

Community's Willingness Behavior to Support Community-Based Enterprises

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Abstract

Entrepreneurship plays a significant role in socio-economic development not only at the national level but also at the community and individual level. Individuals always have the goal of becoming an entrepreneur to enrich themselves. However, there are still challenges and difficulties for individuals when they become entrepreneurs, such as their business environment. Choosing to become community-based entrepreneurs is one of the solutions to limit the bad effects of the business environment. Besides, it can help entrepreneurs and enterprise development in the best way with the necessary support. This article aims to analyze the community's contribution as well as behavior towards entrepreneurship, especially for an overseas community where there are many differences in the business environment, lifestyles, as well as policy regulations. Therefore, a quantitative study was carried out at the end of December 2021 for the Vietnamese community in Romania. The study was conducted on 169 members of the Vietnamese community in Romania. The analysis results show that the Vietnamese community in Romania actively participates in supporting these community-based enterprises. In addition, the results show that the gender, age, and time of stay in Romania of the members of the community are related to the community's support activities for community-based enterprises, such as support for relationships, using services or buying goods, and support in promoting products or services. Besides, members of the community are always ready to support businesses to develop. The study contributes to better understanding the behavior of the community in supporting community-based enterprises, especially in the specific case of the Vietnamese immigrant community in Romania. The research results will contribute to supporting research on the role of the community in community-based enterprises. The paper ends with a discussion and meaningful results of the research.

Keywords

Community-based entrepreneurship, community behavior, community, Romania, Vietnam.

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Introduction

Currently, entrepreneurship is always focused on developing for each country and locality. Entrepreneurship plays an important role in the economic and social development of localities. Studies show that individuals have the desire to become entrepreneurs, thereby enriching themselves and society. However, entrepreneurs and entrepreneurship are always subject to risks and challenges (Priede-Bergamini et al., 2019; Păunescu and Molnar, 2020). These risks and challenges have a significant impact on entrepreneurship. These risks and challenges can include the business environment and internal and external factors of the entrepreneur (Păunescu and Mátyus, 2020). Currently, there are many new forms of entrepreneurship that are focused on developing to limit risks and challenges for entrepreneurs, including community-based entrepreneurship. The development of community-based entrepreneurship will help to reduce the difficulties that entrepreneurship and entrepreneurs face with the support and help of communities. In addition, the community is also a solid base for businesses to grow stronger (Lyons et al., 2012). It is a mutually beneficial relationship that is the community and community-based entrepreneurship. From there, it is possible to accelerate the economic growth of the locality, promote the start-up process,

and contribute to the existence and development of entrepreneurship as well as that of businesses and the community (Lyons et al., 2012; Collins et al., 2016).

This article summarizes the relationship between entrepreneurship and community. In addition, the identification of supporting roles and community benefits for entrepreneurship is also presented. After that, the article continues to conduct discussions and evaluation studies on the supportive behavior of the community towards community-based entrepreneurship for a particular community, the Vietnamese immigrant community in Romania, for these community-based enterprises. The conclusions obtained will contribute to deepening the understanding of the behavior and the supportive role of the community in entrepreneurship. Finally, there are suggestions to improve the role of community support for Vietnamese community-based enterprises in Romania. The paper is organized as follows: the first section provides a brief literature review of the studies, the second section explains the methodology used by the authors in this paper, the third section covers the research findings, and the final section concludes and discusses the results of the research.

1. Literature review

1.1. Immigration entrepreneurship research

Nowadays, with globalization and a connected world, immigration and immigrant entrepreneurship represent a topic of high social and academic significance (Schuetze and Antecol, 2006; Fairlie and Lofstrom, 2015; Dabić et al., 2020; Ozmen et al., 2021). Topics covered by immigrants start and develop a business in the host country (Basu, 2006; Dabić et al., 2020; Ozmen et al., 2021), and immigrant entrepreneurship is the focus of a growing number of scientific studies (Schuetze and Antecol, 2006; Fairlie and Lofstrom, 2015; Dabić et al., 2020; Ozmen et al., 2021). Current studies on immigrant entrepreneurship mainly focus on issues of immigrant entrepreneurial intentions (Baycan, Sahin and Nijkamp, 2012); needs, motivations, and potentials of immigrants (Kerr and Kerr, 2016); start-up orientation and business performance; recommendations and policy implications for immigrant entrepreneurship (Jones et al., 2019), etc.

As for the current research in Romania on immigrants, there is little research on this issue (Ozmen et al., 2021). Nearly research is mainly related to religion (Grosu, 2015), immigrant women's entrepreneurship (Sharbek and Grosu, 2018), etc. Considering the framework of this paper, the author wishes to provide a contribution from a practical perspective to the development of the scientific literature on the topic of community-based entrepreneurship, in general, the topic of community-based entrepreneurship of the immigrant community in Romania in particular.

1.2. The role of community in community-based entrepreneurship

Currently, the role of entrepreneurs is being demonstrated by promoting economic growth and job creation worldwide (Gruidl, Stout and Markley, 2014). Entrepreneurs, therefore, play an essential role in the economy of every society and country. In reality, enterprises are a socio-cultural phenomenon. Furthermore, their establishment and operation (success or failure of enterprises) are linked and dependent on the environment in which the enterprise is operating (Păunescu, Popescu and Duennweber, 2018; Priede-Bergamini et al., 2019; Păunescu and Mátyus, 2020; Păunescu and Molnar, 2020). In different environments, circumstances and times, entrepreneurial behavior and intentions will also be different (Ambad and Damit, 2016; Maresch et al., 2016). Among the factors affecting entrepreneurship, community as a consideration affects all forms and processes of entrepreneurship (Hindle and Moroz, 2010). More specifically, Collins et al. (2016) determined that there are many paths to entrepreneurship, in which the community plays an essential role in the formation of entrepreneurship. Local communities are not only rich in natural resources and resources but also form an effective foundation for business (Johannisson, 1990; Martin, McNally and Kay, 2013).

Besides, currently, there have been studies by some researchers confirming that entrepreneurship has a close connection with the community. Entrepreneurship relies on the community for developers to pursue the common goals and interests of both the community and entrepreneurship (Peredo, 2001; Lyons et al., 2012). The aspects and characteristics of the community have had a strong influence on any entrepreneurial process and the entrepreneurship of entrepreneurs and business processes (Hindle and Moroz, 2010). Therefore, it can be seen that entrepreneurship and community have a significant relationship with each other (Lyons et al., 2012; Darwish and Van Dyk, 2018; JMIGE, 2021).

In fact, communities support entrepreneurship by forging culturally supported relationships to share information opportunities, collaborate for the benefit of the community or region, and create ecosystems that support businesses (Julien, 2007; Fortunato and Alter, 2011). In addition, communities (or communities' ecosystems) support entrepreneurs and entrepreneurship not only at a functional level (For example, local taxes and land use policy, availability of financing options) but also at the relational level (Wilkinson, 1991), as well as supporting the production and marketing of products and services (Peredo, 2014). From there, the community contributes to promoting an enabling environment that supports entrepreneurship and entrepreneurship (Wilkinson, 1991; Peredo, 2014; Galappaththi, Galappaththi and Kodithuwakku, 2017).

More specifically, researchers consider community support as a catalyst for entrepreneurial ventures (Korsching and Allen, 2004). The community provides significant services aimed at supporting start-ups (Darwish and Van Dyk, 2018) and through various measures and subsidies (Prijon, 2012). The more supportive the community, the greater the number of potential entrepreneurs who will start new businesses (Gruidl, Stout and Markley, 2014). Communities also have other contributions, especially providing a role model for young people, providing goods and services and donations (Collins et al., 2016), providing experiences and knowledge (Galappaththi, Galappaththi and Kodithuwakku, 2017). In addition, entrepreneurs need each other, and they need others from other sectors of the economy and society (Fortunato and Alter, 2011). Therefore, it can be seen that the greater the level of trust between individuals in the community, the better the chances of entrepreneurs starting a successful business (JMIGE, 2021). In addition, the communities also support the links between entrepreneurs through networks and social relationships (Ketilson and MacPherson, 2002; Manyara and Jones, 2007). Therefore, it can be said that community-based enterprises depend on the participation and support of the community, from which businesses can develop in the best way. In other words, community participation and support are the foundation for the success and sustainable development of community-based enterprises (Peredo, 2014; Galappaththi, Galappaththi and Kodithuwakku, 2017).

2. Research methodology

The aim of the study is to understand the supportive behavior of the community towards Vietnamese community-based entrepreneurship in Romania.

The subjects surveyed here are members of the Vietnamese community in Romania. However, to ensure the accuracy of the data, we think it's important that community members know their communities well and take the time to learn and understand the characteristics of the Vietnamese community in Romania so that their behavior can be related to the community. Therefore, the subjects surveyed are people in the Vietnamese community in Romania who have lived and worked in Romania for more than one year.

The data are collected through an online questionnaire, and the Google Docs platform is used for the investigation. The survey period was carried out in November and December 2021 for members of the Vietnamese community in Romania. The sampling method was convenient, non-probabilistic. Finally, 169 complete and valid questionnaires were used to conduct the analysis.

The data will be retrieved from the results of the questionnaires collected from the Google Docs platform. Next, statistical analysis methods will be used to evaluate the supportive behavior of the community towards Vietnamese community-based enterprises in Romania. The main statistical analysis method is descriptive statistics (percentage, frequency, etc.). Furthermore, the Pearson Chi-Square test method is also used to consider the difference in the assessment of the groups of surveyed respondents following the given criteria. If the Sig. value of the Pearson Chi-Square test is statistically significant (Sig.value < 0.05), meaning that there is a difference in the assessment between the groups of respondents. The results will be collected using Microsoft Excel software and SPSS 23.0 software.

3. Results and discussion

The statistical results in Table no. 1 show descriptive statistics about the surveyed subjects from the Vietnamese community in Romania. The results show that out of a total of 169 respondents to a complete and valid questionnaire used for analysis, 91 are female (46.2%), and 78 are male (53.8%). Among them, 16 people have lived in Romania for less than three years, 34 people have lived in Romania for 3-5 years, 87 people have lived in Romania for 5 to 10 years, and 32 people have lived in Romania for more than ten years. In addition, for age groups, there are 46 people under 25 years old, 47 people from 25 to 35 years old, 33 people between 35 and 50 years old, and 43 people over 50 years old.

Table no. 1. Descriptive statistics of data collected

	Number	Percent		Number	Percent		Number	Percent
Gender			Age			Year in Romania		
Male	78	46.2 %	<25	46	27.2 %	<3	16	9.5 %
Female	91	53.8 %	25-35	47	27.8 %	3-5	34	20.1 %
			35-50	33	19.5 %	5-10	87	51.5 %
			>50	43	25.4 %	>10	32	18.9 %

Source: Author's own research results.

Our first analysis is an assessment of community support behavior for community-based enterprises. The results are shown in Figure no. 1. The results show that the majority of respondents are involved in activities to support community-based enterprises (the rate is 85.2%), compared to not participating in support activities (the rate is 14.79%). It shows that the Vietnamese community in Romania has a strong spirit of solidarity and helps each other to run a business in Romania.

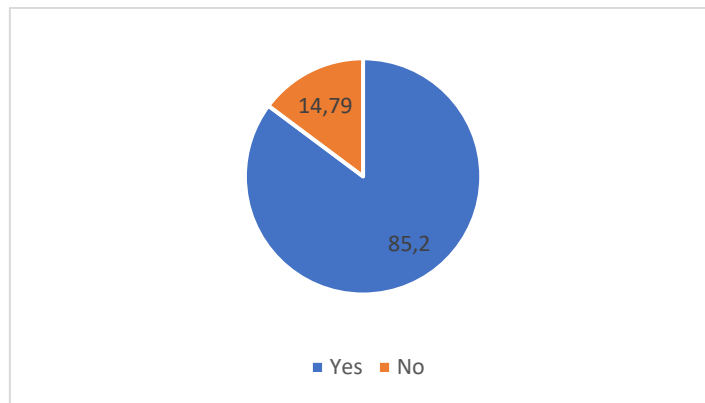


Figure no. 1. Supportive behavior towards community-based enterprises.

Source: Author's own research results.

To assess the frequency of participation in supporting community-based enterprises for those who rate them as having supportive behavior towards community-based enterprises, the author used a 5-level scale (from 1 for “Rarely” to 5 for “Usually”). In general, the evaluation in Figure no. 2. shows that the frequency of participation in supporting community-based enterprises is quite high. In more detail, the rating with the highest rate is “Sometimes” (40.97%).

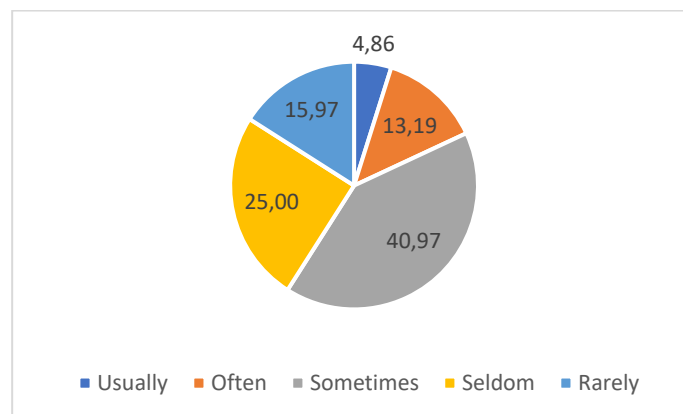


Figure no. 2. Frequency of participation in supporting community-based enterprises.

Source: Author's own research results.

Next, the author identifies supportive activities for community-based enterprises that community members are willing to participate in. Respondents were asked to indicate the support activities they participate in supporting community-based enterprises. Table no. 2. shows a list of behaviors that respondents support the community-based business. These community support activities are based on the analysis of the theoretical basis mentioned earlier.

Table no. 2. Activities in which respondents are willing to participate in supporting community-based enterprises.

No.	Support activities	% of respondent
1	Support for relationships	88.2
2	Using services or buying goods	77.5
3	Support in promoting products or services	76.3
4	Regularly encourage enterprises	67.5
5	Support for labor	40.2
6	Financial support or giving loan	23.1
7	Participate in events and exchange activities organized by enterprises	21.3
8	Support for business knowledge and information	14.8

Source: Author's own research results.

Statistical results show that most members of the community are willing to support community-based enterprises by “Support for relationship”. In addition, “Using services or buying goods” as well as “Support in promoting products or services” for these enterprises are also focused on implementation. Activities such as “Financial support or giving loan”, “Participating in events and exchange activities organized by enterprises” and “Support for business knowledge and information” have a relatively low level of agreement compared with assessments for other activities.

Then, analyzing specifically the community's willingness to support behavior for community-based enterprises, The author examined whether there is a relationship between support activities and respondents' characteristics in terms of gender, age, and time in Romania. The results of this relationship are examined by the Pearson Chi-Square test. The results are shown in Table no. 3.

Table no. 3. Pearson Chi Square Test of association between „Support activities” and „Gender”, „Year”, and „Age”

No.	Support activities	Cross tabulation with		
		Gender	Year	Age
1	Using services or buying goods	Pearson: 0.323 Sig: 0.570 Df: 1	Pearson: 4.302 Sig: 0.231 Df: 3	Pearson: 5.590 Sig: 0.133 Df: 3
2	Support for labor	Pearson: 0.258 Sig: 0.611 Df: 1	Pearson: 0.791 Sig: 0.852 Df: 3	Pearson: 5.624 Sig: 0.131 Df: 3
3	Support in promoting products or services	Pearson: 0.849 Sig: 0.357 Df: 1	Pearson: 2.298 Sig: 0.513 Df: 3	Pearson: 5.753 Sig: 0.124 Df: 3
4	Support for business knowledge and information	Pearson: 1.217 Sig: 0.270 Df: 1	Pearson: 1.707 Sig: 0.635 Df: 3	Pearson: 7.658 Sig: 0.053 Df: 3
5	Financial support or giving loan	Pearson: 2.146 Sig: 0.143 Df: 1	Pearson: 3.898 Sig: 0.273 Df: 3	Pearson: 4.313 Sig: 0.230 Df: 3
6	Support for relationships	Pearson: 0.346 Sig: 0.557 Df: 1	Pearson: 7.543 Sig: 0.056 Df: 3	Pearson: 1.614 Sig: 0.656 Df: 3
7	Participate in events and exchange activities organized by enterprises	Pearson: 0.272 Sig: 0.602 Df: 1	Pearson: 1.291 Sig: 0.731 Df: 3	Pearson: 1.845 Sig: 0.605 Df: 3
8	Regularly encourage enterprises	Pearson: 0.742 Sig: 0.389 Df: 1	Pearson: 2.861 Sig: 0.414 Df: 3	Pearson: 9.502 Sig: 0.023 Df: 3

*Note: *significance level for p-value: 0.05*

Source: Author's own research results.

The results in Table no. 3 show a relationship between age and the incentive behavior of community-based enterprises (with a Sig value that has statistical significance at 0.023 compared to 0.05). The distribution of responses shows that the proportion of respondents with a younger age actively supports and encourages community-based enterprises (“Regularly encourage enterprises”). It is contrary to the conventional wisdom that older people are more encouraging and motivating than young people. However, this is quite consistent with the characteristics of Vietnamese people that adults often think of being more stable. They prefer to work in government agencies instead of doing business like community-based enterprises.

Therefore, it can be seen that the young people of the community appreciate and actively provide spiritual support to community-based enterprises through encouragement and motivation.

In addition, it can be observed that, just above the critical value for the test (0.05), two possible associations can be stated: The relationship between “Age” and “Support for business knowledge and information”, and “Years” in Romania and “Support of relationships”. First of all, about the relationship between “Age” and “Support for business knowledge and information”, it has a Sig value = 0.053. The distribution of answers shows that people of working age account for a higher proportion than other subjects because they have exposure to business practices in their day-to-day lives.

Another association was the association between years in Romania and “Support for relationships” (Sig value = 0.056). The distribution showed that the longer they spent in Romania, the higher their “Support for relationships” were compared to those with less time in Romania. It is understandable because the longer you live in Romania, the more relationships you will have, so it is best to introduce business relationships to community-based enterprises. In addition, the study found no other association between other support activities and gender during the year studied.

Finally, in Figure no. 3 the result presents the community members' willingness to participate in supporting community-based enterprises in the future. The results show that the majority of respondents said that they are willing to participate in supporting Vietnamese community-based enterprises in Romania in the future (90.53%). In addition, the investigation shows that the number of people who are not participating in supporting because of geographical distance and time for their plans. Some people have plans to return to Vietnam or move to other countries.

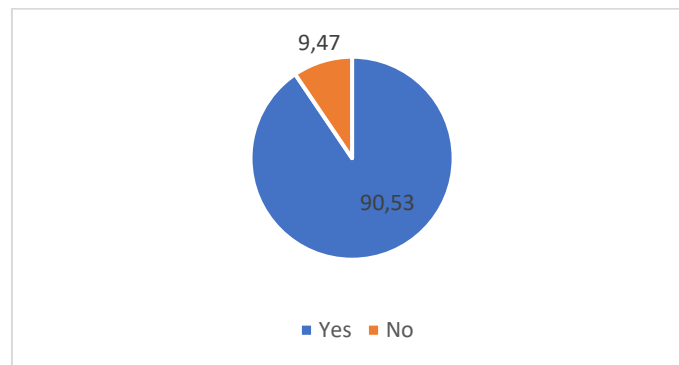


Figure no. 3. The willingness to participate in supporting community-based enterprises in the future

Source: Author's own research results.

Conclusions

The development of community-based enterprises for immigrant communities is essential. This not only contributes to creating jobs but also contributes to the development of the community in general and community-based enterprises in particular. For community-based enterprises, the support of the community plays an essential role in the development of the businesses themselves. Community support throughout all stages of business development (from the start of the business to the growth of the business). Therefore, the present paper aims to investigate the supportive behaviors of the community towards Vietnamese community-based enterprises in Romania today, especially in the context of the severe impact caused by the Covid-19 pandemic from 2019 to 2022.

Research results have shown that the majority of respondents who are members of the Vietnamese community in Romania participate in activities to support community-based enterprises. In addition, the community also often supports community-based enterprises quite often, with a fairly high rating. For activities to support community-based enterprises, “Support for relationships”, “Using services or Buying goods” are the activities that the community has the most frequency. “Financial support or giving loans” and “Support for business knowledge and information” are not behaviors that are strongly supported by the community. In addition, it was found that there is a relationship between “Age” and “Support for business knowledge and information” as well as “Regularly encouraging enterprises”, and the relationship between “Years” and “Support for relationships”. More specifically, the proportion of young respondents actively supporting and encouraging community-based enterprises. In addition, people of working age have a higher percentage of supporting business knowledge than other age groups.

The study also has inherent limitations on the sample. The number of study samples was small. Besides, the sample selection method is a convenient, non-probabilistic sampling method. The analytical method also only explores the relationship between the supportive behaviors of the community and the demographic characteristics of the community. Therefore, the study has many limitations. However, the research results have also confirmed the role of the community for community-based enterprises. In addition, the study also showed supportive behaviors of the community. It is consistent with the purpose of the research in this paper. Further research can be mentioned to deeply analyze the supportive behaviors of the community towards community-based enterprises using specific scales and other analytical methods. In addition, the measurement of specific cases of community-based enterprises and the change of community support behavior in different stages of development of community-based enterprises are interesting future studies. From there, it is possible to have timely and accurate assessments of current community support policies aimed at adjusting and supporting community-based enterprises in the best way.

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