

CHAPTER 5: CLOSING CHAPTER

5.1 Introduction

This chapter discusses the conclusions drawn from the literature and the results regarding the motivational factors of women who participated in the IGP. These conclusions led to recommendations concerning motivational factors that can be taken into consideration to improve the sustainability of IGPs. During the study, various limitations caused certain aspects to be observed from different angles, which are discussed and also provided with possible solutions. The contribution of this study and recommendations for future research are provided, followed by a conclusion.

5.2 Main Findings

Poverty is a reality, especially for female farm dwellers. This is supported by literature as well as the actual situation in the residential area of the participants. Although several IGPs have been established in South Africa, they often lack sustainability. Studies carried out on IGPs within the NWP have indicated difficulties with participation which has influenced the sustainability of the IGPs. This study therefore explored the motivation of women to participate in an IGP because motivation is described to be the process that leads people to behave as they do (Jansson-Boyd, 2010:115; Solomon, 2009:154).

Nine Setswana speaking, low literate, unemployed women attended the Thusanang glass recycling IGP during the period of 16 months. These women stemmed from deprived circumstances in rural areas that need to sustain either one (or more) child or other family member(s) on a limited budget. The women indicated that they attended the IGP in order to gain knowledge and education. It was found that Tswana women care much for their children and would therefore rather stay at home on a rainy day in order to prevent their children from becoming ill, because the children did not attend a crèche. Literature indicated that Tswana people regard education as being more important than religion. Although, results indicated that the participants are poorly educated. Exactly this might be the reason for them to want to gain knowledge and education. This was confirmed when it was determined that gaining knowledge, education, crafting skills and personal achievement are key motivational factors. Oppositely, rainy days, feeling unsafe at the premises of the IGP and household priorities (washing and cleaning) are key discouraging motivational factors concerning participation in the IGP.

Irregular participation was also explored in phase two of this IGP during which it was attempted to gain insight into the difficulties experienced within IGPs. Consequently, women were grouped into active and non-active participants in order to be compared. It was found that all the active participants were part of a religious group which might have influenced their regular attendance, as the non-active participants were not associated with a religious group. Literature revealed that religion is viewed as an important sustainability indicator at the beginning stages of IGPs but becomes less important during the later stages.

Furthermore it was determined that there was an observable difference in motivation between the active and non-active participants regarding personal achievement which was indicated as the key motivational factor among the active participants, whereas it was indicated as being least important among the non-active participants. Personal achievement is an intrinsic reward brought about by intrinsic motivation which is related to maintained behaviour. This construal explains the regular attendance of the active participants, as their drive is personal achievement.

Moreover, the importance of relationships together with their individual improvement, evolved from the results garnered during phase three. Individual improvement supports their drive for personal achievement as previously mentioned. Both these aspects are related to the two highest levels of Maslow's hierarchy of needs, esteem and self-actualisation. Thus, positive relationships among the participants as well as with the project facilitators and the needs for esteem and self-actualisation were identified as motivational factors which resulted in regular participation. All four active participants continually mentioned that they participated in the IGP at the beginning stages because they had nothing to do. The essence of this discussion therefore is that the participants who are faced with deprived circumstances in rural areas with limited job opportunities do not have a wide variety of activities to keep them busy or to stimulate them. Hence, they considered opportunities such as the IGP that exposed them to crafting skills and the gaining of knowledge. This caused a change in their motivation during the 16 month period, as enjoyment of the crafting skills and gaining knowledge became the stimulus that caused them to want to gain more skills and knowledge. Thus their needs became acquired needs as George (2010:160) described that acquired needs are learned through life experiences. However, participation still fluctuated owing to rainy days and household responsibilities.

Nonetheless, the knowledge they gained also aroused the need for self-actualisation. This need for self-actualisation which is related to personal achievement is driven intrinsically and led to regular participation. This self-actualisation might also be related with being part of a

religious group, as all the active participants belonged to a religious group, whereas the non-active participants were not associated with a religious group. Hence, women who are not intrinsically motivated will presumably not regularly participate in future IGPs. Moreover, participants experienced a longing for the IGP since it is no longer active, causing an emotional emptiness which might be the motivational drive in the search for income-generating opportunities or even to start their own IGP.

It is understood overall that regular participation will occur in IGPs when positive motivational factors such as being part of a religious group, the enjoyment of crafting skills, the aspiration to gain skills and knowledge, the longing for positive relationships, the need to buy necessary as well as "luxury" items, and the need for self-actualisation are present. Except for the need to buy necessary and "luxury" items, all these aspects constitute intrinsic motivation. Thus, regular participation, overall, is stimulated by intrinsic motivation. Therefore, it is recommended that IGPs must include influences of religious groups, try to increase positive relationships and create various opportunities for gaining knowledge and skills development in order to increase regular participation.

Furthermore it is evident that intrinsic motivation is important for IGPs to be sustainable. Therefore the goal for IGPs must be to stimulate intrinsic motivation. Hence, IGPs can use tangible incentives such as rewards in some form of public attention, as described by literature, in order to have participants feeling good about themselves which is an intrinsic reward. However, the incentives should preferably not be monetary due to the fact that literature states that incentives influence intrinsic motivation for example when individuals enjoy a certain activity, but receives payment for it, their desire to do the activity might be undermined rather than enhanced. Thus, it is recommended that IGPs should rather link rewards with the need for self-actualisation which Maslow believed link all the other needs together. In doing so, IGPs can focus on rewarding participants according to their work performance, with the expectation to stimulate intrinsic motivation such as personal achievement.

5.3 Limitations in terms of the IGP and recommendations

The study had several limitations and is discussed below whereafter recommendations are offered to improve effective future research. Recommendations regarding motivational factors are also furnished in order to improve sustainability in IGPs.

- The farm on which four active participants resided was sold during May 2012, which caused them to relocate to the informal settlement in Potchefstroom called Ikageng. The distance they had to travel in order to participate in the IGP was too far, which prevented them from further participation. Thus, the IGP could not continue owing to the lack of regular participants. It is therefore advised the collection of information regarding the residence of future participants in the needs assessment before launching an IGP must be thorough.
- Most participants do not possess mobile devices or any form of permanent contact details which complicated communication between the project facilitators and the participants, as they relocated without providing the project facilitators with details of their relocated areas. This caused the researcher to spend extra time on locating the participants. Therefore, it will be beneficial to collect complete contact details of the participants as well as those of their next of kin in order to stay connected.
- The distance between the participants' residences and the IGP location limited the time spent on the IGP. Thus, the IGP location should be situated in the immediate vicinity of their residences.
- Skills development was delayed because there were difficulties regarding electricity connections at the location of the IGP which caused a delay in the glass fusing-skills development. When future IGPs are launched, make sure that the IGP location can provide the necessary resources to meet the required needs of the IGP.
- Although a translator was available on request, the language barrier between the participants and the project facilitators still posed difficulties in understanding each other. Hence, it will be beneficial for facilitators to also understand the home language of the participants.
- The productivity of the participants was influenced by their toddlers who demanded the attention of their mothers. The presence of children near potentially dangerous equipment also posed a safety risk. Arrangements need to be made to keep the children occupied and away from hazardous objects at the venue of the IGP. Programmes can be implemented together with the IGP to educate or stimulate children while their care givers are busy working at the IGP.

- Furthermore, research limitations included limited published articles regarding the research topic of this study. Also, due to the limited sample size the results of this case study are not generalizable to all IGPs.

5.4 Contribution and further studies

Participation difficulties regarding the sustainability of IGPs in South Africa constitute a field of study that holds inadequate information as indicated by the lack of research carried out on the subject. This study therefore provides further information and insight regarding participation difficulties as a result of the behaviour associated with motivational factors. The contribution of this study forms part of a larger process to gain a better understanding of difficulties experienced by IGPs regarding sustainability. Furthermore, in terms of the practical application, the information will be used for the planning phase of future IGPs, as well as to improve the sustainability of IGPs that have already been implemented within the FLAGH programme. Thus this study is highly beneficial for the Faculty of Health Science at the North-West University.

Further research on the same subject regarding the motivation of women to participate in IGPs will be required when comparing results of other unsustainable as well as sustainable IGPs in South Africa with the results of this study. It will be beneficial to conduct research on intrinsic motivation in order to determine whether there are possible ways to motivate women to participate in IGPs intrinsically or to find ways to stimulate the arousal of intrinsic motivation.

5.5 Conclusion

The final conclusion is that the aim of this study, to explore the motivation of women to participate in an IGP, was met by identifying motivational factors that influence participation. This was achieved through a literature review and a case study that included women who participated in the IGP within the FLAGH programme. The results included socio-demographic information of the participants, motivational factors regarding IGP participation and an insight into the experiences among the participants which influenced their development. Thus, it brought closure to a portion of the literature gaps indicated by the literature in terms of IGP participation. These motivational factors can be used in current IGPs as well as in the planning of future IGPs in order to improve sustainability.