

Time Effect and Shifted Motivations in Deprived Areas: An Overall Perspective of Entrepreneurial Process

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Abstract

Purpose – Williams and Williams (2012, 2017) find multiple entrepreneurial motivations are experienced by entrepreneurs in deprived areas at different points in time. Drawing on this prior work this study aims to explore how and why the shifted motivations evolve, as well as, what factors cause this change in deprived areas. The work draws upon temporal motivational theory (TMT) that considers the influence of individuals' needs in determining their time sensitive motivation.

Study design/methodology/approach – Six semi-structured interviews with actual entrepreneurs are used to collect qualitative data from deprived areas of Nottingham, which is one of the most deprived cities in the UK. The study employs Interpretative Phenomenological Analysis (IPA) to consider each entrepreneurial endeavor as a unique journey to investigate the shifting of motivations.

Findings – A polarization is found in terms of how entrepreneurial motivations evolve in deprived areas. In considering the first task-specific entrepreneurial motivation, time plays a role either in accumulating job dissatisfaction and increasing confidence led by accumulated experience, or in creating random chances that enable individuals to realize that they are able to use existing skills and experiences to start a business. Regarding the second task-specific entrepreneurial motivation when the business becomes more established, it is usually stimulated by increased confidence based on perceived progress. The use of self-help methods and downward comparison found in this study should be noted as they help to re-consider individuals' needs in deprived areas.

Originality/value – This study produces a more comprehensive understanding of the phenomenon of the time effect on shifted motivation at different entrepreneurial phases in a deprived context, which contributes to enrich theoretical knowledge and raise policymakers' awareness of entrepreneurial motivations from these marginalized groups.

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1.0 Introduction

Within entrepreneurship studies it has been argued that research should avoid over-simplification in terms of adopting a basic dualistic depiction when describing or analysing entrepreneurs' motives (Williams and Williams, 2012). However, a large number of studies still follow this trend and consider entrepreneurs to be motivated by either opportunity (i.e. individuals who are pulled into entrepreneurship because they pursue and exploit perceived opportunities), or necessity (i.e. individuals who are pushed into entrepreneurship due to the absence of other options or dissatisfaction) (Nasiri and Hamelin, 2018; Bourles and Cozarenco, 2018). It is often simply posited that entrepreneurs who come from deprived areas are more likely to be necessity-based, and engaged in entrepreneurship as a last resort due to a higher level of unemployment, and an unsupportive entrepreneurial ecosystem (Williams and Williams, 2012; Zhao *et al.*, 2022). Other scholars argue that the situation of adversity can also provide opportunities for individuals to engage in entrepreneurial activities, such as starting a business to satisfy local demands (Blackburn and Ram, 2006). In this vein, necessity-based entrepreneurs' decision to launch a business is driven by market attractiveness and rationalization of market entry barriers, not only due to unemployment (Nikiforou *et al.*, 2019).

The geographical dimension tends to be a growing focal point in entrepreneurship literature (Steyaert and Katz, 2004). The definition of deprived areas used in this study is based on the Index of Multiple Deprivation (IMD)¹ for England (Ministry of Housing, Communities & Local Government, 2019). Multiply deprived areas are distinct localities which are characterized by interconnected issues such as poverty, crime, persistent unemployment, limited services and large number of socially excluded individuals (Boon and Farnsworth, 2011). Entrepreneurship is particularly challenging in such areas due to scarce well-functioning business support (Frankish *et al.*, 2014; Lee and Cowling, 2012). New businesses started by entrepreneurs residing in deprived areas suffer from scalability and growth problems, and are usually unable to generate a living wage (Shane, 2009; Rouse and Jayawarna, 2011). Given this, UK policymakers have been striving to provide support and incentives to encourage entrepreneurial activities in deprived areas to rejuvenate and facilitate economic growth, in the hope that individual residents, and the areas as a whole can escape deprivation (Devins, 2009; Frankish *et al.*, 2014). Examples include the Local Enterprise Growth Initiative, the Phoenix Development Fund and latterly the Phoenix Fund (Williams and Huggins, 2013). The success of such interventions is questionable with Greene *et al.* (2007) arguing that policymakers have not recognized that one in four new businesses in such areas select those 'easy to enter' sectors such as car washing, hairdressing or beauty, with limited contribution to improving the welfare of deprived areas through employment creation and productivity.

Moreover, the appropriateness of area-related policies is also a continuing debate in academic literature (Blackburn and Ram, 2006; Williams and Williams, 2012; Lee and Cowling, 2013). It is argued that policymakers believe in a '*dangerous myth*' that entrepreneurship will transform such areas and '*conduct all sorts of other economic wizardry*' (Shane, 2009, p141). Such perspectives and expectations have resulted in the policy fad of uncritical advocacy of entrepreneurship as a key route for improving individual and societal economic development (Blackburn and Ram, 2006). The

¹ IMD includes seven domains, including income, employment, health, education, housing, environment, and crime.

consequence of which is the encouragement of inappropriate individuals to impulsively rush into entrepreneurial activities. This could impose a growth restriction in deprived areas caused by an increased quantity of businesses, but a fall in the overall quality (Greene et al., 2007). In addition, to ignore the difficulties imposed by the contextual environment, a push for greater enterprise in order to escape deprivation also reflects policymakers' superficial understanding of local residents' real needs and omittance of changes in their needs at different time points (Williams and Williams, 2017). Given the UK Government's renewed focus on 'levelling-up', the role that entrepreneurship in deprived areas can play remains important (HM Government, 2022). Studies such as this remain important in providing an understanding of how high-level initiatives such as levelling up might be turned into detailed plans that can be put into action. This includes considering issues that need to be taken into account when committing large amounts of public funding, if waste is to be avoided, where relevant entrepreneurial motivation is not present. Moreover, studies of entrepreneurial motivation emphasizing a single phase of the entrepreneurial process, while providing unique explanations of entrepreneurial actions in different phases separately, have restricted the development of a holistic framework for understanding how individuals' motivations vary over time, and how this variation influences their endeavours at different entrepreneurial stages (Murnieks *et al.*, 2019).

Williams and Williams's (2012) study focusing on deprived urban neighbourhoods in Leeds, UK; identified the multiple motivations of individuals and a shift in these motives as businesses become more established, moving from necessity-based towards opportunity-based drivers. This confirms the weakness of previous studies where seeking a primary entrepreneurial motivation overlooks the effect of time. While Williams and Williams's (2012, 2017) studies have found multiple motivations, they have not provided further clarification about the shifting process that motivations go through. What is largely missing is an understanding of how these motivations are formed and evolve through time as the entrepreneurial process progresses, particularly in a deprived context, which is the focus of this study. In the entrepreneurship literature, motivation is regarded as individuals' investment of time, energy and capital in their business plans and behaviour on issues such as strategy or willingness to develop the established business (Barba-Sanchez and Atienza-Sahuquillo, 2017). As an internal stimulus, individuals' motivations at different entrepreneurial phases represent the corresponding efforts and goals that generate different outcomes impacting on the following behaviours, performances or directions. Factors influencing individuals' motivation are diversified and dynamic, including external or exogeneous contextual factors, internal or endogenous determinants, or a combination of both, depending on different weights of each force. Thus, investigating motivation in the entrepreneurial context is required (Murnieks *et al.*, 2019). This is due to the extreme nature of the entrepreneurial context including: high uncertainty (McMullen and Shepherd, 2006); intense time pressure (Baron, 1998); and challenges related to gathering and allocating resources (Delmar and Wiklund, 2008). While evidence shows the influence of extrinsic motivation on individuals' intrinsic motivation, these contingent relationships have been insufficiently explored (Murnieks *et al.*, 2019). The contingency may be derived from the omittance of considering the changes in exogeneous and endogenous factors over time, as will be explored in this study.

There is of course a large literature which develops theories of how entrepreneurial intentions are created, such as theories relating to effectuation (Saravathy, 2001), entrepreneurial bricolage (Baker and Nelson, 2005), the theory of planned behaviour (Ajzen, 1991), as well as the classic entrepreneurial intention model developed by Krueger and his colleagues (2000). However, these theories and models have overlooked explicitly examining entrepreneurial motivation and its evolution over time (Carsrud and Brannback, 2011; Shane *et al.*, 2003). Mostly, the element of intention in previous theories and models are equivalent to the term of task-specific entrepreneurial motivation (TEM) based on Ajzen's recent clarification (Tornikoski and Maalaoui, 2019). This present

study uses the previous result of multiple motivations that are fluid over time in deprived areas as a starting point. By applying qualitative data collected from deprived areas of Nottingham, which is one of the most deprived cities in the UK, it aims to explore how and why the shifted motivations evolve as well as what factors cause this change in deprived areas. The theoretical basis is drawn from Steel and Koning's (2006) temporal motivational theory (TMT) that considers the influence of individuals' needs in determining their time sensitive motivation. Despite individuals' entrepreneurial attitudes (EAs) are not the focal point in this study, it is necessary to distinguish different types of EAs from different types of entrepreneurial motivations (EMs) (Tornikoski and Maalaoui, 2019). Distinguishing different types of EAs allows examination of changes that happen before the one that crucially motivates individuals to move forward with business preparation, establishment and further development. As time marches on, what occurs between the initial phase and the stage of setting up a business is extremely varied. It is found that for some entrepreneurs in deprived areas the extrinsic factors associated with poor employment opportunities in deprived areas lead to EAs, but the timing of this is influenced by both factors making entrepreneurship more attractive, and their current status less, gradually over time to alter EMs. For others, no such positive EAs exist, but rather EMs come from chance happenings that alter perceptions and expectancies associated with entrepreneurship. This study answers calls for qualitative perspectives of entrepreneurship by looking at the contextual influences that have been relatively overlooked, because of complexity and perceptual issues (Anderson and Gaddefors, 2017). Thus, this study employs Interpretative Phenomenological Analysis (IPA) to consider each entrepreneurial endeavour as a unique journey (Blundel and Locktt, 2011), and produces a more comprehensive understanding of the phenomenon of the time effect on shifted motivations (Leitch *et al.*, 2010; Anderson, 2015; Steyaert, 2016; Packard, 2017) in a deprived context.

2.0 Literature Review

This section provides a theoretical foundation by linking Williams and Williams's (2012, 2017) studies with Steel and Koning's (2006) TMT to investigate those unexplored aspects of the process of shifted motivations. To achieve this, the section is structured to firstly cover the theoretical foundation (subsection 2.1), before moving on to the development of research propositions (subsection 2.2). Regarding the theoretical foundation, subsection 2.1 includes the introduction of TMT to demonstrate the central role of individuals' needs in identifying the origin of motivation (subsection 2.1.1). This is followed by the importance of distinguishing different type of EAs and EMs (subsection 2.1.2). Although a systematic literature review approach was not adopted in this study, the relevant literature was identified by searching with the terms 'entrepreneurial motivations', 'entrepreneurial attitudes' along with the work on 'deprived areas entrepreneurship' to identify those studies with contextual relevance. We also drew on the papers citing the main motivation theories of relevance, to ensure that insights from the wider literature, with relevance for the deprived area entrepreneurship focus of this study, were not missed. In the subsection 2.2, Williams and Williams's (2012, 2017) case studies of multiple motivations are utilized to stress the gap in our understanding that exists through building the propositions regarding how individuals' motivations are shifted over time in deprived areas, based on TMT.

2.1 Theoretical Foundation

Traditionally, the concept of motivation has been studied to respond to three questions: 1) what activates an individual; 2) what makes the individual choose one behaviour over another; and 3) why different people respond to the same motivational stimuli differently (Carsrud and Brannback, 2011). Some early scholars have divided motivational theories into drive theories and incentive theories. In earlier literature, drive theory suggests that an individual's internal stimulus pushes the person to seek a way to reduce the resulting tension (Remley, 1980), whilst incentive theories emphasize an end point

in the form of a goal that pulls an individual toward it (Carsrud and Olm, 1986; Carsrud *et al.*, 1989). In the field of entrepreneurship, Gilad and Levine (1986) have proposed push and pull factors, which divides individuals' entrepreneurial motivation into either being pushed by negative external forces such as job dissatisfaction, difficulties in the labour market and lower income levels (i.e. push factors), or being attracted into entrepreneurship to pursue independence, self-fulfilment and other desirable consequences (i.e. pull factors) (Segal *et al.*, 2005). These two early explanations of entrepreneurial motivation could be regarded as a foundation of the division between necessity-driven versus opportunity-driven activities studied in the later entrepreneurship literature. However, focusing on a dichotomy has overlooked the influence of time, as a pertinent variable, on the dynamic of individuals' motivation in entrepreneurial process. To address this, we need to turn to theories such as Steel and Konig's (2006) TMT.

2.1.1 Theory of Temporal Entrepreneurial Motivation: TMT

Steel and Konig's (2006) TMT integrates four closely related groups of motivational theories, namely Ainslie's (1992) *Picoeconomics* or Ainslie and Haslam's (1992) *Hyperbolic Discounting*; Vroom's (1964) expectancy theory; Tversky and Kahneman's (1992) cumulative prospect theory; and need theory proposed by numerous scholars such as Dollard and Miller (1950). TMT links the most enduring and well-accepted basic feature of these four previous theories, the impact of time (Stell and Konig, 2006). Four core features are included in TMT: value, expectancy, time and different functions for losses versus gains (Steel and Konig, 2006). Firstly, value represents how much satisfaction or drive reduction an outcome is believed to realize, depending on individual and situational differences (Lee, 2019). It means an individual's perceived attractiveness of a behaviour, or an option, may vary due to his or her present need strength and/or the current circumstance, or the current circumstance that would determine his or her need strength at that moment. To assess the value of engaging in entrepreneurial activity, for example, the question of what an individual's present need is, and whether this behaviour satisfies his or her current need, should be taken into account. Secondly, expectancy, is also affected by both situational and individual differences, represents individuals' perceived probability of whether an expected outcome will occur (Barba-Sanchez and Atienza-Sahuquillo, 2017). The difference in individuals' personality traits and situations they are experiencing, or experienced, results in higher and lower likelihoods of occurring. Expectancy is therefore also closely related to the concept of self-efficacy (Bandura, 1977). Thirdly, the time effect represents both the nearness or time required to realize an outcome, and individuals' sensitivity to delay, which is related to the press as an external cue impacting on individuals' need intensity. Press occurs when individuals realize a good chance of satisfying a need soon, as a result, the salience and intensity of that need become acute (Steel and Konig, 2006). Briefly, time effect differs in individuals' sensitivity to the duration of how long they must wait to receive an outcome. Finally, the element of losses and gains is affected by individual differences (Tom *et al.*, 2007). Linking with the previous three elements, the differences in individuals' perceived value, their expectancy and sensitivity to time effect, impact on their evaluation of losses and gains.

This integrative approach indicates that motivation can be considered by the influences of expectancy and value, weakened by delay, along with accounting for differences in perceptions of rewards and losses (Steel and Konig, 2006). Meanwhile, it argues that when determining the value for a specific individual choice, it is necessary to consider a central role of his or her need and perceived satisfaction in identifying the origin of motivation (Estay *et al.*, 2013). Different people have different needs at different time points and/or circumstances, which may lead to differences in their choices, and in stimuli-responsive to the same motivational forces (Carsrud and Brannback, 2011). Motivations develop at different phases of entrepreneurial process (Williams and Williams, 2017). The

entrepreneurial process covers development from the original 'conception' of a business idea, through a 'gestation' period, and ultimately to an actual 'birth' of the 'infant' business (Reynolds et al., 2004). This process can be regarded as three stages of idea generation, pre-evaluation (and/or pre-preparation) and actual business establishment. Freezing at the time point of the business establishment, the question relating to EM supposes to be 'why do or did you want to set up a business'. However, an individual may generate a business idea based on perceived attractiveness or value, which does not mean he or she has either an expectancy for an outcome or the following actions. In other words, the action may be ended at the point of idea generation for some individuals. This means there is a need to consider what changes happen to the transition between idea generation and the next or the following steps? This may link with the connection between individuals' attitude and motivation. As two similar terms that represent individuals' inclination for an action, attitude and motivation have been widely discussed in entrepreneurial studies, however, the nuance between them is still vague.

Individuals' attitudes are defined as a predetermined inclination to respond in a generally positive or negative way to the object or an activity (Robinson et al., 1991). It affects a person's evaluation of the entity or subject in question (Ajzen and Fishbein, 1997; Robinson et al., 1991). Motivation on the other hand, as individuals' innate strengths, is defined as an endeavour, driving force, willingness, persistence or energy that directs them to follow their objectives (Ryan and Deci, 2000; Faghih et al., 2020), and move forward their plans (Jodai et al., 2013). Linking with four features of TMT, the question is whether these features directly influence individuals' EMs, or any changes to their EAs occur further influencing EMs? More explicitly, whether time plays a role in triggering the mediating effect of individuals' EAs and ultimately bringing about the shifted motivations? In addition to EAs and EMs, generally, individuals' EM is usually considered as necessity-based in deprived areas, which delivers a signal that individuals may look for jobs as the priority and represents their needs, engaging in entrepreneurship is an alternative way to alleviate the situation of being unemployed. It is assumed that whether time plays a role in changing either their need, or perceived value of employment, subsequently leading to changes in their EAs and EMs. Despite EA not being the focal point in this study, it is necessary to distinguish these two similar but vague terms. This helps to understand how shifted EMs are formed through the time effect. Before discussing the multiple motivations found in deprived areas, it links Ajzen's recent clarification of EAs with Shane et al.'s (2003) classification of EMs to demonstrate the nuance between different types of EAs and EMs in the next subsection.

2.1.2 Different Types of Entrepreneurial Attitudes and Entrepreneurial Motivations

In the entrepreneurship field, entrepreneurial attitudes could be either at the emotional level relating to the difference between individuals' personal perceptions of becoming self-employed or entering (remaining in) waged employment (Souitaris *et al.*, 2007), or at the cognitive level relating to individuals' positive or negative personal belief in becoming an entrepreneur (Liñán and Chen, 2009). This element is included in the theory of planned behaviour (TPB), which is widely utilized to explain and predict the formation of entrepreneurial intention (Ajzen, 1991). However, the author of the TPB has criticized and contributed to the development of the TPB in a recent interview. He has proposed two types of attitudes: the general attitude towards a broad target; and the specific attitude towards a particular behaviour (Tornikoski and Maalaoui, 2019). A colloquial example is that an individual's positive attitude towards dog rescue institutions (i.e. general attitude) does not mean he or she holds positive attitude towards being a volunteer for rescuing dogs (i.e. attitude towards a behaviour). Ajzen's further clarification, about the attitude towards a behaviour, explains previous findings of low attitude-behaviour correlations as being caused by measuring and using general attitude to predict relatively specific actions (Tornikoski and Maalaoui, 2019).

Entrepreneurial motivation is defined as a desire or tendency to organize, manipulate and manage business operations, people, or ideas as quickly and independently as possible (Hessels *et al.*, 2008). Shane *et al.* (2003) have also classified entrepreneurial motivation into general and task-specific entrepreneurial motivations. The former general motivation considers the perceived attractiveness of engaging in entrepreneurial activities such as possible economic benefits, need for achievement and pursuit of independence (Shane *et al.*, 2003; Solesvik, 2013), whereas task-specific motivation relates to goal setting and self-efficacy (Shane *et al.*, 2003).

Table 1 demonstrates the difference between different types of entrepreneurial attitudes and motivations. General entrepreneurial attitude (GEA) and general entrepreneurial motivation (GEM) refer to individuals' perceived value and attractiveness of a behaviour or an action *per se*, it is akin to individuals' awareness about the behaviour or action, but without the consideration of their own engagement. Given this, GA and GEM do not consider the expectancy or probability of an outcome of a behaviour/action. GEM is more likely to reflect individuals' needs (i.e. what they want) compared to the binary perception of GA (i.e. it is good or not). By contrast, attitude toward a behaviour (ATB) and task-specific entrepreneurial motivation (TEM) reflect individuals' imagination, assumption or consideration of their own engagement. Because of this, ATB and TEM are related to expectancy based on perceived value and/or attractiveness of a behaviour, subsequently bringing about different perceptions of losses and gains based on their own evaluation. The difference between ATB and TEM is the former still stays at the non-action and evaluation stages, whereas the latter one is more likely to associate with actions and plans, along with a relatively clear goal.

[Please insert Table 1 here]

Attitude and motivation change over time (Robinson *et al.*, 1991; Williams and Williams, 2017). Different theoretical insights show that attitudes are both a cause of and caused by motivation (Eliyana *et al.*, 2020; Rivero and Ubierna, 2021). Contradictory findings in prior studies may therefore reflect changes in individuals' attitudes and motivations at different phases of entrepreneurial process, which generate different directional influences. Nonetheless, it is unclear how changes in different EAs and EMs occur and what is the connection between different EAs and EMs, along with the passing of time, which is discussed based on Williams and Williams's (2012, 2017) case studies in the next subsection.

2.2 Development of Research Propositions

This subsection uses Williams and Williams's (2012, 2017) result of multiple motivations as a starting point, but identifies the theoretical causes of changes in these over time. Propositions relating to the evolution of respondents' entrepreneurial motivation along with their changed needs are developed. Given the responses obtained from Williams and Williams's (2012, 2017) 18 in-depth interviews, the shifted entrepreneurial motivations in deprived areas can be categorized into two situations. Drawing on two prototypical respondents from Williams and Williams (2012, 2017), we interpret and summarize the two different situations in the form of Figures 1 and 2².

² Figures are originally created by the authors, the information in Figures is summarized from Williams and Williams's (2012, 2017) studies.

[Please inset Figure 1 here]

[Please inset Figure 2 here]

Most of responses indicate that the first TEM that directed respondents to follow the objective of establishing a business was primarily triggered by necessity or push forces such as dissatisfaction for previous jobs (Motivation 1a in Figure 1) or redundancy (Motivation 1a in Figure 2). The common tendency is for individuals to work in a number of jobs prior to the occurrence of the first TEM. While some of them either thought about the possibility of entrepreneurship or had a temporary preference for entrepreneurship (Figure 2), it was not achieved. In deprived areas, this shows that people may prefer being employed to engaging in entrepreneurial activities. This could be either related to individuals' lacking awareness of, and/or holding a negative opinion about, entrepreneurship due to barriers existing in an unsupportive entrepreneurial ecosystem (Mouraviev and Avramenko, 2020; Williams and Williams, 2014). It may also be related to individuals' perceived value and expectancy of being employed, based on their need of obtaining immediate rewards from employment (e.g. the sense of safety, stability or stable income), compared to setting up a business in an uncertain and highly risky situation (Williams and Williams, 2011).

In addition to the uncertainty and high-risk nature of entrepreneurship, these features are further exacerbated by individuals' lacking relevant experience and expertise in deprived areas, due to low levels of employment and educational attainment, leading to a lack of confidence to start up a business (Williams and Williams, 2012, 2014, 2017). These factors essentially trigger their innate risk averse nature, which inhibits involvement in entrepreneurial activities, and significantly reduce their TEM. Even for those who had such awareness (i.e. GEA and/or GEM), the unaccomplished transition from an idea being turned into reality was derived from less confidence of succeeding, a lack of skills and experiences as well as fear of failure (Williams and Williams, 2012), which negatively influences their ATEB and further reduces TEM. All of which explains a lower engagement level of entrepreneurship in deprived areas. Given this, *Proposition 1* has been developed as below.

Proposition 1: Individuals' perceived value and expectancy for employment based on their need for stability and/or security reduce TEM in deprived areas.

To further explore the factors triggering respondents' first TEM, it should be noted that there is a difference in this shifting process among respondents. In the first case (Figure 1), the first TEM was triggered by a stronger push factor of dissatisfaction with limited job prospects, along with either the desire to turn the idea into actual engagement with business preparation, or the perceived increase in confidence based on the accumulated experiences. In combination these enabled respondents to identify an opportunity to achieve more freedom and independence (Williams and Williams, 2012). We therefore argue that the combined effect of the multiple motivational drivers can be considered as a facilitating force, with the TEM as an outcome. Nonetheless, we still need to understand why respondents started to think about the choice of entrepreneurship after working in a number of different jobs. At some point the influences noted before led to a change, but it was not immediate. This case shows that as time progressed at some point, respondents' perceived value and expectancy of being self-employed becomes more valuable than being an employee in their current position. Potential explanations could be, as time went by, the shifted need changed the attitude towards employment and explains the origin of GEM (Rivero and Ubierna, 2021), or alternatively the

respondents' changed need strengthened GEM, which subsequently shifted the attitude from employment to entrepreneurship (EAs) (Eliyana *et al.*, 2020).

In considering those who had temporary but unaccomplished entrepreneurial thoughts or ideas (Figure 2), the respondents presented a positive GEA before and during a succession of jobs. However, the positive GEA failed to be turned into an ATEB and TEM over time, until a necessity force (i.e. redundancy) occurred. The major reason of failed transition was limited confidence derived from perceptions of lacking relevant skills and experience. Compared to respondents in the first case (Figure 1) who autonomously made an entrepreneurial choice to a large extent, cases of this type are more likely to reflect passively being pushed into entrepreneurship. The important difference between the two cases is the role and weight of necessity forces present. Scholars have stressed that necessity-based entrepreneurs are not a single type (Mouraviev and Avramenko, 2020). For instance, the respondents in Figure 1 could be considered a transition entrepreneur who tends to be growth-oriented, innovative and are simultaneously at a transition phase between an employee and entrepreneur (Mouraviev and Avramenko, 2020). This transition is based on individuals' changed needs and a comparison between employment and entrepreneurship. Once their perceived value and expectancy from being employed is less than those of engaging in entrepreneurship, their favourable attitudes towards employment are shifted into an ATEB. Along with sufficient confidence accumulated through experience directly acquired from their previous job, or indirectly through information about business start-up, their TEM would be easily triggered and help them make a choice. This can be regarded as an individual's intrinsic forces, such as achieving independence and overcoming challenges, playing a greater role than financial gains (Amit *et al.*, 2000).

Proposition 2a: Passing of time increases TEM through individuals' changed needs as an intrinsic force triggered by accumulated experiences and increased confidence in deprived areas.

On the contrary, examples such as those shown in Figure 2 tend to reflect a combination of necessity-inspired entrepreneurs who seek to find a solution to solve daily problems and commercialize the ideas and 'No Opportunity No Skills' (NONS) entrepreneurs who either see no opportunities, or do not believe in their own skills, or both (Muhlbock *et al.*, 2018). In these circumstances, the ATEM and TEM of the respondents who had a previous temporary preference may be less likely to autonomously emerge, even when taking the time effect into account. One explanation drawing on human capital acquisition is that people in deprived areas usually work in the job positions with less prospects, due to their lower educational attainment, so are less confident that their work experiences would be enough to independently set up a business (Zhao, 2020). Based on the assumption of people's preference of being employed in deprived areas (Williams and Williams, 2017), a lack of human capital hampers the development of their TEM that is related to self-efficacy and goal setting (Shane *et al.*, 2003). An alternative explanation relates to opportunity cost and the need of safety. Residents of deprived areas are found to prefer a sense of security rather than potential high-probability, but not guaranteed gains (Williams and Williams, 2017). Dissatisfaction due to a loss of perceived value from employment associated with stability or security may trigger a negative attitude towards the labour market. This will then revive the previous positive GEA and GEM to trigger a positive ATEB. Even in the case of limited confidence for the business idea or related activities, suggestions from the other people and personal networks as well as external support are mechanisms through which individuals recognize the feasibility of the previous business idea (Williams and Williams, 2012, 2017), ultimately forming TEM.

Proposition 2b: Passing of time increases TEM through individuals' changed needs as an extrinsic force triggered by accumulated dissatisfaction, even disappointment, in deprived areas.

Proposition 3a: Necessity factors extrinsically shift individuals' attitude towards employment to entrepreneurship in deprived areas.

Proposition 3b: Others' encouragement, suggestions from personal networks and external support trigger individuals' ATEB and further stimulate TEM through increased confidence in deprived areas.

In light of these cases, individuals' needs, reflected in their perceived value and expectancy, play a central role in triggering entrepreneurial motivations (Steel and Konig, 2006). However, passing of time spurs EMs rather than weakening it in deprived areas. In considering the issue of entrepreneurial timing, Politis (2005) argues that gaining greater occupational experience through delaying initiation of entrepreneurial behaviours would have little influence on the probability of success. This fits with arguments that skills such as developing management routines and building social networks in the same industry cannot be undertaken beforehand (Rae, 2005). Nonetheless, others suggest waiting may allow the correct or appropriate opportunities to be identified and the relevant resources put in place (Capelleras *et al.*, 2010). Regardless of business success, delay or waiting is related to a good timing that may enable individuals to be well equipped with experiences and skills, triggering their TEM, particularly in a deprived context where individuals lack necessary business skills, supportive mentoring and positive role models (Slack, 2005; Welter *et al.*, 2008). Even considering local residents who are usually employed in low paid jobs and serve locally derived demand in deprived areas (Zhao, 2020), the changed needs stimulate positive EAs and GEM through making a comparison between employment and entrepreneurship in such areas.

Once the first TEM is spurred and the business has become more established or successfully established, individuals' EAs shift continued with further business development and expansion (Williams and Williams, 2012, 2017). The objective behind this TEM is further development and growth of the business at this phase, rather than preparing and/or setting up the business at the previous stage. As demonstrated in Figures 1 and 2, different factors such as: perceived independence, comparison with other local business owners; accumulating relevant knowledge; and business growth, influence respondents' second TEM of expanding their businesses. This includes the influence of comparing with other local business owners (Figure 1, '*He stated that he felt that he could improve on the service being offered by his previous employer...*', Williams and Williams, 2012, p674). The influence of role models has been identified as a key factor in understanding the linkage between EM and place (Williams and Williams, 2012). As a lack of positive role models is one of barriers to entrepreneurship in deprived areas (Welter *et al.*, 2008; Williams and Williams, 2012), knowing an entrepreneur, and using 'success stories' of local entrepreneurs, have been regarded as an effective method of motivating individuals to start a business in such areas (Minniti, 2005; Williams and Williams, 2012). According to the case in Figure 2, the respondents' second TEM was facilitated by his perceived confidence that he could do better than the local business owner who ran the business in the same sector, rather than inspired by the success of other local businesses, combined with the perceived benefit of independence as general entrepreneurial motivation. In deprived areas, a sense of potentially holding a competitive advantage derived from the personal perception of possessing better capabilities than others, is related to the concept of downward social comparison, that is assumed to lead to a self-enhancement of subjective well-being and self-esteem (Wills, 1981; Taylor and Lobel, 1989).

Proposition 4: Downward social comparison and business performance progress facilitate the shifted entrepreneurial motivations towards further business development through increased confidence in deprived areas.

In light of Williams and Williams's (2012, 2017) studies, Figure 3 displays the different time points in an entrepreneurial process and highlights where changes occurred, whilst the result of multiple motivations provides a potential to further elucidate the reason behind this phenomenon. If we look back at the dashed line areas of Figures 1 and 2, however, there remain unanswered questions, such as: how the changes evolve among different entrepreneurial attitudes and motivations?; whether there is any connection among these factors, as a combined effect or sequential consequence?; what kind of learning the respondents undertaken?; and how these changed motivations influence the entrepreneurial consequences? By applying IPA, the primary qualitative data is utilized and analysed to stress and explore these uncovered queries in the following sections.

[Please insert Figure 3 here]

3.0 Research Methods

Entrepreneurship is considered as a contextually situated social activity grounded in entrepreneurs' experiences (Rajasinghe *et al.*, 2021). Weaknesses highlighted as existing within the entrepreneurship literature includes a lack of transparency, insufficient clarification of philosophical and methodological choices (Hlady-Rispal and Jouison-Laffitte, 2014; Van Burg *et al.*, 2022), reduction of data and obscurity of data analysis procedure (Smith and McKeever, 2015). Moreover, some studies do not always fully justify their position (Seymour, 2006), or do not establish an informed rationale to explain why they claim to be phenomenological or qualitative (Hlady-Rispal and Jouison-Laffitte, 2014). These issues cause many entrepreneurship studies to be predominantly descriptive and insufficiently rigorous (Barredy, 2016). In addition, a tendency of perceiving quality and validity of qualitative studies from a positivist perspective (Smith and McKeever, 2015), limits an understanding of the importance and influence of qualitative research (Yardley, 2008).

To better understand the time effect on changes in individuals' entrepreneurial motivations in deprived areas, Interpretative Phenomenological Analysis (IPA) that incorporates phenomenology, hermeneutics and idiographic consideration (Smith *et al.*, 2009; Larkin *et al.*, 2011) is utilized in this study to inquire into respondents' entrepreneurial journey. IPA emphasizes human experience that signifies the importance of both phenomenology and hermeneutics to deepen the understanding (Smith *et al.*, 2009), along with the idiographic focus on how a given person makes sense of a given phenomenon in a given context (Cohen *et al.*, 2007). Phenomenology seeks to combine the central focus of participants' perspectives with an empathic but critical hermeneutic process employed by the researcher, to produce an interrogative account based on experience, and develop a coherent and themed investigation (Wagstaff *et al.*, 2014). Hermeneutics is the theory of interpretation (Rodham *et al.*, 2015), drawing upon the interpretation to make manifest what is usually hidden and to explore those meanings embedded in human experience (Wagstaff *et al.*, 2014). Thus, this open approach is regarded as a way to explore first-hand entrepreneurs' experiences, to uncover qualitative understanding of their changed entrepreneurial motivations, which addresses some preconceptions related to rigour, quality and validity in entrepreneurship studies (Van Burg *et al.*, 2022). Rather than a range of predefined or predictable patterns (Steyaert, 2016), this study considers each entrepreneurial endeavour as a unique story (Blundel and Lockett, 2011), and seeks to explore

particular personal stories that are accepted as a product of individual interpretation, as well as respondents' retelling being regarded as an act of reconstruction (Seale, 2018). By highlighting the areas that reflect the narrators' experiences, the analysis of these areas may reveal crucial insights that need further interrogation (Seale, 2018).

Nottingham as a mid-sized city in the UK, had a population of 337,100 in 2020 (Nomis Official Labour Market Statistics, 2020), and ranked as 6th most deprived city in England in 2016 (Office for National Statistics, 2016, Table 2), has been selected as the target city to carry out the investigation. Rather than looking for large samples due to the positivist influence (Gray, 2014), a relatively small sample size utilizing IPA helps to deeply explore and develop a detailed account of each participant's experience (Smith *et al.*, 2009; Rajasinghe, 2020). By following the simple design of IPA (Larkin *et al.*, 2018), six in-depth semi-structured interviews were conducted in 2019 with actual entrepreneurs who live in the 10% most deprived areas of Nottingham and have established their businesses. This ensured that the context of operating a business in a deprived area applied. These entrepreneurs, as the owners of the businesses, had to be managing businesses that were actively providing goods or services, and had been operating in the last three months, to ensure they have completed the start-up process at the point of interview. All respondents were owners of the businesses they operated. Interview participants were identified through a number of methods to identify those with varying entrepreneurial journeys. Some of the participants were contacted through entrepreneurial support organizations based in Nottingham, that provided courses to those located in more deprived areas of the city. Others were identified as being willing to participate in follow-up interviews, having taken part in an earlier survey that was distributed to those with physical premises in those deprived areas of Nottingham. This allowed those not seeking broader support and advice to be contacted.

According to interviewees' demographic and business information demonstrated in Appendix 1, the selected businesses are diverse and does not seek to match the sample to the wider population of enterprise as both business owners and their businesses that are suffering multiple deprivation in a city environment may not be grouped in the same sectors as is the case for enterprises generated in the UK overall. It should also be noted that although attempts to contact as wide a variety of entrepreneurs from deprived areas was made, there was likely to be a bias towards those with bricks and mortar businesses rather than online enterprises. In a qualitative study, this sample selection aims to achieve 'phenomenon representation' rather than 'population representation' (Gray, 2014). Employing IPA that elicits participants' detailed stories, thoughts and feelings (Smith *et al.*, 2009), helps to understand how entrepreneurial attitudes and motivations vary over time, explore the reasons behind this phenomenon and facilitate the development of a competent theoretical perspective of the phenomenon (Cope, 2011), to fill in the gap present in Williams and Williams's (2012, 2017) studies. For example, a priori understanding can be acquired by asking 'could you talk about why you want to set up your business (i.e. GEM, before T4)?' and 'could you talk about your own perception of setting up a business (i.e. GEA, before T4)' and constructing subsequent questions from the dialogue such as 'when did you consider engaging in entrepreneurial activity' (i.e. ATEB, before T4), 'could you talk about the exact reason that facilitated or encouraged you to set up your current business (i.e. the first TEM, at T4)?', and 'how did you run and manage the business after the establishment?' or 'what did you do after the business establishment?' as well as 'why did you have this plan/what encouraged you to have this plan?' (i.e. the second TEM, at T5).

[Please insert Table 2 here]

In considering the theoretical underpinnings of IPA (Jeong and Othman, 2016), the data analysis not only mentions the philosophical positions for a particular case, but also continuously demonstrates how these positions shape the research decisions. By following the analysis procedure³ of qualitative data (Appendix 2) suggested in Rajasinghe *et al.*'s (2021) paper, Nvivo software is applied to analyse qualitative data. Before inputting data into Nvivo, transcripts have been repeatedly read (Smith *et al.*, 2009; Kempster and Cope, 2010), to deepen the understanding of each participant's experience (Rodham *et al.*, 2015), and avoid the habitual propensity for '*quick and dirty reduction*' of data, as one of issues existing in qualitative studies (Smith *et al.*, 2009, p82). During the reading and re-reading, a set of detailed notes and comments is produced with a clear phenomenological focus (Jeong and Othman, 2016; Rajasinghe *et al.*, 2021), to acquire understanding of how and why participants have these concerns (Smith *et al.*, 2009). These detailed notes and comments were coded as nodes in Nvivo, three major node categories include two time periods (i.e. before and after business establishment), and a category named 'other nodes' comprising of unexpected and interesting responses). After this, the emphasis is moved from the original transcripts to initial comments (Brocki and Wearden, 2006), whilst the emergent themes are developed by applying empathetic and questioning hermeneutics, to capture the essence of the initial notes and comments (Fade, 2004). It means these emergent themes are developed based on a combining of the experiences from the insider lens of participants (empathetic hermeneutics), and an outside perspective, such as psychoanalysis that facilitates the researcher's understanding of the phenomenon (Smith *et al.*, 2009; Willig, 2014). Given this, numerous nodes are coded as the 'node tree' in each node category, the corresponding information in each node will be further coded as a range of sub-notes to show the diverse responses. In light of the time points displayed in Figure 3, the responses coded in the node of 'Before business establishment' correspond to four time points relating to the occurrence of temporary idea (T1) and job dissatisfaction (T2), changes that happened to EAs and GEM (T3), as well as triggered first TEM (T4). Appendix 3 indicates an example showing the node structure of all participants' responses pertaining to the node category of '*Before Business Establishment*'.

By following previous researchers' process (Smith *et al.*, 2009; Rajasinghe, 2020), the next step is finding the connections across the emergent themes within a single case. The procedures mentioned so far recur to each case respectively (Melis *et al.*, 2020). The last step is exploring themes across all cases to look for convergences and divergences, which requires to refer back to the research question to finalize superordinate themes for the study by reconfiguring and/or relabelling superordinate themes (Rajasinghe *et al.*, 2021). For instance, comparison diagrams are created to compare different files (Appendix 4), or nodes (Appendix 5), to see the similarity and difference, however, comparison diagrams cannot present the details pertaining to similarity and difference. Thus, matric coding query is further applied to demonstrate the themes and explore the intersections between nodes and sub-nodes. This approach helps to explore the explanation of propositions, such as the intersections between being employed and drivers of participants' first TEM (Appendix 6). Explanations of the proposition are identified through matric coding query, for example, Appendix 7 shows why those employed participants chose to be employed rather than self-employment (Proposition 1). In some cases, multiple matric coding queries need to be run, for example, Propositions 2a and 2b (Appendix 8). When unexpected responses occurred, for example, Appendix 9 demonstrates factors triggered participants' first TEM, 'spiritual belief' as an interesting response is linked with the information included in the node called 'other nodes' to make further analysis.

³ It is based on Smith *et al.*'s (2009) data analysis process, linking with others' theories and their own practical experiences of undertaking IPA studies.

4.0 Results and Discussion

By corresponding to time points displayed in Figure 3 and the analysis method applied, this section presents and discusses the results of two periods, namely before (i.e. points of T1, T2, T3 and T4 – subsections 4.1 and 4.2) and after (i.e. point of T5 – subsection 4.3), business establishment. Unexpected findings are also presented in the subsection 4.4.

4.1 EAs and GEM before Business Establishment in Deprived Areas

It is found that 5 participants chose to be employed, only one chose to be self-employed (Appendix 9). Regarding EAs and GEM (Appendix 10), the common responses from a half of participants (Participants A, B and F) was *'I never thought/did not think about it'*. This result shows a low level, or an absence, or negative, opinion of EAs, particularly ATEM. These participants worked for different jobs with less prospects such as working in pubs and as a cleaner due to lower educational attainment (Williams and Williams, 2012, 2014, 2017). Looking for jobs is considered as a natural/necessary choice after education, particularly for two respondents who had either lower or no qualifications (Participants B and F). They tended to find jobs that they were able to do, rather than the jobs they wanted to do, reflecting that they not only lacked the awareness of entrepreneurship (Mouraviev and Avramenko, 2020), but also had vague consciousness for their occupational development. Regardless of the implementation and outcome of business establishment, the rest of participants (Participants C, D and E) display positive EAs⁴ and GEM such as dream job (Participant D), and using perceived 'signature strength' to earn money (Participant E). Even so, only Participant C turned his positive attitudes into the willingness of carrying out subsequent actions after graduation, other participants were employed before their current businesses. In considering the unfinished shift from positive EAs and GEM of Participants D and E, their narratives indicate their expectancy for being employed was more significant than those for being self-employed (Williams and Williams, 2011). This reflected low confidence based on a comparison with other competitors (Participant E), and perceived prospects of the job in a city which has more potential (Participant D). This is consistent with *Proposition 1*. While participant C indicated he faced similar barriers from a lack of confidence and skills to the business start-up (Williams and Williams, 2012, 2014, 2017), interestingly, his positive EAs and GEM were derived from his strong reluctant attitude towards employment. The reason behind this will be further explored in the following discussion. These findings also stress the importance of distinguish between different EAs and EMs (Table 1), because the existence of positive EAs and GEM does not necessarily relate to action orientation, which is regarded as the reason for finding a weak attitude-behaviour link (Tornikoski and Maalaoui, 2019). In this subsection, the findings show that individuals' preference of being employed in deprived areas reflects their perceived value and expectancy for employment was more than engaging in entrepreneurial activity at the point of T1 in Figure 3.

4.2 The First TEM before Business Establishment in Deprived Areas

In considering the first TEM of participants who had EAs and GEM (Appendix 11) at the point of T4 in Figure 3, it is found that Participant D and E explained the increase in their perceived confidence enabled them to set a goal associated with entrepreneurial tasks (Appendix 13), in addition to the factors such as job dissatisfaction or decreased expectancy for the value of being employed causing a shifted attitude from employment into entrepreneurship (Eliyana et al., 2020). For example, Participant D's TEM could be explained by the desire to wait found in early studies (Carter and

⁴ For example, Participant C started his business projects after graduation, Participant D said *'I always want to set up my own business'*, and Participant E stated that he had initial thoughts about being self-employed (i.e. his first business idea).

Collinson, 1999; Volery *et al.*, 1997). Studies have found that a majority of business school graduates prefer developing and accumulating greater experiences and knowledge before business start-up (Collins *et al.*, 2004). The decision to wait is to decrease the potential failure risk, which is usual at the initial stage of a new venture (Choi *et al.*, 2008). While these previous findings are not applicable for many in deprived areas who have not gone to university, it has similar effects for participants who left school or university. It means the time delay for her is partially derived from her accumulated experiences based on the intrinsic change in her needs for her occupational pursuit or desire, which is consistent with *Proposition 2a*. By contrast, the formation of Participant E's TEM was largely triggered by job dissatisfaction (*Proposition 2b*). Most importantly, the result reveals the important role of others' opinions in shaping his initial and positive attitude towards, or awareness of, entrepreneurship (Bailey, 2015) (Appendix 11), which emerged at or before T1 in Figure 3. As time marches on, his accumulated dissatisfaction with being overloaded by working hours highlighted some of the benefits of entrepreneurship, which made him realize that his expectancy and expected satisfaction shifted to entrepreneurship (*Proposition 3a*). The essence of the transformation process can be regarded as a cognitive base that triggered his comparison with entrepreneurship when he felt dissatisfied with the job. The extrinsic influence of necessity factors on individuals' TEM is found through changes in their attitude towards the labour market and ATEB. It also reflects the influence of attitude on individuals' evaluation of employment and entrepreneurship (Ajzen and Fishbein, 1977; Robinson *et al.*, 1991), therefore, *Proposition 3b has been explained*. Briefly, a combination of job dissatisfaction generated at the point of T2, and perceived increase in confidence between points of T1 and T2 revives previous positive EAs and GEM. Time therefore plays a role in changing their needs and expectancy of occupational development.

In considering those who lack EAs and GEM (Participants A, B and F), some novel perspectives have been also explored. The first TEM of these participants was mainly driven by the pulling force of random opportunities. The perceived opportunities affecting these participants are not equivalent to the concept of business opportunities noted in other studies, that generally refer to the potential of business development or growth (Barcena-Martin *et al.*, 2021). The difference is the business opportunity would be perceived or explored in a serendipitous fashion. These randomly perceived opportunities are extrinsic, rather than intrinsic factors, because there was more likelihood that they would probably have continued in their previous jobs if these random opportunities did not 'come to them', even though they may be dissatisfied with the job or face the difficulties in the labour market (Participant A). Given this, time delay in deprived areas potentially provides time space for these participants, to 'meet/come across' a chance to re-think their career direction, based on making a comparison between the prospect of current job and the potential development of engaging in entrepreneurial activities. While most people in deprived areas might be less likely to intentionally develop their skills in order to set up the businesses, it cannot be denied that seizing these so-called random opportunities is mainly based on their accumulation of relevant skills in particular industries, or the deep consideration about the career prospect in the current job, accumulated over time. It is different to the case of those who had EAs and GEM mentioned above, the findings reveal that individuals' increased confidence that triggers the first TEM, can be also facilitated by perceived confidence through a chance that enables them to realize they can use existing capabilities, or practice their capabilities, to get involved in entrepreneurial activities between the time points of T2 and T4 (Participants A and B, Appendix 12), along with the facilitating effect on ATEB at T3. Although Participant C's response relating to the first TEM is the same as EAs and GEM, his perceived confidence and TEM are derived from the spiritual belief, rather than being confident to his own strengths. This will be linked with other responses to be further explained in subsection 4.3.

4.3 The Second TEM after Business Establishment

Since the businesses were successfully established, the second TEM at the point of T5 of Figure 3 have shifted to the further improvement (Appendix 13). This can be in terms of individual improvement such as the desire to pursue more training (Participant A). Alternatively it can be reflect business development such as: creating a better ambience and providing more services to customers (Participant B); online marketing (Participants B and E); as well as delivering customized products based on customer preferences and market trends (Participants E and F); or geographic business expansion (Participant C). From an overall perspective, this is consistent with Williams and Williams's (2012, 2017) findings of transferred opportunity-driven EM. More specifically, the prevalent use of self-help methods in deprived areas such as learning-by-doing (Participants D and F) and self-learning through online searching (Participant B), and self-reading (Participant C) is evident (Williams and Windebank, 2016; Mouraviev and Avramenko, 2020). While the result shows passion is one of factors that triggers the second TEM (Participant D), the second TEM at T5 was primarily stimulated by intrinsically perceived confidence acquired from utilizing self-help methods, and also comparing with other local businesses (see Appendices 14 and 15 for further details of responses relating to increased confidence and the use of self-help methods respectively). What is stressed in this study are the findings pertaining to the perceived confidence. These are linked with the reference objects, or individuals, used in making downward social comparisons, and the application of self-help methods to acquire relevant knowledge in deprived areas, providing an explanation of *Proposition 4*. This comparison approach helps individuals to strengthen their self-efficacy. However, from a long-term perspective, it leads to some extent to personal self-satisfaction, potentially hindering individuals' further development or pursuit of personal growth. In other words, it is possible for individuals' personal and business development to be limited to the local area, because in comparing themselves only to those people regarded as being 'worse' or weaker businesses, it is probably harder to identify good practice and breakthroughs for further progress. Linking back with the findings of EAs, GEM and shifted expectancy from employment to entrepreneurship, moreover, the need for a sense of security or better payment, may enable some participants to subjectively satisfy the performance of using self-help methods. To discuss this, the consideration of participants' EAs and GEM is crucial. This could determine whether individuals really want to grow a business in the same manner as those generally mentioned in the literature, or do they only demand security or a subjectively satisfactory payment. This relates to the goal setting of business development and growth, in contrast to that of business survival alone (Shane et al., 2003).

Given this, EAs and EMs are related to individuals' entrepreneurial behaviours. It is important to look at this potential influence of EAs and EMs from the other angle. For example, when looking at the factor triggering Participant E's EAs and GEM discussed before, he expressed that his second TEM was driven by the perceived help from the personal social network (i.e. friends who have work experiences in the same industry as their business). Compared to other participants, who had a relatively clear direction for further business development and/or operation, Participant E is more likely to rely on friends' help and suggestions to a large extent (Bailey, 2015EMa). Although participants' second TEM were facilitated by increased confidence, there is a slight difference between Participant E and other participants. Based on the concept of self-efficacy defined by Drnovsek *et al* (2010), Participant E tends to feel confident to control both positive and negative cognitions (i.e. control belief), whilst other participants felt confident in their capabilities of attaining goals (i.e. goal belief). Thus, the case of Participant E reveals that other people's opinions and their personal network, play a crucial role in shaping and impacting on EAs and EMs for some of the population in deprived areas. Linking this with the potential influence of reference objectives, Participant B highlighted another way to understand flexibility, as one of advantages of entrepreneurship, as perceived by part of the population in deprived areas when he mentioned downward comparison.

'Lots of studios will be completely shut (down) and they will just come in when they have appointment... A lot of people say to me that I had the freedom of coming and going as I pleased'.

Indeed, this phenomenon is reflected in Participant E's EAs and GEM to some extent (Appendix 10). Such an influence may directly cause an inappropriate effect on other people's EAs and EMs, or incorrectly influence other people's entrepreneurial behaviour that shapes an unsupportive entrepreneurial circumstance and negatively impacts on shaping other people's entrepreneurial attitudes and motivation, particularly those people who are easily affected by others' opinions or suggestions. The outcome could generate a vicious circle between entrepreneurial attitudes, motivations, behaviour, and outcome of a lower entrepreneurial engagement level and poor business performance or quick business closure in deprived areas.

4.4 Other Findings

In Williams and Williams's (2012, 2017) studies, it is mentioned that engaging in seminars is one channel for some respondents to obtain knowledge and encouragement. In this study, only Participant E engaged in this kind of course, but he found this by chance. Briefly, all participants preferred using their own methods to proactively seek this support, particularly Participant C's response⁵ needs to be noted. It explores an inconsistency between the support provision and the real demand of people who are from deprived areas. This also links with another explored result of a prosocial concern⁶ presented by Participants C and F, which display the prosocial judgements and commitment to alleviate others' suffering (Miller *et al.*, 2012). Their prosocial concerns come from different sources. On one hand, in addition to the actual or perceived discrimination (Zhao, 2020), Participant C realized there were further particular difficulties for people from deprived areas or communities in the labour market, in particular they highlighted those who *'had criminal records'*. This situation may facilitate the entrepreneurial choice. Participant C's spiritual belief also delivers a potential signal that there exists a hopeless emotion, which applies to employment or entrepreneurship, even for their life as a whole (Zhao, 2020). This could explain how the reluctance of being employed drove his first TEM. Rather than being a way out of poverty or reducing the inequality in deprived areas (Morris *et al.*, 2018), this provides another explanation in that entrepreneurship is more likely to be a way to escape from the mainstream society, or the difficulties they cannot change, shaping EAs and EMs.

On the other hand, Participant F could be satisfied with changes in his life and believe it could be a way for other local people, particularly young people, to escape the local disadvantage. In other words, both Participants C and F tend to act as role models, playing the part of social entrepreneurs, to produce the influence on EAs and EMs in such areas. In specifically considering the life change pointed

⁵ Participant C: *'The business training was very boring, no passion, no excitement...They have no idea how to deal with the real issue because they are even be experienced, but if they do not live in the area or they do not know the people or understand what is happening behind closed doors of people's house, they will not know how to tackle issues in that community... there are young people going into prison, what will incentivize these people to start their own business? In some respects, a lot of the people I work with are already entrepreneurs, but they are not working within the system, they are working outside the law'.*

⁶ For example, *'Make some differences in the community'* (Participant C) and *'We invite local people with me to design or develop my range or their range... they could be added to the economy, they could be creating businesses, start jobs, working together'* (Participant F).

out by Participant F⁷, the time effect on the self-consciousness for goal settings has been explored. This can be linked back with the previous discussion pertaining to the employment choice deriving from less clear plans for the occupational development, and 'met by chance' opportunities, to re-think their career direction. This reveals a signal that the passing of time provides a space for a part of the population in deprived areas to be aware of both personal and occupational goals. Meanwhile, an interaction between increased confidence and goal setting could motivate individuals to continuously achieve further business development (Zhao, 2020). In addition, the cases of Participant D and F exposed the need of being resilient, or fostering the resilience, from adversities in such areas.

5.0 Conclusion and Limitations

By drawing upon Williams and Williams's result of multiple motivations with the objective of preparing and establishing a business in deprived areas, this study examines the gap in knowledge relating to how individuals' shifted motivations evolve, based on considering changing needs over time. In deprived areas, while the first TEM for a part of the population is largely caused by extrinsic factors, such as job dissatisfaction, their entrepreneurial choices and decisions for the current business were made on their own initiatives, rather than being completely pushed into entrepreneurship. The time effect plays a role in accumulating the necessary skills and experiences to increase confidence, and/or accumulating job dissatisfaction, through comparing the perceived value and expectancy between employment and entrepreneurship. It causes the shifted needs and revives the previous uncompleted entrepreneurial attitudes and general entrepreneurial motivations. There is another part of the population who lacks EAs and GEM, their first TEM is mainly stimulated by random chances to realize that they are able to use existing skills and experiences to start and operate a business. In this vein, time plays a role in enabling individuals to come across the chance, however, this nature of randomness reduces the probability of intrinsically triggering TEM in deprived areas. In considering the second TEM with the objective of operating and developing a business in deprived areas, it is usually stimulated by increased confidence based on perceived progress. Notably, the preference for utilizing self-help methods and downward social comparison found in this study, reveals a necessity of re-considering individuals' real demands, particularly the resilience from adversities, and both positive and negative influences generated by local role models or reference objects.

5.1 Theoretical Implications

This study contributes to propose an in-depth understanding of individuals' shifted entrepreneurial motivations, which vary depending on changed needs at different times as they pass through the entrepreneurial phases, along with changes happened to EAs and GEMs. As a qualitative study, the findings reveal more possibilities to explore the reasons behind the phenomenon of multiple or shifted motivations in deprived areas and relating factors, based on participants' narratives and observations about other local entrepreneurs. It enriches the understanding of the connection between EAs, individuals' needs and motivations, as well as the potential influence of individuals' EMs and behaviours on the formation of other people's entrepreneurial attitudes and motivations. For future research, quantitative studies could statistically test the generalization of each variable and qualitative studies would be suggested to investigate the multiple motivations in deprived areas of other cities and/or countries. However, the quantitative results are more likely to establish a base for the

⁷ Participant F said: 'it was just about finding the right thing at the right time in my life to be able to focus on it, and that was later in life for me... Like I am saying about choosing what you want to do, rather than asking pupil to choose at thirteen, you do not know what you want to do, it is life experience that teach you I am strong enough now...the experiences to move forward with that. At sixteen, thirteen, you do not have that'.

qualitative research to further explore the uncovered aspects behind the relationships. Regarding the effect of entrepreneurship session/training/education support, for example, quantitative data could neither find the engagement is a serendipitous case, or lower engagement is due to the inconsistencies between supply and demand. While this study applies a simple design of IPA to reveal novel perspectives from actual entrepreneurs, who also play a role as training providers and social entrepreneurs, future qualitative research could consider the innovative application of IPA to emphasize how different stakeholders within entrepreneurship, make sense of their experiences (Davidsson, 2016). It means multiple perspectives of entrepreneurship stakeholders, such as policymakers and training organizations, can be facilitated to produce a deeper understanding about the complexity of entrepreneurial issue in deprived areas (Hlady-Rispal and Jouison-Laffitte, 2014), compared to common descriptive approaches such as thematic analysis (Brocki and Wearden, 2006; Holloway and Todres, 2003).

Growing up and residing in deprived areas, the prevalence of applying self-help and strong local bonding ties, are reasonably assumed to be associated with lower self-esteem in deprived areas. This is derived from negative past experiences and accumulated gaps in residents personal development through their life course, such as receiving a lack of respect and social connectedness, being neglected or perceiving discriminatory behaviour exhibited towards them (Wagner et al., 2018). A lack of self-esteem could be also reflected in the important role of downward comparison, and perceived '*increased status*', in strengthening confidence as found in this study. Therefore, a deprived context not only negatively affects entrepreneurs' knowledge, skills and confidence relating to business, but also generates other individual outcomes such as those linked to psychological, attitudinal, cognitive and behavioural development (Willingham, 2012). To respond to the call for considering combinations of socio-spatial settings, and their cumulative effect over the life course, to better understand the connections between contextual factors and a given individual outcome (Galster, 2012; van Ham et al., 2014; de Vuijst et al., 2017), future researchers could further explore the long-lasting effect of deprivation on individual outcomes, and its subsequent influence on forming particular entrepreneurial behaviours and phenomena in deprived areas. In addition, they could consider their impact on the resilience of local residents and/or entrepreneurs when confronted with adversity. Further, this study, and previous literature that targets general population, found prosocial concerns had powerful consequences, such as creativity and persistence. Given this, future researchers could also look at the interaction between intrinsic motivation and other types of externally focused motives, such as prosocial ones (Murnieks et al., 2019), or alternatively, make comparisons of such interactions for the general population and entrepreneurs from deprived areas.

Practical Implications

Practically, this study provides comprehensive insights about changes in individuals' EAs and EMs at different phases of entrepreneurial process, and possibilities to explain those identified issues, such as selection of 'easy to enter' sectors and quick business closure in such areas. Unfortunately, the entrepreneurs themselves are not likely to be aware of these changing motivations at each point in time. Programmes in schools and universities could try to highlight these changes. This would be to try and educate prospective future entrepreneurs in deprived areas in a manner that helps them avoid being drawn into making the wrong choices at the wrong time. However, such education and training are likely to be sufficiently in advance of when it is needed that much of the benefit may be lost.

Given this, policymakers and relevant institutions could re-consider individuals' real needs at different time points in deprived areas, and provide corresponding programmes and support, rather than financial incentives and undifferentiated courses. Including, but not limited to entrepreneurs from deprived areas, different needs of other entrepreneur groups (e.g. women and ethnic entrepreneurs) and types of enterprises (family businesses) also lead to different entrepreneurial processes and outcomes (Coffman and Sunny, 2021). Given this, relevant policies could be designed to be more diversified rather than merely take the dualistic depiction of necessity/push and opportunity/pull factors into account. Moreover, issues existing in deprived areas are not only about employment and entrepreneurship, but it could also be traced back at the initial life stage of individuals and their life experience, which causes the difficulties relating to re-building the resilience and trust for the mainstream society. We posit the ineffectiveness of those palliative policies and programmes may be derived from overlooking or underestimating the importance of long-lasting socio-spatial effects, and potentially mislead the support direction to only addressing those barriers to entrepreneurship *per se*, such as providing entrepreneurial education, programmes and events to overcome the barriers of lacking human capital and restrictive social networks, and so on. In this case, external interventions to boost entrepreneurship are more likely to meet resistance and/or resignation. Even if the policy and support are effectively executed, the benefits will be little for some of the residents in deprived areas. One area of promise, given the results found in this study, is the use of self-support, and this is where online tools could help entrepreneurs to understand their motivations at different points in time, and aid them in reflecting on whether they are making the correct choices. Support from such tools may include signposting of local relevant support services, but also where further self-support tools may be accessed. Given the importance for individuals in understanding how their situation is changing over time identifying when to seek more advice, support, information and make a change, it will be also key to 'nudge' individuals into utilising these tools on a regular basis, such as when signing up for other public services.

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Table 1 Different Attitudes towards Entrepreneurship and Different Entrepreneurial Motivations

ENTREPRENEURIAL ATTITUDE
<u>General attitude towards a broad target (GEA)</u> Example: Setting up a business is good, or not.
<u>Attitude towards an entrepreneurial behaviour (ATEB)</u> Example: Setting up my own business is good, or not good.
ENTREPRENEURIAL MOTIVATION
<u>General entrepreneurial motivation (GEM)</u> Example: I want to obtain the sense of achievement I want to independently work for myself
<u>Task-specific entrepreneurial motivation (TEM)</u> Example: I want to put efforts to obtain the sense of achievement. I am willing to spend my time and efforts on successfully setting up my own business.

Table 2 Rankings of the most deprived towns and cities in England according to the Index of Multiple Deprivation (IMD) across all IMD domains⁸

Town/City	IMD	Income	Employment	Education	Health	Crime	Housing	Living Environment
Oldham	1	2	4	3	9	16	101	65
West Bromwich	2	1	1	2	17	50	22	28
Liverpool	3	5	6	22	3	27	57	11
Walsall	4	4	8	8	45	36	34	9
Birmingham	5	6	10	21	34	24	1	2
Nottingham	6	11	21	7	15	11	13	24
Middlesbrough	7	7	9	9	14	8	94	79
Salford	8	20	24	12	2	6	31	25
Birkenhead	9	8	2	23	8	29	81	37
Rochdale	10	9	13	14	12	3	38	76

Source: Office for National Statistics and Department for Communities and Local Government

⁸ A rank of 1 indicates the most deprived town or city and a rank of 109 the least. The overall most deprived towns and cities are determined by those with the greatest proportion of Lower Layer Super Output Areas (LSOAs) in the most deprived 20%.

Figure 1 Case Study 1 from Williams and Williams' Studies

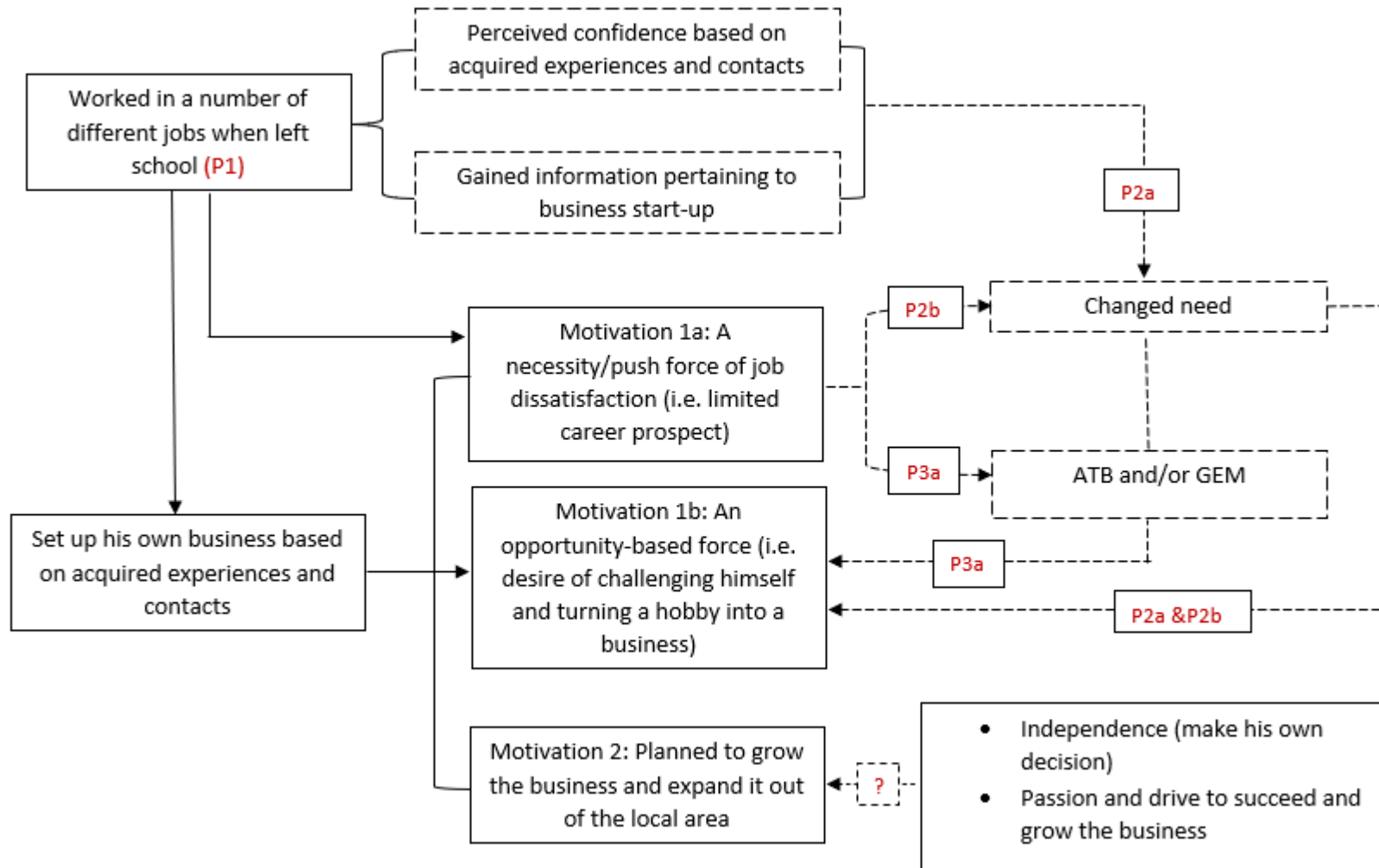


Figure 2 Case Study 2 from Williams and Williams' Studies

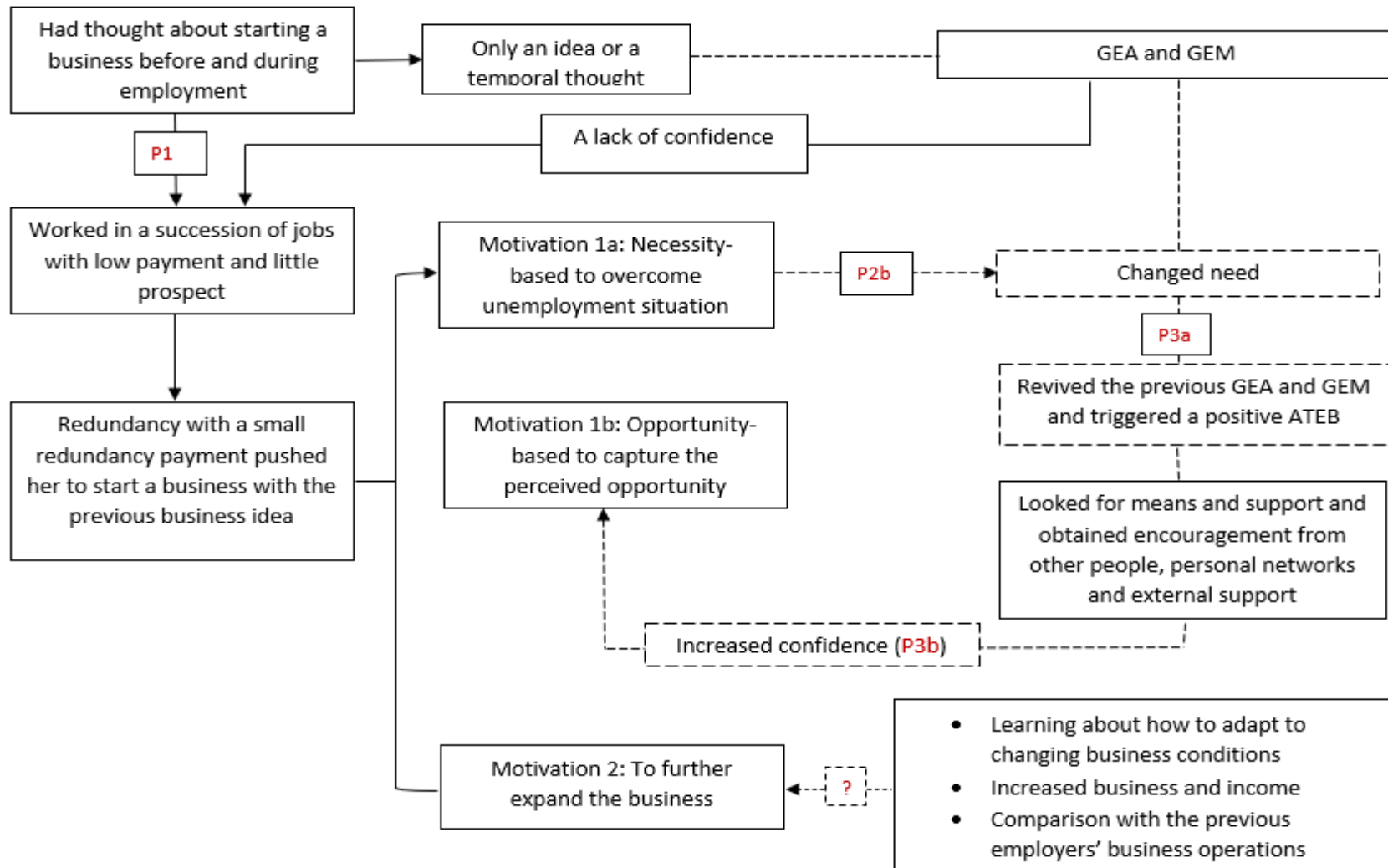
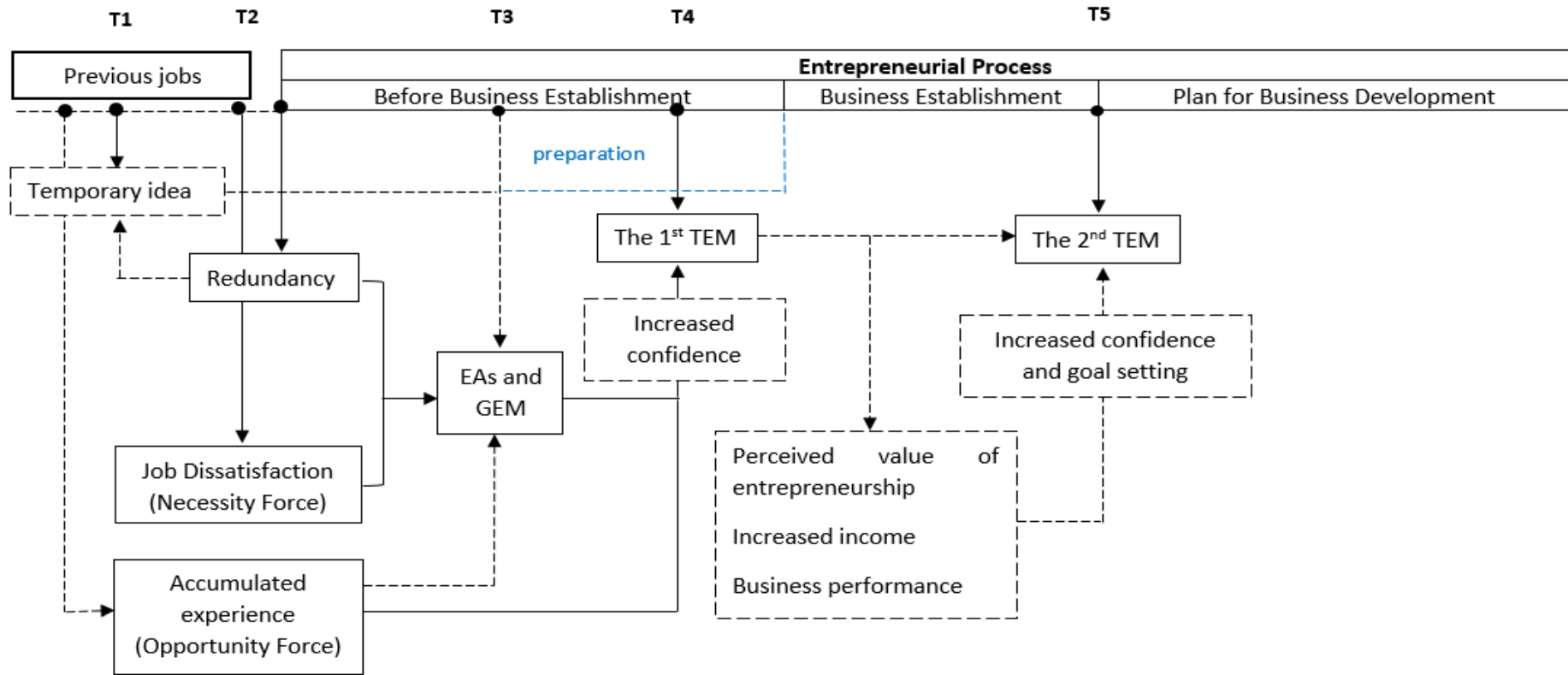


Figure 3

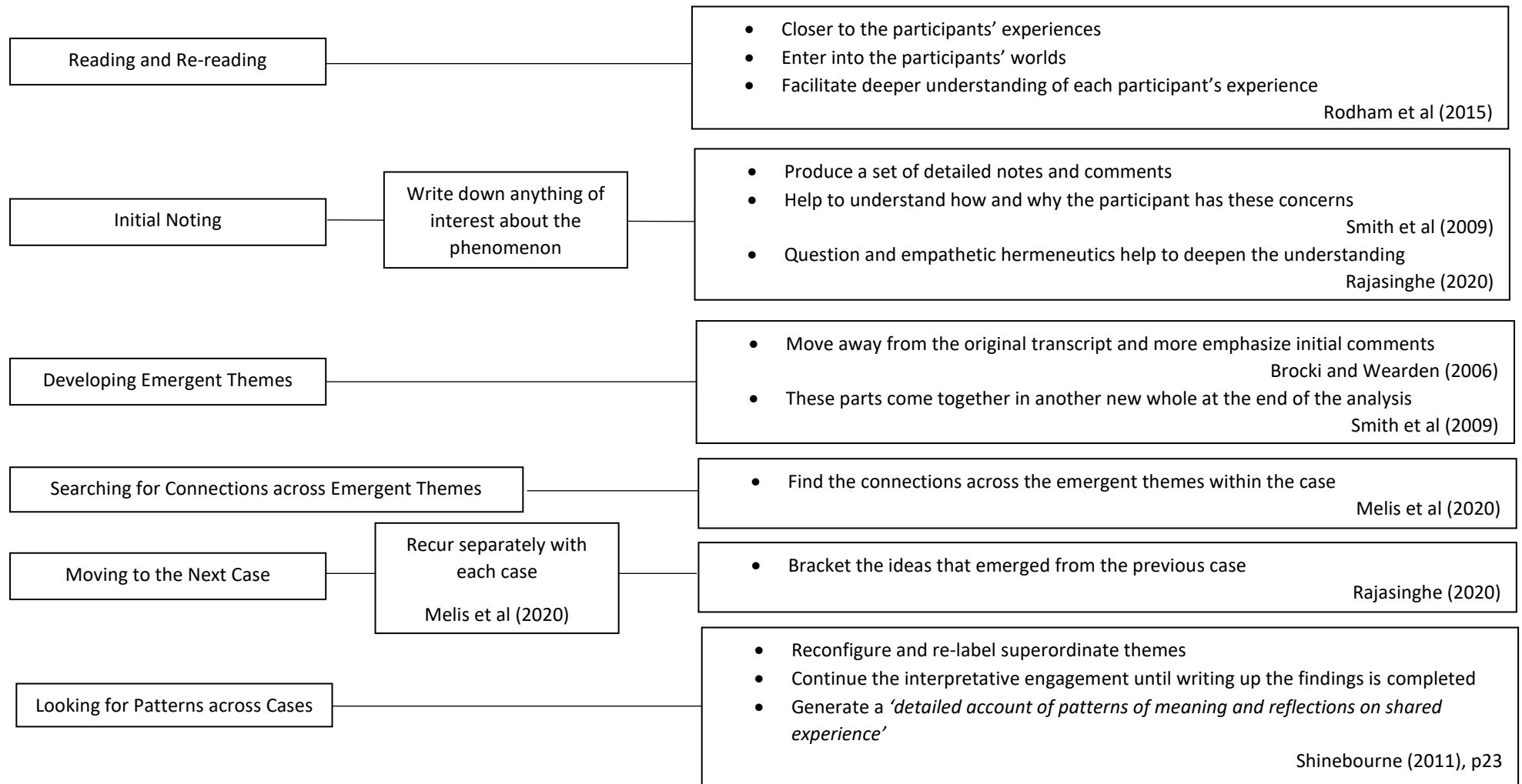


7.0 Appendices

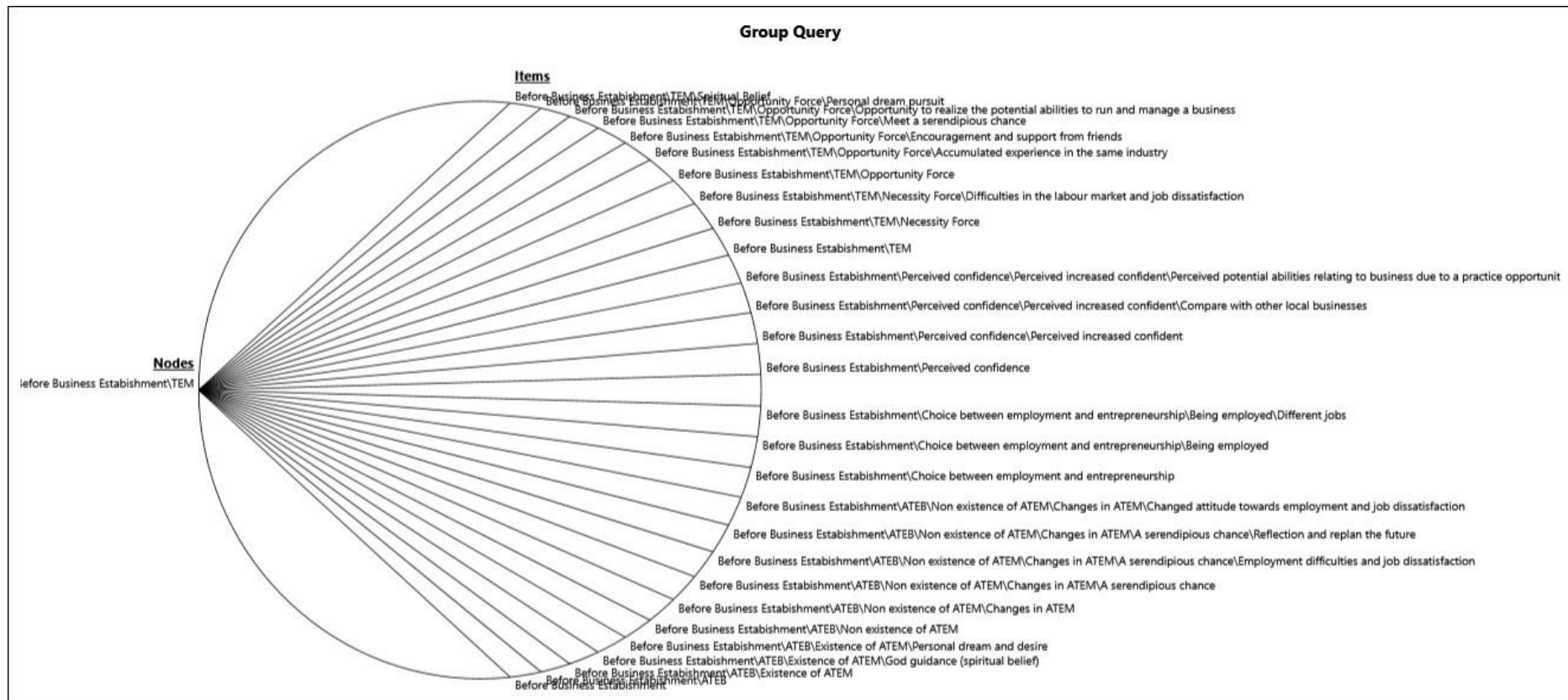
Appendix 1 Demographic Information of Interview Participants

	GENDER	AGE	ETHNICITY	EDUCATIONAL ATTAINMENT	EMPLOYMENT STATUS BEFORE BUSINESS	BUSINESS TYPE	START-UP METHOD	BUSINESS DURATION
PARTICIPANT A	Female	40-55	White	NVQ Level 3	Employed (i.e. Freelance florist)	Flower shop	Take over the business from the previous owner who she knows	More than 3.5 years
PARTICIPANT B	Male	25-39	White	NVQ Level 2	Employed	A tattoo shop	Take over the business from the previous owner	Almost 2 years
PARTICIPANT C	Male	25-39	Mixed Group	NVQ Level 4	A Student/Graduate	No physical shop: Private Training	Cooperating with other institutions	More than 3.5 years
PARTICIPANT D	Female	40-55	Asian/Asian British	NVQ Level 4	Employed (i.e. designer)	Clothing design shop	Self-established	More than 3.5 years
PARTICIPANT E	Male	25-39	White	NVQ Level 2	Employed	Café	Self-established	Less than one year
PARTICIPANT F	Male	40-55	Black	No Qualification	Employed (i.e. worked in night clubs)	No physical shop: Handmade bags	Self-established	Around 3 years

Appendix 2 Analysis Procedures of IPA for the Qualitative Data

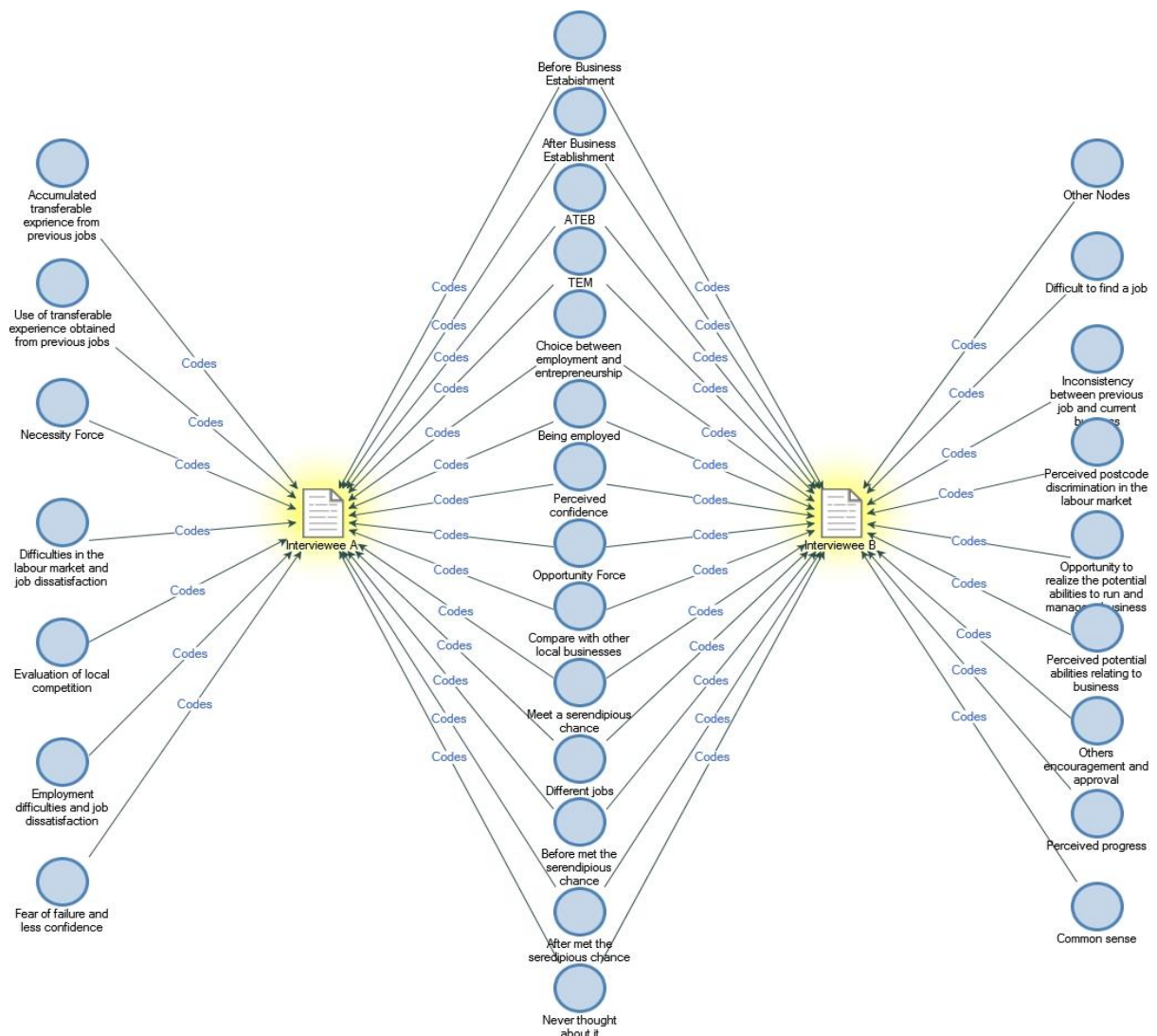


Appendix 3 Node Structure Example: The Node of ‘Before Business Establishment’



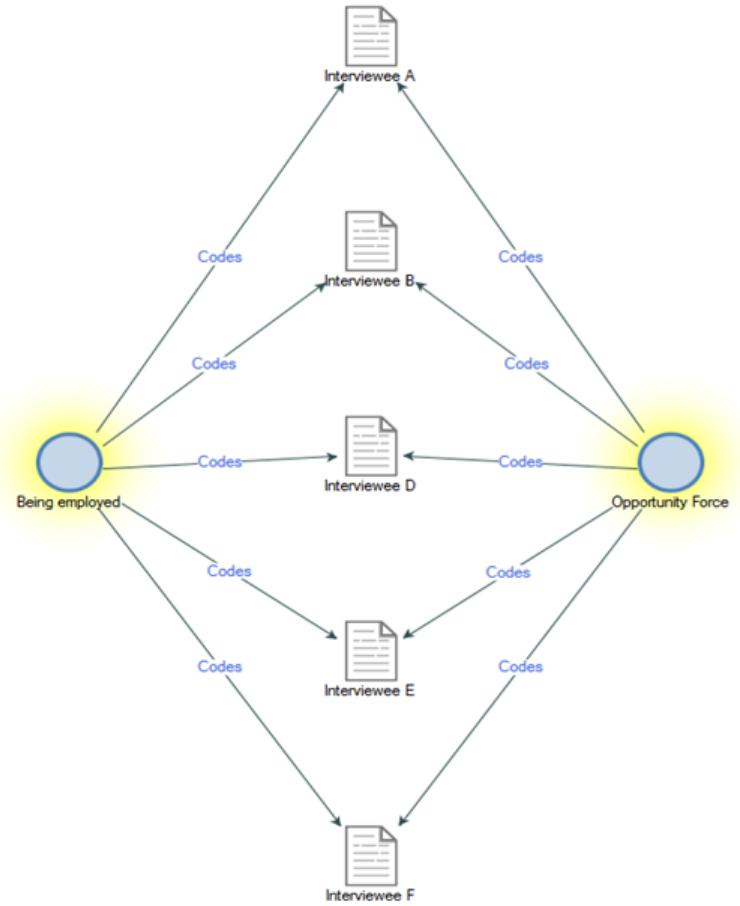
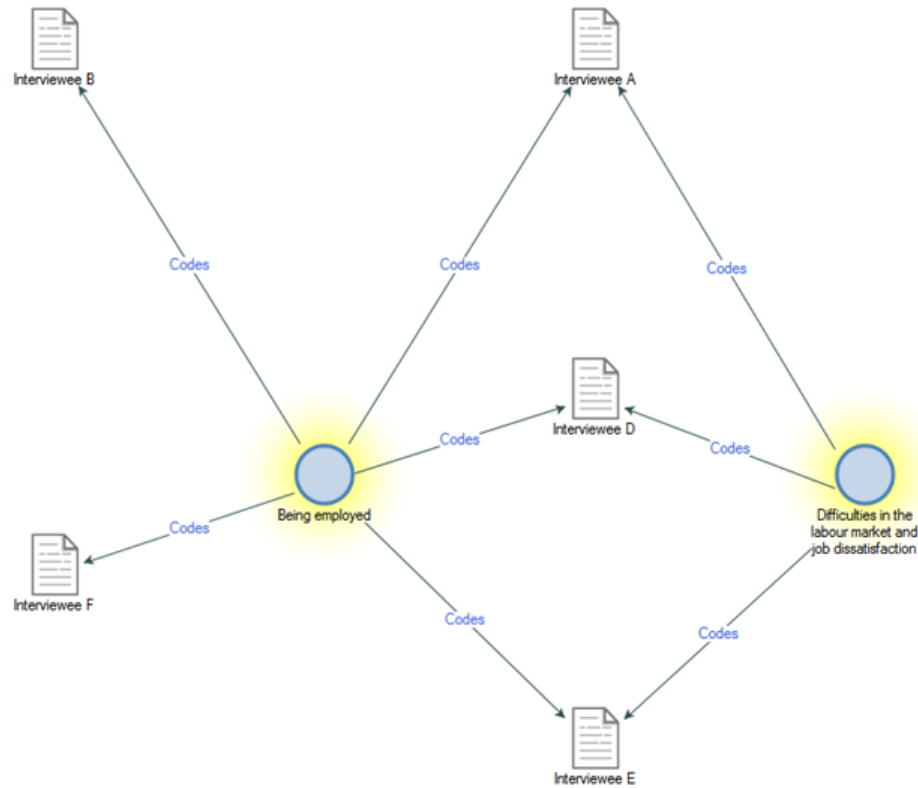
*This node category comprises nodes of ‘GEM’, ‘GEA’, ‘ATEB’, ‘First TEM’, ‘Perceived confidence’, and ‘Choice between being employed and self-employed’. The responses in each node are further coded into a range of sub-nodes. For example, sub-nodes in the node of ‘First TEM’ are further coded to respond to questions such as what factors triggered participants’ first TEM? Whether their first TEM was driven by necessity and/or opportunity forces, and how? What kind of necessity and/or opportunity forces? Is there any other influential force(s)? In the node of ‘ATEB’, sub-nodes respond to whether participants had ATEB before the occurrence of the first TEM, what changed ATEB of participants whose ATEB was absent such as job dissatisfaction (T2) and other factors. The same logic and coding approach are used for other nodes (i.e. ‘After Business Establishment’ and ‘Other Nodes’) and sub-nodes.

Appendix 4 Example of Comparison Figure of Two Files

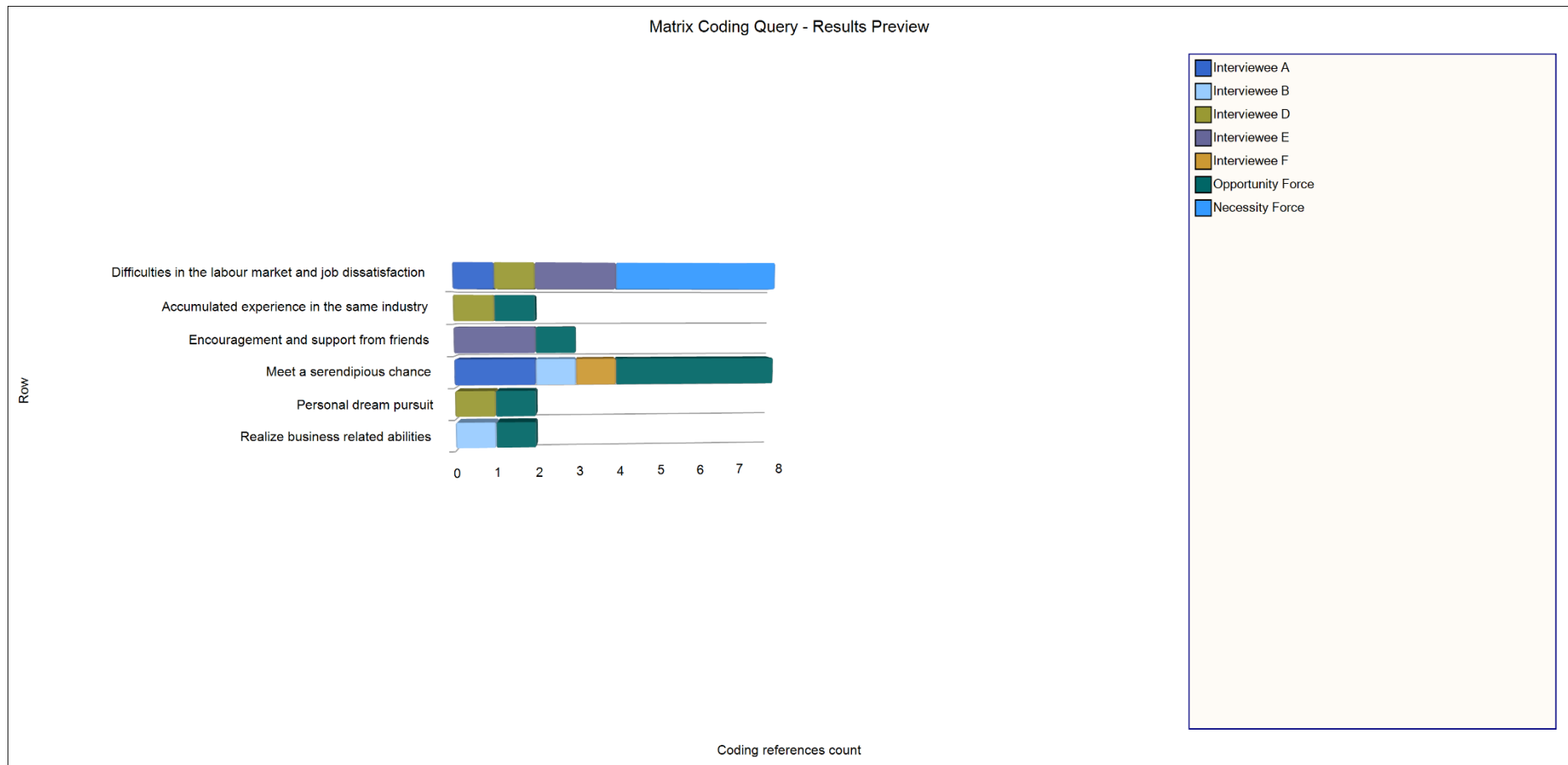


Appendix 5 Example of Comparison Figure of Two Nodes

Participants A, B, D, E, and F were employed
The 1st TEM of Participants A, D and E was driven by both necessity- and opportunity-based forces
The 1st TEM of Participants B and F was driven only by opportunity-based forces

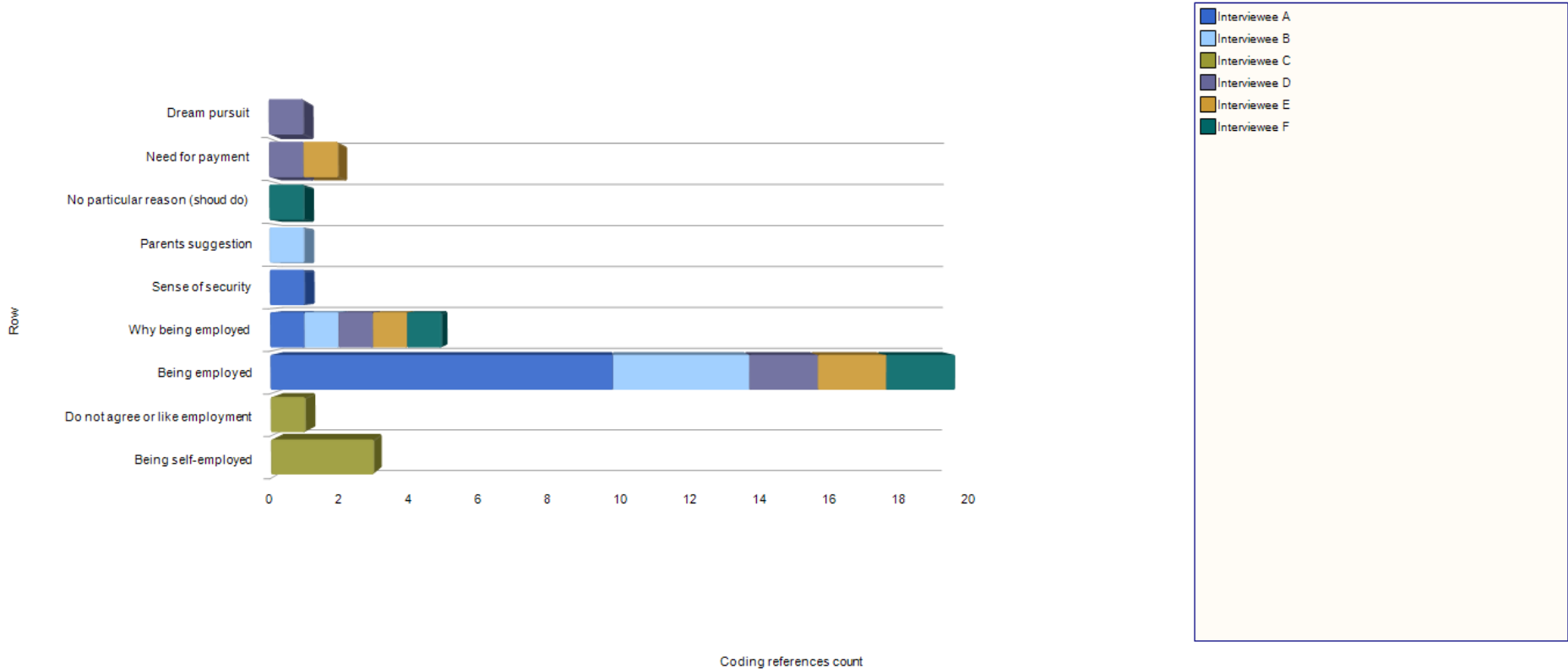


Appendix 6 Example of Intersections between 'Being Employed' and Drivers of the First TEM

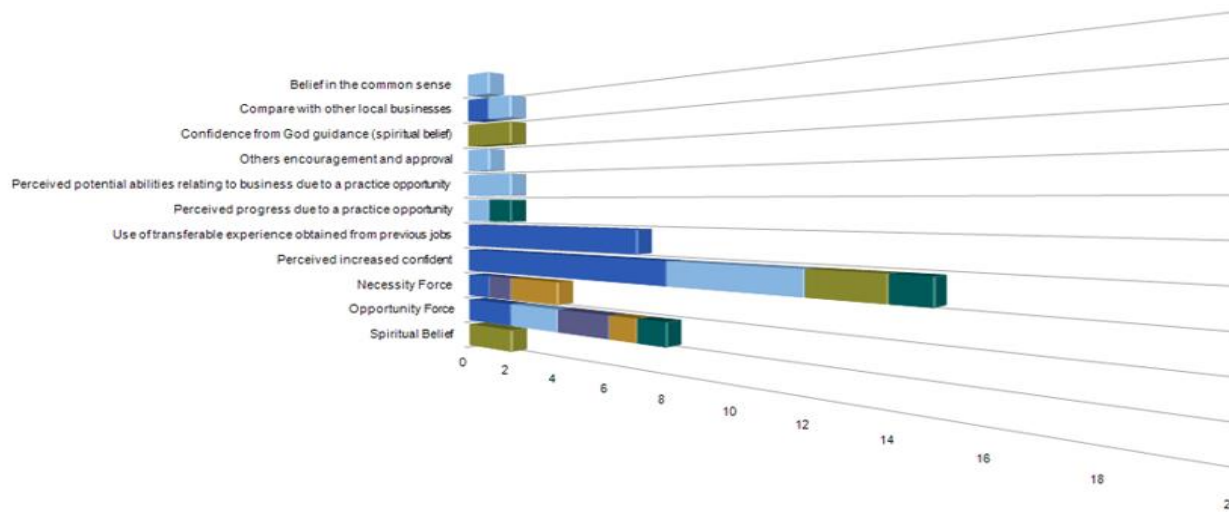
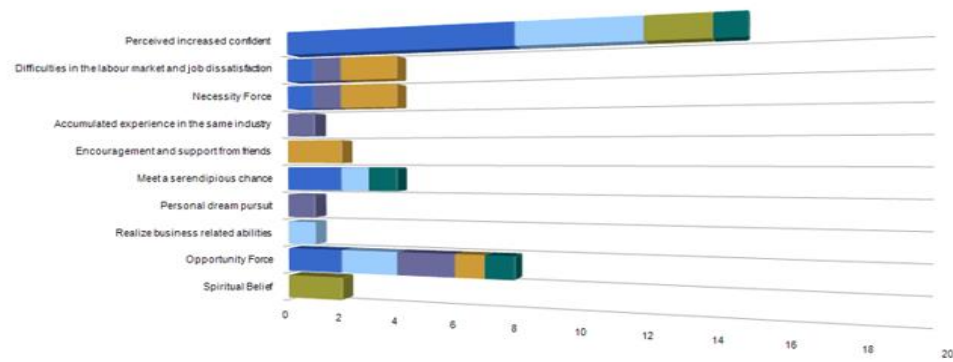


Appendix 7 Example of Matric Coding Query: Exploring the Explanation of Proposition 1

Matrix Coding Query - Results Preview



Appendix 8 Example of Multiple Matric Coding Queries (e.g. Propositions 2a and 2b)



*It can be seen from the first Figure that what factors triggered each participant's first TEM, either necessity force or opportunity force, or both such as Participants A, D and E. The Figure also shows the specific factors triggering the first TEM and the overlap displays the intersections. One factor triggering the first TEM is 'perceived increased confidence', the second Figure demonstrates how each participant perceived increased confidence. The same approach is applied to find out possibilities behind each proposition.

Appendix 9 Participants' responses pertaining to the choice between being employed and self-employed

Choice between being employed and self-employed	
Participant A	<i>'I have done lots of different things, I am a qualified makeupper, and I have run the pub for a quite long time, different field. I was a freelancer in the florist industry, most of people in this industry particularly work as freelance people, you have to get pay, you got security you know'</i>
Participant B	<i>'I left school, I was pretty much told by my parents to go into cleaning'</i>
Participant C	<i>'I have never tried to be employed, I don't agree or like being employed'</i>
Participant D	<i>'When I finished my course, I went to London to be rich and famous, but it was really hard'</i>
Participant E	<i>'This was because I was paying for everything, for the family and my parents'</i>
Participant F	<i>'To be truthful, I left school without any qualifications, I discovered clubbing. I have been working in clothing shops, nightclubs'</i>

Appendix 10 Participants' responses pertaining to their EAs and/or GEM before business establishment

Entrepreneurial Attitudes and/or GEM before Business Establishment	
Participant A	<i>'I don't think I would start a flower shop in any area, I was worried about the failing'</i>
Participant B	<i>'I took over the business from the previous occupier, it (taking over the business) wasn't really through choice, it was just sometimes the way things happened'</i>
Participant C	<i>'I only followed Jesus, I have been on following those spiritual directions, I never went into it with that kind of mindset'</i>
Participant D	<i>'I always wanted to do this (fashion), so I studied it and wanted my own business. So, I've known what I wanted from a very young age and always pursued that'</i>
Participant E	<i>'The first idea I had of being self-employed and getting self... was from going to Confetti. They would have talked to me then at becoming a session musician. Well, I was like, I can play my own instrument, I was very good at it, I want to make money from it and I eventually gave up as I come up and watched another dude play and wow, he was really good, and I was like, I am not going to get anything. So I committed and got a job and eventually wanted to be self-employed again (when he left the previous job) and wanted to do something myself and be my own boss, I have closed half an hour early to go out, ha'</i>
Participant F	<i>'I did not think about it'</i>

Appendix 11 Participants' responses pertaining to the occurrence of their first TEM

The First TEM	
Participant A	<i>'The most encouraging thing to start my business was the bad state of an employment choice open to me because the industry is very hard, is very low paid, and if you work for somebody else then you have to do it their way, I found that very hard to do, to work for somebody. My (employment) options were very limited, so that actually made this choice rather than positive influences that made me think 'oh, I should set up a business... I bought this established business because I knew the previous owner, it was already a flower shop, established for a long time and it was safe in that aspect, otherwise I did not decide to set up a shop'</i>
Participant B	<i>'After three months, the (previous) owner walked away from all his debt basically, and then I was approached by the landlord, he (the landlord) has seen a lot of things about me, the way because when I came, I was working literally putting the business, there was no manager here, I was doing it on my own back to keep it running. When he (previous owner) gave up, the landlord offered me the lease and I had managerial skills to keep it on'</i>
Participant C	<i>'Jesus, my spiritual encounter is the most important and most impactful thing why I do everything I do. Started my business, everything I have done has come from listening to God and doing what he tells me to do'</i>
Participant D	<i>'I went to London but it was really hard to earn money, but through my job, I did a lot of commissions from other companies, I was always doing fashion anyway'</i>
Participant E	<i>'The fact the (work) shifts I was doing was really rough; three-day shifts, three-night shifts and 3 days off. But the way it worked is that you don't get 3 days off, and they were all 12 hours shifts and I would spend best part of an hour to get to work and back again. So that was like 14 hours day just work, and I was like getting very little sleep and I was sleep deprived and depression, really took a big hold of me as I was not getting to see my friends, I wasn't getting to hang out'</i>
Participant F	<i>'I had a medical emergency, so when I came out of the hospital because I nearly died in hospital. Then it made me think, you have been working in clothing shops, nightclubs, all these jobs that don't really have prospects, and I thought, what are you good at doing?'</i>

Appendix 12 Participants' responses pertaining to their perceived confidence before business establishment

Perceived Confidence before Business Establishment	
Participant A	<i>'Generally I have interpersonal skill... From running two pubs, I employed people, I did wages and rotters, and buying, ordering the stock, stock control, banking reconciliation, so I had quite managerial experience in that aspect... I have done lots of things that I can transfer to this business, just may be in the confidence, just because of the accumulation of experience that gives your confidence.'</i>
Participant B	<i>'I have always had that sort of quality, but nowhere really to exercise it. When I worked for 3 months, I was already making masses of progress and it was simply by coming to work, lots of studios will be completely shut and they will just come in as and when they have appointments. A lot of people say to me that I had the freedom of coming and going as I pleased, but I don't.'</i>
Participant C	<i>'I have always been confidence of success because the things I had based on direction of the spirit, otherwise I would not do it. Confidence come from God, I haven't got the confidence in my own strength, I do not even have a desire to do business, everything from the spirit'</i>
Participant D	<i>'I have confidence, I can control negative emotions and keep positive attitudes, I am always doing fashion, confident in abilities'</i>
Participant E	<i>'I was confident, me and my mate had a chat about the (business) idea, the stuff that we are very proud of and we are interested in, better to do it'</i>
Participant F	<i>'I wasn't confident at all, I didn't know what I was doing'</i>

Appendix 13 Participants' responses pertaining to the occurrence of the second TEM

The Second TEM	
Participant A	<i>'I still want to do more training, lots of particular skills to this industry and you know, there will change so fast, technology, that would be probably the most particular thing I need or want to do... But I just don't get time at this moment, in the longer term, yes, to do more training'</i>
Participant B	<i>'I added me on Facebook, I brought already half my electrics in here but created a better ambience, I am going to invest in a fridge to provide sugary drinks, water or anything, all my expansion comes from what I get from the clients'</i>
Participant C	<i>'I found team members and trained teams, I travel to provide training course for people who wants to start community groups, projects or social enterprise, or businesses'</i>
Participant D	<i>'Constantly learning, whether it's a new piece of cloth, a new piece of trimming, a new zip, learning everyday because it's so diverse, it's always new obviously, there is no point, and moving to the next level'</i>
Participant E	<i>'I met my friend, he is mad on social media and knows how to do everything and I don't, I am rubbish at it. I have inherited from people and my social networks and friends offering ideas and telling me what I had was a really good idea, have been invaluable'</i>
Participant F	<i>'I started the business and made a few ups and downs, made a few errors, but then I have had a great successes, building my client base, move forward with it and built on the things I learnt, narrow down on one product and provide customized bags'</i>

Appendix 14 Participants' responses pertaining to their perceived confidence after business establishment

Perceived Confidence after Business Establishment	
Participant A	<i>'The business gives you more confidence because your status automatically, even if no matter how big or small your business is. I looked around and saw other businesses and people and thought if they can do it then surely I can do it'</i>
Participant B	<i>'The shops around here, really, their (product) quality doesn't match mine... I know about where I can save money at the same time... compared to other studios, I always think about customers'</i>
Participant C	<i>'I write down in my journal thoughts that I get, any dreams that I had the night before, or any directions that comes from Jesus, and over time, when I saw those things in prayer, in a vision or dream, I thought it was going to happen in a certain way'</i>
Participant D	<i>'Keep learning, I am always confident what I am doing'</i>
Participant E	<i>'When I first started (the current business) I was almost overly confident, I was very confident going into it like I have got a good position, I am very lucky to have some really good friends to teach and help me...When the shop is quiet and I have a bad day, it can trigger the depression certainly like, it is intrusive thoughts and very bad thoughts. I know that the shop isn't well advertised well for whatever reason and we have not don't everything that we would like to'</i>
Participant F	<i>'When I started, there was a lot of doubt. I remember going to my first retailer, I was basically almost bowing, not being very confident, I came out with a bad deal. Now, I am not like that, I am very very confident in my product, I am far more structured in what I am saying, far more assertive in how to negotiate'</i>

Appendix 15 Participants' responses learning and improvement methods used

Learning/Improvement Methods	
Participant A	<i>'I know how the system works with delivery, with the whole sellers, because I worked for them, so I have gained a lot of knowledge to feel comfortable, know what I am doing'</i>
Participant B	<i>'I have always had the sort of quality, but nowhere really to exercise it. I learnt myself, I was just being resourceful, using online to get as much information about new sills that I wanted to acquire'</i>
Participant C	<i>'I learnt things by myself, reading lots of books, I read books all the time, more than 15 books a year'</i>
Participant D	<i>'I do not think there is anybody out there who can teach you, it's testing, testing, testing, make sure you have it all right then cut the cloth, if you are passionate about it, you just have to do it and not give up'</i>
Participant E	<i>'I met my friend, he is mad on social media and knows how to do everything and I don't, I am rubbish at it. I have inherited from people and my social networks and friends offering ideas and telling me what I had was a really good idea, have been invaluable'</i>
Participant F	<i>'Learnt from mistakes, so you won't make it the next time, Yeah, it's a building process'</i>