

# “Emerging entrepreneurs and the creative merchantry with reference to I heart market in Durban”

## AUTHORS

John Amolo  
Andrisha Beharry-Ramraj

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John Amolo (South Africa), Andrishah Beharry-Ramraj (South Africa)

## Emerging entrepreneurs and the creative merchantry with reference to I heart market in Durban, South Africa

### Abstract

The creation of opportunities and empowerment are some of the ideals that have been realized through entrepreneurial endeavors. Not every citizen has the resources or knowledge required to start their own venture and many fear failure upon starting their own business. This study examines the dynamics of entrepreneurship in creative industries and to gain a better understanding of entrepreneurship in general. Through a qualitative study, this article explores the I heart emerging entrepreneurs in Durban, South Africa to research their entrepreneurial perceptions. A majority of respondents were identified as opportunity-based entrepreneurs who expressed the necessity of having social media for their business success. A majority of respondents expressed how creativity is enhanced by an enabling environment; implying the need for the creation of an environment where creativity is nurtured and sustained by policy makers. The respondents' unanimity on the lack of entrepreneurial guidelines, thereby indicating the calls for further study into the nature of creative support by policy makers to be accorded to emerging entrepreneurs needs complementary responses. The article concludes with recommendations and the possibility for further research on the sustainability of the businesses of emerging entrepreneurs.

**Keywords:** entrepreneurship, entrepreneurial development, creative, creative industry.

**JEL Classification:** L26.

### Introduction

South Africa is a country with numerous economic, political and social changes in its democracy. Entrepreneurship is necessary for the economic and social development of South Africa. According to Trading Economics, the unemployment rate in South Africa is 24% (Taborda, 2014). The blueprint for the high growth trajectory in South Africa is committed to creating 5 million jobs over the next 10 years. This is meant to alleviate the unemployment problem where 42% of young people aged between 18 and 29 are unemployed. If this becomes a reality then unemployment would drop by 10 percentage points from 25% to 15%. This also means that over a half of all working South Africans would gain paid employment and the realization of this aspiration would only be by 2020 (DED, 2011). From the foregoing, it can be inferred that the problem can't be solved by only restructuring the productive sectors of the economy but by creative approaches as done in the I heart market in the Durban region as described in this article.

Rasool (2011) pointed out that the GDP growth forecast for South Africa for the period 2010-2015 is expected to be lesser than 4%, this means that unemployment will continue to be a challenge to the society as well as put a brake on growth. It is further noted that South Africa has a poor history of GDP growth per head in relation to developed and developing countries and therefore the need to look beyond the formal economy for economic welfare

and development is paramount. Dempsey (2010) stated that through innovation, entrepreneurs create new and competitive markets, which lead to job creation and have a multiplying effect on the economy. The earlier writings of Bourdieu (1986, 1992) captured in the Bourdieu theory have indicated that in pursuit of goals, strategies are often employed by individuals to change capital from one stage to another (Upadhy and Rutten, 1997). Emerging entrepreneurs will find themselves in the scenario of both economic development and as well as personal survival and will embed their activities to some measure on this theory as well. Creativity has been associated with entrepreneurship but the theory driving entrepreneurship is well encapsulated in the theory of planned behavior (Ajzen, 1991). The theory of planned behavior (TPB) as postulated by Ajzen (1991) considers that intentions of individuals are related to their behavior. The ability of an individual to engage in a particular pattern is related to a stronger intent (Ajzen, 2008). It is also understood that most often small businesses start with a necessity-based rather than opportunity-based intentions. The necessity-based entrepreneurs often respond to business creation as a result of personal needs such as retrenchments and other reasons. Opportunity-based entrepreneurs on the other hand respond to existing opportunities and fill up the gap, hence adding value to economy as well as creating employment opportunities. In the I heart market, the creative arts are prevalent and this poses a question as to whether the emerging entrepreneurs in this context could as well be necessity or opportunity based entrepreneurs. In this context, this article may benefit policy towards the development of emerging entrepreneurs in the I heart market in Durban, one of the economic hubs of the country.

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John Amolo, Ph.D. Student, Graduate School of Business and Leadership, University of KwaZulu-Natal, South Africa.  
Andrishah Beharry-Ramraj, Department of Management, Information, IT and Governance, University of KwaZulu-Natal, South Africa.

One of the main drivers of entrepreneurs is their ability to innovate. On the other hand one of the challenges or problems that policy makers strive to address is locating their developmental agenda in enterprise development to meet the needs of those in need. It is for this reason that this study explores the emerging entrepreneurs' perceptions regarding entrepreneurial creativity in business development. Addition of value is one of the major issues that entrepreneurs have to deal with in global competitiveness. The brand image of the product is of vital importance in achieving a recognized status (Ille and Chailan, 2011). The aspect of innovation need not be confined to hard-core technologies as has been realized by the West, but can include areas as soft as marketing skills. Brand image is likely to capture the market and help innovate consumer's mind towards the product. This is the reason why there has been capitalization of goodwill and brand image in the innovation attempts (IBM, 2010). Emerging entrepreneurs have been noted to have a problem of brand image development as in the case of China. The Chinese firms have been described as market opportunists using price based strategies (Wei and Li, 2009) as opposed to the brand image. In understanding the issues of branding approaches, Chailan (2010) uses a typology matrix of four quadrants as stipulated below:

- ◆ the buying of Western brands that have strong image by firms such as the Indian giant Tata buying the Jaguar land rover, or Lenovo buying ThinkPad etc.;
- ◆ the use of Western marketing principles in the creation of global brands, this is exemplified as in the case of Reliance and Infos in India or Haier or Huawei in China;
- ◆ the creation of local brands in the context of local marketing techniques and image. This kind of approach would relate to the culture, language or religious affiliation as in the case of Televisa and TV Azteca in Mexico, or Baido in China and suitably in the Mecca Cola in Islamic countries;
- ◆ there are also firms that have developed the primacy of their brands through the expertise based on Country of Origin Effect (COO) – in terms of brand innovation and development.

Examples in this category include Zain and Teva in the Middle East, the Chinese Tsingtao and Ararat brandy in Caucasus.

### **Brand development**

The American Marketing Association defines a brand as “a name, term, sign, symbol, design, or a combination of the mentioned, intended to identify the goods or services of one seller or group of

sellers and to differentiate them from those of competitors” (Kotler & Keller, 2012). Brand strategy is a key component of ensuring a company's success and survival.

Creative entrepreneurs are often found to be brand leaders and brand leadership is pivotal in creating a strong brand. Part of the brand leadership task is to create a motivating brand identity. Brand identity can be defined as “clear set of associations that a brand strategist seeks to create or maintain” (Aaker and Joachimsthaler, 2000).

In essence the process of starting a new venture involves more than just problem solving in a typical management position. An entrepreneur must find, evaluate, and develop an opportunity by overcoming the forces that resist the creation of something new (Hisrich, Peters & Shepherd, 2005). Creativity in itself has been considered as an important area even as other sections underscore in the presentation of this work. Nonetheless, entrepreneurship is used in this article according to the conceptualization below.

### **1. Entrepreneurship**

Eisenmann (2013) stated that, “entrepreneurship is the pursuit of opportunity beyond resources controlled”.

Derived from the French root “entreprendre” the word “entrepreneur” denotes anyone who undertakes a project. The term subsequently grew to mean a merchant, employer, or manager. Entrepreneurship has become synonymous with self-employment and occasionally with self-unemployment (Montanye, 2006). As a process, the task of entrepreneurship is to revitalize and promote the economy by breaking old routines and patterns. The entrepreneur processes business opportunities using acquired knowledge and previous experiences to assemble a new whole of confusing and chaotic pieces. Reassembling these pieces leads to novel ideas which are defined by the relationship among its elements and that are forged through creative thinking (Burger-Helmchen, 2012). The importance of creativity is worth denoting and as deliberated in the section below.

### **2. Entrepreneurial creativity**

De Miranda, Aranha and Zardo (2009) describe that human creativity has led many cultures and societies to advance economically, technologically and to some extent even spiritually. The search for meaning by an entrepreneur is well guided by creativity. Bridgstock (2013) states that the art and design have been propelled into an economic activity and creativity is found when people are recognised by the degree of their creative expressions and thinking. It has become key for

many productive activities as many have recognized it as a strategic function for innovation and growth, or in simpler terms a survival skill that will be required in the next decade. Creativity can be considered as the very essence of a business's *raison d'être*. There is no single, universally accepted, definition of creativity but it has become one of the most valuable aspects in entrepreneurship and more so in emerging context of entrepreneurs (De Miranda, Aranha and Zardo, 2009). The creative industries are dominated by networked clusters of small-to-medium enterprises, sole-traders and micro-businesses. These new creative business networks constantly form and re-form value-chains to create new products and services.

Matthews (2007) claims that the relationship between creativity and entrepreneurship has not been explicitly investigated. She also states that there have been numerous debates over the definition of creativity, its forms, its possible effects, its relation to a firm and development and discussion of methods to increase creativity. Creativity was initially understood as a generic process. The creative person was seen as an empty vessel that could be filled with inspiration, and then pour out their inspired ideas and forming an otherworldly product (Sternberg, 2006). Sternberg's (2006) 'investment theory of creativity' describes creativity as a combination of six elements. These elements consist of intellectual abilities, knowledge, styles of thinking, personality, motivation and environment.

Creative entrepreneurs need to be willing to overcome obstacles, to take risks, and to tolerate ambiguity, and self-efficacy. To be successful as a creative entrepreneur one needs to be motivated. Having an environment that is supportive and rewarding of creative ideas is also greatly beneficial to the creative entrepreneur as it acts as a driver of motivation (Sternberg, 2006).

### 3. Research methodology

The article is based on a qualitative approach with unstructured interview questions for the respondents. Creswell (2012) denotes the exploratory role of qualitative study for the development of social phenomenon explanations. It is the proposition of Creswell that qualitative research enables common themes to be arrived at. The respondents to this research originate from the following businesses: Cinnamon Clothing, Dirty Indigo, Jen-Jen, Savior Brand Co. and Christy Anne Jewelry representing the Durban I heart market. Six individuals participated as respondents from the I heart market located in Durban, South Africa. This was done in order to identify commonalities, major themes and threads through interpreting stories as

well as exploring a general area of interest in depth. All the above businesses were noted to have existed less than five years.

Below is a brief overview of the above businesses:

*Cinnamon Clothing*: Deals with easy to wear feminine clothing in soft neutral palettes. It has products aimed at striking a delicate balance between the timeless moments and modernism.

*Dirty Indigo*: The need for localism that was authentic birthed out the organization. It deals with hands on expertise in cutting and sowing fabric locally. A clear and honest culture is inbuilt meant for the locals to relate to through their products.

*Jen - Jen*: The brand specializes in the production of the Jen-Jen collection blocks. Not only does the organization pride itself in the South African heritage aspects but also in the linguistic setting of the country.

*Savior Brand Co*: They pride themselves on leather products that are functional, timeless and expertly crafted. It is noted for doing things in the old fashioned way. On the corporate social responsibility side, they capacitate the young orphans through skills acquisition for employment purposes. Their motto is the provision of high quality products while upholding integrity and honesty.

*Christy Anne Jewelry*: As the name suggests so does the specialization of the organization. It is the organization's ambition to ensure that a unique experience is afforded to each client in terms of the jewellery they chose through careful design.

This study used non-probability sampling with specific reference to a purposeful sample. The respondents in this study were at liberty to withdraw from the study at any time without any consequences so long as they wished to do so. There were no violations to their privacy or rights during the study. In addition, the respondents were also informed of the significance and purpose of the study as well as the significance of the study to the research.

All the respondents were between 25-45 years of age and had a minimum qualification of a Diploma and the highest qualification of a bachelor's degree. Three were male and three were female. Below are the findings.

**3.1. Findings.** The following were the questions posed to the respondents in this study and responses are as hereunder.

1. *What was your motivation of starting business as an emerging entrepreneur?*

The analysis of the study demonstrated that the individuals interviewed started their own venture due to a personal desire. Individuals 1 and 2 pursued a path of their own due to the low wages in their specific industry and the unethical business practices that some have. The entrepreneurial process of individual 3 originated from a desire to explore one's creative side and to have creative freedom. Individual 3 felt that working for someone else would hamper the process. Individual 4 has been previously involved in social work and due to personal experience wanted social justice, which has led to new venture creation to tackle the existing problem. For individual 5 it was a lifelong dream to do something on their own. Individual 6 expressed that it has always been a passion. The analysis of the individuals interviewed illustrates a personal motive for new venture creation.

For individuals 1, 2 and 3 had a willingness to risk capital after identifying a marketplace gap. Building on existing knowledge and networks, owing to restrictive capital, led to a notion of online brand awareness by these respondents.

The entrepreneurial process for individual 4 was to create social justice to a specific problem, using venture creation. The individual's entrepreneurial process is a progression from personal experience and motivation working with the less fortunate. The process is based on faith and the individual's religious beliefs.

For individual 5 the entrepreneurial process originated from a personal passion to create something that is different and unique. The individual recognizes the importance of collaboration, making connections, interacting with consumers and learning from one's own mistakes.

The entrepreneurial process for individual 6 consisted out of passion for the work the individual was doing. From an early stage the individual already considered a brand identity and immediately sprung into action. The individual recognized a gap in the marketplace and produced a brand that delivers a sense of nostalgia for the local consumers.

Conclusively it was evident that the entrepreneurial process originates from personal motivation, personal desire or personal experience. A majority of the respondents are opportunity based entrepreneurs as indicated by the results above.

## *2. How would you consider the role of social media in entrepreneurial development of a business?*

In order for the entrepreneurial process to develop furthermore entrepreneurs need to consider the importance of brand strategy.

The analysis of all six individuals interviewed concludes that brand strategy does play an essential role in entrepreneurial development for the individuals interviewed. The approach taken for each individual interviewed is different to ensure for a strategy plan that will aid in entrepreneurial development. The use of social media platforms seems to be a highly regarded factor with Facebook, Twitter and Websites to be the most influential amongst the individuals.

Individuals 1 and 2 suggested the use of social media platforms such as Facebook, Twitter, Instagram, Websites and Blogs, which can be used as an efficient and effective marketing tool. Product uniqueness and business sustainability characterize these individuals while calling for healthy relationships with the community.

Individual 3 regarded word of mouth as a key component in a brand strategy plan and relied heavily on it to create favorable brand awareness along customer satisfaction and network development. The individual suggested the use of social media platforms such as Facebook, Twitter, Pinterest, Websites and Blogs. The individual proposed that entrepreneurs should not focus on the competitive landscape but rather work on their differentiation factor in order to be distinctive and not become stagnant.

For individual 4 a strong sense of identity was necessary to ensure future growth and development besides collaboration for brand development. Social media would lead to maximum gain according to the individual. The individual strongly believed that a brand should add value to the lives of people with competition aiding in quality design.

Individual 5 realized the importance of a brand strategy using social media and word of mouth in entrepreneurial development. The individual utilizes social media platforms such as Facebook and Instagram to create brand awareness, seizing opportunities with visionary mindset. The same position was held with individual 6 also recognizing goal setting importance with quality products offer.

All the individuals interviewed considered a clear and concise brand identity to be the corner stone of their brand strategy plan, besides the networking. All the individuals interviewed have some form of strategy in place in order to ensure entrepreneurial development. Even though there is no set structure how to go about a brand strategy plan, the individuals have used their capabilities to grasp the importance of it. Many of the respondents acknowledged the role of social media in business development and success.

### *3. How would you consider the statement that creativity is related to commerce?*

Entrepreneurial development requires considerable creativity. From all the individuals interviewed there was an unanimous position of having an inborn skill that was later developed. One individual expressed that it is one's surroundings and experiences that aid in creative skill.

Individuals 1, 2 and 3 believed that experience acts as a platform for the development of one's skill. It is important to consider the fact that the environment will be dependent on each individual. Individual 4 and 5 suggested reinventing oneself to stay continuously creative. Whereas individual 6 believed that not everyone is born creatively, rather one's surrounding and experience aid in creative skill.

Individuals 1 and 2 expressed the importance of research in order to identify trends amongst consumers and the marketplace, since it can reflect and shape a brand. Creatively inclined individual 3 expressed that one's motivation changes on a daily basis. Individual 4 expressed that people buy intentionally into a brand's storyline offering a holistic experience.

It was evident in the analysis that creativity is something that needs to be developed. Considerable creativity is required when starting a new venture as evidenced by study sample in this case. There exists a relationship between creativity and commerce amongst the individuals interviewed in entrepreneurial development. The respondents unanimously agreed that creativity that needs nurturing is responsible for commercial development.

### *4. How do creative guidelines assist creative entrepreneurs?*

The creation of one's own venture can often seem like a daunting task for emerging entrepreneurs. Individual 1, 2, 3 and 6 indicated that they were not governed by any guidelines when they initially started. Individual 4 had relevant personal experience from his or her background. Individual 5 used his or her family as a resource for decision-making.

The individuals interviewed were all open to give advice to emerging entrepreneurs. Individuals 1 and 2 proposed that entrepreneurs ask relevant and useful questions. They also suggested that one had purpose. They believed in setting milestones and to overcome obstacles without giving in.

Individual 3 proposed to remain humble throughout the process and to listen. The individual interviewed

also suggested that entrepreneurs engage in conversations with people with relevant background experience. Venture focus was vital for this respondent as well as individual 4.

Individual 5 expressed that one should always strive for the best and never underestimate one self, but rather take on the opportunities that come along and to believe in one's self.

Individual 6 expressed that one should have self-motivation. The individual considers milestones as important and proposed that entrepreneurs share their stories with others and not give up when times get tough. Unanimously the respondents pointed out that there were no structured guidelines in their business development or progress.

From the individuals interviewed it is suggested that entrepreneurs use their own initiative and learn as they go along the way. From the analysis it was evident that if guidelines existed that it could have assisted them. However, these were not available and it was left to their own initiative to construct their own guidelines. Respondents pointed the need to ask questions, have purpose and set milestones as it delivers a sense of achievement.

## **4. Discussion**

The data analysis of the individuals interviewed provides key elements that describe entrepreneurial creativity. As stated in the literature review entrepreneurship has become synonymous with self-employment and serves the customer's interest by observing things and seeing profitable ways to change them for the better (Montanye, 2006). From the data analysis it was evident that the individuals interviewed started their own ventures from a personal desire or as a result from personal experience, which has made them all synonymous with self-employment. They have put their ideas into action and have continued on a path of successful venture creation after having identified opportunities. The idea of opportunity based entrepreneurship is denoted in this context. Opportunity based entrepreneurs start business due to reasons such as available market opportunity. This understanding is said to be connected to the World Global Entrepreneurship Monitor's [GEM] descriptions (Reynolds, Camp, Bygrave, Autio et al., 2002). GEM is said to have developed the idea of necessity and opportunity based entrepreneurship during its data capturing occasions. Others have, however, supported the idea that there is such a thing as necessity based entrepreneurs who start a business as a result of having no other options to current life circumstances. Opportunity based entrepreneurs seek to align themselves to

opportunities that exist in the market. These authors further argue that the necessity based entrepreneurship is mainly based on the informal sector, whereas the opportunity based entrepreneurship is based on the formal/modern sector (Coliendor and Kiritkos, 2010; McClelland, 1961; Shane et al., 1991; Storey, 1991; Clark and Drinkwater, 2000; Birley and WestHead, 1994; Wagner, 2007; Naude, 2011; Gries and Naude, 2010; Desai, 2011). As to whether GEM started the terminology of Necessity and Opportunity based entrepreneurship remains in balance if an examination is taken critically on the present sources cited above for the terminologies in question. The reality and perhaps the origin in regard to calendar time for the two words above remains a topic for another occasion. Authors such as Rosa, Kodithuwakku and Bulunywa (2006) have argued that the presence of necessity based entrepreneurs does vary directly with the poverty levels of the country. Besides the aspiration of growth and personal satisfaction, the need to improve living standards accompanies necessity based entrepreneurs. This is in contrast with developed countries where most of the population is working points (Benzing and Chu, 2009). If jobs were to become available for the necessity based entrepreneurs, they would not even start business in the first place (Evan and Leighton, 1990; Storey, 1991; Masuda, 2006). These kinds of criticisms have been labelled on necessity based entrepreneurs. Other criticisms labelled against necessity based entrepreneurs are that they simply hire themselves and don't create employment for others. It's for this reason that they don't generate ideas for future business growth and that they are ill equipped to launch a business (Coliendor and Kiritkos, 2010). As a result of being ill equipped they are likely to be prone to the risk of business failure (Carrasco, 1999; Pfeffeifa and Reize, 2000; Adersson and Wadensjo, 2007). The long term survival of necessity based entrepreneurs is as well criticized for marginal business expansion, insignificant capital investment, hence leading to minimal earnings and failure to create additional jobs (Vivarelli and Audretsch, 1998; Santarelli and Vivarelli, 2007; Shane, 2009; Hamilton, 2000; Adersson and Wadensjo, 2007).

Although the classification of either the necessity or opportunity based entrepreneurs is given much attention and debate, other findings have differed substantially. As to whether available opportunities drew one to business or unemployment got one to business, it cannot be guaranteed as unchallengeable phenomenon. Other studies for example have generated findings that indicate the employers' size

was related to unemployment and self-employment among low ability workers. In longitudinal study of 1978-1983, and 1993-1995 using the data of Panel Study of Income Dynamics (PSID) and local unemployment rates, there was a negative correlation between local unemployment and self-employment or personal job creation among low and high ability workers (Deli, 2011). Nonetheless, upon firm size control, it was discovered that the employers' firm size had a positive impact between self-employment and unemployment rates (Deli, 2001). It was also evident from the data analysis that each individual interviewed had a different entrepreneurial motivation in the Durban I heart market in this study and most of the respondents were rather opportunity based entrepreneurs other than necessity based. Entrepreneurial motivation can be constructed from a number of elements, which is based on the self, the individual, and the environment in which one is situated. As previously stated in the literature review by Sternberg (2006) creativity can be described as a combination of various elements. Creativity seems to have been the guiding factor in reference to the respondents under this study, which is associated with opportunity based entrepreneurship. The sample under study has exhibited elements such as intellectual abilities, knowledge, styles of thinking, personality and motivation. Much of these elements can also relate to the entrepreneurial process, as the process can become dependent on the same variables.

Social media is also pivotal in business development. Again, the approach is different towards every individual and is dependent on variables such as knowledge, environment, experience, lifestyle and personality. The individuals interviewed all had a strategy plan in place, which has aided them with growth. Growth is crucial for entrepreneurial development and is achieved by obtaining competitive advantage, good product quality and customer service. The individuals interviewed recognized the importance of a good brand identity according to Aaker and Joachimsthaler (2000). Social media is useful in brand development. A clear and concise brand identity does not have to cost thousands of Rands or any particular currency as such. Obtaining brand awareness can be done through the use of social media platforms and utilizing the power of word of mouth. A brand with a clear vision is customer focused, encourages growth and has synergy. According to Neumeier (2003) brands should ask themselves: Who are you? What do you do? Why does it matter?

As Matthews (2007) has stated in the literature review the relationship between creativity and

entrepreneurship has not been explicitly investigated. The data analysis suggested that there does exist a relationship between creativity and commerce. The relationships between creativity and commerce are that they aid in entrepreneurial development. They assist entrepreneurs with innovative ideas to stay continuously creative and to solve problems.

## 5. Limitations

The limitations of the study were that entrepreneurs across South Africa could not be researched. This particular study also did not have the capacity or budget to study entrepreneurs from the greater Durban area. Another limitation of the study was the lack of time for entrepreneurs to be studied over a period of time to explore their progression and growth.

## 6. Recommendations

- ◆ The department of micro enterprise needs to guide emerging entrepreneurs by developing optional structured guidelines to enhance personal efforts in positioning their business for growth and development.
- ◆ As creatively inclined individuals from the creative industry creating a brand identity should be a relatively easy task. Approaching students at design schools and institutes are a great way to obtain an identity without spending too much money. Institutions of learning need to make outreach programs and develop collaborative networks with emerging entrepreneurs.
- ◆ Emerging entrepreneurs should also make use of social media platforms such as Facebook, Twitter and Instagram. The correct tonality of the brand should be used and in consistency. One should generate interesting content that contains substance. Having a website for your produce is pivotal in today's age and market. Various platforms online exist which offer free website templates such as Wordpress and Wix. Shopify and BigCartel are great ecommerce platforms that offer easy to use templates.
- ◆ Government needs to capacitate emerging entrepreneurs in capital acquisition as well as

technological aspects. The use of social media does attract costs such as the internet costs that need policy and government support to make it affordable to emerging entrepreneurs.

## 7. Further research

Future research needs focusing on emerging entrepreneurs in the greater Durban area since it is the base of a great economic activity in South Africa and may provide learning milestones for the rest of the country and continent. Longitudinal studies are also recommended in understanding the trends in the phenomena of emerging entrepreneurs in the province and country. Studying the entrepreneurs over a longer period of time and doing observational research more intensively will unravel latent variables that need attention to improve the sustainability of emerging entrepreneurs.

## Conclusion

The study proved out to explore the creative entrepreneur and to gain a better understanding. Emerging entrepreneurs have the challenge of sustaining the creativity that propelled them to the market and this calls for support beyond their capacity as individuals. The development of an enabling environment is nonetheless important by the policy makers. To follow one's own dream requires hard work but one does not need a specific degree to become a successful entrepreneur. It is important to note that entrepreneurship is a slow process that is self-dependent. There does not exist a step-by-step guide that entrepreneurs follow to ensure success but the need for some guidance is important while chattering the untraveled path of self-potential discovery. Policy makers' role in creating emerging entrepreneurs enabling environment by interfacing with and identifying challenges in specific contexts is likely to sustain efforts in creative merchantry and emerging enterprise.

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