

CHAPTER 1: INTRODUCTION

1.1 Background and Motivation

Poverty can be metaphorically described as a disease which requires precisely the right form of treatment in order to be alleviated. A large proportion of the South African population lives in poverty (Segalo, 2011:229). According to Mrs Nomvula Paula Mokonyane (2010), the premier of Gauteng, those who live in poverty constantly struggle against it. She also emphasised the importance of economic development in agriculture, where different role players can positively affect food security, rural development and sustainable communities. In her speech, she concluded that programmes should promote sustainable improvement in livelihoods, especially for female farm dwellers and their children (Mokonyane, 2010).

Farming activities are common in the North West Province (NWP) where several farm dwellers are located, but they lack opportunities to earn sufficient income, especially female farm dwellers (Davis, 2010:1). Female farm dwellers often do not earn a regular income, and therefore they do not contribute to the economy of South Africa (Davis, 2010:1). In general these women are also poorly educated.

The socio-economic status, as well as the diversity of the multi-racial population is unique to South Africa. Landman (2003:1) expressed the situation as "a moral challenge to all South Africans – to work together towards the economic and social integration of the poorer of our fellow citizens". Poverty reduction is a complex process that needs a multidimensional, co-operative, inter-institutional and integrated approach (Malefane, 2004:6). It is therefore clear that the situation in South Africa needs to be correctly understood in order to work together to reduce poverty.

1.1.1 Poverty in South Africa

The Oxford Advanced Learner's Dictionary (2005:1135) defines poverty as "simply a state of being poor". Poverty-stricken people do not possess resources such as financial capital, education or connections to assist them to escape poverty. They also do not receive sufficient income to acquire education, which means that if they are uneducated and illiterate, it is difficult to be employed, and consequently they do not possess the resources to provide for their children's education (Van der Berg, 2007:1). Poverty and chronic poverty in

South Africa are complex notions that are interdependent. Chronic poverty, which is largely found in the rural areas, refers to a situation in which one generation conveys poverty to the next generation (Aliber 2003:476; Davis, 2006:2; Machethe, 2004:11). This cycle of chronic poverty contributes to the socio-economic status of South Africa. The socio-economic status in South Africa, education and skills, unemployment, and the situation in the NWP as well as the management of poverty are discussed thoroughly in Chapter Two.

1.1.2 Income generating projects (IGPs) and the link to motivation of participants

Sustainable projects in poor communities are essential to improve the overall well-being of the communities (Van Niekerk, 2006:12). Over the years, income generating projects (IGPs) were implemented in order to decrease poverty; however, several have failed and lacked sustainability, owing to a lack of commitment on participation among various causes (Mokgotho, 2010:6). The reasons for the lack of commitment are unknown. Therefore, Madi (2007:89) and Mokgotho (2010:77) have recommended that further research be conducted regarding the participation in IGPs, in particular among women.

Participation and involvement of community members are essential in alleviating poverty as well as the sustainability of community development projects (Madi, 2007:33; Mokgotho, 2010:11). Mokgotho (2010:23) confirmed that active participation is enhanced when members know what is expected of them. It is therefore important that facilitators should communicate their expectations of the participants directly to them. However, exploring the motivation of the active participants in order to perceive the possible motivators to participate in IGPs regularly, could be more beneficial. Furthermore, Mokgotho (2010:64) found that awareness of the importance of the IGPs was not adequate to increase and sustain participation. Therefore, it might be useful if participants could be more precisely motivated according to appropriate motivating factors. Mokgotho (2010:64) mentioned the important role that local municipalities play together with the community in order to motivate participants in various ways to improve the sustainability of IGPs.

This study focuses on the motivation of women to participate in an IGP. The term motivation is analysed and discussed so as to set the context of this study with regards to IGPs and the sustainability thereof. The motivational process is discussed according to the conceptual framework (Figure 1) developed and derived from the works of McClelland (1985:175) and Schiffman and Kanuk (2010:107). This conceptual framework (Figure 1) accords a theoretical structure (Chapter 2, Figure 3) to the motivational process applicable to this study concerning participation in an IGP. Motivation is thus a process (Goldsmith, 2005:89) of

which the pertinent aspects consist of situational motivational factors (extrinsic/external motivation, and incentives); personal motivational factors (intrinsic/internal motivation, demands/needs, and aroused motivation); goals, and opportunities, which are discussed in terms of how they lead the impulse to action and behaviour. This framework also displays the position of poverty to the motivational process.

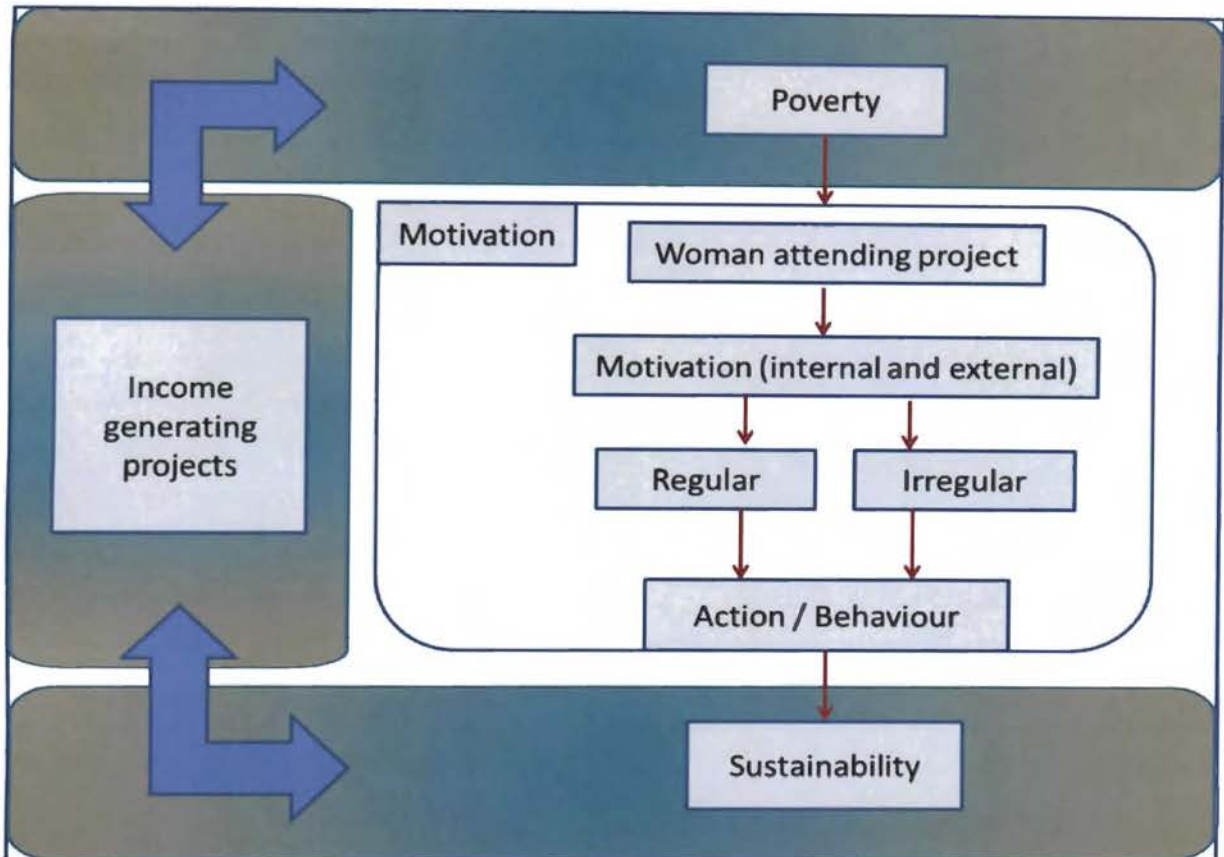


Figure 1: Conceptual framework for this study regarding motivation of participants in an income generating project

Schiffman and Kanuk (2009:83) describe motivation within individuals as the powerful drive to act upon a stimulus or need. This driving force is formed through an awareness of a need which consequently creates tension, whereby an attempt to reduce or eliminate this tension results in action or behaviour (Goldsmith, 2005:89; Solomon, 2009:154). Thus, this study observes the behaviour of women associated with the motivation to participate in an IGP. In order to understand the behaviour of poor communities, it will be beneficial to gain insight into the aspects that motivate people in a deprived community and the behaviour they display towards an IGP. Jordaan and Jordaan (2000:570) explain that a part of the motivational concept comprises the reasons for or the causes of human behaviour, and that these reasons are associated with the “why” question. As applied to this study, the question that can be asked is why some female farm dwellers participate in the IGP while others do

not. This study will therefore explore reasons for regular participation in the IGP as well as possible reasons why some women participate irregularly. The expected results of this study could be of great value to the community development field within the Faculty of Health Sciences, as it may result in a deeper understanding of the motivation of the participants of an IGP in order to increase participation in current and future IGPs.

1.2 Problem statement

In 2009, the South African government made a commitment to establish considerable and accessible socio-economic development within an achievable period (Nelson, 2010:86). In order to achieve this, the definite need for job opportunities, educational opportunities and IGPs became clear. President Jacob Zuma said in his presidential speech that he delivered on 10 February 2011, that progress has been made in South Africa concerning education inequalities, but unemployment and poverty remain the greatest struggle that needs urgent attention.

South Africa not only displays vast inequalities regarding education but also health, income and basic infrastructure (Hoogeveen & Özler, 2006:59; Triegaardt, 2007:1). The unemployment rate (including discouraged job seekers) in South Africa increased from 31.5 % in 1994 to 38.3 % in 2007 (Anon, 2008b:2). Unemployment is furthermore evident in the NWP with a rate of 27.1 % among the population according to Statistics South Africa (Stats SA) (2013b:16). A result of unemployment is poverty and child hunger. Of all the provinces, the highest percentage of child hunger (10.9 %) occurs in the NWP (Anon, 2008b:14). Limited job opportunities and insufficient skills cause this high unemployment rate amongst communities in this province and have a deconstructive effect on the subjective well-being of the communities (Diener & Ryan, 2009:401; Triegaardt, 2007:6). A large proportion of people in the NWP live in rural areas where there are fewer job opportunities than in urban areas, and even more so for females as they have little, if any, access to formal and permanent employment (Aliber, 2003:480; Botha, 2005:79; Davis 2010:1). Thus, there is a definite need for IGPs in the NWP, especially among females in rural areas.

Mokonyane (2010) stated that development programmes should promote sustainable improvement in the livelihoods of the people in order to address poverty. Thus sustainable IGPs can play essential roles in vulnerable communities to alleviate poverty. Therefore, commitment by participants in such projects must be maintained. Nonetheless, IGPs that have already been established in the NWP have indicated problems or difficulties regarding

participation of the income-generating women (Botha, 2005:77; Van Niekerk, 2006:132). Lack of commitment by the participants of the IGPs negatively affects sustainability; the reasons for this phenomenon is unknown (Madi, 2007:89; Mokgotho, 2010:33). Despite the facts, the exact reasons for poverty and whether poverty-stricken people truly want to be employed or choose not to work, also remains unknown. As some projects struggle owing to low participation, it will be beneficial to determine the factors affecting irregular and regular participation. Therefore, this study focuses on the motivation of female farm dwellers to participate in an already established IGP.

The aim of this research was approached with a qualitative research paradigm from a consumer science perspective. The behavioural aspect which will help to analyse this behaviour of the female farm dwellers concerning their project participation will thus be motivation, as motivation is described as a constant flow of behaviour as well as a driving force behind specific behaviour (Goldsmith, 2005:89; Petri & Govern, 2004:3). The study was conducted in the NWP at the Vyfhoek farm area in Potchefstroom. An established IGP which forms part of the Farm Labour and General Health (FLAGH) programme had already been operating there. This is also one of the IGPs that have indicated difficulties regarding participation. The participants in this study were purposefully selected and they were conveniently available and met the inclusion criteria of being English or Afrikaans speaking, and were unemployed women who participated in the said IGP.

1.3 Aim and objectives

1.3.1 Aim

The main aim of this study was to explore possible factors for the motivation of female farm dwellers to participate in an IGP in the NWP in order to understand why they participate and whether there is an identifiable difference concerning their motivation over a period of 16 months. In addition; to also investigate the factors of motivation that relate to regular and irregular participation.

1.3.2 Objectives

This study was conducted according to the following objectives:

- To determine whether there are specific reasons for female farm dwellers to participate in an IGP

- To determine whether there is an identifiable difference in motivation between female farm dwellers who participate regularly and those who do so irregularly.
- To determine whether there is a difference in motivation of the female farm dwellers over a period of 16 months.

1.4 Setting of the study within the larger project

The following figure depicts the timeline of the THUSA (Transition, Health and Urbanisation in South Africa) (which also means help in Setswana) study which presents an outline of how the study developed and where the researched IGP named Thusanang is positioned.

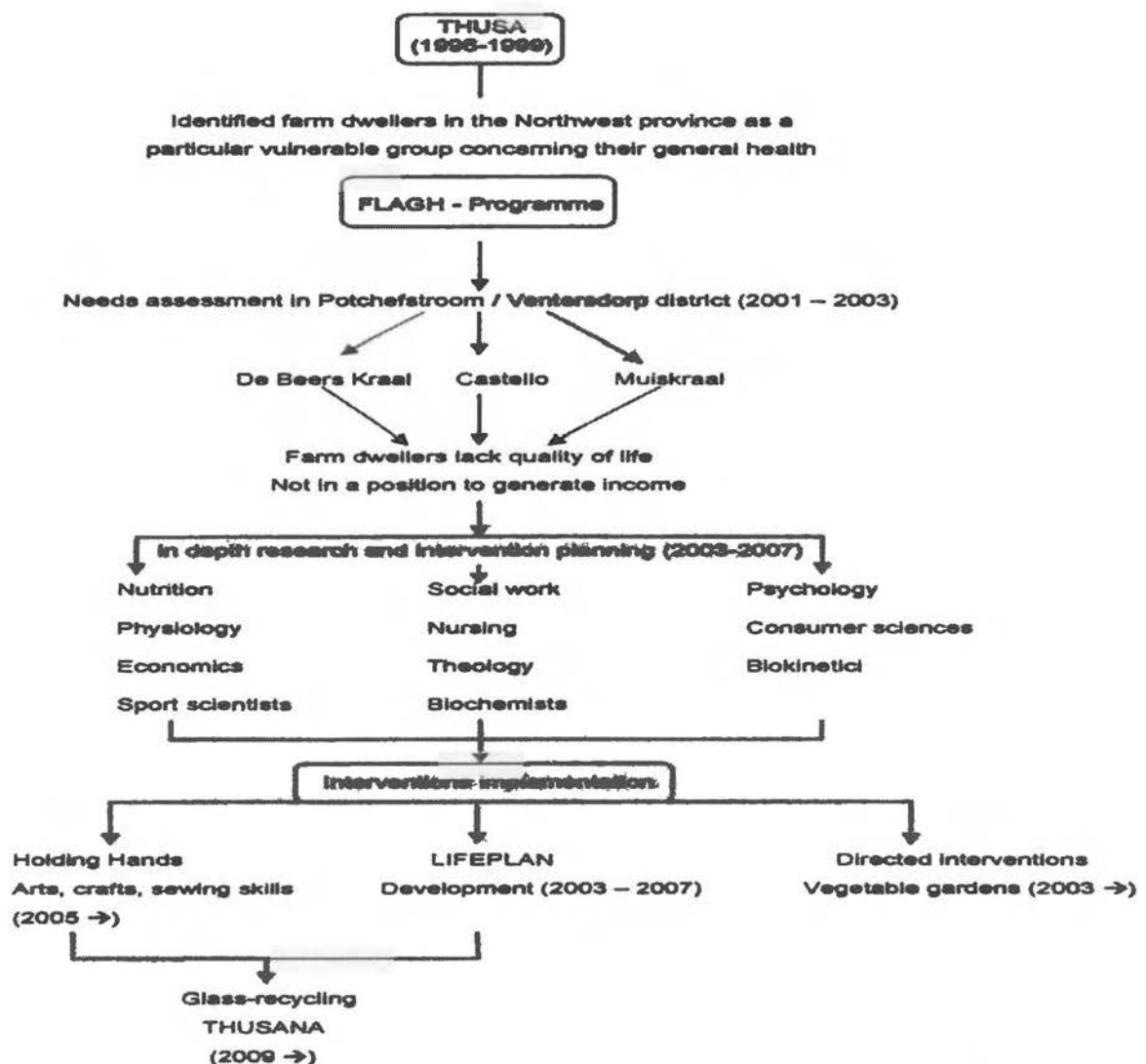


Figure 2: Summary of the timeline of the FLAGH-Project (Van Niekerk, 2006:1; Kruger, 2007:8; Anon, 2008a:6)

The THUSA study (Figure 2) constituted a multi-disciplinary study that was conducted at the NWU between 1996 and 1999 (Vorster *et al.*, 2000:505). This multi-disciplinary study identified farm dwellers in the NWP as being a particularly vulnerable group concerning their general health (Vorster *et al.*, 2000:505). Emerging from the THUSA study, the FLAGH-project (Farm Labour And General Health) was launched in 2001 after a needs assessment was performed on three commercial farms in the Potchefstroom and Ventersdorp districts (Anon, 2008a:6; Du Plessis, 2004:3; Van Niekerk, 2006:1). This needs-assessment indicated that the farm workers and their families lack quality of life and are not in a position to generate income as they live in rural areas where few job opportunities are available (Van Niekerk, 2006:1).

Within the FLAGH programme, numerous aspects of general health and personal interaction within the community were investigated between 2003 and 2007 in order to reduce poverty and to increase the well-being of these farm dwellers (Du Plessis, 2004:3). Researchers involved in these projects stemmed from several disciplines, namely nutrition, social work, psychology, physiology, nursing, consumer sciences, economics, theology, biokinetics, sport scientists, and biochemists (Anon, 2008a:6, Van Niekerk, 2006:9). Furthermore, the FLAGH programme initiated the LIFEPLAN® programme and the HOLDING HANDS project (name given by the women of the income generating sewing project) and directed the interventions (Anon, 2008a:6).

LIFEPLAN® is an acronym for **Life Inequalities amongst Females addressed by means of Purposeful Living And Nutrition**, which is an intervention that deals with poverty amongst the most vulnerable female farm dwellers (Anon, 2008a:6; Kruger, 2007:8). LIFEPLAN® was initiated through research to develop programmes to address certain health aspects which were identified as problem areas within the needs assessment phase (Anon, 2008a:6, Bonthuys *et al.*, 2011:423). In 2008, valid programmes were integrated and current research aims at impact studies of the effect of LIFEPLAN® training (Anon, 2008a:6). LIFEPLAN® is viewed as a precept in all interventions which is initiated as part of the FLAGH programme (Bonthuys *et al.*, 2011:423). Holding Hands and LIFEPLAN® initiated the glass-recycling IGP at the Vyfhoek area in Potchefstroom named Thusanang (To help each other). The IGP has a multiple purpose which aims to teach women certain skills, in order to increase their income and to investigate the impact that LIFEPLAN® exerts on the lives of the women.

1.5 Ethical approval

This study forms part of a larger study as displayed in figure 2 which had already received ethical approval (01M04). Oral and written consent were obtained from participants for each survey. The written consent included an agreement between the researcher and the participants allowing the researcher to assist them in completing the surveys, to be interviewed and to allow the researcher to take photographs of their houses. None of these participating women were disadvantaged by the research process and they had the right to refuse to participate. The data were used confidentially and for the purposes of this study only. No names have been revealed and the data will be destroyed after seven years of safekeeping.

1.6 Structure of the mini-dissertation

This study consists of five chapters, including this introductory chapter which furnishes the background to the study and the motivation, the problem statement, the aim and objectives, the setting of the study, and the ethical approval as well as the author's contribution to the study. The second chapter includes the literature review concerning poverty, sustainable livelihoods, the culture of the Tswana people, IGPs and their sustainability, and the applicable aspects of motivation.

The methodology employed in this study is outlined in Chapter Three. It consists of the research design or strategy, the study location, sampling, data collection methods, analysis of the data, ethical considerations, and the validity and reliability of the data. The discussion of the results of this study is presented in Chapter Four. Chapter Five closes the study with conclusions and recommendations for further research, and finally a reference list and additional documents in the appendix.

1.7 Author's contribution

The author of this study completed the research in partial fulfilment of the master's degree in Consumer Science at the North-West University. The role of the researcher in this case study was to function as the facilitator, skills development trainer and supervisor of the IGP from 2010 to 2012. The researcher was further responsible for collecting the data and analysis thereof was in assistance with the supervisors of the study.

Table 1: Author's contribution

Author:	Role:	Contribution:
L. van der Merwe	Researcher:	<ul style="list-style-type: none">• Conducted the proposal and literature review• Project facilitator• Collected the data• Analysed the data• Wrote the complete mini-dissertation
H. de Beer	Supervisor:	<ul style="list-style-type: none">• Leadership• Corrections
E. Botha	Co-supervisor:	<ul style="list-style-type: none">• Leadership• Corrections

I declare that I have written the mini-dissertation independently with help of two supervisors, Dr H. De Beer and Ms E. Botha.



L. van der Merwe (RESEARCHER)



Dr H. De Beer (SUPERVISOR)

Ms E. Botha (CO-SUPERVISOR)