneurs in a cost-effective and time efficient manner (Saunders & Lewis, 2012). The questionnaire consisted of a set of standardised questions based on the studies conducted by Vijaya and Kamalanabhan (1998) and Viljamaa et al. (2017). The questionnaire contained a specified number of responses which the respondent was required to select responses from among the alternatives given (Sreejesh et al., 2014). The questionnaire link was distributed via email, LinkedIn and WhatsApp and explanations regarding the questions and scales utilised were provided where required.

4.1.6. Time horizon

A cross-sectional study was performed to estimate the prevalence of particular behaviour or characteristics in a population a specific point in time (Oakshott, 2020). In the case of the research, the motivational factors impacting hybrid entrepreneurs transition decisions. The data was collected from hybrid entrepreneurs at a single point in time, the hybrid entrepreneurs only filled out the electronic survey once, and no other data was collected at a later point in time.

4.2. Proposed research methodology

The following section outlines the specific research methodology components including the population, sample method and size, measurement instruments, the data gathering and analysis approach, as well as the quality controls and limitations that were considered for the study.

4.2.1. Population

A research population is the complete collection of individuals or objects which are the central focus of study, generally sharing similar characteristics (Saunders & Lewis, 2012). The population selected for the research project included all hybrid entrepreneurs within South Africa who currently have a side hustle that is generating income. The chosen population was aligned and central to the research rationale.

4.2.2. Unit of analysis

The unit of analysis for the study was individual hybrid entrepreneurs known within the researcher's network, living within South Africa, with a side hustle that was revenue

generative. The unit of analysis was selected to adhere to the financial and time constraints of the study (Leavy, 2022).

4.2.3. Sampling method

To simplify the research approach, a subset of the broader population was selected as the entire list of the population of hybrid entrepreneurs within South Africa is not known. Non-probability purposive sampling was used to collect sufficient data points from respondents. As the study was focused on hybrid entrepreneurs, the researcher specified in the data request that the survey was specifically centred on hybrid entrepreneurs, salaried individuals who have a side hustle that is generating income. To ensure that the data collected was aligned to the research design and objectives, two qualification questions were included in the survey to confirm that the respondent was both a hybrid entrepreneur and that their side hustle was generating income.

The researcher relied on their own personal network, GIBS alumni and social media to secure a sufficient sample size to participate in the research. Non-probability sampling was selected as the individuals chosen were best suited to answer the research question (Trochim et al., 2020), further supporting the time constraints of the study. The purposive sampling extended to snowball sampling whereby participants of the survey as well as individuals within the researchers network sent the survey link to individuals within their own networks. This ensured the time constraints of the study were upheld and that sufficient data points could be collected. Full details and the demographic characteristics of the sample achieved are reported in chapter 5.

4.2.4. Sample size

The study aimed to achieve a sample size of approximately 100 to 150 hybrid entrepreneurs to ensure generalisable results. This sample size was comparable to other quantitative studies focused on hybrid entrepreneurship. Thorgren et al. (2016) focused on the relationship between age and intention to enter full-time entrepreneurship and utilised a sample size of 103. A conjoint experiment conducted by Holland and Shepard (2013) considered how hardship and values effect the weight placed on the decision traits for the persistence decisions of 100 entrepreneurs. The final data collection enabled the researcher to secure 160 responses from hybrid entrepreneurs. This sample was, however, smaller compared to other entrepreneurial motivational studies which had samples exceeding 250 entrepreneurs (Liu & Wu, 2019; Nordstrom et al., 2015; Thorgren et al., 2014), however the sample was large enough for statistical significance.

4.2.5. Sample structure

As the study was focused specifically on the transition decision of hybrid entrepreneurs, the study had to stratify the respondents into two group of hybrid entrepreneurs, persistent hybrid entrepreneurs (PHE) and transitory hybrid entrepreneurs (THE). This followed the approach taken by Viljamaa et al. (2017), where based on the participants response to a question focused on their transition decision (Appendix B: question 13), the respondents could be split into the two groups. The respondents who expressed a highly unlikely or unlikelihood of transitioning to full-time entrepreneurship within the next year were classified as PHE, while respondents who reported a likely, or high likelihood of transition within the next year were classified as THE. The respondents who expressed a neutral stance in their response were excluded from the study. This resulted in a total sample size of 121, with 63 respondents falling into the PHE category and 58 respondents forming part of the THE category.

4.3. Measurement instrument

The quantitative study made use of a constructed questionnaire (Annexure A) as the measuring instrument. To measure motivation, the study made use of the scale developed by Vijaya and Kamalanabhan (1998). This scale developed by the researchers measures the motivating factors of entrepreneurs, focusing on five dimensions including entrepreneurial-, work-, social-, individual- and economic-core motivations. The strength of each of the motives is measured by a five-point Likert scale ranged over ‘not important’, ‘slightly important’, ‘important’, ‘very important’ and ‘extremely important’. To the researcher’s knowledge at the time of the study, no quantitative scale had been developed specifically focused on hybrid entrepreneurship motivational theory, the scale by Vijaya and Kamalanabhan (1998) was therefore adapted for the study. All 27 statements had been incorporated into the questionnaire to ensure a holistic analysis of entrepreneur’s motivations. Three additional items were utilised from the study conducted by Douglas and Prentice (2019), which focused on socially focused motivations, specifically focused on community upliftment. The researcher felt that the specific items included were particularly important in the South African context, and that the scale development by Vijaya and Kamalanabhan (1998), did not place enough emphasis on social upliftment motivations. This resulted in 30 statements forming part of the motivational focused questions (Appendix B: question 12, statement 1 to statement 30)

To measure entrepreneurial outcomes, specifically hybrid entrepreneurial persistence and the transition to full-time entrepreneurship, the scale developed by Viljamaa et al. (2017)

was used. The instrument encompassed eight measures, including transition intentions, duration of hybrid entrepreneurship, growth orientation, entrepreneurial income, position in wage employment, job satisfaction and motives. The motivations included in the researchers instrument was excluded in the present study due to an incomplete list of motivations being made available; hence the motivations utilised in the studies conducted by Vijaya and Kamalanabhan (1998) and Douglas and Prentice (2019) were selected for the study.

The adaption and combination of these two scales allowed for the researcher to gather the quantitative data required to address the proposed research question. Two pre-qualification questions were included to ensure that respondents were hybrid entrepreneurs and that their side hustles were earning revenue. The two scales did not include any specific questions regarding the respondents qualification or ethnicity. The researcher included questions on these two variables, as the responses provided context to the results obtained and the variables were relevant to understand the background of entrepreneurs; particularly relevant in the context of South Africa where the circumstances of individuals is vastly diverse. The control variables of the study included the gender, age bracket, highest qualification level and position in wage employment of the respondents.

An outline of the survey structure can be seen below in Table 1, while a copy of the survey instrument that was used in the study appears in Appendix B.

Table 1: Survey structure

Section	Purpose	Rating	Questions	Source
Consent	Agreement to take part		1	-
Qualifier	Qualifying filter		2	-
A	Demographic	Descriptive	5	-
B	Duration of hybrid entrepreneurship	Open Text	1	Viljamaa et al., 2017
C	Turnover Objective	4-point Likert	1	Viljamaa et al., 2017
D	Resource allocation	Open Text	2	Viljamaa et al., 2017
E	Motivation	5-point Likert	30	Vijaya & Kamalanabhan, 1998; Douglas & Prentice, 2019

F	Transition Intention & Job satisfaction	5-point Likert	2	Viljamaa et al., 2017

4.3.1. Data gathering process

An electronic survey was developed using Qualtrics to facilitate the collection of responses.

a) Phase one: Pre – testing

Post receiving ethical clearance (Appendix B), the researcher conducted a pilot study to test the research instrument. Pre-testing was conducted to ensure that there was no respondent confusion regarding the questions or scales utilised in the study. The researcher further validated the time required to complete the questionnaire. A total of ten responses were received in the pilot study.

The feedback from the pilot study illustrated an average completion time of eight minutes. Two suggestions were mentioned in the feedback. The first related to the inclusion of a more detailed explanation of hybrid entrepreneurship, both on the cover page as well as within the survey where hybrid entrepreneurship was mentioned. The second suggestion was for the researcher to provide an example of what responses should look like for the questions focused on the year of business commencement, share of income and time spent on entrepreneurship (Appendix B: questions 8, 10, 11). The researcher incorporated both of these suggestions into the final Qualtrics survey.

b) Phase two: Main study

A link to the electronic survey was sent via email, LinkedIn and WhatsApp to participants within the researchers network. This was accompanied by a covering message explaining the intent of the study and layout of the survey. During the data collection period, there were instances where response rates dwindled. In these instances the researcher followed up with additional personal communication and requested that fellow colleagues reshare LinkedIn posts which contained the link to the survey.

4.3.2. Data preparation

During the data collection period, categorical and numerical data was collected as part of the quantitative study. To prepare the data for appropriate analysis, the researcher was required to code and edit the data (Ruel et al., 2015).

a) Data coding

The Excel output retrieved from Qualtrics was downloaded and modified according to pre-defined codes (Appendix D).

b) Data editing

On completion of the data coding, the researcher identified missing data entries and incorrectly completed data fields. These entries were deleted from the dataset as opposed to using an average to ensure that the results were not skewed or diluted.

4.4. Data analysis approach

To analyse the data obtained from the responses of the electronic structured questionnaire, descriptive and inferential statistical analyses were conducted. R Statistical Software (v 3.6.3) was utilised by the researcher to run the necessary tests for both the descriptive and inferential analyses.

4.4.1. Scale reliability

Reliability is concerned with whether the results of a study are repeatable (Bell et al., 2019). To ensure the reliability of the data and that consistent findings are produced, the study aimed to safeguard against subject error, subject bias, observer error and observer bias (Saunders & Lewis, 2012).

The internal consistency of item, indicative of scale reliability, illustrates the extent to which the survey items for each construct measure the same latent construct (Pallant, 2016). Cronbach's alpha was used as a measure of the average correlation of the items for each construct, where a minimum satisfactory reliability of 0.7 was used (Pallant, 2016). A high degree of covariance among the items relative to the variance was confirmed before running further analyses. The item-rest correlations further confirmed the reliability of the items contained within each construct.

4.4.2. Scale validity

Validity takes account of the intended purpose of what the research is set to measure, observe, or identify (Bell et al., 2019). The internal validity of the findings was ensured by unbiased subject selection and standardised data collection processes. The external validity of the study ensured that a diverse group of hybrid entrepreneurs participate in the study to ensure the generalisability of the results. This was achieved by extending the survey link to a diverse group of individuals and asking those individuals to share the link with hybrid entrepreneurs they know.

To assess the convergent validity of the measurement instrument, the Pearson correlation coefficient was compared to the critical value related to the study's sample size and degrees of freedom. To confirm that the measures for each construct were valid, the Pearson correlation coefficient needed to exceed the critical value (Moore, 2009).

4.4.3. Descriptive statistical analysis

To assess the demographics of the sample, descriptive statistical analysis was performed. The categorical data at a respondent level was assessed by frequency distributions and percentages (Wegner, 2016). This included assessing the control variables of the study, being the respondents age, gender and ethnicity, level of education and position in wage employment.

Descriptive statistics were further undertaken on the Likert-scale data for the constructs and underlying items. Each item was assessed using a measure of central tendency (mean), variability (standard deviation), as well as the minimum and maximum values. In cases where there was significance in the results, the median was also included to provide additional insights.

4.4.4. Inferential statistical analysis

To test the motivational factors that cause hybrid entrepreneurs to transition to full-time an instrument consisting of 30 statements was utilised. In the studies conducted by Viljaya and Kamalanabhan (1998) an Douglas and Prentice (2019), respondents were asked to indicate their agreement or disagreement with the respective statements on the 5-point Likert scale from 1 (=totally disagree), to 5 (=totally agree). Item analysis was conducted to ensure the internal consistency of the items on the scale and the convergent validity of the research constructs was confirmed by comparing the Pearson Correlation coefficients to the critical value.

To test the transition behaviour of hybrid entrepreneurs, a binary logistic regression analysis was conducted. The study conducted by Viljamaa et al. (2017), examined the differences between motives and profiles of persistent and transitory hybrid entrepreneurs, utilised the same inferential statistics. The binary regression analysis enabled the researcher to determine the extent to which the motivating factors encapsulated in the hypotheses motivate hybrid entrepreneurs to either continue in hybrid entrepreneurship or to transition to full-time entrepreneurship. Binary logistic regression examines the relationship of a binary outcome with one or more predictors which may be categorical or continuous. The regression models a dependent variable, as a logit of p,

where p is the probability that the dependent variable takes a value of 1 (Ranganathan et al., 2017). As the focus of the study was focused on a single outcome, whether the motivational factors would cause hybrid entrepreneurs to transition or not, a binary logistic regression was best suited to the data.

The binary logistic regression model output contained the unadjusted, adjusted and backward stepwise regression results. The unadjusted binary logistic regression results provided the output for each explanatory variable in isolation, assuming that no other explanatory variables were present in the analysis. The adjusted binary logistic regression output, took into account the other predictor variables which may not be significant in the regression model, thus it introduced other explanatory variables to observe the resultant effect. In the backward stepwise regression procedure, the least significant effect that failed to meet the predetermined significance level for retention was eliminated. Once an effect was removed from the model, it remained excluded, and this process was reiterated until no other effect in the model satisfied the designated removal criterion. The backward step regression output indicated the remaining significant variables after considering all explanatory variables and discarding the least significant variables. The backward elimination stepwise regression results were considered as the final results for the study, as these results indicated the most statistically significant variables in the model.

The binary logistic regression output was presented as odds ratios in the final analysis. The odds ratio measured the association between the independent variable and an outcome. The ratio represented the factor by which the odds changed for a one unit change in the independent variable. To avoid multicollinearity, a control variable was dropped from the data, which was then the reference category. This was the category that all the other categories were compared to when interpreting the regression results. The interpretation of the odds ratio was dependent on whether the predictor was categorical or continuous.

Additional statistical tests that were used in the study were utilised to examine the differences across the two subset groups of hybrid entrepreneurs, the PHEs and THEs.

The T-test, Chi-Square, Fisher's Exact test and Wilcoxon Ranksum test were additional tests that were used in analysing the data. The Chi-square test was used to test the association between the categorical variables. The t-test and Wilcoxon Ranksum tests were used to test the mean and median differences between the PHEs and THEs

respectively. The Fishers Exact test was used to test the association of categorical variables where the cross tabulations had low frequencies.

The inferential statistics deployed in the study enabled the researcher to determine the extent to which motivating factors motivate hybrid entrepreneurs to persist with hybrid entrepreneurship or to transition to full-time entrepreneurship.

4.4.5. Assumptions of binary logistic regression and model fit

To assess the extent to which the data was suitable for binary logistic regression, this was assessed against the assumptions of appropriate outcome structure, observation independence, absence of multicollinearity, absence of outliers and the linearity of independent variables and log odds (Hosmer et al., 2013). The required tests and checks were conducted before running the inferential statistics required for the study.

The appropriate outcome structure of the regression refers to the requirement of the dependent variable being binary. The response variable in the study was the likelihood of a hybrid entrepreneur transitioning or not. The hybrid entrepreneur could either transition, or persist, thus the assumption concerning a binary responses variable was supported by the study.

Independent observations were observed in the study as each respondent was only able to complete the survey once. The observations in the study did not come from repeated measurements or matched data.

To evaluate multicollinearity, which measures the extent of correlation among the independent variables, the study utilised Variance Influence Factor (VIF) statistics (Pallant, 2016) derived from the outputs of the R Statistical Computing Software. Tolerance represents the amount of variability in an independent variable that is not explained by other independent variables, while VIF is its mathematical inverse. To ascertain and mitigate multicollinearity concerns, the research adhered to the criteria proposed by Field (2018): ensuring that the largest VIF was less than 10, and that the average VIF was not significantly greater than 1.

To determine the presence of outliers within the data, Cook's Distance was calculated. It was used to identify any outliers in observations of the respondents and identified the influence of each observation on the fitted response variables. If the predictions remained consistent, whether the observation in question was included or excluded, it indicated that the observation had no impact on the regression model. Conversely, if there were

substantial disparities in predictions when the observation was omitted from the analysis, the observation was deemed influential.

To assess for linearity, the normality probability plot (P-P) of the regression standardised residuals was assessed where the data needed to be positioned along the diagonal line from bottom left to top right (Pallant 2016).

The model fit of the binary logistic regression was assed using the Akaike Information Criterion (AIC). AIC is a metric that evaluates how well a model aligns with the data it was constructed from (Anderson & Burnham, 2004). The optimal model, as per AIC, is the one that accounts for the highest degree of variation while employing the fewest independent variables. Since AIC is a comparative measure, the comparison of AIC values across different models played a crucial role in the final model selection. Models with lower AIC values signified a better balance between fit and simplicity (Anderson & Burnham, 2004). The selection of the best-fit model was based on a comparison of AIC scores generated in the study.

4.5. Confidentiality and storage

To ensure the confidentiality and anonymity of respondents, no names were requested in the questionnaire and only aggregated information was provided. The data collected through the questionnaire for the purpose of the study was collected and stored on the researchers GIBS Google drive folder. This folder was only accessible by the researcher and the data was stored in an accessible format, available for a minimum period of ten years. All electronic communication was done through the GIBS provided email address, and no personal or alternative email addresses were utilised during the study. No collected data was stored on personal laptops, personal cloud storage, external hard drives, flash drives or other forms of electronic or physical storage devices.

4.6. Research quality and ethics

A systematic and rigorous research design and methodology underpinned this study, with quality control procedures and efforts ensuring the validity and reliability of the data and limitation of biases. Collectively, this ensured that each component of the research was aligned. This was further strengthened by sound literature in highly rated academic journals (Hall, 2011), as well as in the research methodology employed.

Ethical clearance was obtained from the GIBS Ethics Committee before the collection of data commenced, ensuring the ethical collection of data. Upon receiving ethical clearance (Appendix C), the research survey content was not modified, and data was only collected

from respondents who willingly agreed to participate in the survey. The survey cover letter highlighted the point that participation was voluntary and that participants could opt out of the survey at any point without penalty.

The landing page of the online survey provided respondents with a brief explanation of the study and purpose of the research. The objective was to inform each participant of the scope in order to obtain voluntary and informed consent. To ensure anonymity and confidentiality of the data, no personal information was requested and only aggregated data was collected.

To uphold honesty and integrity throughout the research process, the researcher followed the research process outlined in this section of the study. The raw data and analysis was provided in its entirety and no data editing, modification, manipulation or fabrication was conducted to deliberately mislead anyone. Finally, the researcher remained independent of the data observed and no conflict of interest existed in any potential findings.

4.7. Limitations

Limitations in research are the shortcomings in design, methodology or the researchers' own limitations that could influence the interpretation of the research findings (Nardi, 2018). There were limitations that were considered when analysing the final study outcomes, including the sampling frame, research method and choice of measurement instrument.

The population and sampling frame may have impacted the results of the study. A complete list of all hybrid entrepreneurs in South Africa is not obtainable. A well-defined sample would reflect the same characteristics as the broader population and the results obtained from the sample would therefore be reflective and generalisable (Sreejesh et al., 2014). The decision to pursue non-probability purposive and snowball sampling could potentially have biased the results of the study, if the sample was incorrectly selected and not representative of the population. This would therefore impact the statistical generalisability of the study.

The structured questionnaire could have posed a limitation to the study. While the questionnaire allowed the researcher to elicit set responses, the structured questions may have failed to probe into the actual motives of the respondents, with limited ability for the respondent to express his or her own thoughts. As a result, the questionnaire may have failed to capture some of the additional motivations (Sreejesh et al., 2014).

The measurement instrument being utilised in the study was an existing and established instrument first utilised in the 1980's. While this instrument was tested, there is a potential limitation that the instrument did not adequately capture the motivational impacts. There are other measurement instruments that could have potentially achieved better results.

4.8. Chapter conclusion

The research design and methodology formed the foundation of the study's quantitative research analysis. The study followed a positivist philosophy and a deductive, mono-method research design was applied to conduct the quantitative exploratory study in order to test the hypotheses outlined in chapter 3. The structured survey questionnaire was based on extant measurement scales (Park et al., 2020; Viljamaa et al., 2017; Viljaya & Kamalanabhan, 1998) and pilot tested. The method for both descriptive and inferential statistical analysis was outlined, the assessment of reliability and validity was explained as well as the limitations of the chosen approach. The researcher was able to collect 160 complete and useable data points through standardised construct scales, enabling the inferential statistical analysis of the study. This sample size was further stratified to focus on PHE (sample size of 63) and THE (sample size of 58), with a total sample size 121. The results of the study are presented in chapter 5.

CHAPTER 5: RESEARCH FINDINGS

5.1. Introduction

This chapter presents the empirical findings of the research that analysed the motivational factors that impact hybrid entrepreneurs to transition from part-time to full-time entrepreneurship.

This chapter will present the survey findings in the following format. An overview of the survey response rate is provided followed by the data preparation required, including any exclusions, modification or simplifications applied to the data in order to provide clarity and to avoid potential bias. A descriptive statistical analysis will be conducted for the categorical data which formed part of the first half of the survey which were coded as nominal variables (Questions 1 to 7). The descriptive analysis will further include the Likert-scale data which formed part of the second half of the survey coded as ordinal variables (Question 12 which contained 30 statements). The descriptive analysis will be followed by reliability and validity testing. To test the research hypotheses binary logistic regression is conducted. The assumptions for this technique will be tested to determine applicability or any limitations that may arise and the findings of the model output will be presented. The hypotheses testing will either be supported or not supported through the analysis and additional relationships will also be considered. Chapter 6 will provide the discussion regarding these respective results, relating the findings back to the theoretical foundation of the study.

5.2. Survey response rate

The researcher distributed the survey hyperlink to over 500 individuals within the target sample. An unknown number of the researchers network forwarded the link to potential respondents, thus the response rate cannot be accurately determined. The survey responses totalled 359, however, as the study contained qualification criteria of being a hybrid entrepreneur with an income generative side hustle, the response rate dropped to 213 There were 53 participants that did not fully complete the questionnaire, these were removed from the dataset, resulting in a final number of survey respondents of 160 and a total of 7040 individual data points. The descriptive statistics were conducted on this sample of hybrid entrepreneurs in its entirety (160 respondents).

The survey sample size of 160 respondents, was stratified into two groups, PHE and THE. The decision-rule to split the respondents was based on the participants response to question 13 of the survey (Appendix B). The respondents who indicated that they were

either ‘highly unlikely' or ‘unlikely’ to transition to full-time entrepreneurship within the next year were classified as persistent hybrid entrepreneurs (PHE). The respondents who indicated that they were ‘likely’ or ‘highly likely’ to transition to full-time entrepreneurship within the next year were classified as transitory hybrid entrepreneurs (THE). The respondents who indicated that they were neutral, were excluded from the study. This resulted in a sample size of 121 respondents, with 63 PHE’s and 58 THE’s respectively. There were 39 respondents who were excluded from the study when conducting the inferential statistical analyses.

5.3. Descriptive statistics: Categorial questions

The first part of the research survey enabled the descriptive analysis of the respondents respective demographics, with these being the control variables of the study. The demographic analysis of the study considered the total sample size 160, and where relevant, additional information is provided on the specific findings as it relates to the THE and PHE subsets. The section of the survey focused on categorical questions contained 14 questions which were split into three categories. The first two questions formed the qualification questions to the study, the next six questions assessed the respondents demographics and the final six questions focused on the hybrid entrepreneurs experience and business intentions. The results of these questions are outlined below.

5.3.1. Qualification questions

The survey contained two qualification questions that participants were required to answer before being permitted to answer the remaining questions. This was to ensure that responses obtained were relevant to the research. The first question asked participants whether they were indeed a hybrid entrepreneur and provided an explanation of hybrid entrepreneurship to ensure that all participants understood the question. The second question asked participants to indicate whether or not their side hustle was generating an income. This was included to distinguish between individuals who may only be running a side hustle as a tax enhancement tool, as opposed to running a side hustle as a serious business venture. Including this question would thus ideally ensure that all participants were dedicated and passionate entrepreneurs, invested in their side business.

Prior to data editing, the survey results revealed that there were 265 hybrid entrepreneurs, and of these 213 has a side hustle that was generating income. Post data cleaning and the removal of incomplete responses, there were 160 respondents who were hybrid entrepreneurs with an income generative side hustle. This is illustrated in Table 2 below.

Table 2: Qualification Question Findings

	Pre Data Editing	Post Data Editing
Hybrid Entrepreneur	265 respondents	160 respondents
Hybrid Entrepreneur with Income Generative Side Hustle	213 respondents	160 respondents

5.3.2. Persistent and Transitory hybrid entrepreneurs

The study followed a similar approach to (Viljamaa et al., 2017), whereby the study focused on the responses of two unique groups of entrepreneurs, PHE and THE. The survey sample size of 160 respondents, was stratified into two groups, where there were 63 PHE respondents and 58 THE respondents. There were 39 respondents who were neutral in their transition decision and thus were excluded from either group and any inferential statistical analysis.

Table 3: Respondent classification

Hybrid Entrepreneurship Classification	Total respondents
Persistent Hybrid Entrepreneur (PHE)	63 respondents
Neutral Response	39 respondents
Transitory Hybrid Entrepreneur (THE)	58 respondents

5.3.3. Respondent demographics

The research survey included five questions relating to the respondents demographics, which were the control variables of the study. The researcher identified that these questions would be relevant in the context of South Africa to better understand the sample of the hybrid entrepreneurship population. The demographics were conducted on all 160 respondents in order to understand the general demographics of the hybrid entrepreneurship sample. In order to run various statistical test required for both the descriptive and inferential analysis, in some instances the categories were collapsed where frequencies across variables were too low to provide an accurate result. Further demographic analysis was conducted on the PHE and THE subset groups of the

respondents, and the detail pertaining to these subsets is included in the findings discussed in this section.

a) Gender

The sample contained a fairly even split of female (82 respondents, 51% of the sample), and male (78 respondents, 49% of the sample) respondents. This could potentially result in a two percent bias in considering potential outcomes regarding the transition decision.

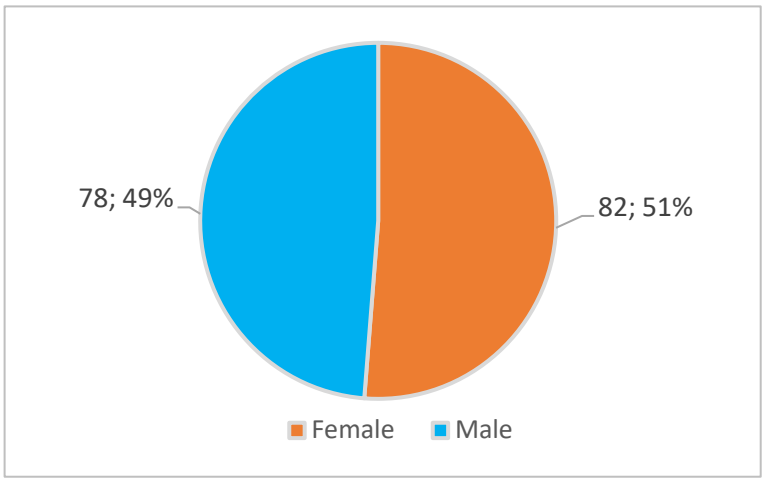


Figure 2: Gender split of total respondents (n=160)

The sample of PHE had a fairly even split between Female (50.8%) and Male (49.2%) respondents, while the THE had a split of 62.1 percent Females and 37.9 percent Males, indicated in Figure 3 and Figure 4 respectively.

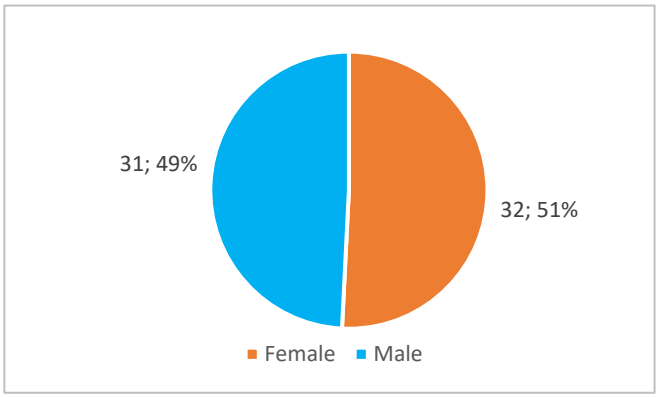


Figure 4: PHE gender split (n=63)

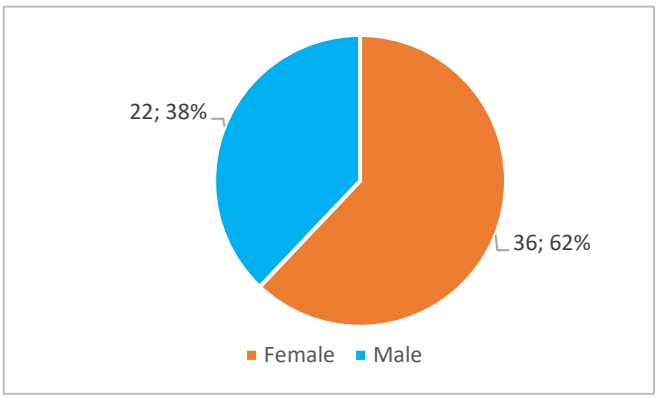


Figure 3: THE gender split (n=58)

b) Ethnic group

The majority of respondents were White (53%), followed by Black (37%), Indian, Asian and Coloured (10%). There were no respondents that indicated that they fell outside of

these ethnic groups. As the researcher made use of non-probability purposive and snowball sampling, and initially relied upon their own personal network, this could have influenced the bias in ethnicity represented in the sample.

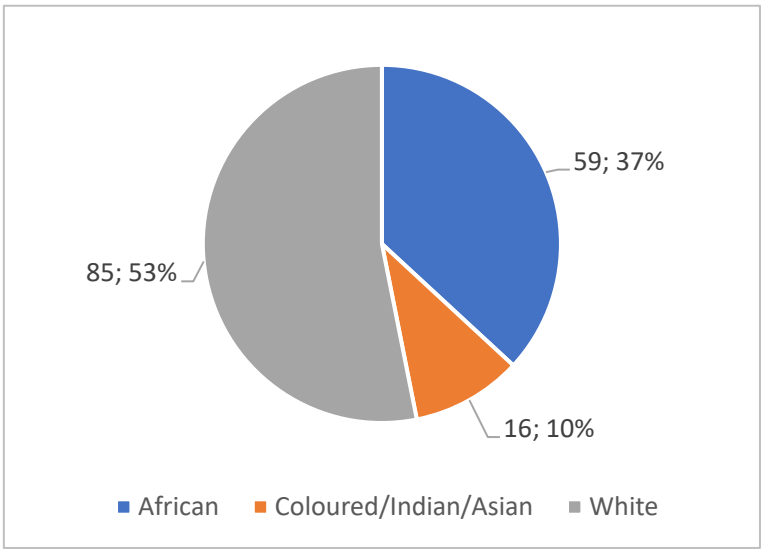


Figure 5: Ethnicity of total respondents (n=160)

The group of PHE respondents was mostly White (54%), followed by African (36%) and then Coloured, Indian or Asian respondents (10%), the results indicated in Figure 6.The ethnicity of the THE group had a fairly even split between White (47%) and African (46%) respondents, followed by Coloured, Indian and Asian respondents (7%), the results indicated in Figure 7.

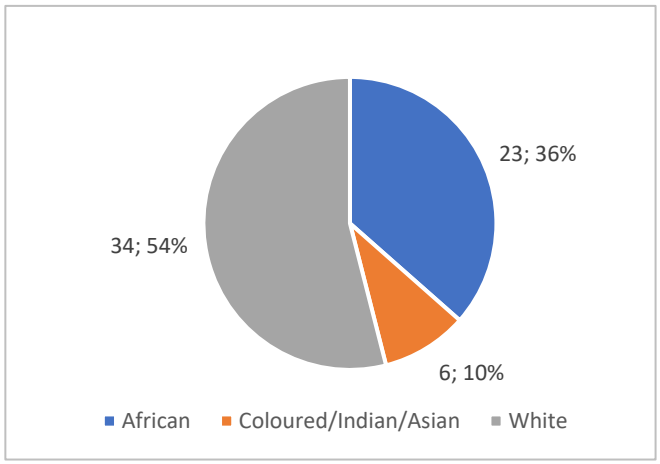


Figure 6: PHE ethnicity (n= 63)

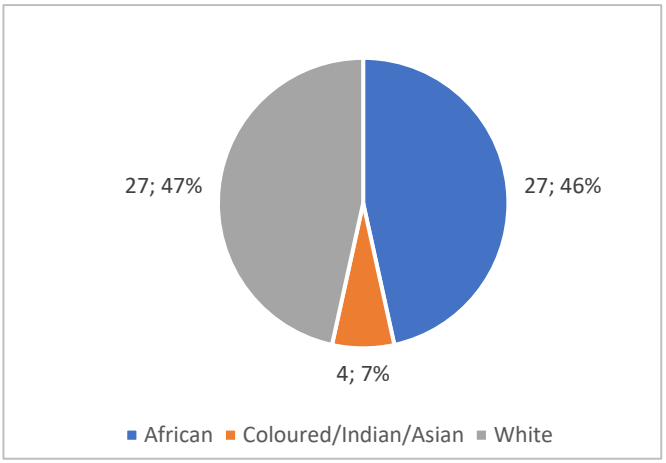


Figure 7: THE ethnicity (n= 58)

c) Age

The findings presented in Figure 8 demonstrate that the largest age group of respondents were aged between 30-39 years (58%), followed by 40-+years (27%) and 18-29 years (15%). The researcher initially relied on their own network when distributing the survey link, followed by snowball sampling. This is worth noting as bias could have arisen due to the researcher being a student with peers in a similar age category.

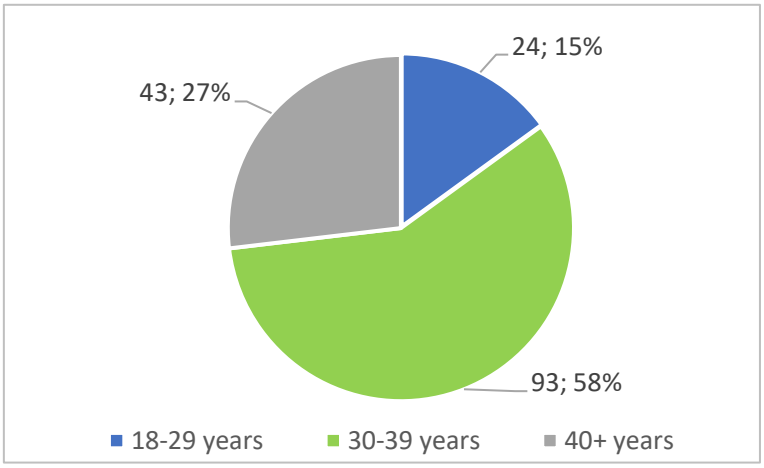


Figure 8: Age of total respondents (n=160)

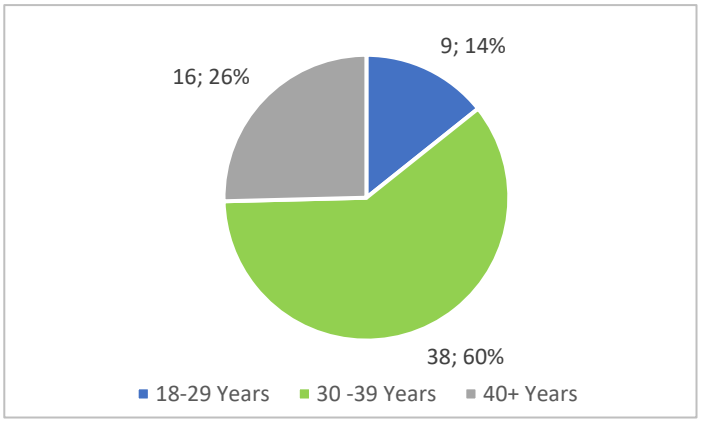


Figure 10: Age of PHE (n= 63)

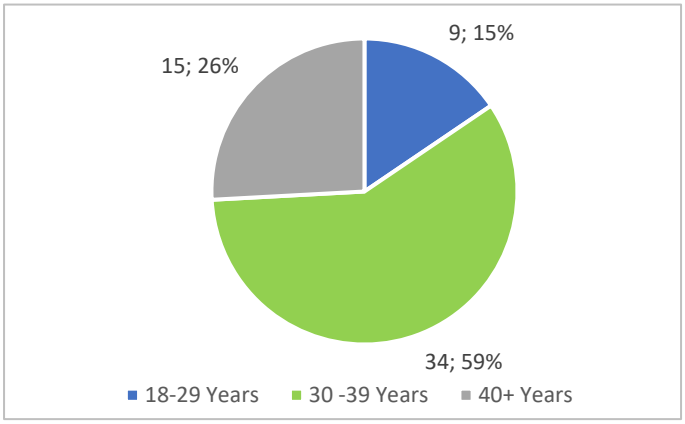


Figure 9: Age of THE (n=58)

Across the PHE subset, illustrated in Figure 10, the majority of respondents (60%) were in the 30-39 year age bracket, followed by 40+ years (26%) and 18-29 years (14%). A similar age profile was observed across the THEs, illustrated in Figure 9, with 59 percent of respondents within the 30-39 year age bracket, followed by 40+ years (26%) and 18-29 years (15%).

d) Highest qualification

Figure 11 below illustrates the highest qualification of respondents. To analyse this demographic variable, the nine categories included in the survey were collapsed into two categories, respondents with a qualification above an advanced diploma and degree, and those with a diploma or advanced certificate or below. The category which focused on a qualification of an advanced diplomas and above, included respondents who had obtained an Honours, Masters or Doctoral degree. The category which focused on respondents having a diploma or advanced certificate and any qualification below this, included participants who had obtained a primary school, matric or national senior certificate.

Across the total respondents (n= 160), the majority of respondents (78%) had a degree higher than an advanced diploma, while 23 percent of respondents had a qualification below a diploma or advanced certificate as their highest qualification. In the PHE group (n= 63), the majority (86%) of participants had a qualification higher than a degree or advanced diploma, while 14 percent of respondents had a degree below a diploma or advanced certificate. Within the THE subset (n = 58), the majority of respondents (72%) had a degree or advanced diploma and with 28 percent of THE had a diploma or advanced certificate and below as their highest qualification.

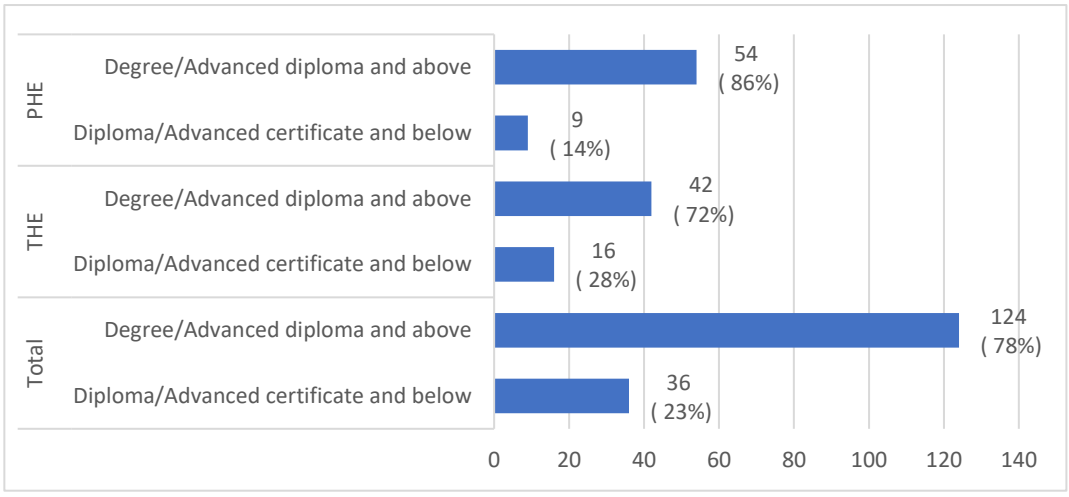


Figure 11: Highest qualification of total respondents and PHE and THE respondents

The online survey distribution method made use of LinkedIn as one of the main channels of distribution, which could explain the highly educated sample as it is a platform mainly catered to educated professionals. Additionally, as the researchers network was initially relied upon in purposive non-probability sampling, this could have further augmented the educated number of respondents.

e) Position in wage employment

The research survey asked respondents to indicate their respective level in wage employment. The results in Figure 12 indicate that there was a fairly even split across total respondents who held a middle management or supervisory role (29%), an expert position (24%), employee position (24%) and top management (21%) role. Two respondents selected 'Other' as the category, with one respondent indicating that they owned a business and one respondent indicating that they assumed the role as an article clerk.

The PHE's (n= 63) position in wage employment included 22 percent of respondents holding an employee position, 32 percent in an expert position, 30 percent in a middle management or supervisory role, and 16 percent were in a top management position. Within the THE group (n= 58), 26 percent of respondents held an employee position, 17 percent an expert position, 29 percent a middle management or supervisory role, and 28 percent were in top management.

The age and personal network of the researcher could possibly have influenced the high number of middle management respondents.

Figure 12: Respondent position in wage employment

5.3.4. Side hustle related factors

The research survey included six questions focused on the hybrid entrepreneurs involvement in their respective side hustle. The questions focused on the duration of hybrid entrepreneurship, the turnover objective, the share of income derived from the side venture, the hours spent per week on the side hustle, the hybrid entrepreneur's transition intention, as well as their overall satisfaction with their wage work.

a) Duration of hybrid entrepreneurship

To analyse the responses received, the answers provided by the respondents were grouped into two groups, the businesses started prior to 2019, and those started post 2019. The results are indicated in Figure 13. Across the total respondents (n= 160), 38 percent of respondents had started their business prior to 2019, while 63 percent had started their business post 2019.

The group of PHE (n = 63) had 32 percent of respondents starting their business prior to 2019 and thus having more than five years of hybrid entrepreneurship experience, with 68 percent starting their business post 2019. In the THE group (n= 58), 45 percent of respondents started their business prior to 2019, with 55 percent starting their side hustles post 2019, having less than five years of hybrid entrepreneurship experience.

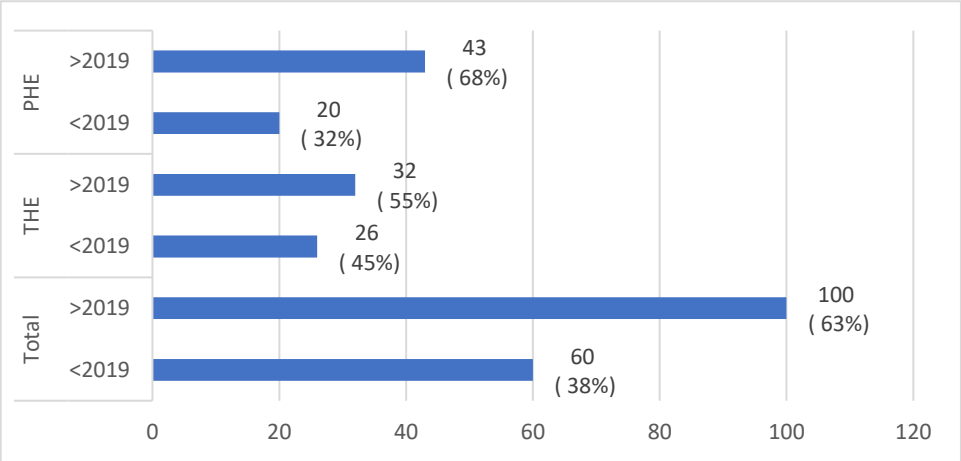


Figure 13: Duration of hybrid entrepreneurship

b) Turnover objective

The research survey asked participants to indicate their turnover objective for their side hustle. Across the total respondents (n= 160) 36 percent of respondents said they aim for strong growth, while 46 percent aim for growth according to opportunities. Of all respondents, 17 percent highlighted that they aimed to maintain existing turnover output.

There were only two participants who mentioned that they were planning on winding the business down. In the PHE group (n= 63), 29 percent of respondents aimed for strong growth, 41 percent aimed for growth according to opportunities. There were 27 percent of respondents who planned to maintain their current turnover, and 2 respondents planned to wind the business down. Across the THE group (n= 58), 45 percent aimed for strong growth, 43 percent aimed for growth according to opportunities and 12 percent aimed to maintain their existing turnover output. There were no respondents who aimed to wind down their side hustle.

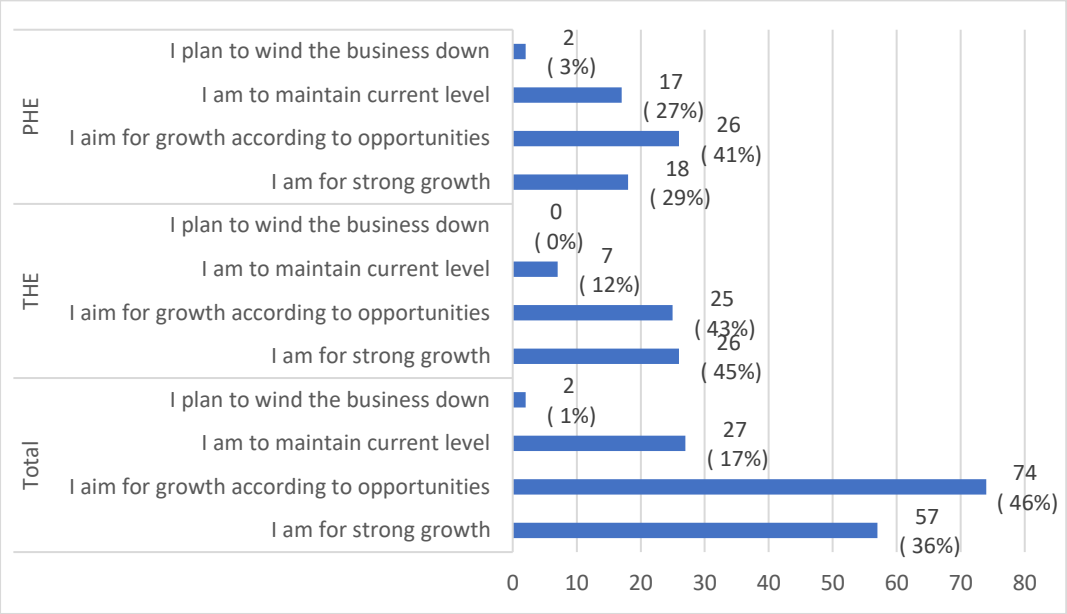


Figure 14: Respondent turnover objective

c) Share of total income derived from side hustle in the last 12 months

To analyse the share of income derived from the side hustle in the past 12 months, as the question allowed the respondent to specify the exact percentage, the responses obtained were grouped into three categories, less than 10 percent of total income, between 10 percent and less than 20 percent of income and the third category included a share of income derived from the side hustle above 20 percent. The results are indicated in Figure 15.

Across total respondents (n= 160), the majority of respondents (53%) received more than 20 percent of their income from their side hustle, 21 percent of respondents derived between 10 percent and less than 20 percent of their income from their side venture, and

26 percent of respondents received less than 10 percent of their income from their side venture.

Across the PHE group (n= 63), 44 percent received more than 20 percent of their income from their side hustle, 22 percent between 10 percent and less than 20 percent of their income, and 33 percent received less than 10 percent of their income from the side business.

In the THE group (n= 58), the majority of respondents (60%) received more than 20 percent of their income from their side hustle, 21 percent of respondents received between 10 percent and less than 20 percent of their income from the side hustle, while 19 percent of respondents received less than 10 percent of their income from their side hustle within the last 12 months.

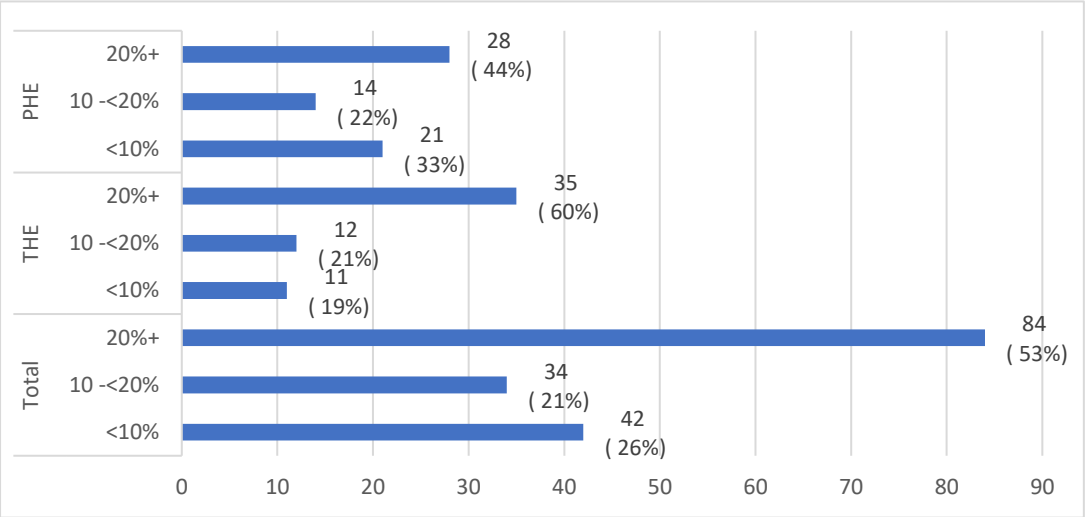


Figure 15: Share of income generated from side hustle in the past 12 months

d) Hours per week spent on side hustle

To assess the hours per week spent on the side hustle across the participants, the responses were categorised across three groups, less than 10 hours, between 10 and less than 20 hours, and the final group included more than 20 hours spent on the side hustle per week. The results are indicated in Figure 16.

Across the total respondents (n= 160), the majority of hybrid entrepreneurs (54%) spent less than 10 hours per week on their side hustle, while 21 percent of respondents spent between 10 and less than 20 hours, while 24 percent of hybrid entrepreneurs spent more than 20 hours per week on their side venture.

Across the PHE group (n= 63), 49 percent of the entrepreneurs spent less than 10 hours per week on their side hustle, 33 percent of respondents spent between 10 and less than 20 hours per week on the venture, while 17 percent spent more than 20 hours per week on their side hustle. In the THE group (n= 58), 24 percent of respondents spent less than 10 hours per week on their side hustle, 47 percent spent between 10 and less than 20 hours per week on their side hustle, and 29 percent spent more than 20 hours per week on their side hustle.

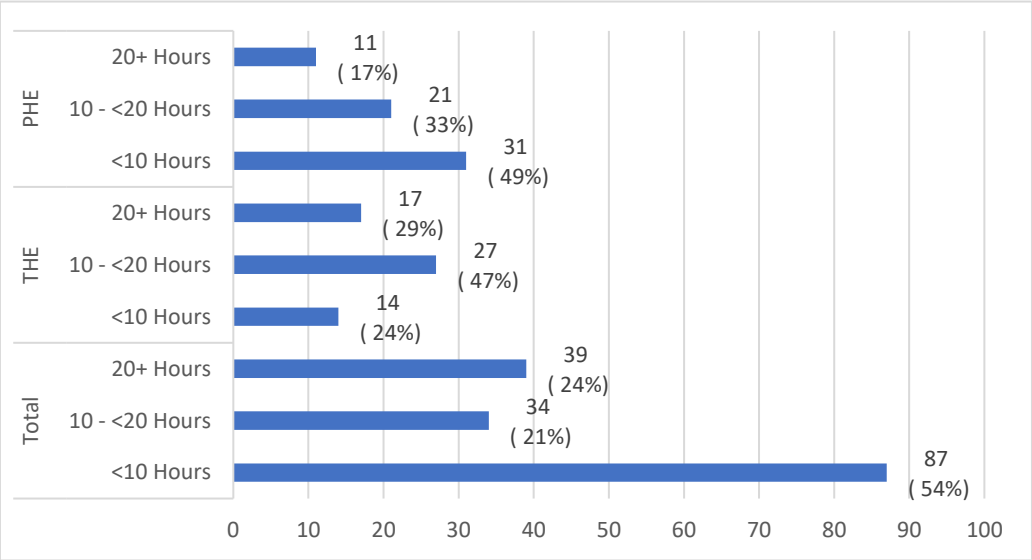


Figure 16: Hours spent per week on side hustle

e) Transition intention

The research survey asked respondents how likely they were to transition to full-time entrepreneurship within the next year. The results are indicated in Figure 17.

Across the total group of respondents (n= 160), a total of 40 percent of respondents indicated that they were either 'Very unlikely' (24%) or 'Unlikely' (16%) to transition to full-time entrepreneurship, while 36 percent of respondents indicated that it was 'Likely' or 'Very likely' that they would transition. There were 24 percent of respondents who were neutral in their response, indicating that they were neither likely nor unlikely to transition within the next year.

These results were utilised to split the respondents into the two groups, being the persistent hybrid entrepreneur (PHE) group and the transitory hybrid entrepreneur group (THE). The PHE group consisted of 63 hybrid entrepreneurs, while the THE group was made up of 58 respondents.

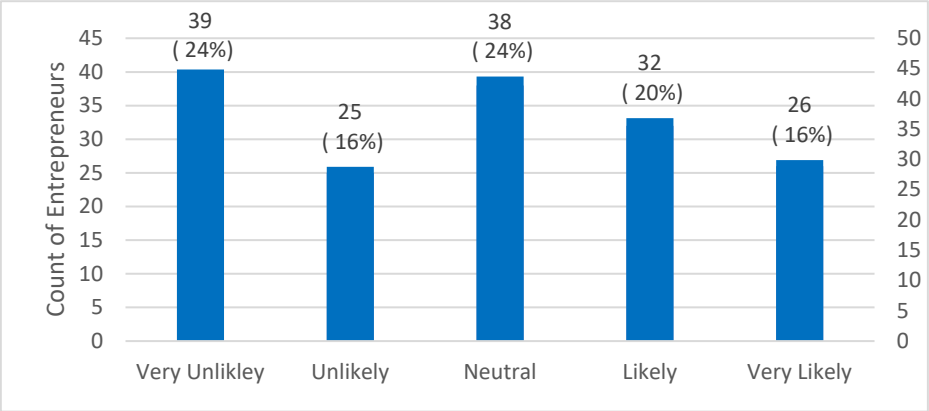


Figure 17: Respondent transition intention

f) Work satisfaction

The research survey wanted to further understand how satisfied the hybrid entrepreneurs were within their wage employment in terms of the work content, challenges and compensation. The results are indicated in Figure 18.

In the total respondent group (n= 160), the majority (51%) of respondents were satisfied with their wage employment, while 17 percent of respondents adopted a neutral stance, while 33 percent of respondents were dissatisfied.

In the PHE group (n= 63), the majority (54%) of respondents were satisfied with their wage work, 13 percent of respondents were neither satisfied nor dissatisfied, while 33 percent were dissatisfied with their wage work. In the THE group (n= 58), 45 percent of the hybrid entrepreneurs were satisfied with their wage work, 19 percent of respondents adopted a neutral stance, and 36 percent of respondents indicated that they were dissatisfied with their wage work.

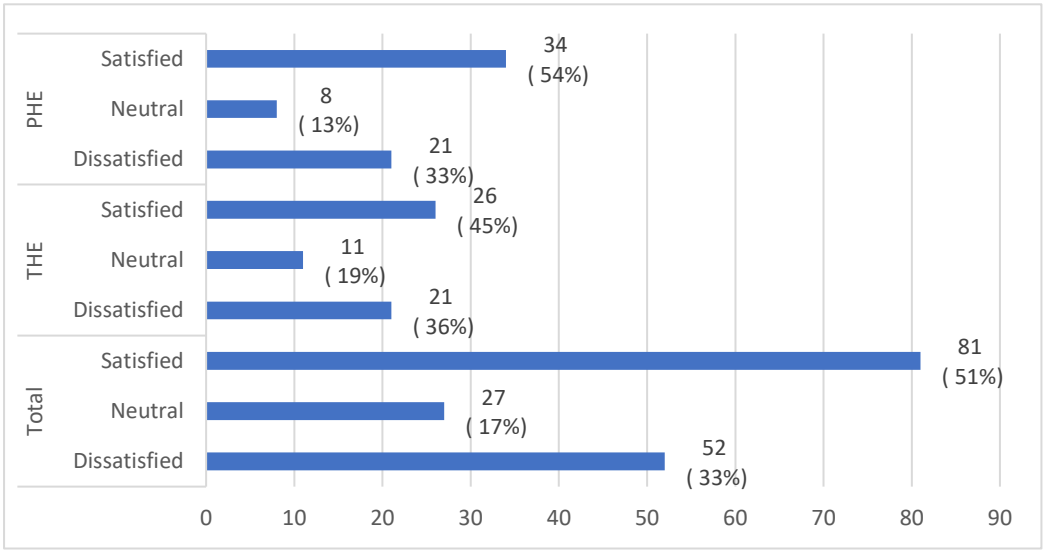


Figure 18: Respondent work satisfaction

5.4. Descriptive statistics: Likert scale data – Motivational factors

The descriptive statistics for the Likert scale data, specifically the motivational factors included in the study, was analysed across the two groups of hybrid entrepreneurs, PHE and THE. Table 4 includes the descriptive statistics for the research constructs of the survey.

In the research survey, question 12 contained 30 statements related to the motivational constructs of the study. Appendix E indicates the specific statements that formed part of each research construct. For each construct, the number of responses received, the minimum and maximum number of responses received, the mean and standard deviation are indicated. In the case where outliers were observed in the data, a median score is provided.

The scores provided in Table 4 are expressed as the sum of the responses expressed as a percentage of the maximum score for that specific factor. In Table 4, where the results indicate a higher value, this translates to the respondent viewing the specific motivational construct as important.

Table 4: Descriptives for motivational factors

Hybrid entrepreneur	Persistence (N=63)	Transition (N=58)	Overall (N=121)
Entrepreneurial core motivating factors			
Mean±SD(CV%)	60.3±14.1(23.4)	70.5±12.1(17.2)	
Median(Q1-Q3)	60.0(52.0-68.0)	72.0(64.0-80.0)	64.0(56.0-76.0)
n(Min-Max)	63(24.0-88.0)	58(44.0-92.0)	121(24.0-92.0)
Social core motivating factors			
Mean±SD(CV%)	48.6±13.5(27.8)	63.1±15.7(24.9)	55.5±16.2(29.2)
Median(Q1-Q3)	47.5(38.8-56.3)	62.5(50.0-72.5)	52.5(45.0-67.5)
n(Min-Max)	63(22.5-77.5)	58(30.0-100)	121(22.5-100)
Work core motivating factors			
Mean±SD(CV%)	64.8±13.8(21.3)	71.1±13.4(18.9)	67.8±13.9(20.6)
Median(Q1-Q3)	65.7(54.3-74.3)	70.0(60.7-80.0)	68.6(57.1-77.1)
n(Min-Max)	63(34.3-100)	58(40.0-100)	121(34.3-100)
Individual core motivating factors			
Mean±SD(CV%)		70.3±14.7(20.8)	
Median(Q1-Q3)	60.0(55.0-70.0)	70.0(60.0-80.0)	65.0(55.0-75.0)
n(Min-Max)	63(35.0-100)	58(40.0-100)	121(35.0-100)
Economic core motivating factors			
Mean±SD(CV%)			
Median(Q1-Q3)	70.0(53.3-83.3)	80.0(66.7-90.0)	76.7(60.0-86.7)
n(Min-Max)	63(23.3-100)	58(40.0-100)	121(23.3-100)

The output in Table 5 illustrates the categorisation of scores given by respondents. It illustrates the split of how respondents scored the construct as 'Low', or not very important, or 'High', with these respondents scoring the construct as important. In the research survey, respondents were required to rate the Likert scale items across a 5-point scale of importance. (Appendix B: question 12). The responses that were rated as either 'Important', 'Very Important' or 'Extremely Important' across the Likert scale items were classified as 'High', while the responses that included ratings of 'Not Important' or 'Slightly Important' were classified as 'Low'. This simplified the analysis meaning that respondents either considered the motivating factors as either important or not.

Table 5: Motivational factors Low versus High Score descriptives

Hybrid entrepreneur	Persistence (N=63)	Transition (N=58)	Overall (N=121)
Entrepreneurial core			
Low	34 (54.0%)	14 (24.1%)	48 (39.7%)
High	29 (46.0%)	44 (75.9%)	73 (60.3%)
Social core			
Low	39 (61.9%)	16 (27.6%)	55 (45.5%)
High	24 (38.1%)	42 (72.4%)	66 (54.5%)
Work core			
Low	40 (63.5%)	29 (50.0%)	69 (57.0%)
High	23 (36.5%)	29 (50.0%)	52 (43.0%)
Individual core			
Low	37 (58.7%)	21 (36.2%)	58 (47.9%)
High	26 (41.3%)	37 (63.8%)	63 (52.1%)
Economic core			
Low	38 (60.3%)	27 (46.6%)	65 (53.7%)
High	25 (39.7%)	31 (53.4%)	56 (46.3%)

The output from both Table 4 and Table 5 will be used to discuss the descriptive findings for the research constructs.

5.4.1. Entrepreneurial Core

The results indicate that across the Entrepreneurial Core construct, the respondents who formed part of the THE group, scored the entrepreneurial motivating factors higher compared to the PHE group, as indicated by the Mean outcomes of 70.5 percent versus 60.3 percent. In analysing the minimum and maximum scores across the two groups, the PHEs had a minimum score of 24 percent compared to the THEs who had a minimum score of 44 percent. The maximum score for the PHEs was 88 percent compared to 92

percent for the THEs. In considering the output in Table 5, a larger proportion of PHEs (54%) compared to THEs (24.1%) considered the entrepreneurial motivating factors as less important, while a larger percentage of THEs (75.9%) considered these factors as important compared to the PHEs (46%).

5.4.2. Social Core

Across the Social Core construct, the hybrid entrepreneurs did not rate the social motivational factors too highly, based on the mean score of 55.5 percent across the PHE and THE groups. The PHE group had a lower mean score (48.6%) compared to the THE group (63.1%). The minimum and maximum score for the PHE group was 22.5 percent and 77,5 percent respectively, compared to the THE group who had scores of 30 percent and 100 percent respectively. A larger proportion of the PHE group (61.9%) viewed the social motivational factors to be less important compared to the proportion of the THE group (27.6%). Table 5 illustrates that the majority of the THE entrepreneurs (72.4%) rated the social motivating factors as more important compared to the PHEs (38.1%).

5.4.3. Work Core

The Work Core motivating factors were deemed to be somewhat important to the PHEs and THEs with a mean score of 67.8 percent across both groups. The PHEs had a lower mean score (64.8%) compared to the THEs (71.1%). The minimum score of PHEs was 34.3 percent compared to the score of 40 percent for the THEs, while the maximum score was 100 percent across both groups. The output in Table 5 indicated that there was an even split of THEs (50%) who viewed the work motivating factors as important or unimportant. There was larger proportion of PHEs who viewed work motivating factors as unimportant (63.5%) compared to those who viewed the factors as important (36.5%).

5.4.4. Individual Core

In assessing the responses regarding the Individual Core, the PHEs and THEs viewed these motivational factors as somewhat important with a median score of 65 percent across both groups. The THEs had a higher median score of 70 percent compared to the PHEs at 60 percent. Table 5 indicates that a larger proportion of PHEs (58.7%) viewed the Individual Core motivating factors as less important compared to THEs (36.2%), while more THEs viewed these factors as important (63.8%) compared to the PHEs (41.2%)

5.4.5. Economic Core

The results across the Economic Core construct indicate that overall the PHEs and THEs view the economic motivating factors to be fairly important with a median score of 76.7

percent. The median score for THEs was 80 percent compared to the median score of PHEs of 70 percent. The lowest score for the PHEs was 23.3 percent compared to 40 percent for the THEs. The output in Table 5 illustrates that there was a larger proportion of PHEs (60.3%) who rated the economic motivating factors as less important compared to the THE group (46.6%). The majority of THEs (53.4%) rated the economic motivating factors as important.

5.5. Reliability and validity

The reliability and validity of the measurement instrument was critical to ensure that the insights gained from the research scales were accurate (Quinlan et al., 2019).

5.5.1. Reliability

To test internal consistency of the measurement scales utilised for the study, Cronbach's alpha was computed for each research construct. This measurement of scale reliability determines the degree to which the survey items for each construct, measure the same latent construct (Pallant, 2016). The recommended minimum Cronbach alpha for satisfactory reliability is deemed to be 0.7 (Pallant, 2016).

Table 6 provides the summary output obtained for the Cronbach alpha's across the five constructs. The Entrepreneurial Core construct had one item which had a Cronbach alpha below 0.7 which was the item, 'Utilise concessions or loans from the government or banks etc.', which was deleted. The items across the Social Core, Work Core and Economic Core constructs all had Cronbach alpha's above 0.7 and no items were deleted. There were two items that were deleted from the Individual Core construct which had Cronbach alpha's below 0.7, which included the items 'Get over monotony and experience change' and 'Have my own preferred workstyle and lifestyle'. Table 5 indicates that the final Cronbach alpha's across all five constructs is above the minimum threshold. The measurement scales were therefore deemed reliable and it was confirmed that the items measured the same latent constructs respectively. The detailed reliability analysis of each construct can be found in Appendix F.

Table 6: Cronbach's Alpha for research constructs

Constructs	Cronbach's Alpha	Number of Items	Number of Items Deleted
Entrepreneurial Core	0.70	4	1
Social Core	0.79	8	0
Work Core	0.70	7	0
Individual Core	0.72	2	2
Economic Core	0.80	6	0

5.5.2. Validity

The validity of the study's constructs was evaluated through convergent validity. To confirm the validity of the scales, the researcher compared the Pearson correlation to the respective critical value associated with the study's sample size. A similar approach was undertaken by Bagozzi et al. (1991).

a) Steps undertaken to calculate the convergent validity

To determine the critical value needed to compare the Pearson correlations to, the researcher calculated the degrees of freedom associated with the study's sample size.

The degrees of freedom was calculated by subtracting two from the total sample size. In the case of the study this resulted in 158 as the degrees of freedom. This is calculated below.

2 tailed degrees of freedom = N – 2

= 160 -2

= 158

Utilising the Table of critical values for the Pearson correlation coefficients (Appendix G), the table indicated that the critical value at the five percent level of significance was 0,159. This critical value was used in assessing all the Motivational Core constructs.

The convergent validity was calculated across each Motivational Core. The validity of the items contained within each Motivational Core were calculated using Cronbach's alpha. The items were then summated to create a summated Motivational Core variable. The summated variable was then correlated with the respective motivational items to

determine the Pearson Correlation coefficients. The Pearson correlation coefficients between each item and the summated Motivational Core variable were compared to the critical value of 0,159, contained in the Table of critical values (Appendix G). Where the correlation coefficient exceeded the critical value, the items measuring the Motivational core variable was deemed to be valid.

b) Motivational core convergent validity

The convergent validity of each Motivational construct was computed by comparing the related Pearson Correlation coefficients to the critical value of 0,159. The detailed Pearson Correlation outputs are included in Appendix H.

Entrepreneurial Core

In assessing the convergent validity of the Entrepreneurial Core (EN) motivating construct, all the respective Pearson correlation coefficients were compared to the critical value of 0,159. The respective items are indicated by 'EN' followed by the statement number, taking into account that some items were dropped due to low item reliability. Appendix E illustrates the statements associated with the respective number displayed in the table.

The Pearson correlation coefficients across each Entrepreneurial Core item exceeded the critical value, of 0,159 (Table 7). The measures were consequently validated and deemed to fall under the Entrepreneurial Core motivational construct.

Table 7: Pearson Correlation coefficients of Entrepreneurial Core construct

	EN	**EN1**	**EN2**	**EN3**	**EN5**
Pearson Correlation	1	0,693	0,712	0,781	0,739
Sig (2-tailed)		<0,001	<0,001	<0,001	<0,001

Social Core

To confirm the convergent validity of the Social Core (SO) motivating construct, all the respective Pearson correlation (PC) coefficients were compared to the critical value of 0,159. The Social Core items are indicated by 'SO' followed by the statement number. Appendix E illustrates the statements associated with the respective number displayed in the table.

The Pearson correlation coefficients across each Social Core item exceeded the critical value, of 0,159 (Table 8). The measures were thus confirmed to fall under the Social Core motivational construct.

Table 8: Pearson Correlation coefficients of Social Core construct

	SO	**SO1**	**SO2**	**SO3**	**SO4**	**SO5**	**SO6**	**SO7**	**SO8**
PC	1	0,604	0,684	0,758	0,642	0,619	0,516	0,601	0,725
Sig (2-tailed)		<0,001	<0,001	<0,001	<0,001	<0,001	<0,001	<0,001	<0,001

Work Core

To confirm the convergent validity of the Work Core (WO) motivating construct, all the respective Pearson correlation (PC) coefficients were compared to the critical value of 0,159. The Work Core items are indicated by 'WO' followed by the statement number. Appendix E illustrates the statements associated with the respective number displayed in the table.

The Pearson correlation coefficients across each Work Core item exceeded the critical value, of 0,159 (Table 9). The measures were therefore deemed valid and confirmed to fall under the Work Core motivational construct.

Table 9: Pearson Correlation coefficients of Work Core construct

	WO	**WO1**	**WO2**	**WO3**	**WO4**	**WO5**	**WO6**	**WO7**
PC	1	0,520	0,613	0,576	0,578	0,695	0,639	0,573
Sig (2-tailed)		<0,001	<0,001	<0,001	<0,001	<0,001	<0,001	<0,001

Individual Core

To confirm the convergent validity of the Individual Core (IN) motivating construct, all the respective Pearson correlation (PC) coefficients were compared to the critical value of 0,159. The Individual Core items are indicated by 'IN' followed by the statement number.

Appendix E illustrates the statements associated with the respective number displayed in the table.

The Pearson correlation coefficients across each Individual Core item exceeded the critical value, of 0,159 (Table 10). The measures were validated and confirmed to fall under the Individual Core motivational construct.

Table 10: Pearson Correlation coefficients of Individual Core construct

	IN	**IN2**	**IN4**
Pearson Correlation	1	0,878	0,898
Sig (2-tailed)		<0,001	<0,001

Economic Core

To confirm the convergent validity of the Economic Core (EC) motivating construct, all the respective Pearson correlation (PC) coefficients were compared to the critical value of 0,159. The Economic Core items are indicated by 'EC' followed by the statement number. Appendix E illustrates the statements associated with the respective number displayed in the table.

The Pearson correlation coefficients across each Economic Core item exceeded the critical value, of 0,159 (Table 11). The measures were validated and confirmed to fall under the Economic Core motivational construct.

Table 11: Pearson Correlation coefficients of Economic Core construct

	EC	**EC1**	**EC2**	**EC3**	**EC4**	**EC5**	**EC6**
PC	1	0,766	0,724	0,734	0,720	0,619	0,751
Sig (2-tailed)		<0,001	<0,001	<0,001	<0,001	<0,001	<0,001

In summary, the convergent validity across each motivational Core was confirmed, and all the respective measures were validated.

5.6. Inferential statistics

The intent of the research paper was to determine the impact of motivational factors on hybrid entrepreneurs transition decisions. The research paper set out to answer five key hypotheses as depicted in the conceptual model presented in Figure 1. The study utilised the five motivational cores as utilised in the study conducted by Viljamaa et al. (2017), namely Economic, Work, Individual, Entrepreneurial and Social, to inform the five hypotheses as posited by this study.

To determine the impact of motivational factors on the transition decision, a binary logistic regression analysis was conducted. The output of the binary logistic regression analysis is presented in Table 10.

5.6.1. Chi-Square, Fisher's Exact Test and Wilcoxon Rank Sum test: Demographic variables

Table 12 illustrates the inferential outputs related to the demographic variables included in the present study. The table provides the demographic split across the PHE and THE groups of hybrid entrepreneurs in the study.

Table 12: Demographic p-values

Demographic variables	Persistence (N=63)	Transition (N=58)	p-value
Gender			0.212
Female	32 (50.8%)	36 (62.1%)	
Male	31 (49.2%)	22 (37.9%)	
Ethnic group			0.517
African	23 (36.5%)	27 (46.6%)	
Coloured/Indian/Asian	6 (9.5%)	4 (6.9%)	
White	34 (54.0%)	27 (46.6%)	
Age			0.976
18-29yrs	9 (14.3%)	9 (15.5%)	
30-39yrs	38 (60.3%)	34 (58.6%)	
40+yrs	16 (25.4%)	15 (25.9%)	
Highest qualification			0.071
Diploma/Advanced certificate and below	9 (14.3%)	16 (27.6%)	

Demographic variables	Persistence (N=63)	Transition (N=58)	p-value
Degree/Advanced diploma and above	54 (85.7%)	42 (72.4%)	
Position in wage employment			0.198
Top management	10 (15.9%)	16 (27.6%)	
Middle management/Supervisory position	19 (30.2%)	17 (29.3%)	
Expert position	20 (31.7%)	10 (17.2%)	
Employee position	14 (22.2%)	15 (25.9%)	

The results in the table indicate the p-values related to each demographic variable. The demographic characteristics of the PHE and THE groups are discussed in detail under section 5.3.3. While the results indicate that there are differences across the demographic variables between the PHE and THE group of hybrid entrepreneurs, none of these results are statistically significant, indicated by all the demographic variables having p-values exceeding 0.05.

5.6.2. T- test and Wilcoxon Rank Sum test: Side hustle related factors

Table 13 illustrates the side hustle related factors considered in this present study. The detailed discussion of the differences between the PHE and THE group of hybrid entrepreneurs is discussed in detail under section 5.3.4.

Table 13: Side hustle related factor p-values

Side Hustle related factors	Persistence (N=63)	Transition (N=58)	p-value
Year began part time business			**0.139**
<2019	20 (31.7%)	26 (44.8%)	
2019+	43 (68.3%)	32 (55.2%)	
Turnover objective for business is to aim for			**0.049**
Strong growth	18 (28.6%)	26 (44.8%)	All pairwise adjusted p-values not significant – Type 1 error

Side Hustle related factors	Persistence (N=63)	Transition (N=58)	p-value
Growth according to opportunities	26 (41.3%)	25 (43.1%)	
Maintain current level	17 (27.0%)	7 (12.1%)	
Wind the business down	2 (3.2%)	0 (0.0%)	
Share of total income from entrepreneurship in last 12 months			**0.008**
Mean±SD(CV%)			
Median(Q1-Q3)	15.0(5.00-25.0)	20.0(10.0-43.8)	
n(Min-Max)	63(0-80.0)	58(4.00-90.0)	
Hours per week spend on entrepreneurial venture			**<0.001**
Mean±SD(CV%)			
Median(Q1-Q3)	10.0(4.50-14.5)	14.0(10.0-20.0)	
n(Min-Max)	63(1.00-56.0)	58(1.00-160)	
Total income from entrepreneurship in last 12 months			**0.145**
<10%	21 (33.3%)	11 (19.0%)	
10-<20%	14 (22.2%)	12 (20.7%)	
20+%	28 (44.4%)	35 (60.3%)	
Hours per week on entrepreneurial venture			**0.016**
<10hrs	31 (49.2%)	14 (24.1%)	**0.015**
10-<20hrs	21 (33.3%)	27 (46.6%)	**0.579**
20+hrs	11 (17.5%)	17 (29.3%)	**0.408**

The descriptive results indicate that differences exist across the PHE and THE groups of hybrid entrepreneurs, however, Table 13 confirms which of these differences are statistically significant.

The turnover objective was considered statistically significant when considering the Fishers p-value of 0.049, however, the pairwise adjusted p-values were not significant due to the fact that a Type 1 error presented itself in running the analysis.

The hours per week spent by the hybrid entrepreneurs is noted to be statistically significant across the PHE and THE groups. The results indicate that there is a statistically significant difference across the PHE and THE groups as it relates to the entrepreneurs spending less than 10 hours per week on their side hustles (p value = 0.015). A higher proportion of PHEs (49.2%) spend less than 10 hours per week on their side hustles, compared to THEs (24.1%), and this difference is noted to be statistically significant.

5.6.3. T-test, Wilcoxon Rank Sum test, and Chi-Square test: Motivational factors

The inferential statistical outputs related to the motivational factors of the study are contained in Table 14 and Table 15. A detailed discussion on the descriptive findings as it relates to the motivational factors is covered in section 5.4.

Table 14 indicates that the differences occurring between the PHE and THE groups of hybrid entrepreneurs is statistically significant across all five of the motivational factors, as all p-values are below 0.05. As explained in section 5.4, the results are expressed as the total score expressed as a percentage, thus the closer the value is to 100, the more important that motivational factor is considered to be by the hybrid entrepreneurs. Across all five motivational factors the THEs rated the motivational factors to be more important compared the PHEs. This difference is statistically significant, evidenced by the p-values across the motivational factors all being less than 0,05.

Table 14: Motivational factors p-values

Motivational factors	**Persistence (N=63)**	**Transition (N=58)**	**p-value**
Entrepreneurial core motivating factors			**<0.001**
Mean±SD(CV%)	60.3±14.1(23.4)	70.5±12.1(17.2)	
Median(Q1-Q3)	60.0(52.0-68.0)	72.0(64.0-80.0)	
n(Min-Max)	63(24.0-88.0)	58(44.0-92.0)	
Social core motivating factors			**<0.001**
Mean±SD(CV%)	48.6±13.5(27.8)	63.1±15.7(24.9)	

Motivational factors	Persistence (N=63)	Transition (N=58)	p-value
Median(Q1-Q3)	47.5(38.8-56.3)	62.5(50.0-72.5)	
n(Min-Max)	63(22.5-77.5)	58(30.0-100)	
Work core motivating factors			**0.011**
Mean±SD(CV%)	64.8±13.8(21.3)	71.1±13.4(18.9)	
Median(Q1-Q3)	65.7(54.3-74.3)	70.0(60.7-80.0)	
n(Min-Max)	63(34.3-100)	58(40.0-100)	
Individual core motivating factors			**<0.001**
Mean±SD(CV%)		70.3±14.7(20.8)	
Median(Q1-Q3)	60.0(55.0-70.0)	70.0(60.0-80.0)	
n(Min-Max)	63(35.0-100)	58(40.0-100)	
Economic core motivating factors			**0.007**
Mean±SD(CV%)			
Median(Q1-Q3)	70.0(53.3-83.3)	80.0(66.7-90.0)	
n(Min-Max)	63(23.3-100)	58(40.0-100)	

Table 15 illustrates the differences across the PHE and THE hybrid entrepreneurs as it relates to whether the specifical motivational construct is important or not. The ‘Low’ and ‘High’ categorisation refers to the groupings of the Likert-scale data as explained in section 5.4.

A statistically significant difference exists between PHEs and THEs as it relates to the Entrepreneurial core motivating factors (p value < 0.021). A larger proportion of THEs (75.9%) consider the entrepreneurial motivating factors more important than the PHEs (46.0%).

In considering the Social core motivating factors, the results indicate that a larger proportion of the THEs (72.4%) consider these motivating factors to be more important than the PHE group (38.1%), with this difference being statistically significant (p < 0.001).

The results related to the Work core motivating factors confirm that the differences observed across the THE and PHE group of hybrid entrepreneurs are not significant (p =

0.134). While a larger proportion of THEs (50%) consider Work motivating factors to be more important than the PHEs (36.5%), this result is not significant.

The results indicate that a statistically significant difference exists between PHEs and THEs as it relates to the Individual motivational factors (p-value = 0.013). A higher proportion of THEs (63.8%) consider individual core motivational factors to be more important than PHEs (41.3%).

The Economic core motivational factors are considered to be more important by a larger proportion of THEs (53.45) compared to the PHEs (39.7%), however this difference is not statistically significant (p value = 0.129).

Table 15: Motivational factors Low and High scoring p-values

Motivational factor	Persistence (N=63)	Transition (N=58)	p-value
Entrepreneurial core			**p<0.001**
Low	34 (54.0%)	14 (24.1%)	**0.002**
High	29 (46.0%)	44 (75.9%)	**0.002**
Social core			**p<0.001**
Low	39 (61.9%)	16 (27.6%)	**<0.001**
High	24 (38.1%)	42 (72.4%)	**<0.001**
Work core			**0.134**
Low	40 (63.5%)	29 (50.0%)	
High	23 (36.5%)	29 (50.0%)	
Individual core			**0.013**
Low	37 (58.7%)	21 (36.2%)	**0.036**
High	26 (41.3%)	37 (63.8%)	**0.036**
Economic core			**0.129**
Low	38 (60.3%)	27 (46.6%)	
High	25 (39.7%)	31 (53.4%)	

5.6.4. Binary logistic regression output for hypothesis testing

The study conducted a binary logistic regression analysis in order to test the study's main hypotheses. The regression output included the unadjusted results, adjusted results as well as the backward stepwise regression results. To provide more meaningfulness to the regression output interpretation, odds ratios were utilised across the three results, following a similar approach to Bögenhold & Klinglmair (2017). An odds ratio greater than one refers to a higher chance of occurrence of transition, while odds ratios smaller than one indicate less of a chance. The final regression results are illustrated in Table 12 and will be referred to throughout this section of the report.

a) Verification of binary logistic regression assumptions and model fit

The binary logistic regression analysis was supported by the verification of the assumptions of appropriate outcome structure, observation independence, absence of multicollinearity, the absence of outliers and the normality of residual distribution (Pallant, 2016).

In order for the study to have an appropriate outcome structure, the dependent variable needed to be binary. This was supported as the dependent variable measured whether the hybrid entrepreneurs would transition or not.

Observation independence was achieved by ensuring that each respondent could only complete the survey once and no repeated measurements were taken.

The multicollinearity was described under paragraph 4.4.4. To assess multicollinearity and to ensure that it was not a concern, the study followed the guidelines as proposed by Field (2018): The largest VIF <10; average VIF is not substantially greater than 1. The study identified one explanatory variable (Hours spent per week on the entrepreneurial venture) that did not meet this criteria which was dropped from the analysis (Appendix I).

To determine the presence of outliers within the data, Cook's Distance was calculated (Appendix I). It was used to identify any outliers in observations of the respondents and identified the influence of each observation on the fitted response variables. The results revealed the presence of six influential observations or outliers (respondent 1, 15, 30, 46, 49 and 64). These respondents had a Cook's Distance greater than 4, and were deemed to be influential data points. These outliers were deleted from the data before running the binary logistic regression.

The Normal Q-Q diagnostic plot (Appendix I) was used to confirm that the residuals were normally distributed. This was indicated by the residuals following the diagonal dashed line from the bottom left hand corner of the plot to the top right corner of the plot.

The model fit of the binary logistic regression was assed using the AIC. The researchers confirmed that the final model utilised in the regression had the best AIC score by dropping the models that did not show improved fit. The results indicated the model fit improved as the adjusted and backward stepwise regression analyses were conducted as illustrated in the output in Figure 19.

Figure 19: Regression model fit: Binary logistic model diagnostics

	Model_dropped	AIC	Deviance	Null.deviance
1	Base_	175.16	129.16	167.53
2	Influential_(infl)	143.76	101.76	159.35
3	VIF_(infl+vif)	143.76	101.76	159.35
4	FinalFull_(infl+vif)	143.76	101.76	159.35
5	FinalStepwise_(infl+vif)	127.49	117.49	159.35

b) Binary logistic regression for demographic and side hustle related variables

The binary logistic regression output in Table 16 indicates which demographic and side hustle related variables presented statistically significant results, indicated by p-values below 0.05. These results will be referred to in discussing the findings as it relates to the demographic characteristics and side hustle related variables across the PHEs and THEs.

The results obtained from the hybrid entrepreneurs relating to their turnover objective contained zero frequency responses in the cross tabulation output, which meant that the turnover growth explanatory variable could not be included in the binary logistic regression analysis.

I. Unadjusted results

The unadjusted results indicate that four explanatory variables had statistically significant results, with the remaining variables having no impact on hybrid entrepreneurs decision to transition to full-time entrepreneurship. There were two control variables that had statistically significant results, the respondents highest qualification and their position in wage employment. There were two side hustle related explanatory variables that had significant results, the share of income derived from entrepreneurship in the last 12 months, as well as the satisfaction with wage employment.

a. Highest Qualification

The unadjusted regression output in Table 16 indicates that respondents who had a qualification above an advanced diploma or degree had an odds ratio of 0.34. This indicates that respondents with a degree or advanced diploma or above, are 66 percent less likely to transition to full-time entrepreneurship compared to respondents with a qualification that is below a diploma or advanced certificate. The p-value is 0.029, below the 0.05 threshold, thereby indicating the statistical significance of the level of qualification in transition decisions.

b. Position in wage employment

The output in Table 16 confirms an odds ratio of 0.31 for respondents who have an expert position. This illustrates that respondents who hold an expert position are 69 percent less likely to transition compared to respondents who hold a ‘Top management’ position. The results are statistically significant with a p-value of 0.04, falling below the 0,05 threshold.

c. Share of total income derived from side hustle in the past 12 months

The share of total income derived from side hustles in the past 12 months is statistically significant in impacting hybrid entrepreneurs to transition to full-time entrepreneurship, with a p-value of 0.003. The odds ratio was 2,80 for the share of total income exceeding 20 percent. The result indicates that respondents who derived more than 20 percent of their income from their side hustle are almost three times more likely to transition to full-time entrepreneurship (p-value = 0.028) compared to respondents earning less than 10 percent of their income from their side hustle.

d. Hours per week spent on side hustle

The unadjusted results indicate that the hours per week spent on a side hustle is statistically significant in impacting hybrid entrepreneurs to transition to full-time entrepreneurship (p- value < 0.001). The odds ratio was 1.10; the result therefore demonstrates that an extra hour spent per week on the side hustle, increases the hybrid entrepreneurs likelihood of transitioning by 10 percent.

II. Adjusted results

The adjusted results indicate that two explanatory variables are statistically significant in impacting hybrid entrepreneurs to transition to full-time entrepreneurship. The control variable of age was identified as the one significant variable, and the duration of hybrid entrepreneurship was identified as the second variable.

a. Age

The odds ratio of 7.18 under the adjusted results indicate that respondents who are between 30-39 years of age are almost seven times more likely to transition to full-time entrepreneurship compared to respondents who are between 18-29 years of age (p-value =0.045).

b. Duration of hybrid entrepreneurship

The odds ratio for the year the side hustle was started was 0.72 in the unadjusted results. This illustrates that respondents who started their businesses post 2019 are 28 percent less likely to transition to full-time entrepreneurship (p-value = 0.042) compared to the respondents who started their businesses prior to 2019. This suggests that hybrid entrepreneurs with a longer duration of hybrid entrepreneurship experience, are more likely to transition.

III. Backward stepwise regression

The backward stepwise regression is the final column presented in Table 16 and indicates the final results of the binary logistic regression analysis. The backward stepwise regression analysis initially included all control variables and related side hustle explanatory variables, removing the statistically significant variables to arrive at the final result. It highlights that there were only two statistically significant explanatory variables that ultimately impact a hybrid entrepreneurs decision to transition to full-time entrepreneurship.

a. Duration of hybrid entrepreneurship

The backward stepwise regression output in Table 16 illustrates that the odds ratio for respondents who started their side hustles post 2019 is 0.31. This indicates that respondents who started their side hustles post 2019 are 69 percent less likely to transition to full-time entrepreneurship compared to respondents who started their side hustle prior to 2019 (p-value = 0.016).

b. The hours per week spent on the side hustle

The backward stepwise regression illustrates an odds ratio of 1.08. This result suggests that for every additional hour spent per week on the side hustle increases the hybrid entrepreneurs likelihood of transitioning to full-time entrepreneurship by eight percent (p-value = 0.007).

c) Binary logistic regression for research hypotheses

The study ultimately aimed to provide greater insights to the extent to which motivational factors impact hybrid entrepreneurs to transition to full-time entrepreneurship. The binary logistic regression analysis included all five research constructs in the unadjusted, adjusted and backward stepwise regression analyses. The results are presented as odds ratios displayed in Table 16. The regression results across the five research constructs into either 'High' or 'Low', with the 'High' category being displayed in the output of Table 16. The odds ratios compared the 'High' results against the reference category being the 'Low' results of each research construct.

The responses that were rated as either 'Important', 'Very Important' or 'Extremely Important' across the Likert scale items (Appendix B: question 12, statements 1 to 20) were classified as 'High', while the responses that included ratings of 'Not Important' or 'Slightly Important' were classified as 'Low'. This simplified meaning that respondents either considered the motivating factors as either important or not. The results across the study's five hypotheses are addressed below.

I. Research hypothesis one: Entrepreneurial motivating factors

The first research hypothesis posited that Entrepreneurial motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship. The unadjusted regression results contained in Table 10 indicated that the Entrepreneurial motivating factors had a statistically significant impact on motivating entrepreneurs to transition to full-time entrepreneurship (p-value <0.001). The odds ratio was 4.65 which meant that respondents who considered Entrepreneurial motivating factors important, rated the items as 'High', were almost five times more likely to transition to full-time entrepreneurship compared to those who did not rate the Entrepreneurial motivating factors as important.

The results across the adjusted and backward stepwise regression, however, confirmed that Entrepreneurial motivating factors are not statistically significant in impacting hybrid entrepreneurs to transition to full-time entrepreneurship, as both p-values are above 0.05. The hypothesis that Entrepreneurial motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship was therefore rejected

II. Research hypothesis two: Social motivating factors

The study's second research hypothesis suggested that Social motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship. The unadjusted regression

results indicated that the Social motivating factors had a statistically significant impact on hybrid-entrepreneurs transitioning to full-time entrepreneurship (p-value<0.001). The odds ratio was 5.85 for the Social core motivating factors. This meant that respondents who indicated that Social motivating factors were important, were more than five times more likely to transition to full-time entrepreneurship compared to respondents who did not think Social motivating factors were important.

The adjusted regression results confirmed that Social motivating factors had a statistically significant impact on hybrid entrepreneurs transitioning to full-time entrepreneurship (p-value = 0.001). The odds ratio was 11.66. Respondents who viewed Social motivating factors to be important were almost twelve times more likely to transition to full-time entrepreneurship compared to respondents who thought Social motivating factors were not important.

The backward stepwise regression results indicated that the Social motivating factors were statistically significant (p-value <0.001). The odds ratio was 5.38, indicating that hybrid entrepreneurs who considered Social motivating factors as important, were more than five times more likely to transition to full-time entrepreneurship compared to those who did not view Social motivating factors as important. The research hypothesis was thus accepted confirming that Social motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship.

III. Research hypothesis three: Work motivating factors

The third hypothesis the study outlined was that Work motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship. The unadjusted and adjusted regression results indicate that the Work motivating factors were not statistically significant with p-values of 0.081 and 0.264 respectively. The research hypothesis was therefore rejected; Work motivating factors do not motivate hybrid entrepreneurs to transition to full-time entrepreneurship.

IV. Research hypothesis four: Individual motivating factors

The study suggested that individual motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship. The unadjusted results of the regression output indicated that individual core motivating factors were statistically significant in the transition decision with a p-value of 0.007. The odds ratio was 2.82, suggesting that hybrid entrepreneurs who considered individual core motivating factors as important were almost three times more likely to transition to full-time entrepreneurship compared to individuals

who did not consider individual motivating factors as important. The unadjusted regression results indicated that Individual motivating factors were not statistically significant at motivating hybrid entrepreneurs to transition to full-time entrepreneurship (p-value =0.215).

The backward stepwise regression results indicate that the Individual core motivating factors were statistically significant at motivating hybrid entrepreneurs to transition to full-time entrepreneurship (p-value = 0.026). The odds ratio was 2.87, meaning that hybrid entrepreneurs who considered Individual core motivating factors as important were almost three times more likely to transition to full-time entrepreneurship compared to those who did not view Individual core motivating factors as important. The research hypothesis was therefore supported, confirming that Individual motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship.

V. Research hypothesis five: Economic motivating factors

The fifth hypothesis the study proposed was that Economic motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship. The unadjusted and adjusted regression outputs in Table 16 indicate that Economic motivating factors were not statistically significant to motivate hybrid entrepreneurs to transition to full-time entrepreneurship, with p-values of 0.118 and 0.951 respectively. The study's fifth research hypothesis was therefore rejected, concluding that Economic motivating factors do not motivate hybrid entrepreneurs to transition to full-time entrepreneurship.

Table 16: Binary logistic regression output

Explanatory	OR(CI,p-value)Unadj	OR(CI,p-value)FullAdj	OR(CI,p-value)BackStep
GenderMale	0.62 (0.29-1.30, p=0.209)	0.34 (0.10-1.02, p=0.063)	-
Ethnic groupColoured/Indian/Asian	0.49 (0.09-2.22, p=0.362)	0.54 (0.04-5.59, p=0.629)	-
Ethnic groupWhite	0.66 (0.31-1.42, p=0.290)	2.78 (0.73-11.74, p=0.145)	-
Age30-39yrs	1.09 (0.37-3.24, p=0.872)	7.18 (1.10-54.49, **p=0.045**)	-
Age40+yrs	1.05 (0.32-3.50, p=0.930)	2.74 (0.33-26.16, p=0.360)	-
Highest qualificationDegree/Advanced diploma and above	0.34 (0.12-0.87, **p=0.029**)	0.46 (0.09-2.07, p=0.322)	-
Position in wage employmentMiddle management/Supervisory position	0.56 (0.19-1.55, p=0.267)	0.87 (0.18-4.16, p=0.864)	-
Position in wage employmentExpert position	0.31 (0.10-0.94**, p=0.043**)	0.83 (0.13-5.25, p=0.842)	-
Position in wage employmentEmployee position	0.72 (0.24-2.13, p=0.555)	4.56 (0.67-36.12, p=0.132)	-
Year began part time business2019+	0.50 (0.23-1.08, p=0.080)	0.28 (0.08-0.91, **p=0.042**)	0.31 (0.11-0.78, **p=0.016**)
Share of total income from entrepreneurship in last 12 months	1.04 (1.01-1.06**, p=0.003**)	1.02 (0.97-1.07, p=0.522)	-
Hours per week spend on entrepreneurial venture	1.10 (1.04-1.16, **p<0.001**)	1.06 (1.01-1.14, p=0.104)	1.08 (1.03-1.15, **p=0.007**)
Satisfaction with wage employment as a wholeSatisfied	0.59 (0.28-1.23, p=0.162)	0.77 (0.24-2.41, p=0.654)	-
Total income from entrepreneurship in last 12 months10-<20%	1.57 (0.53-4.78, p=0.419)	0.87 (0.18-4.36, p=0.867)	-
Total income from entrepreneurship in last 12 months20+%	2.80 (1.14-7.22**, p=0.028**)	0.83 (0.12-5.43, p=0.843)	-
Entrepreneurial coreHigh	4.65 (2.10-10.88, **p<0.001**)	3.34 (0.82-14.78, p=0.098)	-
Social coreHigh	5.85 (2.66-13.52**, p<0.001)**	11.66 (3.03-54.58, **p=0.001**)	5.38 (2.20-14.11, **p<0.001**)
Work coreHigh	1.94 (0.93-4.15, p=0.081)	0.49 (0.13-1.65, p=0.264)	-
Individual coreHigh	2.82 (1.34-6.09, p=0.007)	2.24 (0.63-8.31, p=0.215)	2.87 (1.15-7.48, **p=0.026**)
Economic coreHigh	1.81 (0.86-3.82, p=0.118)	1.04 (0.26-4.08, p=0.951)	-

Predicting likelihood of Hybrid entrepreneur=Transition	
Input observations N	121
Regressed observations N	115
Dropped Cook's D > ?*mean	4(dropped 6 obs)
Max VIF set	5(dropped 1 cols)
Dropped zero freq cols	2

5.7. Summary of hypotheses

A synopsis of the study's hypotheses is depicted in Table 18 confirming which of the study's hypotheses were supported and which were not.

The study's first research hypothesis concerning the impact of Entrepreneurial motivating factors on transition decisions for hybrid entrepreneurs was not supported. The study, however, found support for the second research hypothesis demonstrating that Social motivating factors had a significant impact on transition behaviour. The study did not find support for the third research hypothesis, confirming that Work motivational factors are not statistically influential in hybrid entrepreneur's transition decisions. The study's fourth research hypothesis was supported, with the final results indicating that Individual motivating factors were statistically significant in motivating transition behaviour. The final hypothesis concerning Economic motivating factors was not supported, with these factors having no impact on hybrid entrepreneurs transition decisions.

Table 17: Summary of research hypotheses findings

Hypothesis	Results	p-value	Explanation
H1: Entrepreneurial motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship	Not Supported		
H2: Social motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship	Supported	<0.001	Hybrid entrepreneurs who consider social motivating factors important are more likely to transition to full-time entrepreneurship
H3: Work motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship	Not Supported		

H4: Individual motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship.	Supported	0.026	Hybrid entrepreneurs who consider individual motivating factors important are more likely to transition to full-time entrepreneurship
H5: Economic motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship	Not Supported		

5.8. Chapter conclusion

Chapter 5 provided the statistical analysis of the survey questionnaire results. A descriptive statistical analysis was conducted for the categorical and Likert-scale survey items, and the reliability and validity of the measurement instrument and research constructs were verified. The research hypotheses were tested using binary logistic regression analysis. Additional statistical tests were undertaken to further explore the differences and associations between the PHEs and THEs, including the T-test, Chi-Square test, Fishers Exact Test, and the Wilcoxon Rank Sum test.

The study confirmed that the duration of hybrid entrepreneurship and the hours spent per week on the entrepreneurial venture were statistically significant in motivating hybrid entrepreneurs to transition to full-time entrepreneurship. The study further found support for hypothesis two and four, confirming that Social and Individual motivating factors were statistically significant in influencing transition behaviour.

Chapter 6 will provide a discussion of the results and relate these findings to the literature discussed in chapter 2.

CHAPTER 6: DISCUSSION OF RESULTS

6.1. Introduction

The study aimed to determine the impact of motivational factors on the transition decisions hybrid entrepreneurs have to make when considering full-time entrepreneurship.

The statistical analysis of the survey questionnaire results were presented in chapter 5. These results consisted of the descriptive statistical analysis of the sample as well as inferential statistical analysis to test the research hypotheses. Chapter 6 will systematically discuss these results, providing linkages to theory and previous studies conducted in the field of hybrid entrepreneurship. The chapter will conclude with a summary of the key findings.

6.2. Discussion of descriptive statistics

The purpose of the study was to determine the extent to which motivational factors impact hybrid entrepreneurs decisions to transition into full-time entrepreneurship. The detailed demographic and side hustle descriptive results are addressed under section 5.3. and the inferential results are covered under section 5.6. While the control variables and side hustle related factors do not form part of the study's key hypotheses, they provide additional and valuable contextual insights that are worth taking note of as they relate to hybrid entrepreneurs.

6.2.1. Discussion of descriptive demographic results

The demographic results indicate that PHE and THE are fairly different in their backgrounds. The THE's are more often women (62.1%; PHEs 50.8%), and THEs have a fairly even split across African (46.6%) and White (46.6%) ethnic groups compared to PHEs who are mostly White (54%); however these results are not statistically significant. Across PHEs and THEs the dominant age category is 30-39 years with the age group 18-29 being least represented; however the results are not statistically significant. The PHEs and THEs share similarities across qualification level, with the majority of individuals having a qualification above an advanced diploma or degree (PHE 85.7%; THE 72.4%), while the similarity is not statistically significant. PHEs are more likely to hold expert positions (31.7%) compared to THEs (17.2%), while THEs are more likely to hold top management positions (27.6%) compared to PHEs (15.9%); but the differences are not significant.

6.2.2. Discussion of descriptive side hustle related results

In analysing the results of the side hustle related findings, differences are noted across the two groups of hybrid entrepreneurs. A larger proportion THEs have side hustles that have been in operation prior to 2019 (44.8%) compared to PHEs (31.7%), while not significant. THEs are more inclined to aim for strong business growth (44.8%) compared to PHEs (28.6%), while PHEs are more likely to maintain current turnover levels (27%) compared to THEs (12.1%); however the results are not statistically significant. THEs typically derive more than 20 percent of their income from their side hustle (60.3%) compared to PHEs (44.4%), with many PHEs drawing less than 10 percent of their income from their side hustle (33.3%) compared to THEs (19%); while not statistically significant. PHEs are more prone to spend less than 10 hours per week on their side hustle (49.2%) compared to THEs (24.1%), which is statistically significant (p value = 0.015). A higher number of THEs spend more than 20 hours per week on their side hustle (29.3%), compared to PHEs (17.5%), while not significant.

6.2.3. Discussion of descriptive motivational factor results

The differences occurring between the PHE and THE groups of hybrid entrepreneurs as it related to the total scores allocated to each motivational factor was statistically significant across all five of the motivational factors, as all p-values are below 0.05 (chapter 5: Table 14). The median results across both groups of hybrid entrepreneurs across the motivational factors was statistically significant. Across all five motivational factors the THEs rated the motivational factors to be more important compared to the PHEs, with these difference being statistically significant.

In assessing the statistically significant differences across the PHEs and THEs in terms of whether the scoring across the motivational factors was categorised as unimportant, ‘Low’ or important ‘High’, the results were mixed (chapter 5: Table 15). There were statistically significant differences across the Entrepreneurial (p-value < 0.001), Social (p-value < 0.001) and Individual (p-value = 0.013) motivational constructs across the PHEs and THEs. Across all three motivational factors, a larger proportion of the THEs considered these motivational factors as more important compared to the PHEs. The results across the Work and Economic motivational factors demonstrated that, similarly, a larger proportion of the THEs viewed these factors to be more important compared to the PHEs, however these results were not statistically significant.

6.3. Discussion of binary logistic regression results: Demographic and side hustle related factors

In assessing the impact motivational factors have on the hybrid entrepreneur's decision to transition to full-time entrepreneurship, the binary logistic regression analysis included the presence of control variables and side hustle related explanatory variables (chapter 5: Table 12 and 13) to assess the impact these factors may have on hybrid entrepreneurs transition decisions.

6.3.1. Discussion of binary logistic regression results: Demographic factors

The binary logistic regression analysis considered the impact of demographic variables on hybrid entrepreneurs deciding to transition from being a persistent hybrid entrepreneur to a full time entrepreneur. The regression results for the demographic factors are included in section 5.6.4. in Table 16 and the findings will be discussed in this section.

a) Gender

The unadjusted and adjusted regression results indicate that males are less likely to transition compared to females, while this result was not significant. This aligns to the results of the study conducted by Block and Landgraf (2016), where the authors similarly did not find an effect of gender on transition behaviour. There are some studies, however, that found a significant relationship with gender and entrepreneurship. Langowitz and Minniti (2007), confirmed the effects of gender, specifically that of female entrepreneurs on entrepreneurial choice and behaviour; while not focused specifically on transition decisions the study nonetheless found gender to be significant in impacting entrepreneurial choices.

b) Ethnicity

The unadjusted and adjusted regression results reveal that Coloured, Indian, Asian and White hybrid entrepreneurs are less likely to transition compared to African hybrid entrepreneurs, while the results are not significant. To the researchers knowledge there are no studies specifically focused on the impact of ethnicity on transition decisions. There are studies, however, that have conducted entrepreneurial specific research where geographic regions have been a focus area for specific hybrid entrepreneurial studies (Burmeister-Lamp et al., 2012; Liu & Wu, 2021; Nordström et al., 2015)

c) Age

The unadjusted and adjusted regression results indicate that hybrid entrepreneurs above the age of 30 years are more likely to transition to full-time entrepreneurship compared to entrepreneurs in the age group of 18 -29 years, while not statistically significant. Other studies, however, have found age to be statistically significant when examining hybrid entrepreneurs. In a study conducted by Thorgren et al. (2016), the researchers findings confirmed that younger hybrid entrepreneurs and older entrepreneurs are more likely to transition to full-time entrepreneurship, revealing a u-shaped curve between age and transition intention. Similarly, Bögenhold and Klinglmair (2015) confirmed in their study that most hybrid entrepreneurs belonged to an age group of 45 years and older, while not specifically examining transition behaviour. The present study's divergent findings could be attributed to different contexts or the smaller sample size.

d) Qualification

The unadjusted and adjusted regression outputs illustrate that hybrid entrepreneurs who have a qualification higher than an advanced diploma or degree are less likely to transition compared to hybrid entrepreneurs with a lower qualification, however the result was not statistically significant. This finding, while not significant, differs to previous research. Varamäki et al. (2012), illustrated that hybrid entrepreneurs tend to be more educated than micro-entrepreneurs, and Stenholm et al. (2015) demonstrated that highly educated individuals are more prone to early-stage entrepreneurial activity than less educated individuals. In the study conducted by Bögenhold and Klinglmair (2017), the study found that within one-person hybrid enterprises, individuals who have a tertiary education are more likely to be additionally employed and be practicing as hybrid entrepreneurs, compared to less qualified counterparts. The study's conflicting findings could be attributed to societal differences, or to the smaller sample size of the present study compared to other study's conducted.

e) Position in wage employment

The unadjusted and adjusted regression outputs demonstrated that hybrid entrepreneurs in employee, middle management and expert positions are less likely to transition compared to those in top management positions, while this result is not statistically significant. The study conducted by Viljamaa et al. (2017) obtained similar results demonstrating that no significant difference was found in job position

between PHEs and THEs, confirming that job position was not a significant explanatory variable in the transition decisions of hybrid entrepreneurs.

f) Job satisfaction

The regression results revealed that hybrid entrepreneurs who were more satisfied with their wage employment were less likely to transition to full-time entrepreneurship compared to hybrid entrepreneurs who were not satisfied. This result, however, was not statistically significant. Prior studies have demonstrated that the intention to transition is related to satisfaction with current employment (Viljamaa et al., 2017). The difference in findings of the present study could potentially be attributed to a smaller sample size and the potential impact of nationality or culture on the study's findings. The high unemployment rate and the impact of COVID-19 on individuals value systems may have further impacted the resultant findings.

In concluding, there were no demographic variables in the present study that had a statistically significant impact on the hybrid entrepreneur's decision to transition to full-time entrepreneurship.

6.3.2. Discussion of binary logistic regression results: Side hustle related factors

The regression analysis considered the impact of side hustle related variables on the decision for hybrid entrepreneurs to migrate from being a persistent hybrid entrepreneur to a full time entrepreneur, illustrated in Table 16. The side hustle related variables included in the present study are consistent with the study conducted by Viljamaa et al. (2017).

a) Turnover objective

The turnover objective results obtained from the hybrid entrepreneurs could not be included in the regression as a result of a zero frequency in the cross tabulation (Appendix J). The descriptive results, however, demonstrated that a larger proportion of THEs aim for strong growth (44.8%) compared to PHEs (28.6%), and that more PHEs (27.0%) were willing to maintain the current turnover objective compared to THEs (12.1%), however all the pairwise adjusted p-values were not significant and reduced to a Type 1 error. The research results in previous studies, however, confirmed that the growth orientation of hybrid entrepreneurs is significant in predicting transition behaviour. In the study conducted by Viljamaa et al. (2017), the PHEs and THEs differed significantly in their growth orientation. The researchers

determined that over a fifth of the hybrid entrepreneurs planned to transition to full-time entrepreneurship, and they considered growth to be a primary objective. While the present study demonstrated that a larger proportion of THEs considered growth as an important driver, the regression results were not significant. A larger sample size in the present study may have resulted in a significant result.

b) Duration of hybrid entrepreneurship

The regression output results in Table 16 confirmed that the duration of hybrid entrepreneurship had a statistical significant impact on hybrid entrepreneurs transition decisions (p-value = 0.016). The hybrid entrepreneurs who had been involved in their side hustles for a period shorter than 4 years, starting their businesses post 2019, were 69 percent less likely to transition to full-time entrepreneurship. A higher proportion of THEs (44.8%) had been involved in their side hustles for longer than 4 years compared to PHEs (31.7%), while the difference between the two groups was not statistically significant. In the study conducted by Viljamaa et al. (2017), however, the researchers demonstrated that PHEs have a longer history of hybrid entrepreneurship compared to THEs and that the difference between the two groups is very significant (p-value = 0.000). The difference between the results of the two studies could be attributed to sample size, the nationality of hybrid entrepreneurs or due to the fact that COVID-19 could have impacted the transition decisions of hybrid entrepreneurs in the present study. The study conducted by Viljamaa et al. (2017), was conducted prior to COVID-19 and this could have result in significantly different results compared to studies conducted post COVID-19.

c) Share of total income

The regression results indicated that hybrid entrepreneurs who derived more than 20 percent of their total income from their side hustle would be more likely to transition compared to hybrid entrepreneurs who received less than 10 percent of their income from the business venture. These results, however, are not statistically significant. Bögenhold and Klinglmair (2017) confirmed in their study that the higher the income derived from entrepreneurship, the lower the probability of having dependent employment. This suggests that entrepreneurs would be more likely to transition to full-time employment when more of their income is derived from their side hustle. In the study conducted by Tong et al. (2020), the researchers considered how relative income affects entrepreneurship entry. Their results confirmed that

individuals who were making more money than their reference peers were more likely to become entrepreneurs, and that they chose pure, full-time entrepreneurship rather than hybrid entrepreneurship. These results, therefore, suggest that income should be a motivator in transition decisions, however, the results of the present study demonstrate that income was not significant. The size of the sample may have impacted these results, and it would be worthwhile to relook at the impact of income in future studies with larger sample sizes.

The present study further demonstrated that a greater proportion of THEs receive more than 20 percent of their income from their side hustle (60.3%) compared to PHEs (44.4%), however, the difference between the two groups was not significant. The study by Viljamaa et al. (2017), obtained similar results, demonstrating that THEs receive a greater share of their income compared to PHEs, their result was also not statistically significant and merely indicative, therefore aligning with the present study's findings.

d) Hours per week spent on side hustle

The regression results indicate that the hours per week spent on a side hustle wass statistically significant in impacting the transition behaviour of hybrid entrepreneurs (p value = 0.007). The results indicate that every additional hour spent on the business venture per week increases the hybrid entrepreneurs likelihood of transition by eight percent.

In an earlier study by Burmeister-Lamp et al. (2012), the researchers investigated hybrid entrepreneurs' decisions on financial risk and return trade-offs as it relates to time allocation. The study confirmed that an individual's regulatory focus influence on the number of hours allocated to a side hustle depends on whether an additional hour dedicated to the venture yields more or less risk. Where an extra hour reduced risk, promotion-focused individuals, those who are motivated to achieve success, spent less time on their venture; whereas those individuals with a stronger prevention-focused approach, motivated to prevent losses, spent more time on their ventures. In relation to the present study, as hours per week increased, the transition likelihood also increased. While the present study did not consider the risk profiles of the entrepreneurs who participated in the survey, the findings could suggest that the sample of entrepreneurs were more prevention-focused compared to promotion-focused, and more motivated to minimise their losses; the transition therefore

enables them to manage their risk as they can allocate additional time to their venture.

In the study conducted by Bögenhold and Klinglmair (2017) the researchers further confirmed that the higher the hours worked per week on the entrepreneurial venture, the lower the probability of having dependent wage work. This finding is aligned to the present study's results, confirming that individuals would be more likely to transition when their side hustle consumes more of their time.

In the study conducted by Viljamaa et al. (2017), the study confirmed that there was a clear and statistically significant difference in time expenditure between THEs and PHEs, with THEs spending on average 9.5 hours per week, while PHEs spent on average 5.5 hours per week on their side hustles. The present study noted the median time spent per week by PHEs to be 10 hours compared to 14 hours per week by THEs (p-value < 0.001). A larger proportion of PHEs (49.2%) spent less than 10 hours per week on their side hustle, compared to THEs (24.1%), with this result being statistically significant (p value = 0.015).

In concluding, there were two explanatory variables that were statistically significant in determining the transition behaviour of hybrid entrepreneurs. The duration of operating years of the side hustle had a significant impact (p value = 0.016), with hybrid entrepreneurs starting their side hustles post 2019 being less likely to transition to full-time entrepreneurship. The amount of hours hybrid entrepreneurs spend per week on their side hustle had a significant impact on the decision to transition to full-time entrepreneurship (p- value = 0.007), demonstrating that every extra hour per week spent on the side hustle increased the hybrid entrepreneurs likelihood of transitioning by eight percent.

6.4. Discussion of binary logistic regression results: Research hypotheses

The aim of the research was to determine the impact motivational factors have in impacting hybrid entrepreneurs to transition to full-time entrepreneurship. To provide an holistic analysis of motivational factors, the study incorporated Entrepreneurial, Social, Work, Individual and Economic motivational factors. The summary regression outputs obtained across the motivational factors is illustrated in Table 16.

6.4.1. Research hypothesis one: Entrepreneurial Core motivating factors

H1: Entrepreneurial motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship

The first hypothesis considered the extent to which entrepreneurial motivating factors impact hybrid entrepreneurs to transition to full-time entrepreneurship. The Entrepreneurial Core motivating factors encompassed being independent, providing good services and products to the community, making effective use of risk taking ability, and succeeding and helping people by providing them with employment. The regression analysis indicates that the entrepreneurial motivating factors do not statistically significantly impact hybrid entrepreneurs to transition to full-time entrepreneurship.

This finding conflicts with prior research outcomes. In the study conducted by van Gelderen and Jansen (2006), the researchers demonstrated that individuals who have a high desire for independence are more likely to become full-time entrepreneurs. In the study conducted by Block and Landgraf (2016), the results of the study confirmed that independence motivation is positively associated with transition behaviour.

Literature on risk and entrepreneurship suggests that a perceived increase in risk reduces the likelihood that entrepreneurs would enter into full-time entrepreneurship (Giordano Martínez et al., 2017). This finding supports the results obtained in this study where hybrid entrepreneurs demonstrated a stronger likelihood to persist in the hybrid state when considering entrepreneurial motivating factors. Making effective use of one's risk-taking ability formed part of the entrepreneurial motivational factor, hence, as entrepreneurs did not view this to be an important motivational factor, one could assume that some of the respondents were faced with higher risks. The hybrid entrepreneurs perceived risk of their side-hustle could explain why they would be more likely to persist in their hybrid state rather than transition to full-time entrepreneurship.

In summary, entrepreneurial motivating factors did not have a statistically significant impact on hybrid entrepreneurs transitioning to full-time entrepreneurship.

6.4.2. Research hypothesis two: Social Core motivating factors

H2: Social motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship

The second research hypothesis the study considered was the impact social motivating factors could have in motivating hybrid entrepreneurs to transition to full-time entrepreneurship. The Social Core motivating factors utilised in the study included earning the respect of people, gaining satisfaction from helping others, solving social and economic problems that cause others to suffer, being a leader, being an employer and never an employee, attaining high social status, demonstrating no inferiority, and helping underprivileged people achieve something on their own.

In a study conducted by Block and Landgraf (2016), in considering the financial and non-financial motivates that impact hybrid entrepreneurs to transition to full-time entrepreneurship the authors considered the impact of social recognition. The researchers examined German part-time entrepreneurs, and found that social recognition, including the respect of others, is negatively associated with transition behaviour. Likewise, in the study conducted by Block et al. (2018), the researchers found that there was no significant link between performance orientation, which encompasses social recognition, and engagement in part-time or full-time self-employment. The present study's findings are in contrast to these studies, however, the difference could be attributed to the smaller sample size of the present study, or because the study was focused on hybrid entrepreneurs based in South Africa.

Murnieks et al. (2019), considered prosocial motivation in venture initiation, which could be seen as the equivalent of full-time entrepreneurship. The presence of prosocial motivations, focused on helping others and alleviating their suffering, in turn augmented social venturing (Williams & Shepard, 2016). Douglas and Shepard (2019), however, demonstrated that the absence of prosocial motivation can still result in social entrepreneurship intention (SEI), or the creation of businesses focused on helping others. While social entrepreneurship as a focus area is out of the boundaries of the present study, the results of the present study are aligned to the findings of Murnieks et al. (2017). The hybrid entrepreneurs who participated in the present study viewed the ability to solve for social and economic problems as important motivators in deciding to transition to full-time entrepreneurship.

In a study conducted by Block and Landgraf (2016), the authors considered independence as a motivator for hybrid entrepreneurs to transition to full-time entrepreneurship. The authors defined this as having greater flexibility in one's personal life as well as being able to be one's own boss. The results of the study indicated that independence motivation is positively associated with transition behaviour. The results of the present study are aligned to these findings. Hybrid entrepreneurs who considered social motivating factors as important, were more likely to transition to full-time entrepreneurship compared to hybrid entrepreneurs who did not consider social motivational factors as important.

Earlier hybrid entrepreneurship literature demonstrates that self-realisation is a central driver of entrepreneurship (Korunka et al., 2003). Block and Landgraf (2016) confirmed that self-realisation is a non-financial motivating factor that impacts transition decisions across hybrid entrepreneurs. The researchers defined self-realisation as being able to challenge oneself and being able to fulfil a personal vision. This is aligned to the item 'demonstrating no inferiority', part of the social motivational construct included in the present study. The research results confirmed that self-realisation is positively related to transitional behaviour, thus aligning to the results of previous studies.

In concluding, social motivating factors had a statistically significant impact on hybrid entrepreneurs transitioning to full-time entrepreneurship. Therefore, the hypothesis was accepted.

6.4.3. Research hypothesis three: Work Core motivating factors

H3: Work motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship

The study's third hypothesis focused on the impact work motivating factors have in impacting hybrid entrepreneurs transition decisions to full-time entrepreneurship. The Work Core motivating factors included achieving complete job satisfaction, utilising ones keen business sense, being able to exploit innate talents, doing something creative or innovative, achieving something others usually don't, utilising decision making or problem-solving skills, and competing with others and proving to be the best.

The present study considered job satisfaction and enjoyment as part of the work motivating factors. In a study conducted by Luc et al. (2018), the authors considered which variables may either favour or hinder the transition of entrepreneurs from one commitment level to the next in their entrepreneurial journey. The study revealed that experiencing pleasure at work substantially reduced the probability of entrepreneurial intention, while it increased the likelihood of business ownership. The study's results are in contrast to these findings, as the results of the present study confirmed that work motivating factors were not significant in determining transition intentions.

In a study conducted by Marshall et al. (2019), the researchers found that hybrid entrepreneurs exhibit greater innovative behaviours in their employee roles compared to those who fully employed. However, the study conducted by Block and Landgraf (2016) demonstrated that work-related motivating factors were not significant in transition decisions. The researchers analysed the impact innovation would have as a motivator on hybrid entrepreneurship transition decisions. Innovation was described as the desire to accomplish something new, which was closely linked to achievement motivation; the ability to be innovative; and to grow and learn as a person. The findings of the study demonstrated that innovation is not a significant motivator in transition behaviour. This outcome aligns to the results obtained in the present study, which illustrated that work motivating factors are not statistically significant in hybrid entrepreneurs deciding to transition to full-time entrepreneurship.

In concluding, work motivating factors were not statistically significant in motivating hybrid entrepreneurs to transition to full-time entrepreneurship.

6.4.4. Research hypothesis four: Individual Core motivating factors

H4: Individual motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship.

The fourth hypothesis focused on the individual motivational factors that impact the transition decision of hybrid entrepreneurs. The Individual Core motivational factors included enjoying the best luxuries of life and acquiring lots of wealth for self. The results of the study confirmed that the individual motivating factors significantly impacted transition behaviour.

Prior research both provides similar findings, as well as conflicting results. In the study by Viljamaa et al. (2017), the authors demonstrated that self-fulfilment is a very important motivating factor for both groups of PHEs and THEs but clearly more important for those who expect to transition to full-time entrepreneurship. However, the study demonstrated that making additional money for oneself was not significant in influencing transition decisions.

Studies have demonstrated that the income distribution of entrepreneurs is skewed, with a minority of entrepreneurs earning significantly more than wage earners, and a large majority earning comparably less (Hamilton, 2000). Entrepreneurship therefore offers individuals the opportunity to increase personal wealth. The study by Block and Landgraf (2016) looked at financial success as a motivator in transition decisions, however, the results of the study confirmed that the motivation to achieve financial success is not associated with transition behaviour. This result is different to the finding of the current study, however, the difference could arise due to different understandings across respondents in terms of financial success, or due to the smaller sample size of the present study compared to the study conducted by Block and Landgraf (2016).

Musílek et al. (2023) addressed how material conditions impact the extent to which start-up entrepreneurs are willing to work intensively on their ventures. While a qualitative study, there is some alignment with the results of the present study. Within the participant group, it was evident that the attainment of norms such as freedom, self-fulfilment, and working toward social impact within their startup ventures was, to a significant extent, influenced by the imperative of material necessity. This finding aligns with the importance respondents placed on the being able to enjoy the best luxuries in life in the present study, which could be viewed as a matter of materiality. In the study conducted by Maritz et al. (2023), the study found that entrepreneurs remaining in a hybrid mode, those choosing to persist, have higher lifestyle priorities. This is in conflict to the findings of this study, however, their study adopted an interpretivist philosophical paradigm of enquiry action research, and thus the smaller sample size could have influenced their findings.

In conclusion, individual motivating factors had a statistically significant impact on the decision hybrid entrepreneurs make to transition to full-time entrepreneurship. As such, the research hypothesis was accepted.

6.4.5. Research hypothesis five: Economic Core motivating factors

H5: Economic motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship

The study's final research hypothesis considered the impact economic motivational factors had on hybrid entrepreneurs transitioning to full-time entrepreneurship. The Economic Core motivational factors included ensuring the financial security of children, supplementing the family income, obtaining the best monetary returns for one's talent, overcoming money shortages, making sufficient money to clear debts and making ones family rich. The study confirmed that Economic motivational factors do not influence transition behaviour.

In an earlier study conducted by Folta et al. (2010) on Swedish hybrid entrepreneurs, the researchers emphasise the importance of recognising hybrid entrepreneurs as a separate entrepreneurship category. Literature typically suggests that individuals in lower paying jobs may be more inclined to enter hybrid entrepreneurship to supplement their income. They demonstrate that there is limited evidence that individuals who are financially constrained choose hybrid entry to supplement their income. Folta et al. (2010) demonstrated that higher earning individuals may also enter hybrid entrepreneurship to similarly supplement their own income. The study further demonstrated that individuals were not only drawn into hybrid entrepreneurship solely to supplement their income, but for psychological rewards (Folta et al., 2010). These research results are aligned to the findings of the present study which illustrated that economic motivating factors had no statistically significant impact on hybrid entrepreneurs decisions to transition to full-time entrepreneurship.

Previous research conducted by Block and Landgraf (2016) investigated how the motivation to augment one's income influenced the transition decisions of hybrid entrepreneurs. The researchers defined this motivational factor to encompass achieving financial security, to earn a larger income, and to build a business the children could inherit. The definition of this motivational factor aligns to the motivational statements encompassed in the Economic Core motivating factors used in the present study. The results obtained by Block and Landgraf (2016), demonstrated that financial success is not significantly related to transition behaviour. This outcome aligns to the results obtained in the present study, which confirmed that hybrid entrepreneurs who considered economic motivational factors

as important, were less likely to transition compared to the hybrid entrepreneurs who did not view these economic factors as important, while not statistically significant.

In summary, economic motivating factors did not have a statistically significant impact on the hybrid entrepreneurs decision to transition to full-time entrepreneurship.

6.5. Conclusion

The study aimed to address five key hypotheses as it related to the motivational factors that impact hybrid entrepreneurs transition decisions. Specifically, the study wanted to determine the extent to which Entrepreneurial, Social, Work, Individual and Economic motivational factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship. A binary logistic regression analysis was conducted to determine the extent to which the motivational factors, as well as demographic and related side hustle factors would be influential in impacting the transition behaviour of hybrid entrepreneurs. There were four key findings as it related to the study's objectives.

Firstly, while there were clear differences across the PHE and THE groups of entrepreneurs, none of these demographic differences were significant, and none of the demographic variables influenced the transition behaviour of hybrid entrepreneurs.

Secondly, there were two side hustle related factors that motivated hybrid entrepreneurs to transition to full-time entrepreneurship. The number of years the respondents had been hybrid entrepreneurs for mattered. Hybrid entrepreneurs who had less than 4 years of hybrid experience, who started their businesses post 2019, were less likely to transition to full-time entrepreneurship compared to the hybrid entrepreneurs who had started their businesses prior to 2019. The hours spent per week by the hybrid entrepreneur on their side venture influenced transition behaviour. Every additional hour spent on a side hustle per week increased the likelihood of transition by eight percent.

Third, hybrid entrepreneurs who considered the Social motivational factors to be important, were more likely to transition compared to those who did not view these motivational factors as important.

Lastly, the entrepreneurs who deemed the Individual motivational factors as important were more likely to transition to full-time entrepreneurship compared to the entrepreneurs who did not consider these factors as important.

In concluding, the study's findings indicated that the Social and Individual motivating factors were more likely to influence hybrid entrepreneurs to transition to full-time entrepreneurship compared to the Entrepreneurial, Work and Economic motivational factors.

CHAPTER 7: RESEARCH CONCLUSIONS

7.1. Introduction

Hybrid entrepreneurship has firmly established itself as a significant component of the entrepreneurial landscape (Viljamaa et al., 2017). It is notable that a considerable portion of individuals opt for this unique approach as their gateway into entrepreneurship (Gänser-Stickler et al., 2022). However, the existing body of literature has, to some extent, fallen short in comprehensively addressing the nuances of this distinct entrepreneurial activity, often overlooking the intersection of wage-earning and self-employment (Schulz et al., 2017). Moreover, the exploration of what drives individuals to opt for hybrid entrepreneurship, as opposed to a full-time entrepreneurial path, is still in its early stages of development (Gänser-Stickler et al., 2022). Previous research has indeed explored the driving forces behind both hybrid (Solesvik, 2017) and full-time entrepreneurship (Mahto & McDowell, 2018; Segal et al., 2005). Nevertheless, it's worth noting that these motivating factors exhibit considerable diversity (Solesvik, 2017). In light of this, this study attempted to address this notable gap in the literature by shedding light on the specific motivating factors that influence hybrid entrepreneurs to make the transition to full-time entrepreneurship.

The key research question for the study was to determine the extent motivational factors impact the hybrid entrepreneurship transition decision. There were five hypotheses the study proposed focused on Entrepreneurial, Social, Work, Individual and Economic motivational factors. To this end the study conducted statistical analyses to determine the extent to which the respective motivational factors would influence persistent and transitory hybrid entrepreneurs in their decision to transition to full-time entrepreneurship. The study based the research survey on the scale proposed by Vijaya and Kamalanabhan (1998) and Viljamaa et al. (2017).

To conclude this research, this chapter presents the central findings of the study. It also explores the contributions made to the theoretical knowledge base and discusses the implications for policymakers and business stakeholders, drawing from the insights gained through the principal conclusions. Additionally, the chapter addresses the limitations associated with this study and provides recommendations for future research.

7.2. Principal conclusions

This section will address the research conclusions pertaining to each research hypothesis in order to highlight the key findings of the study.

7.2.1. Research hypothesis one: Entrepreneurial Core motivating factors

The study's first hypothesis considered the extent to which entrepreneurial motivating factors impact hybrid entrepreneurs to transition to full-time entrepreneurship. The binary logistic regression analysis indicated that the entrepreneurial motivating factors do not impact hybrid entrepreneurs to transition to full-time entrepreneurship; these results were not statistically significant. Prior studies, however, demonstrated that individuals who have a high desire for independence are more likely to become full-time entrepreneurs (Block & Landgraf, 2016; van Gelderen & Jansen, 2006). Giordano Martínez et al. (2017), demonstrated in their research that as perceived risk rises, the likelihood of transitioning decreases. The ability to use one's risk effectively formed part of the entrepreneurial motivational factors, and the perception of risk faced by respondents in the present study may explain their inclination to persist in hybrid entrepreneurship.

7.2.2. Research hypothesis two: Social Core motivating factors

The second research hypothesis of the study considered the impact social motivating factors could have on the transition decision, and the findings confirmed the significance of this motivational construct.

The study conducted by Block and Landgraf (2016), found that social recognition, including the respect of others, is negatively associated with transition behaviour. The present study's findings are in contrast to this, demonstrating that gaining respect from others, as part of the motivational construct, is important. In the same study, the authors confirmed that having greater flexibility in one's personal life as well as being able to be one's own boss were positively associated with hybrid entrepreneurs transitioning to full-time entrepreneurship. The results of the present study supported these findings, as hybrid entrepreneurs considered social motivating factors as important were more likely to transition to full-time entrepreneurship compared to hybrid entrepreneurs who did not.

7.2.3. Research hypothesis three: Work Core motivating factors

The study's third hypothesis focused on the impact work motivating factors have in impacting hybrid entrepreneurs transition decisions to full-time entrepreneurship.

The findings revealed that work motivating factors do not impact hybrid entrepreneurs transition behaviour.

The present study's findings support those of Luc et al. (2018). Their research revealed that experiencing pleasure at work significantly lowers the prospect of entrepreneurial intention, while increasing the possibility of business ownership. Likewise, Block and Landgraf (2016) demonstrated that work-related motivating factors were not significant in transition decisions.

7.2.4. Research hypothesis four: Individual Core motivating factors

The fourth hypothesis focused on the individual motivational factors that impact the transition decision of hybrid entrepreneurs. The results of the study confirmed that the individual motivating factors of enjoying the best luxuries of life and acquiring lots of wealth for self, significantly impacted transition behaviour.

The study's results differed to the findings of Viljamaa et al. (2017), who demonstrated that making additional money for oneself was not significant in influencing transition decisions. Similarly, the study conducted by Block and Landgraf (2016) looked at financial success as a motivator in transition decisions, however, the results of the study confirmed that the motivation to achieve financial success is not associated with transition behaviour. The study therefore had conflicting findings to these studies, however this could be explained due to different sample sizes, or the participants understanding of the statements.

7.2.5. Research hypothesis five: Economic Core motivating factors

The study's final research hypothesis considered the impact economic motivational factors had on hybrid entrepreneurs transitioning to full-time entrepreneurship, confirming that that it did not influence transition behaviour.

In an earlier study conducted by Folta et al. (2010) on Swedish hybrid entrepreneurs, the study demonstrated that individuals were not only drawn into hybrid entrepreneurship solely to supplement their income, but for psychological rewards. Block and Landgraf (2016), obtained similar results in their study, confirming that economic motivational factors, summarised by financial security, earning a larger income, and building a business the children could inherit, do not influence the transition decision. This outcome aligns to the results obtained in the present study, which confirmed that hybrid entrepreneurs who considered economic motivational factors as important, were less likely to transition to full-time entrepreneurship

compared to the hybrid entrepreneurs who did not view the economic factors as important.

7.2.6. Other significant findings

The study identified two other key significant findings related to the side hustle factors included in the regression analysis.

The first finding relates to the hours per week hybrid entrepreneurs spend on their side hustle. The study confirmed that the hours per week spent on a side hustle is statistically significant in impacting the transition behaviour of hybrid entrepreneurs. The results revealed that every additional hour spent on the business venture per week increases the hybrid entrepreneurs likelihood to transition by eight percent. In the study conducted by Viljamaa et al. (2017), the study confirmed that there was a clear and statistically significant difference in time expenditure between THEs and PHEs. While the median hours spent across PHEs and THEs differed across the two studies, the results nonetheless confirmed that the time commitment differs across these two groups of hybrid entrepreneurs and that time is an important motivator in influencing transitional behaviour.

The second finding relates to the duration of hybrid entrepreneurship. The results of the study confirmed that the duration of hybrid entrepreneurship had a statistically significant impact on the hybrid entrepreneurs transition decision. The hybrid entrepreneurs who had been involved in their side hustles for a period shorter than four years, starting their businesses post 2019, were 69 percent less likely to transition to full-time entrepreneurship compared to hybrid entrepreneurs who had started their businesses prior to 2019. A higher proportion of THEs had been involved in their side hustles for a period exceeding four years compared to PHEs, while the difference between the two groups was not statistically significant. In the study conducted by Viljamaa et al. (2017), however, the researchers demonstrated that PHEs have a longer history of hybrid entrepreneurship compared to THEs and that the difference between the two groups is very significant. The researcher noted that the COVID-19 may have had an impact on the results received from the respondents, thereby explaining the divergent results of the two studies.

7.3. Theoretical contribution

The existing landscape of entrepreneurship research, has a limited breadth of knowledge concerning hybrid entrepreneurs and the heterogeneity and complexity

of this category of entrepreneurship (Block and Landgraf, 2016; Petrova, 2012; Solesvik, 2017). In addition to contributing to the knowledge of this field, the key academic implications of this paper are four-fold.

Firstly, the study confirmed the importance of motivational factors that influence the transition decision of hybrid entrepreneurs that have been confirmed by other researchers. The present study confirmed the importance of social factors, further established by the study conducted by Block and Landgraf (2016). Additionally, the study confirmed that the time spent on a venture impacts the likelihood of transition, as confirmed by Viljamaa et al. (2017).

Secondly, there are new factors that emerged as important within the study. Individual Core motivating factors emerged to be important factors in impacting transitional behaviour, focused namely on wealth creation for self and the ability to enjoy the best luxuries in life. This result, differed to the findings of Viljamaa et al. (2017). The disparities in findings may be attributed to variations in the contextual factors underpinning the study. South Africa grapples with heightened rates of unemployment, poverty, and inequality in contrast to developed countries in which many hybrid entrepreneurial studies are typically conducted. Additionally, there is a high level of focus on materialism in South Africa (Nkomo, 2022). While the study confirmed that the duration of hybrid entrepreneurship actually matters, the study found that there was no difference between PHEs and THEs with regards to the time spent in hybrid entrepreneurship, which is in contrast to the findings of Viljamaa et al. (2017). The difference could be attributed to differences across context or sample sizes.

Thirdly, this study adds to the gap in the body of knowledge concerning the field of hybrid entrepreneurship and motivational theory. The study incorporated both financial and non-financial motives, in a unique combination, providing empirical results across a more holistic array of motivational factors.

Fourth, the study provides additional insights into the transition decisions made by hybrid entrepreneurs. The combination of explanatory variables used in the study provides a solid base future researchers can leverage in delving deeper into the transition stage of entrepreneurship.

7.4. Implications for management and/or other stakeholders

This paper has implications for policy makers, management as well as current and future hybrid entrepreneurs.

The study has identified two implications for policy makers.

First, the factors that motivate hybrid entrepreneurs to transition to full-time entrepreneurship are crucial for policy makers to understand. Entrepreneurship plays a central role in economic development (Audretsch, 2015; Block & Landgraf, 2016; Maritz et al., 2023; Solesvik, 2017), and by understanding these motivational factors, policymakers can tailor or create strategies to better support entrepreneurs in their transition towards full-time entrepreneurship, ultimately encouraging the expansion of this critical entrepreneurial sector.

Second, the creation of structured programs, support structures or business incubators to support hybrid entrepreneurs with scaling and growing their businesses could aid economic growth and development as well as employment creation (Maritz et al., 2023; Solesvik, 2017). This is particularly relevant given the high rates of business survival associated with entrepreneurial ventures (Raffiee and Feng, 2014). South Africa is faced with a high unemployment rate, and one of the highest youth unemployment rates globally. Entrepreneurship has frequently been identified as a possible solution to solving for South Africa's devastating unemployment rate (Gamede and Uleanya, 2018; Chigunta, 2017), and thus policy makers need to consider prioritising support for entrepreneurs.

This paper further has implications for employers and managers of hybrid entrepreneurs in a corporate setting.

The current landscape across most countries and industries is marked by employment instability and uncertainty (Bilal et al., 2021). The landscape of working arrangements has significantly shifted in recent years (Kelliher et al., 2019). Employees are increasingly being required to engage in temporary and contract work, source additional jobs or work part time in order to support themselves and their families (Kalleberg, 2000). In view of this, managers overseeing hybrid entrepreneurs may contemplate the implementation of policies pertaining to employees concurrently pursuing entrepreneurial ventures alongside their salaried positions, in order to better support them.

Studies have demonstrated that hybrid entrepreneurs are able to transfer the skills learnt though their ventures, to their salaried employment, thereby companies indirectly benefit from the learned capabilities of hybrid entrepreneurs (Marshall et al., 2019). While some hybrid entrepreneurs may decide to transition to full-time entrepreneurship through this skill development or policy support, not all entrepreneurs share the same transition intentions (Viljamaa & Varamäki, 2014), and thus the company could still gain from the additional skillsets and innovative approaches acquired by the entrepreneurs.

Additionally, the study identified implications for current and future hybrid entrepreneurs.

The study established that social and individual motivational factors are likely to impact the transitional behaviour of hybrid entrepreneurs. In making decisions regarding their side hustles, current and future hybrid entrepreneurs should therefore consider the positive or negative influence these factors could potentially have on their decisions. Understanding these motivational factors, could thereby assist hybrid entrepreneurs to make more informed decisions by being more aware of the motivational factors at play.

7.5. Limitations of the research study

This paper is not without its limitations, with the majority of the limitations predominantly centred on the research design and methodology adopted.

First, the sampling methodology deployed could be a limitation. The researcher made use of a non-probability purposive and snowball sampling technique, thereby limiting the findings of the present study to the contextual factors inherent within the study and sample obtained. The purposive component of the non-probability sampling could have further influenced the demographic characteristics present in this research. Furthermore, the research design relied on voluntary participation, which could have introduced a selection bias. The snowball sampling, however, would have shifted the locus of control to a degree in identifying suitable candidates for the research minimising this potential impact.

Second, the research survey was conducted within a single country, South Africa, and thus the research findings may not be generalisable to other countries with different cultural and regulatory environments.

Third, the sampling size of the research posed as a limitation to a degree. While the study achieved a sample size in line with other key areas of study in the field of hybrid entrepreneurship, the size of the sample prevented the researcher from conducting statistical tests which required a larger sample.

Fourth, an additional limitation worth considering is the global environmental impact of COVID-19. Most significant studies in the hybrid entrepreneurship field of transition decisions were conducted prior to the pandemic. Consequently, when drawing comparisons between the outcomes of this study and prior research, it is imperative to factor in the potential effects of the pandemic on the collected responses.

7.6. Recommendations for further research

The recommendations for future research are five-fold.

First, future research could consider replicating the present study in a different environmental setting in order to validate the findings and to make them more generalisable. A larger sample size would further significantly impact the applicability of results and provide deeper insights into the field of hybrid entrepreneurship, particularly the focus area of transition decisions.

Second, the present study focused on the motivational factors that encourage transition behaviour. Future research could investigate other factors related instead to the persistence of hybrid entrepreneurship and build on the findings of previous studies (Ahsan et al., 2021; Asante et al., 2022; Caliendo et al., 2020).

Third, further research could investigate other forces that impact the transition from part-time to full-time entrepreneurship. Such factors could relate to gender (Li & Wu, 2022), learning outcomes (Ferreira, 2022; Rugpath & Mamabolo, 2022), and uncertainty (Gänser-Stickler et al., 2022). Future research opportunities related to the effects of hybrid entrepreneurship on economic development, employment creation and innovation, would be particularly relevant for a country like South Africa.

Fourth, the study contributed to the theoretical field of hybrid entrepreneurship by providing additional insights into country-specific hybrid entrepreneurs, as the study focused on entrepreneurs based within South Africa. The insights gained thus provide a comparative study for future researchers conducting research in the same or different regions.

Lastly, in alignment with the earlier proposition made by Thorgren et al. (2014), there is a clear need to foster the creation of metrics designed explicitly for the assessment of hybrid entrepreneurship. This endeavour is vital in order to achieve a more thorough understanding of the role of hybrid entrepreneurship within the broader entrepreneurial landscape. As the landscape continues to transform, research must remain agile in keeping pace with the evolving facets of this phenomenon and delve even deeper into its complexities.

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APPENDICES

Appendix A: Consistency Matrix

Research Hypothesis	Literature Review	Data Collection Tool	Analysis
H1: Entrepreneurial motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship	Block & Landgraf, 2016 Van Gelderen et al., 2015	Survey questions: Question 12, statements 14, 17, 18, 24 and 25. Question 13 will be utilised to stratify the respondents into PHE and THE.	Binary logistic regression will be used to evaluate the relationship between the Entrepreneurial motivating factors and the hybrid entrepreneurs decision to transition.
H2: Social motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship	Block et al., 2019 Javidan et al., 2006	Survey questions: Question 12, statements 3, 6, 9, 12, 21, 22, 23 and 29. Question 13 will be utilised to stratify the respondents into PHE and THE.	Binary logistic regression will be used to evaluate the relationship between the Social motivating factors and the hybrid entrepreneurs decision to transition.
H3: Work motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship	Kurczewska et al., 2022 Werdhiastutie et al., 2020	Survey questions: Question 12, statements 2, 5, 8, 11, 15, 26 and 27. Question 13 will be utilised to stratify the respondents into PHE and THE.	Binary logistic regression will be used to evaluate the relationship between the Work motivating factors and the hybrid entrepreneurs decision to transition.
H4: Individual motivating factors motivate hybrid entrepreneurs to	Maritz et al., 2023 Solesvik, 2017	Survey questions: Question 12, statements 10, 20, 28 and 30.	Binary logistic regression will be used to evaluate the relationship

transition to full-time entrepreneurship.	Viljamaa & Varamäki, 2015	Question 13 will be utilised to stratify the respondents into PHE and THE.	between the Individual motivating factors and the hybrid entrepreneurs decision to transition.
H5: Economic motivating factors motivate hybrid entrepreneurs to transition to full-time entrepreneurship	Block & Landgraf, 2016 Folta et al., 2010	Survey questions: Question 12, statements 1, 4, 7, 13, 16 and 19. Question 13 will be utilised to stratify the respondents into PHE and THE.	Binary logistic regression will be used to evaluate the relationship between the Economic motivating factors and the hybrid entrepreneurs decision to transition.

Appendix B: Consent form and survey questionnaire

Dear Participant

I am currently a student at the University of Pretoria's Gordon Institute of Business Science and completing my research in partial fulfilment of an MBA. I am conducting research on the impact of motivational factors on hybrid entrepreneurship transition decisions. This research will help us understand which factors would encourage hybrid entrepreneurs to transition to full time entrepreneurship.

The questionnaire should take no more than 10 minutes of your time. Your participation is voluntary, and you can withdraw at any time without penalty. Your participation is anonymous and only aggregated data will be reported. By completing the survey, you indicate that you voluntarily participate in this research. All results will be kept confidential.

If you have any concerns, please contact my supervisor or me. Our details are provided below.

Researcher name: Michelle le Grange

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'Hybrid Entrepreneurship' Explanation: Hybrid entrepreneurs are individuals who start and run a business(es) while maintaining salaried employment.

'Making Money' Explanation : You are actively trading as an entrepreneur and your business is earning a profit

Pre-Qualification Questions:

1. Are you a hybrid entrepreneur – an individual who is earning a fixed salary each month while running a business on the side?
a. Yes
b. No

2. Is your side business making money – you are actively trading and your business is earning a profit?
   a. Yes
   b. No

**If the individual answers yes to the above two questions they can proceed with the remainder of the questionnaire*

3. Please indicate your gender:
a. Female
b. Male
c. Other

4. Please indicate your ethnic group:
a. African
b. Coloured
c. Indian/Asian
d. White
e. Other

5. Please indicate your age:
a. 18 – 29 years
b. 30 – 39 years
c. 40 – 49 years
d. 50 – 59 years
e. 60+ years

6. Please indicate your highest qualification:
a. Primary/ preparatory school
b. Senior/ high school
c. Matric or national certificate
d. Diploma or advanced certificate
e. Bachelor degree or advanced diploma
f. Honours degree or postgraduate diploma
g. Masters degree
h. Doctoral degree
i. Other

7. Please choose the best alternative that best describes your position in your wage employment:
a. Top management
b. Middle management/ Supervisory position
c. Expert position
d. Employee position

e. Other: _____

8. Which year did you begin your part-time business? (If you have started more than one part-time business, please make reference to the eldest still-functioning business): _____

9. Is increasing the turnover of your business an objective for you?
a. I aim for strong growth
b. I aim for growth according to opportunities
c. I aim to maintain current level
d. I plan to wind the business down

10. What share of your total income has come from entrepreneurship in the last 12 months? (Please state it as a percentage (%)): _____

11. How many hours per week do you spend on your entrepreneurial venture/enterprise? (Please state in hours): _____

12. In the table below please read and rate each statement using the scale provided, please make a mark in the column for the most appropriate response

	Reasons why I chose entrepreneurship as my career	Not Important	Slightly Important	Important	Very Important	Extremely Important
1	Get over shortage of money					
2	Get complete job satisfaction					
3	Be a leader					
4	Make my family rich					
5	Utilise my keen business sense					
6	Be an employer, never an employee					
7	Get best monetary returns for my talent					
8	Exploit my innate talent & potential in a profession					
9	Attain high social status					
10	Acquire lots of wealth for self					
11	Do something creative/innovative					

12	Show that I am inferior to none					
13	Supplement the family income					
14	Make effective use of my risk-taking ability and succeed					
15	Do something/achieve something that others usually do not					
16	Ensure financial stability of children					
17	Be independent					
18	Provide good service or products to the community					
19	Make money to clear debts					
20	Have my own preferred workstyle & lifestyle					
21	Earn the respect of people					
22	Gain satisfaction because I am helping others in need					
23	Solve social and economic problems that cause others to suffer					
24	Help people by providing them employment					
25	Utilise the concessions or loans from the government or banks etc.					
26	Utilise my decision-making/problem-solving skills to profit in a career					
27	Compete with other and prove to be the best					
28	Enjoy the best luxuries of life					

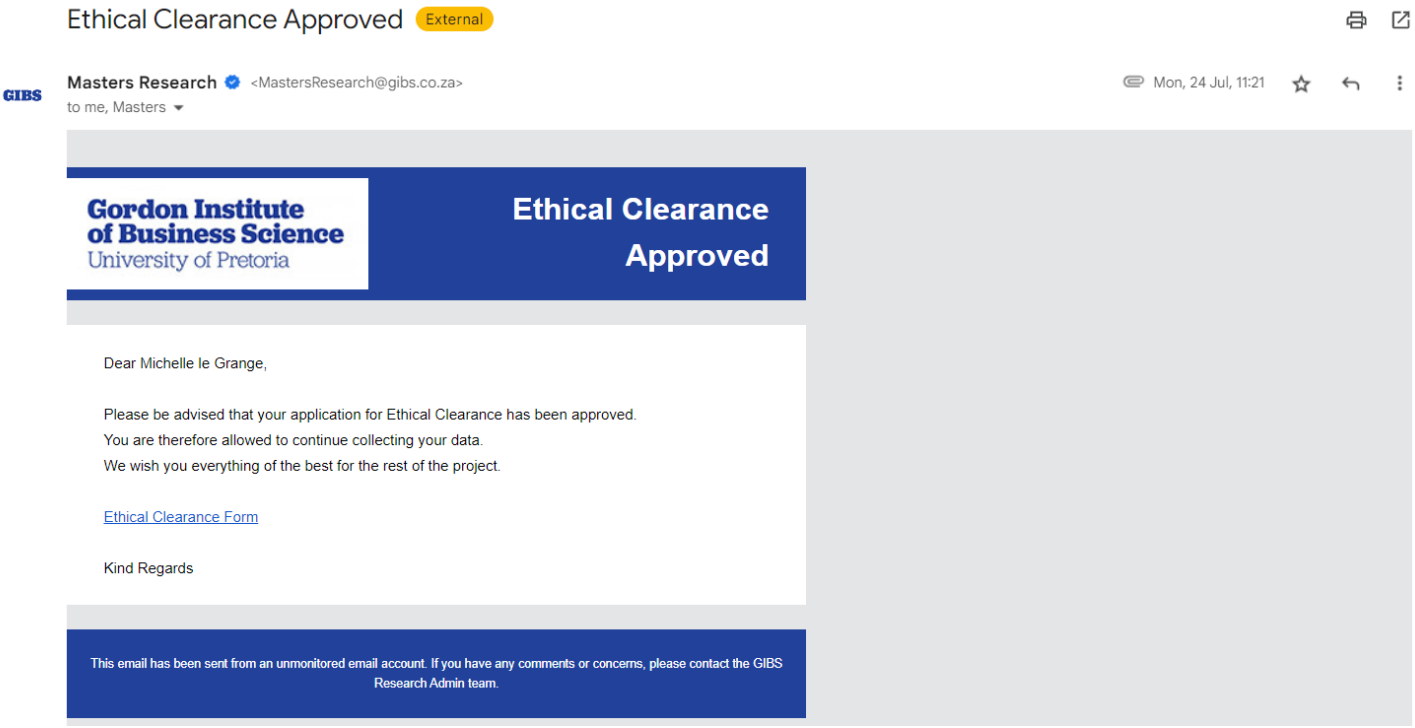
29	Help underprivileged people achieve what they are unable to achieve on their own					
30	Get over monotony, experience change					

13. Please read and rate the following two statements based on the scale provided.

Entrepreneurship Transition	1 Very Unlikely	2	3	4	5 Very Likely
How likely are you to transition to full-time entrepreneurship within the next year?					
Employment satisfaction	**1 Very dissatisfied**	**2**	**3**	**4**	**5 Very satisfied**
How satisfied are you with your wage employment as a whole (content, challenges, compensation etc.)?					

Thank you for participating in the questionnaire.

Appendix C: Ethical clearance



Ethical Clearance Approved External

Masters Research <MastersResearch@gibs.co.za>
to me, Masters

Mon, 24 Jul, 11:21

Gordon Institute of Business Science
University of Pretoria

Ethical Clearance Approved

Dear Michelle le Grange,

Please be advised that your application for Ethical Clearance has been approved.
You are therefore allowed to continue collecting your data.
We wish you everything of the best for the rest of the project.

Ethical Clearance Form

Kind Regards

This email has been sent from an unmonitored email account. If you have any comments or concerns, please contact the GIBS Research Admin team.

Appendix D: Code book

CODE BOOK			
Question	**Name**	**Label**	**Value**
Q1	Hybrid Entrepreneur	1	Yes
		2	No
Q2	Side Hustle generating income	1	Yes
		2	No
*Note Q1 and Q2 were qualification questions – only if the respondent answered “Yes” to both Q1 and Q2 were they able to proceed to answer the remaining questions			
Q3	Gender	1	Female
		2	Male
Q4	Ethnicity	1	African
		2	Coloured
		3	Indian/Asian
		4	White
		5	Other
Q5	Age	1	18-29 years
		2	30-39 years
		3	40-49 years
		4	50-59 years
		5	60+ years
Q6	Qualification	1	Primary/preparatory school
		2	Matric or national certificate
		3	Bachelor degree or advanced diploma

		4	Honours degree or postgraduate diploma
		5	Masters degree
		6	Doctoral degree
		7	Other
Q7	Position	1	Top management
		2	Middle management/supervisory position
		3	Expert position
		4	Employee position
		5	Other
Q8	Year business was started		Open text question expressed as a year
Q9	Turnover Objective	1	I am for strong growth
		2	I am for growth according to opportunities
		3	I aim to maintain current level
		4	I plan to wind the business down
Q10	Share of Total Income		Open text question expressed as a %
Q11	Hours per week		Open text question expressed as hours
Q12_1 – Q12_30	Q12_1 – Q12_30	1	Not Important
		2	Slightly Important
		3	Important
		4	Very Important
		5	Extremely Important

Q13	Transition Intention	1	Very Unlikely
		2	Unlikely
		3	Neutral
		4	Likely
		5	Very Likely
Q14	Work Satisfaction	1	Very dissatisfied
		2	Dissatisfied
		3	Neutral
		4	Satisfied
		5	Very satisfied

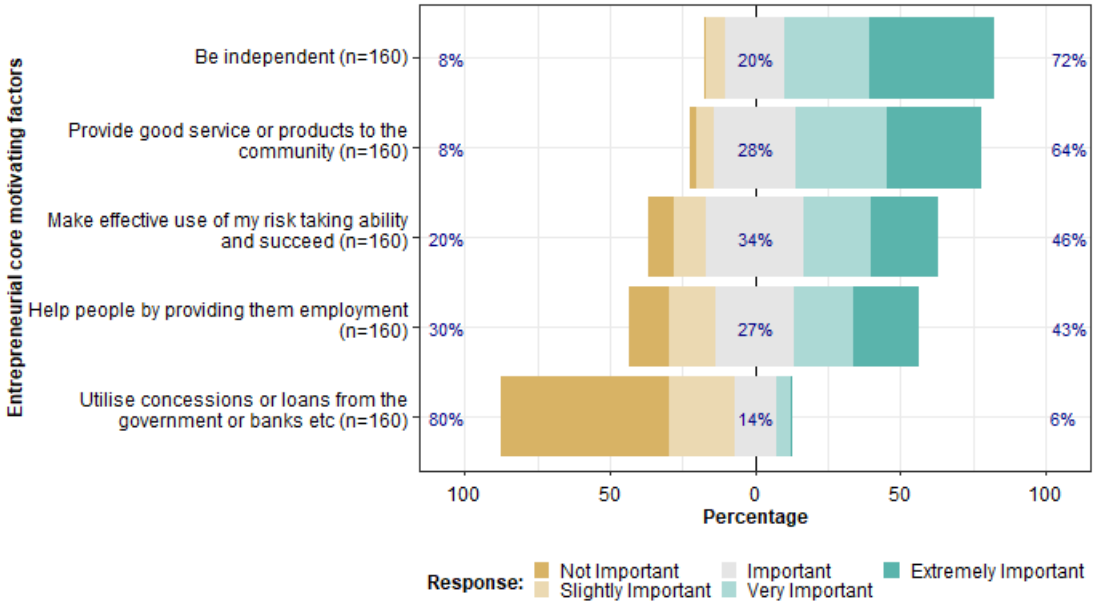
Appendix E: Likert-scale statements associated with research constructs

Research Construct	Corresponding Likert-Scale Statement	Code
Entrepreneurial Core	S14: Make effective use of my risk-taking ability and succeed	EN5
	S17: Be independent	EN1
	S18: Provide good service or products to the community	EN2
	S24: Help people by providing them employment	EN3
	S25: Utilise the concessions or loans from the government or banks etc.	EN4
Social Core	S3: Be a leader	SO4
	S6: Be an employer, never an employee	SO5
	S9: Attain high social status	SO6
	S12: Show that I am inferior to none	SO7
	S21: Earn the respect of people	SO1
	S22: Gain satisfaction because I am helping others in need	SO2
	S23: Solve social and economic problems that cause others to suffer	SO3
	S29: Help underprivileged people achieve what they are unable to achieve on their own	SO8
Work Core	S2: Get complete job satisfaction	WO1
	S5: Utilise my keen business sense	WO2
	S8: Exploit my innate talent & potential in a profession	WO3
	S11: Do something creative/innovative	WO4
	S15: Do something/achieve something that others usually do not	WO5
	S26: Utilise my decision-making/problem-solving skills to profit in a career	WO6
	S27: Compete with other and prove to be the best	WO7
Individual Core	S10: Acquire lots of wealth self	IN4
	S20: Have my own preferred workstyle & lifestyle	IN1
	S28: Enjoy the best luxuries of life	IN2
	S30: Get over monotony, experience change	IN3
Economic Core	S1: Get over shortage of money	EC3
	S4: Make my family rich	EC4
	S7: Get best monetary returns for my talent	EC5
	S13: Supplement the family income	EC6
	S16: Ensure financial stability of children	EC1
	S19: Make money to clear debts	EC2

Appendix F: Reliability analysis results

The output below indicates the scale reliability across the five motivational constructs.

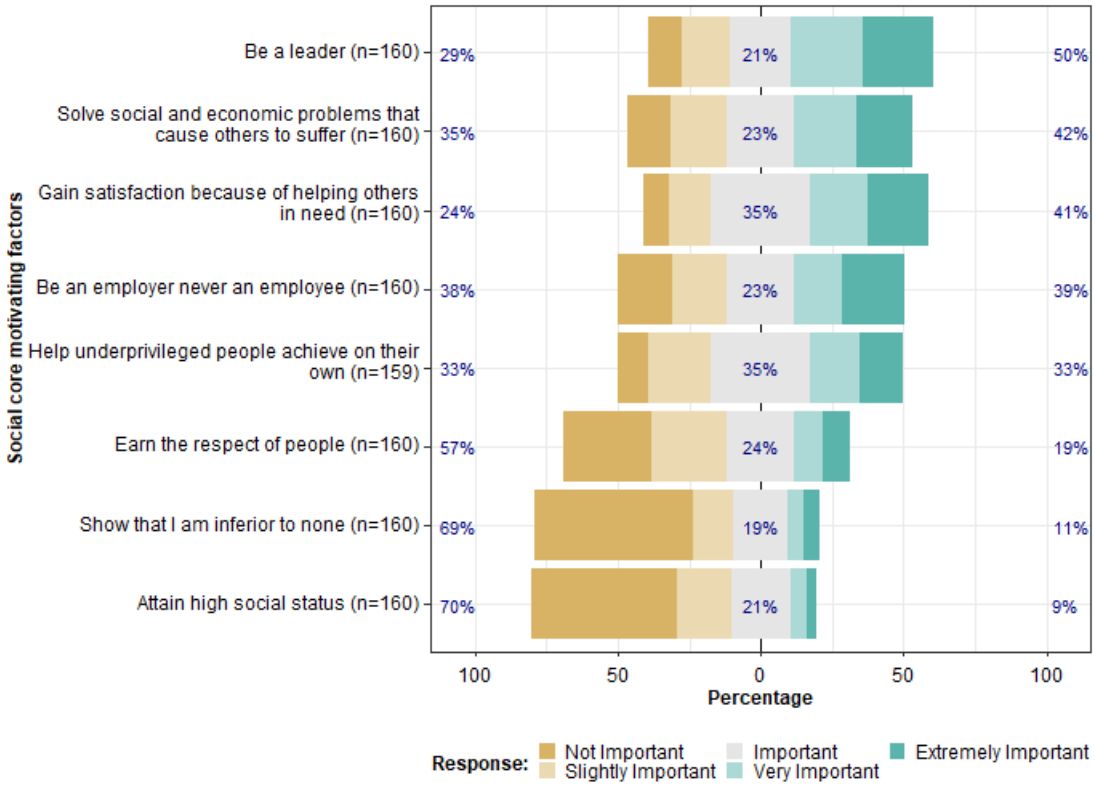
Entrepreneurial core motivating factors



Items	Mean	Item-rest correlation	Alpha-if-deleted
Be independent	4.075	0.484	0.652
Provide good service or products to the community	3.862	0.504	0.640
Help people by providing them employment	3.219	0.520	0.631
Make effective use of my risk taking ability and succeed	3.406	0.487	0.647
Overall	3.641	-	0.706

ITEMS DROPPED	Improvement	ItemsMaxAlpha	OverallAlpha
Utilise concessions or loans from the government or banks etc	1	0.7065	0.6668
ITEMS SCALE REVERSED	-	-	-
#N/A	#N/A	#N/A	#N/A

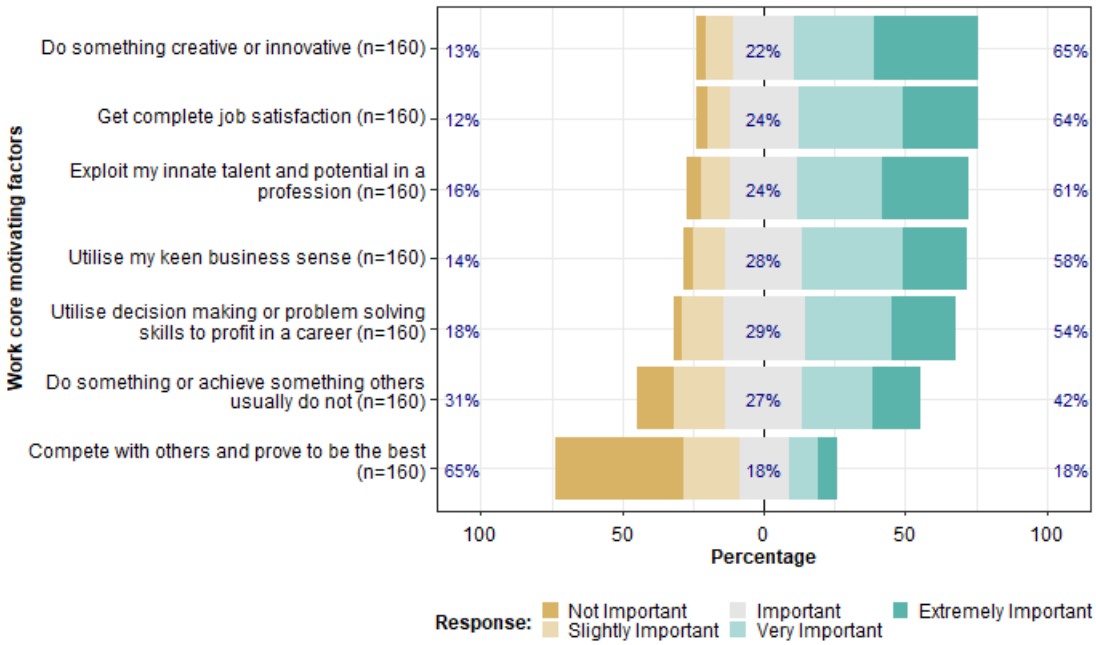
Social core motivating factors



Items	Mean	Item-rest correlation	Alpha-if-deleted
Earn the respect of people	2.409	0.456	0.784
Gain satisfaction because of helping others in need	3.296	0.563	0.767
Solve social and economic problems that cause others to suffer	3.126	0.646	0.753
Be a leader	3.358	0.497	0.777
Be an employer never an employee	3.025	0.457	0.785
Attain high social status	1.925	0.371	0.795
Show that I am inferior to none	1.925	0.461	0.783
Help underprivileged people achieve on their own	3.044	0.619	0.759
Overall	2.763	-	0.798

ITEMS DROPPED	Improvement	ItemsMaxAlpha	OverallAlpha
#N/A	#N/A	#N/A	#N/A
ITEMS SCALE REVERSED	-	-	-
#N/A	#N/A	#N/A	#N/A

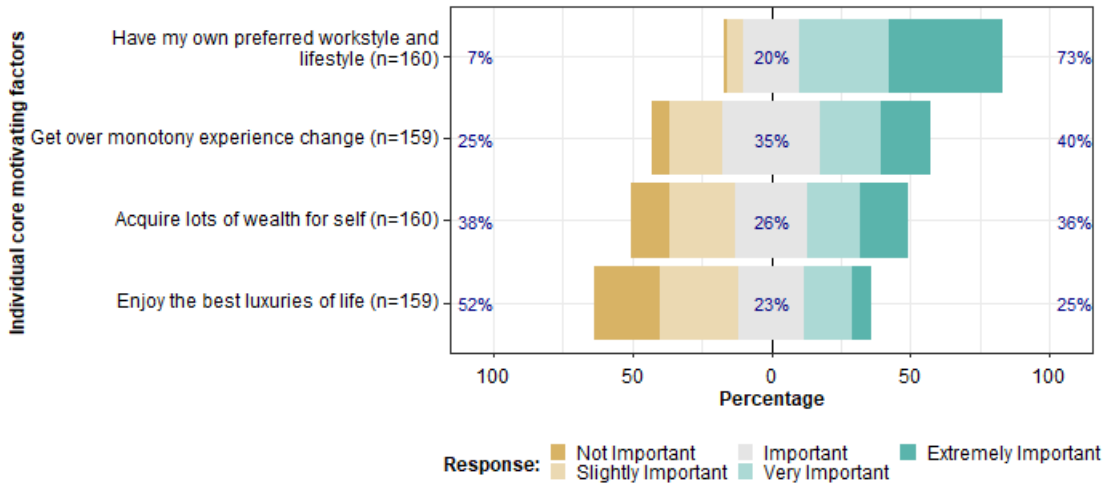
Work core motivating factors



Items	Mean	Item-rest correlation	Alpha-if-deleted
Get complete job satisfaction	3.744	0.330	0.688
Utilise my keen business sense	3.631	0.449	0.660
Exploit my innate talent and potential in a profession	3.700	0.379	0.676
Do something creative or innovative	3.850	0.389	0.674
Do something or achieve something others usually do not	3.144	0.515	0.638
Utilise decision making or problem solving skills to profit in a career	3.562	0.474	0.653
Compete with others and prove to be the best	2.138	0.351	0.686
Overall	3.396	-	0.702

ITEMS DROPPED	Improvement	ItemsMaxAlpha	OverallAlpha
#N/A	#N/A	#N/A	#N/A
ITEMS SCALE REVERSED	-	-	-
#N/A	#N/A	#N/A	#N/A

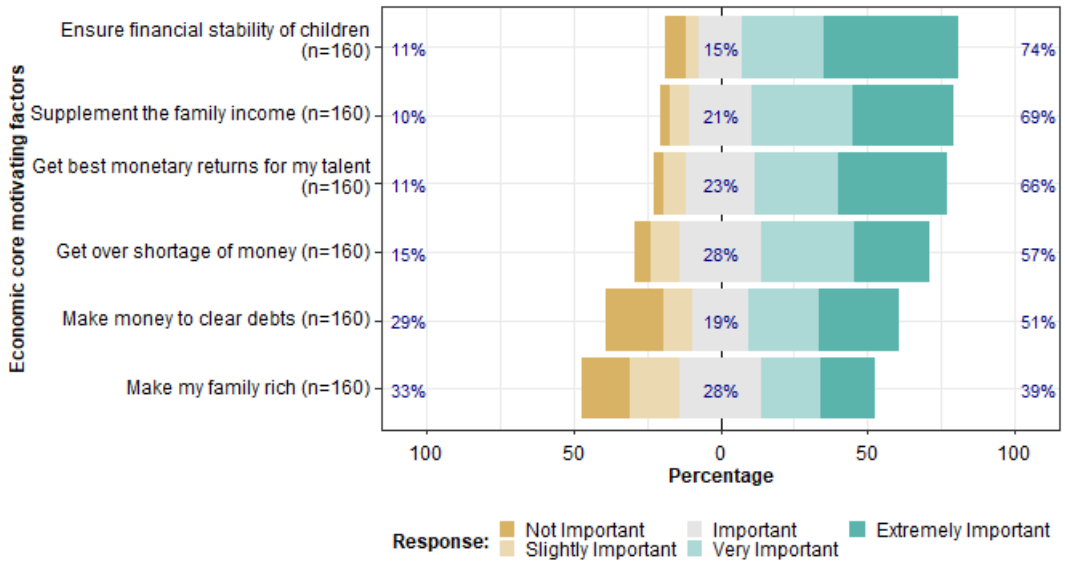
Individual core motivating factors



Items	Mean	Item-rest correlation	Alpha-if-deleted
Enjoy the best luxuries of life	2.553	0.566	0.537
Acquire lots of wealth for self	3.038	0.566	0.597
Overall	2.796	-	0.722

ITEMS DROPPED	Improvement	ItemsMaxAlpha	OverallAlpha
Get over monotony experience change	1	0.6291	0.5922
Have my own preferred workstyle and lifestyle	2	0.7225	0.6291
ITEMS SCALE REVERSED	-	-	-
#N/A	#N/A	#N/A	#N/A

Economic core motivating factors



Items	Mean	Item-rest correlation	Alpha-if-deleted
Ensure financial stability of children	4.019	0.641	0.762
Make money to clear debts	3.300	0.541	0.789
Get over shortage of money	3.625	0.608	0.770
Make my family rich	3.081	0.557	0.782
Get best monetary returns for my talent	3.881	0.462	0.800
Supplement the family income	3.900	0.639	0.766
Overall	3.634	-	0.808

ITEMS DROPPED	Improvement	ItemsMaxAlpha	OverallAlpha
#N/A	#N/A	#N/A	#N/A
ITEMS SCALE REVERSED	-	-	-
#N/A	#N/A	#N/A	#N/A

Appendix G: Pearson's Correlation level of significance table

	Level of Significance (α)					
One-tailed	0.1	0.05	0.025	0.01	0.005	0.0005
Two-tailed	0.2	0.1	0.05	0.02	0.01	0.001
df						
1	0.9511	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.8000	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.6870	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.6084	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.5509	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.5067	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.4716	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.4428	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.4187	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.3981	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.3802	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.3646	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.3507	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.3383	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.3271	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.3170	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3077	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.2992	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.2914	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.2841	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.2774	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.2711	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.2653	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.2598	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.2546	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.2497	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.2451	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.2407	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.2366	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2327	0.2960	0.3494	0.4093	0.4487	0.5541
35	0.2156	0.2746	0.3246	0.3810	0.4182	0.5189
40	0.2018	0.2573	0.3044	0.3578	0.3932	0.4896
45	0.1903	0.2429	0.2876	0.3384	0.3721	0.4647
50	0.1806	0.2306	0.2732	0.3218	0.3542	0.4432
60	0.1650	0.2108	0.2500	0.2948	0.3248	0.4079
70	0.1528	0.1954	0.2319	0.2737	0.3017	0.3798
80	0.1430	0.1829	0.2172	0.2565	0.2830	0.3568
90	0.1348	0.1726	0.2050	0.2422	0.2673	0.3375
100	0.1279	0.1638	0.1946	0.2301	0.2540	0.3211
125	0.1145	0.1466	0.1743	0.2062	0.2278	0.2886
150	0.1045	0.1339	0.1593	0.1886	0.2083	0.2643
175	0.0968	0.1240	0.1476	0.1747	0.1932	0.2453
200	0.0905	0.1161	0.1381	0.1636	0.1809	0.2298

Appendix H: Pearson's Correlation results

Correlations

		Entrepreneurial_Core	EN1	EN2	EN3	EN5
Entrepreneurial_Core	Pearson Correlation	1	,693**	,712**	,781**	,739**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001
	N	160	160	160	160	160
EN1	Pearson Correlation	,693**	1	,354**	,362**	,403**
	Sig. (2-tailed)	<,001		<,001	<,001	<,001
	N	160	160	160	160	160
EN2	Pearson Correlation	,712**	,354**	1	,449**	,346**
	Sig. (2-tailed)	<,001	<,001		<,001	<,001
	N	160	160	160	160	160
EN3	Pearson Correlation	,781**	,362**	,449**	1	,381**
	Sig. (2-tailed)	<,001	<,001	<,001		<,001
	N	160	160	160	160	160
EN5	Pearson Correlation	,739**	,403**	,346**	,381**	1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	
	N	160	160	160	160	160

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

Correlations

		Social_Core	SO1	SO2	SO3	SO4	SO5	SO6	SO7	SO8
Social_Core	Pearson Correlation	1	,601**	,684**	,758**	,641**	,610**	,517**	,602**	,725**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001
	N	160	160	160	160	160	160	160	160	160
SO1	Pearson Correlation	,601**	1	,277**	,290**	,226**	,232**	,411**	,443**	,240**
	Sig. (2-tailed)	<,001		<,001	<,001	,004	,003	<,001	<,001	,002
	N	160	160	160	160	160	160	160	160	160
SO2	Pearson Correlation	,684**	,277**	1	,670**	,335**	,318**	,086	,219**	,608**
	Sig. (2-tailed)	<,001	<,001		<,001	<,001	<,001	,282	,005	<,001
	N	160	160	160	160	160	160	160	160	160
SO3	Pearson Correlation	,758**	,290**	,670**	1	,375**	,364**	,179*	,274**	,720**
	Sig. (2-tailed)	<,001	<,001	<,001		<,001	<,001	,023	<,001	<,001
	N	160	160	160	160	160	160	160	160	160
SO4	Pearson Correlation	,641**	,226**	,335**	,375**	1	,369**	,239**	,257**	,452**
	Sig. (2-tailed)	<,001	,004	<,001	<,001		<,001	,002	,001	<,001
	N	160	160	160	160	160	160	160	160	160
SO5	Pearson Correlation	,610**	,232**	,318**	,364**	,369**	1	,175*	,246**	,338**
	Sig. (2-tailed)	<,001	,003	<,001	<,001	<,001		,027	,002	<,001
	N	160	160	160	160	160	160	160	160	160
SO6	Pearson Correlation	,517**	,411**	,086	,179*	,239**	,175*	1	,501**	,161*
	Sig. (2-tailed)	<,001	<,001	,282	,023	,002	,027		<,001	,042
	N	160	160	160	160	160	160	160	160	160
SO7	Pearson Correlation	,602**	,443**	,219**	,274**	,257**	,246**	,501**	1	,210**
	Sig. (2-tailed)	<,001	<,001	,005	<,001	,001	,002	<,001		,008
	N	160	160	160	160	160	160	160	160	160
SO8	Pearson Correlation	,725**	,240**	,608**	,720**	,452**	,338**	,161*	,210**	1
	Sig. (2-tailed)	<,001	,002	<,001	<,001	<,001	<,001	,042	,008	
	N	160	160	160	160	160	160	160	160	160

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

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

Correlations

		Work_Core	WO1	WO2	WO3	WO4	WO5	WO6	WO7
Work_Core	Pearson Correlation	1	,520**	,613**	,576**	,578**	,695**	,639**	,573**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001	<,001	<,001	<,001
	N	160	160	160	160	160	160	160	160
WO1	Pearson Correlation	,520**	1	,173*	,285**	,248**	,225**	,097	,203*
	Sig. (2-tailed)	<,001		,029	<,001	,002	,004	,222	,010
	N	160	160	160	160	160	160	160	160
WO2	Pearson Correlation	,613**	,173*	1	,273**	,249**	,303**	,501**	,158*
	Sig. (2-tailed)	<,001	,029		<,001	,001	<,001	<,001	,046
	N	160	160	160	160	160	160	160	160
WO3	Pearson Correlation	,576**	,285**	,273**	1	,189*	,202*	,261**	,215**
	Sig. (2-tailed)	<,001	<,001	<,001		,017	,010	<,001	,006
	N	160	160	160	160	160	160	160	160
WO4	Pearson Correlation	,578**	,248**	,249**	,189*	1	,433**	,226**	,096
	Sig. (2-tailed)	<,001	,002	,001	,017		<,001	,004	,228
	N	160	160	160	160	160	160	160	160
WO5	Pearson Correlation	,695**	,225**	,303**	,202*	,433**	1	,344**	,336**
	Sig. (2-tailed)	<,001	,004	<,001	,010	<,001		<,001	<,001
	N	160	160	160	160	160	160	160	160
WO6	Pearson Correlation	,639**	,097	,501**	,261**	,226**	,344**	1	,293**
	Sig. (2-tailed)	<,001	,222	<,001	<,001	,004	<,001		<,001
	N	160	160	160	160	160	160	160	160
WO7	Pearson Correlation	,573**	,203*	,158*	,215**	,096	,336**	,293**	1
	Sig. (2-tailed)	<,001	,010	,046	,006	,228	<,001	<,001	
	N	160	160	160	160	160	160	160	160

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

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

Correlations

		Individual_Core	IN2	IN4
Individual_Core	Pearson Correlation	1	,710**	,796**
	Sig. (2-tailed)		<,001	<,001
	N	160	160	160
IN2	Pearson Correlation	,710**	1	,558**
	Sig. (2-tailed)	<,001		<,001
	N	160	160	160
IN4	Pearson Correlation	,796**	,558**	1
	Sig. (2-tailed)	<,001	<,001	
	N	160	160	160

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

Correlations

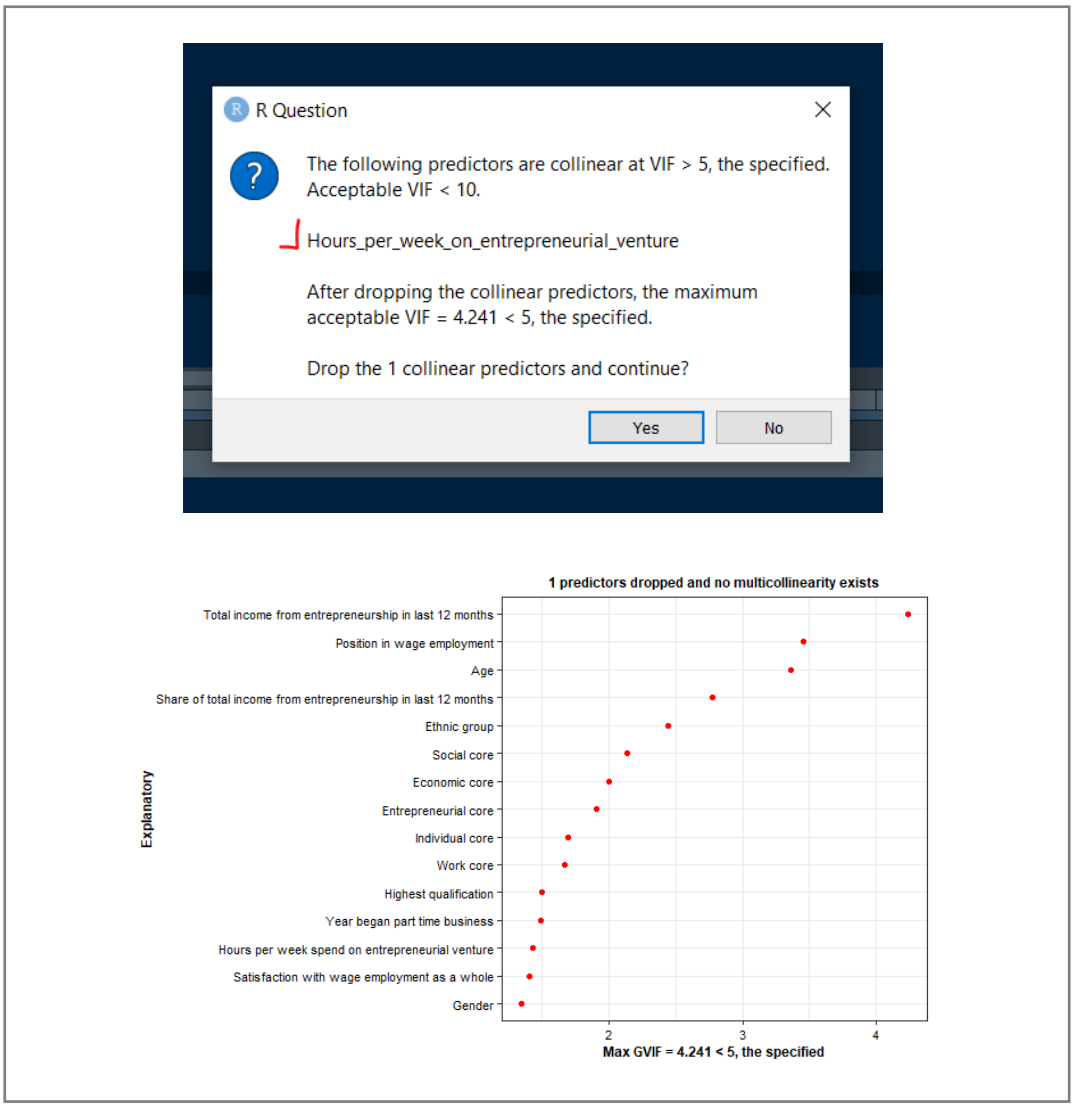
		Economic_Core	EC1	EC2	EC3	EC4	EC5	EC6
Economic_Core	Pearson Correlation	1	,766**	,724**	,734**	,720**	,619**	,751**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001	<,001	<,001
	N	160	160	160	160	160	160	160
EC1	Pearson Correlation	,766**	1	,424**	,435**	,527**	,398**	,534**
	Sig. (2-tailed)	<,001		<,001	<,001	<,001	<,001	<,001
	N	160	160	160	160	160	160	160
EC2	Pearson Correlation	,724**	,424**	1	,534**	,288**	,290**	,485**
	Sig. (2-tailed)	<,001	<,001		<,001	<,001	<,001	<,001
	N	160	160	160	160	160	160	160
EC3	Pearson Correlation	,734**	,435**	,534**	1	,379**	,292**	,560**
	Sig. (2-tailed)	<,001	<,001	<,001		<,001	<,001	<,001
	N	160	160	160	160	160	160	160
EC4	Pearson Correlation	,720**	,527**	,288**	,379**	1	,455**	,432**
	Sig. (2-tailed)	<,001	<,001	<,001	<,001		<,001	<,001
	N	160	160	160	160	160	160	160
EC5	Pearson Correlation	,619**	,398**	,290**	,292**	,455**	1	,289**
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001		<,001
	N	160	160	160	160	160	160	160
EC6	Pearson Correlation	,751**	,534**	,485**	,560**	,432**	,289**	1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	<,001	
	N	160	160	160	160	160	160	160

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

Appendix I: Binary logistic regression assumption data output

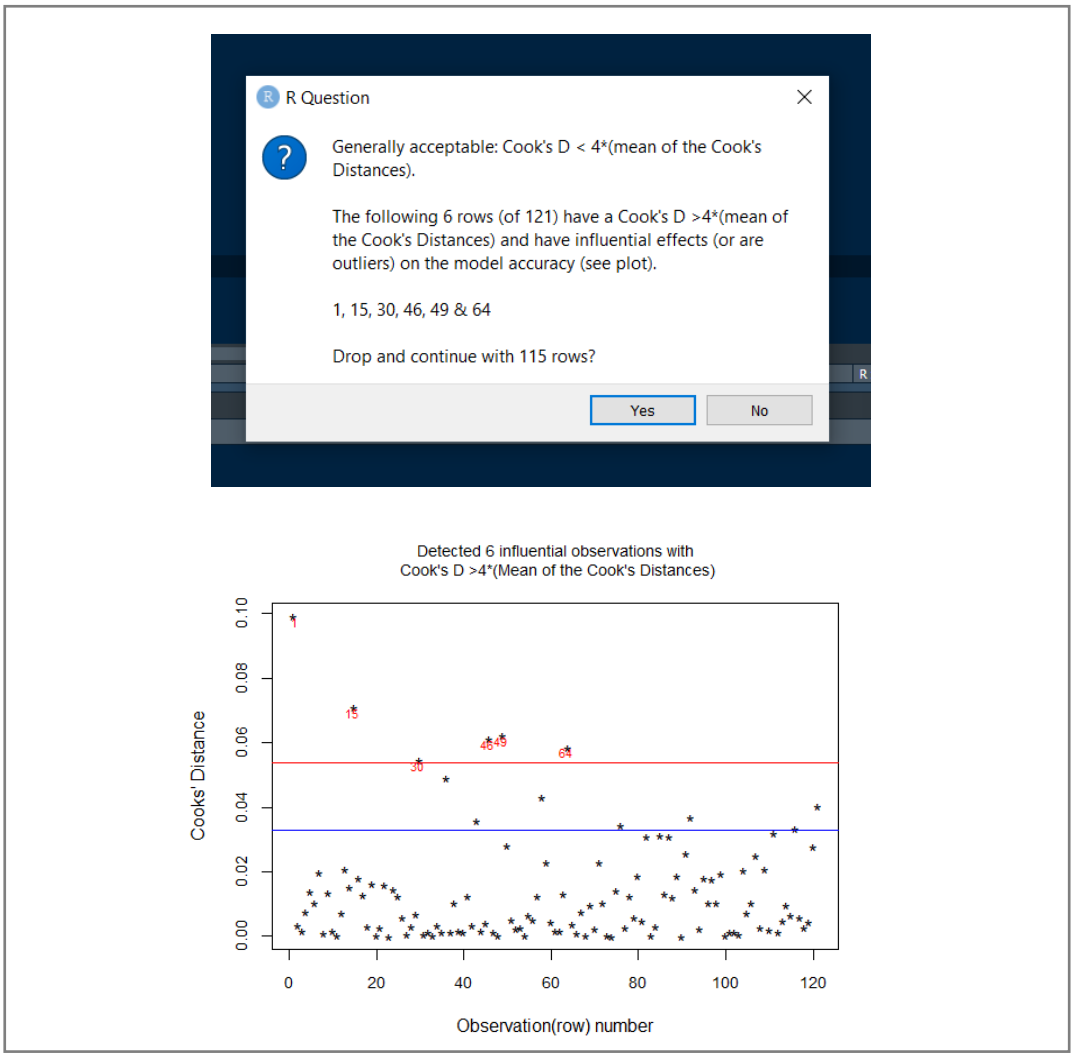
The output in this section relates to the assumptions of the binary logistic regression and final model output.

The output below indicates the absence of multicollinearity in the data. To assess multicollinearity and to ensure that it is not a concern, the study followed the guidelines as proposed by Field (2018): The largest VIF <10; average VIF is not substantially greater than 1.

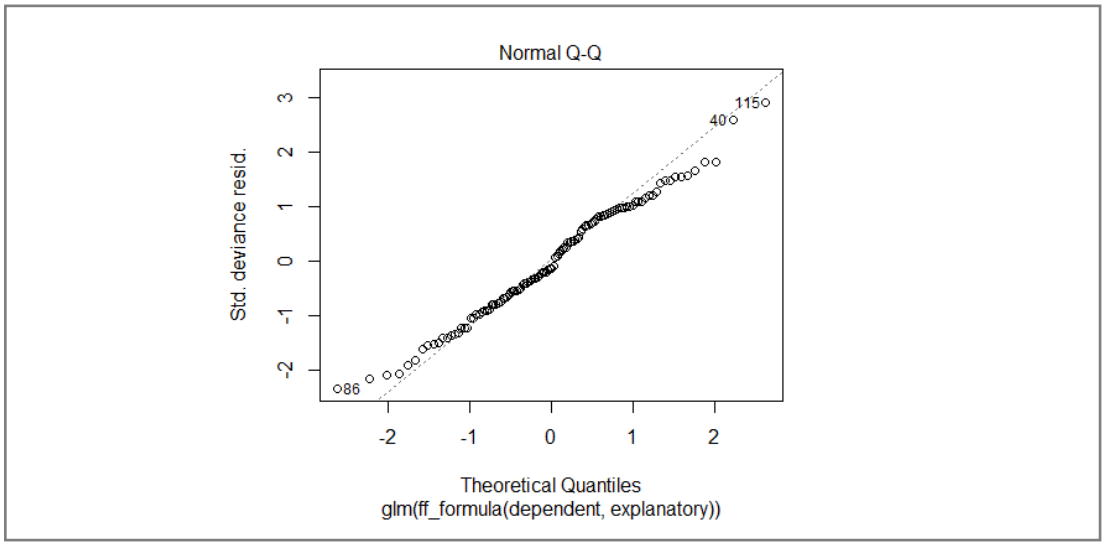


The output below indicates the outliers that were identified within the data. To identify any outliers Cooke's distance was calculated. The results revealed the presence of six influential observations or outliers (respondent 1, 15, 30, 46, 49 & 64). These respondents had a Cook's Distance greater than 4,and were deemed to be influential

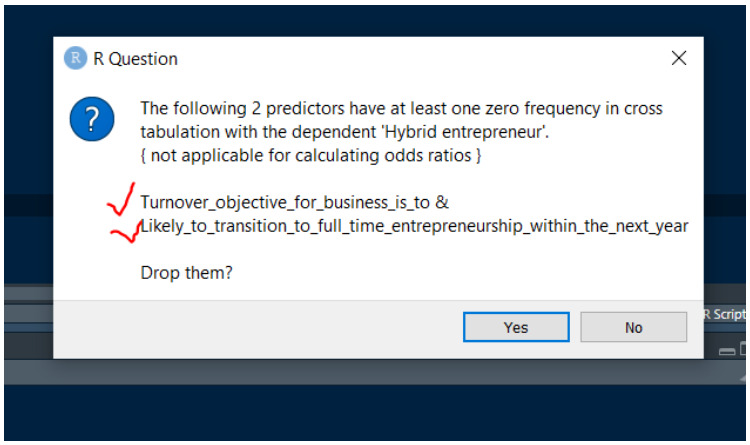
data points. These outliers were deleted from the data before running the multiple regression.



The output below indicates the linearity observed in the data. The normality probability plot of the regression standardised residuals was assessed, confirming that the data was positioned along the diagonal line.



The output below indicates the two independent variables which were not included in the final regression model.



Appendix J: Control variable and related side hustle descriptive and inferential outputs

Hybrid entrepreneur	Persistence (N=63)	Transition (N=58)	p-value	Overall (N=121)
Gender			Chisq., p = 0.212	
Female	32 (50.8%)	36 (62.1%)		68 (56.2%)
Male	31 (49.2%)	22 (37.9%)		53 (43.8%)
Ethnic group			Chisq., p = 0.517	
African	23 (36.5%)	27 (46.6%)		50 (41.3%)
Coloured/Indian/Asian	6 (9.5%)	4 (6.9%)		10 (8.3%)
White	34 (54.0%)	27 (46.6%)		61 (50.4%)
Age			Chisq., p = 0.976	
18-29yrs	9 (14.3%)	9 (15.5%)		18 (14.9%)
30-39yrs	38 (60.3%)	34 (58.6%)		72 (59.5%)
40+yrs	16 (25.4%)	15 (25.9%)		31 (25.6%)
Highest qualification			Chisq., p = 0.071	
Diploma/Advanced certificate and below	9 (14.3%)	16 (27.6%)		25 (20.7%)
Degree/Advanced diploma and above	54 (85.7%)	42 (72.4%)		96 (79.3%)
Position in wage employment			Chisq., p = 0.198	
Top management	10 (15.9%)	16 (27.6%)		26 (21.5%)
Middle management/Supervisory position	19 (30.2%)	17 (29.3%)		36 (29.8%)
Expert position	20 (31.7%)	10 (17.2%)		30 (24.8%)
Employee position	14 (22.2%)	15 (25.9%)		29 (24.0%)
Year began part time business			Chisq., p = 0.139	
<2019	20 (31.7%)	26 (44.8%)		46 (38.0%)
2019+	43 (68.3%)	32 (55.2%)		75 (62.0%)
Turnover objective for business is to			Fisher's, p = 0.049	
Strong growth	18 (28.6%)	26 (44.8%)	all pwc p.adj ns	44 (36.4%)
Growth according to opportunities	26 (41.3%)	25 (43.1%)	reduced Type I	51 (42.1%)
Maintain current level	17 (27.0%)	7 (12.1%)		24 (19.8%)
Wind the business down	2 (3.2%)	0 (0.0%)		2 (1.7%)
Share of total income from entrepreneurship in last 12 months			Ranksum	
Mean±SD(CV%)				

Hybrid entrepreneur	Persistence (N=63)	Transition (N=58)	p-value	Overall (N=121)
Median(Q1-Q3)	15.0(5.00-25.0)	20.0(10.0-43.8)	0.008	20.0(9.00-30.0)
n(Min-Max)	63(0-80.0)	58(4.00-90.0)		121(0-90.0)
Hours per week spend on entrepreneurial venture			Ranksum	
Mean±SD(CV%)				
Median(Q1-Q3)	10.0(4.50-14.5)	14.0(10.0-20.0)	<0.001	10.0(7.00-18.0)
n(Min-Max)	63(1.00-56.0)	58(1.00-160)		121(1.00-160)
Total income from entrepreneurship in last 12 months			Chisq., p = 0.145	
<10%	21 (33.3%)	11 (19.0%)		32 (26.4%)
10-<20%	14 (22.2%)	12 (20.7%)		26 (21.5%)
20+%	28 (44.4%)	35 (60.3%)		63 (52.1%)
Hours per week on entrepreneurial venture			Chisq., p = 0.016	
<10hrs	31 (49.2%)	14 (24.1%)	0.015	45 (37.2%)
10-<20hrs	21 (33.3%)	27 (46.6%)	0.579	48 (39.7%)
20+hrs	11 (17.5%)	17 (29.3%)	0.408	28 (23.1%)