

“Living the Dream”: A closer look into passionate consumer-entrepreneurship in a developing Latin American country.

Abstract

This paper contributes to entrepreneurship theory by conceptualising consumer-entrepreneurship as a means to a desired end: to “live the dream”. This complements more common functionalist and economically driven definitions. We see this kind of entrepreneurship as avowedly embedded in consumer interests or hobbies. Such conceptualisation is important as we note the move within entrepreneurship scholarship away from articulations of a solitary heroic endeavour influenced by individual factors and behaviours, towards a more relational, interwoven perspective. We draw from literature on consumption, the creation of meaning and on entrepreneurship to weave together this understanding of consumer-entrepreneurship. Based on a qualitative approach, we analyse primary data from four businesses in a developing country to see how porous the work/life boundaries are for actual practitioners “living the dream”. We find that the love of a hobby drives the business; that this is shared by fellow enthusiasts; and that from this connection a network of resources is assembled. Such resources support identity projects for the consumer-entrepreneur. This results in blurred work/leisure/life boundaries. Consumer-entrepreneurship, seen as a social practice to achieve life projects, complements entrepreneurship seen merely as a business practice to generate economic outcomes.

Keywords: Lifestyle Entrepreneurship; Service Dominant Logic; consumer-entrepreneurship

1. Introduction

For many people, entrepreneurship is about living the dream. Such portrayal often depicts professionals dreaming of trading their current corporate positions or occupation in for an entrepreneurial opportunity, often based on personal interests, that provides a particular lifestyle (Sull 2004; Siemens 2014). Lifestyle entrepreneurs own and operate businesses closely aligned with their personal values, hobbies, interests, long-term ambitions and passions (Marcketti, Niehm, and Fuloria 2006; Tervo 2014). Hobbies or personal interests, which are “*pursued in one's leisure time and for intrinsic and hedonistic enjoyment, relaxation and regeneration without extrinsic influence and obligation*” (Milanesi 2018, 423) become the source of entrepreneurial opportunities. This study argues that further exploration of the process that professionals engage in, as they pursue an entrepreneurial opportunity from a personal interest or hobby, is merited.

We find several reasons for such further exploration. First, entrepreneurs are found in all professions—education, medicine, research, law, architecture, engineering, social work, technology. Thus, there is a case to consider a broader definition of entrepreneurship, which relates to “*behaviors that include demonstrating initiative and creative thinking, organizing social and economic mechanisms to turn resources and situations to practical account, and accepting risk and failure*” (Hisrich 1990, 209). Professionals may have diverse hobbies or personal interests that may turn into a business venture (Petrova 2012). Conventional entrepreneurship research sees the process defined with prioritized objectives and milestones, broken down into actions that can be followed and measured. Yet such conceptualization may not illustrate appropriately how professionals create and develop businesses based on their hobbies and their consumer resources (Halliday 2016). Little is known about the network of resources that hobby enthusiasts rely on to materialize a business venture.

Secondly, it takes passion to see a personal interest move from being a pastime to a formal enterprise (Ratten, Costa, and Bogers 2019; Ratten and Miragaia 2020). Professionals who are comfortable and secure in a corporate position, have a family to support, and like their present lifestyle, may not desire taking the risks associated with venturing based on current hobbies or interests. For professionals who decide to start a venture based on a hobby, the experience will be packed with enthusiasm, frustration, anxiety, and hard work. Their entrepreneurial process is not linear and logical, there is always interaction going back and forth between entrepreneurs and their environment (Discua Cruz, Hamilton, and Jack 2020). Little is known about the approach and rationale of hobby entrepreneurs when navigating such iterative process.

Third, while lifestyle entrepreneurs may feel passionate about pursuing hobbies or personal interests influenced by life goals, they are ultimately dependent on social and cultural surroundings. Entrepreneurship literature has highlighted the influence of personal factors, behaviour and the environment in the intention of individuals to pursue entrepreneurial opportunities (Hmieleski and Baron 2009; McGee et al. 2009). Yet further insight into how family and friends as well as communities that can support the transition from a hobby to the foundation of a business venture are needed (Biraglia and Kadile 2016). While economic resources are considered critical scholars call for studies that shed light into the mechanisms that create a connection with an exchange network (Martin & Schouten, 2014). So we develop this suggestion that a closer look at networks of a wide variety of resources actually present in the entrepreneurial process is needed (Cardon et al. 2005; Halliday 2016; Roscoe, Discua Cruz, and Howorth 2013).

Consumers operate from within a social network (Ratten 2015); we explore how building on this insight, wider networks of resources (social, cultural, physical) that entrepreneurs, *as consumers*, have access to, could shed light into how a lifestyle enterprise emerges (Halliday 2016). Such a perspective shifts the interest from focusing on individual entrepreneurs pursuing

opportunities against uncertainty and overwhelming odds to understanding how entrepreneurs, as consumers, and their surrounding customer community shape the entrepreneurial process and the businesses that are created. So our research question is as follows: For lifestyle consumer entrepreneurs, who start enterprises from hobbies, are their consumer resources (social, cultural and physical) key resources, alongside economic resources?

To answer this question, we take the perspective that the entrepreneurship literature is undergoing a significant transformation as alternative, complementary approaches shift its focus from a discovery and sequentially-staged series of steps to a more processual, contingent and less predictable phenomenon. Such a shift highlights entrepreneurship as embedded in phenomenological accounts of more than one individual involved and influenced by a network of relationships (Mason and Harvey 2013). From this perspective the purpose of lifestyle consumer-entrepreneurship may deal with more than simply venture creation but be a socially constructed process that focuses on creating value propositions (Lusch, Vargo, and O'Brien 2007; Vargo and Akaka 2009; Halliday 2016).

Moreover, the notion of lifestyle entrepreneurship has been predominantly undertaken in developed economies, with insights from developing economies remaining scarce (Morrison, Carlsen, and Weber 2008). Further studies in alternative contexts could lead to contrasting findings and conceptualizations (Skokic and Morrison 2011). It has been suggested that in most developing countries pursuing entrepreneurial opportunities may be more closely related to necessity rather than opportunity (Jennings, Jennings, and Sharifian 2016) and may reflect an informal approach (Williams 2014). Given the increasing globalisation of cultures there is a call for a broader scope to cross-cultural studies (Bandura 2002). Thus, to add insight, we look into a developing country in Latin America (Ratten 2014), where recent studies highlight that entrepreneurial intentions need to be examined in relation to the context (Guzmán-Alfonso and Guzmán-Cuevas 2012), particularly when managing resources at hand may characterise the

approach of professionals aiming to pursue lifestyle entrepreneurship (Cortez Arias and Discua Cruz 2018). We therefore embark on a qualitative study (Dana and Dumez 2015), based on the entrepreneurial narratives of four consumer entrepreneurs, who established family microenterprises and are “living the dream” (Hamilton, Discua Cruz, and Jack 2017). Thus we situate our study within a social, relational reality.

Findings reveal that lifestyle entrepreneurship research is strengthened by illustrating hobby entrepreneurship as sensitive to what entrepreneurs, as consumers, use as resources; by how they act upon and interact with a wide variety of resources. In doing so, we contribute to current perspectives on lifestyle entrepreneurship by elucidating how and why lifestyle consumer-entrepreneurs in developing economies may create a business venture. This focus on resources actually employed contributes to understanding lifestyle entrepreneurship through a consumer-entrepreneurship lens in contexts where economic resources are constrained or limited.

2. Literature review

2.1 Lifestyle entrepreneurship

Lifestyle is a relevant motivation for entrepreneurs which helps explain why certain decisions are made and not others to start a business (D. Dawson, Fountain, and Cohen 2011). A lifestyle entrepreneurship perspective posits that individuals align entrepreneurial practices to fit with personal circumstances, talents, interests, context and style of life that allows them to enjoy something they feel passionate about (Siemens 2014). Lifestyle entrepreneurs are not primarily motivated to operate a venture for profit maximization, competitiveness, market orientation and business expansion but by socio-cultural factors (Williams, Shaw, and Greenwood 1989, 1650). The definitions of lifestyle entrepreneurship emphasize the roles of personal life goals, aspirations and circumstances of individuals.

Central to lifestyle entrepreneurship is the core concept of entrepreneurial opportunity (McMullen 2007; Randerson, Degeorge, and Fayolle 2015; Mauroner 2017). It has been argued that opportunities emerge as an outcome of a process, and are in constant development by entrepreneurs. This is a view of entrepreneurial opportunities as a socially constructed process, influenced by the way entrepreneurs make sense of the information around them (Fletcher 2007), where various factors interact and are constantly modelled by the entrepreneur (Randerson, Degeorge, and Fayolle 2015) revolving around diverse resources. In reality, entrepreneurship takes place in messy networks and circumstances where several individuals are involved (Roscoe, Discua Cruz, and Howorth 2013; Ben-Hafaïedh and Cooney 2017). To start a lifestyle business, entrepreneurs are often in the company of others, often a spouse and/or family members (McAdam and Marlow 2013). Lifestyle entrepreneurship prompts the need to trust others as co-founders and at the same time become trusted by employees, business partners, financial supports and customers (Mickiewicz and Rebmann 2020). Entrepreneurship is something done in a dynamic relationship to many items including “*financial resources, human resources, education, economic conditions and family*” (Rogoff and Heck 2003, 559).

Lifestyle entrepreneurship suggests the importance of individuals’ personal factors, beliefs in their ability to pursue an entrepreneurial opportunity and interaction with their social environment (Hmieleski and Baron 2009). Such a perspective comes from social cognitive theory, an agentic perspective that proposes that entrepreneurial action is influenced by personal, behavioural, and environmental factors interacting in a three-way relationship (Wood and Bandura 1989; Bandura 1986). Individuals may set goals that act as motivators and drivers (Bandura 1986) and rely on self-efficacy behaviour, that is “beliefs in one's capabilities to mobilize the motivation, cognitive resources, and courses of action needed to meet given situational demands” (Wood and Bandura 1989, 408). In entrepreneurship, such a perspective suggests that individuals are proactive and self-regulating, perhaps marshalling, rather than

being controlled by, environmental forces, having confidence in their ability to take action such as starting and developing a business (Forbes 2005; McGee et al. 2009) or ensuring the continuity of one started by predecessors (Garcia et al. 2019).

It is worth noting, however, that a social cognitive perspective does not suggest that individual self-efficacy beliefs and perceptions of the environment are the only causes of important outcomes such as starting a firm. Rather, it suggests that there is a constant interplay between behaviour, personal and environmental factors. Around the world entrepreneurs may interact in different ways with their immediate environment by operating within broad networks to achieve personal goals, which can also relate to diverse resources, collective goals and cultural variation (Bandura 2002). Recent studies highlight the relevance of such interplay to explain behaviour towards the use and adoption of new technology (Ratten and Ratten 2007; Ratten 2010). This interplay encourages the idea that socio-cognitive tenets may provide a bridge to focus more on the entrepreneurial processes that involve encouraging individuals to use their skills in relation to the products or services they experience and consume (Ratten 2013; 2015).

Lifestyle entrepreneurship underscores the relevance of life goals and experiences. Lifestyle is multifaceted, context dependent, determined by socially constructed values, goals and meanings that the entrepreneurs have selected for themselves (Carsrud et al. 2017). Substantial time, resources and effort must be dedicated to transform a personal hobby to a venture which can support a lifestyle (Bird and West 1998). Whilst lifestyle is clearly an important factor for many entrepreneurs who desire to pursue an entrepreneurial opportunity based on a hobby or interest, this demands the leverage of, so far in the literature, unaddressed, diverse resources. It is recognised that entrepreneurs usually integrate resources from multiple sources including private (e.g. family and friends), public (e.g. governmental grants, NGOs) and market (e.g. financial institutions) sources (Clough et al. 2018; Lounsbury and Glynn 2001).

However, what has not been done is to further understand how lifestyle entrepreneurship relies on consumer resources and so further attention needs to be paid to perspectives that emphasise action, life goals as well as the social nature of the entrepreneurial process (Steyaert 2007). We introduce such a perspective in the next section.

2.2 Service Logic and lifestyle entrepreneurship

Recent studies have proposed the relevance of individuals creating value through providing service rather than focusing solely on the exchange of goods (Vargo, Koskela-Huotari, and Vink 2020). Scholars acknowledge that there has been a shift towards understanding how service exchanges become profitable to parties involved and call for closer attention to value being created through relational characteristics (Ramadani et al. 2018). Service, conceptualised as the process of using one's resources for the benefit of another person (or oneself), is the foundational tenet of the service-dominant logic (S-D logic hereafter). A S-D logic perspective deals with the interwoven fabric of individuals and organizations, brought together into networks and societies, specializing in and exchanging the application of their competences for the applied competences they need for their own well-being (Vargo and Akaka 2009; Lusch, Vargo, and O'Brien 2007). The key axioms of this perspective highlight service as the fundamental basis of exchange, where value propositions are co-created by different actors (including the beneficiary), using diverse resources in novel ways. In the S-D logic, resources relate to *“anything tangible or intangible, internal or external, operand or operant, an actor can draw on for increased viability”* (Lusch and Vargo 2014, 121). Operand resources are static, usually tangible, resources that must be acted upon to be useful such as culturally constituted economic resources (e.g., income, inherited wealth, food stamps, vouchers, credit), and goods or raw materials over which entrepreneurs have allocative capabilities to carry out behavioural performances (Lusch and Vargo 2014). In S-D logic, operant resources are often invisible and

intangible and include knowledge and skills. The general assumption in such logic is that operand resources allow operand resources to be leveraged for action and creating value.

Arnould et al., (2006) connected the S-D logic literature and the Consumer Culture Theory literature in a way that provides space for a reconceptualization of lifestyle entrepreneurship to embrace a socially constructed reality through use of consumer resources. Their depiction of “*how operand resources of customers and firms come together to create value through patterns of experiences and meanings embedded in the cultural life-worlds of consumers*” (p.91) can be applied to lifestyle businesses, established by those using their consumer knowledge and skills. Halliday (2016) refined such a view focusing on individuals seeking personal transformation suggesting that a dynamic perspective of such model may be explored. Figure 1 provides a graphical representation of the S-D logic that can help explore lifestyle businesses built upon consumer knowledge and experience.

[Insert figure 1 here]

At the center of the figure is the lifestyle entrepreneur (as a consumer) who actively juggles an evolving set of roles over the life cycle and across social contexts. At the same time, the entrepreneur also pursues a set of life projects or enacts a life narrative that may vary in complexity (Arnould, Price, and Malshe 2006). To enact these roles and to pursue these projects, the consumer-entrepreneur deploys both operand and operand resources. Yet to date, there is little understanding whether such a model could help explain the way a lifestyle businesses, established in the company of others (e.g spouses), could emerge and whether particular resources may be preferred over others, particularly in a developing country context.

3. Methodology

3.1 Context: Honduras

The present study focuses on Honduras, a developing Latin American country (World Bank 2018). In Honduras, most businesses emerge amidst the lack of several tangible resources (e.g

banking support), with family participation in business being the norm (Discua Cruz, Hamilton, and Jack 2012). Honduras is a relevant context to study lifestyle entrepreneurship, as recent studies highlight that professionals may prefer to pursue independent interests and enterprises compared to being employed (Cortez Arias and Discua Cruz 2018). Honduras is characterised by a networked society in which mutual support and common action by family members or friends are commonplace in business. These characteristics suggest that heterogeneous yet unique approaches to entrepreneurship supported by family may provide insight into existing theoretical perspectives (Ramadani and Hoy 2015). Rarely is a business in Honduras not created, or influenced by, not only the more obvious tangible, operand, resources available but also and potentially, crucially, by intangible, operant resources, provided by friends or family members (Discua Cruz, Hamilton, and Jack 2020) and, arguably, by consumer experience and knowledge and hobbyist networks.

3.2 Method

To address the research question: for lifestyle entrepreneurs, who start enterprises from hobbies, are their consumer resources (social, cultural and physical) key resources, alongside economic resources? detailed and in-depth insight from lifestyle entrepreneurs was needed. Thus an inductive, qualitative approach was preferred because it provided the opportunity to have a fuller picture about how lifestyle entrepreneurship may occur. It acknowledges the influence of conceptual tools in what is being studied, reduces measurement errors (often associated with quantitative studies) and increases the interaction between researchers and study subjects (Dana and Dana 2005). This approach is in line with studies that highlight that quantitative methods are limited in the study of behaviors and relationships of individuals that are passionate about businesses based on hobbies (Milanesi 2018), or start and develop businesses with others, such as family members (Ramadani et al. 2018).

In this study, we focused on four businesses started by professionals based on their hobbies. We wanted a closer look into four entrepreneurs' life goals to help understand the action and reactions embedded in their networks of relationships, which includes markets and products. Specific manifestations of consume knowledge and experience as hobbyists were observed dynamically, situationally, as they were articulated and made relevant as operant resources in context. Narrative methods relate not only to human but material actors as well (Roscoe, Discua Cruz, and Howorth 2013), so, to allow the researchers to gain a nuanced and complete understanding of the everyday experiences of the entrepreneurs as they utilised their resources, we used a qualitative design (Groenland and Dana 2019), supported by an interpretative phenomenological approach (Hamilton, Discua Cruz, and Jack 2017). In-depth interviews enabled us to explore the everyday experiences of four entrepreneurs who have chosen to turn a hobby into a business enterprise. This enabled us to explore consumer-entrepreneurship in which entrepreneurs choreograph their interwoven lives together to create a new version of their everyday lives.

3.3. Identifying the participants for the study

The entrepreneurs were from a group of family micro-enterprises, that is a business of no more than 10 employees, with very low income and lacking access to capital or other resources and where family members (e.g. spouses) are often involved in its management and ownership (LeBrasseur and Zinger 2005; Anastasia 2015) and who operated from their home (Good and Levy 1992). As the participant selection was purposive, we needed privileged access. To address the difficulty of attaining information from entrepreneurs in Latin America (Jones 2004), personal relationships of the first author with the selected businesses facilitated the setting up of in-depth interviews. Such group is part of a wider research programme on entrepreneurship in developing contexts. Interviews took place in summer 2018 and 2019. Each business was asked

open questions that would allow them space to tell their personal, reflective stories and interpretations of daily life since choosing to go into business. The interviews took place in Spanish and lasted between sixty and ninety minutes and were fully transcribed. Translation into English was done later. All names were changed to ensure anonymity. Relying on phenomenological interview guidelines (Neergaard and Leitch 2015) and built rapport, the first author was able to produce unrestricted accounts of the approach and rationale behind lifestyle entrepreneurship. Similar to other studies of entrepreneurs in Honduras, topics such as detailed financial information are kept confidential at the entrepreneur's request (Cortez Arias and Discua Cruz 2018). Doing this, we were able to include the perspective from lifestyle entrepreneurs about their attitudes, beliefs, actions and experiences (Dana and Dana 2005). Perspectives were corroborated resulting in an iterative process where data were reviewed, discussed and debated, resulting in further triangulation and validity (Neergaard and Leitch 2015). This approach enabled us to gain rich insight into the ways in which the lifestyle entrepreneurs choreographed their daily routines into what we saw as an intuitive, complex process.

3.4. Identifying primary themes

We were looking for the ways in which the participants articulated their motivation for starting the business, how they engaged with others in this, how they financed the business, located the business, and how (whether) their consumer experiences influence the emergence of their business (see Table 1).

[insert Table 1 about here]

A subsequent sweep through the data enabled the researchers to reflect upon the motivations, competences and resources leveraged. Data were grouped together around central identified themes where we tested the implications of existing theories or explanatory models

about the phenomenon under study (Dana and Dumez 2015). Manual methods of analysis were employed. Matrices were used to organize data and to improve comparisons across entrepreneurs; field notes, margin notes, summaries, vignettes, diagrams were all used in the analysis (Miles, Huberman, and Saldana 2013). This was done in the context of classifications of resources and the interaction between operant and operand resources (Figure 1). A third sweep of the data enabled the researchers to address the main question of the study.

3.5. Analytical process

As we analyze the interview narratives we understand that the movement from collection through interpretation to analysis is indistinct (Howorth, Tempest, and Coupland 2005), for it is also the case that *'implicit analyzes or interpretations gradually give way to explicit ones, in even the most descriptively oriented account'* (Wolcott 1994, 16). Building on this approach and wishing to enable a more nuanced understanding of everyday experiences we draw on interpretative phenomenological analysis (Hamilton, Discua Cruz, and Jack 2017). This enabled us to draw rich meaning from the narratives using it as part of an iterative process, where meaning is derived from moving between the detail and the broader picture. This approach allowed us to capture diverse perspectives and provide a valid explanation of what is going on in a particular context whilst ensuring rigour in the method (Groenland and Dana 2019).

Hamilton et al. (2017) emphasise that the researcher is an important part of the research process and it was clear in our study that it was important to capture the process behind the researchers own sense-making throughout the research. This enabled us to examine the Halliday (2016) model using narrative as a means to place the researchers within a social context (Ramirez Pasillas, Brundin, and Markowska 2017). Building on this we were then able to gain insight into the dynamics of lifestyle consumer-entrepreneurship in a developing country. The main themes that emerged from the data represent the ways in which couples describe their

complex and intertwined lives in business. So, based on the conceptual framework in figure 1, problematized by premises of lifestyle entrepreneurship and S-D Logic, we were able to explore our question from the phenomena arising in the data.

4. Findings

4.1 “Living the dream” through a consumer perspective

In all cases, one spouse was deeply dissatisfied with their employment or the socioeconomic prospects of their professional work and decided to pursue a business based on their hobby.

Table 1 shows that all entrepreneurs, and their spouses, were professionals and passionate about hobbies that prompted them to reflect on their lifestyle. In all cases these entrepreneurs expressed how they engaged in the entrepreneurial process through reflecting on their consumer perspective in the experience of their hobby (e.g how a better service could be delivered to their hobby community).

They all took action to pursue an entrepreneurial opportunity based on this passion plus a revision of their life goals and projects (figure 1). Miguel wanted to devote less time to developing projects as a civil engineer, having reevaluated his life project after a health scare. He wanted to dedicate more time to pursuing an opportunity in professional climbing and rappelling in his home town, close to his family. Armando re-evaluated his life goal of being a forestry engineer and a government official following conflicts with his superior line managers. He wanted to follow a dream of being a business owner in his small town and introduce a movie theatre based on his passion for movies and the cultural experiences associated with this leisure pursuit. Francisco was dissatisfied with the corporate environment which challenged his view of contextualising art for business. He wanted to create a life project around a painting studio for businesses. Daisy reflected on her experience in making and wearing jewellery pieces, before reconsidering her life goals in the corporate context. Each one had a hobby, a time at leisure

where they could detach from their conventional work and engage in what they were passionate about. Each participant had reflected on how they might utilise their customer experience in the different products/services they loved as they reconsidered their life goals and projects.

So, prior to starting their firms each entrepreneur reflected on an entrepreneurial opportunity from the perspective of a customer. Such reflection was evident (table 1) when expressing viewing the process as creating a customer vignette (Miguel), a customer journey (Armando), a portrait of a customer (Francisco) and customer involvement (Daisy). Such reflection questioned their personal intention and at the same time aimed to identify whether a customer base existed that would be willing to purchase their services. This is in contrast to the producer drive of many entrepreneurs to make a product or service to beat other products and services, based on produce or service knowledge acquired through professional training and experience. An excerpt that highlights such an approach was provided by Miguel, who had demographic information from his work colleagues (age, gender and income) which could allow him to create a vignette of a model consumer to start his business.

“ I liked climbing and rapelling in the local mountains, I learned a lot of tricks and had a few fractures too!.I became more and more interested in rapelling and mountain climbing. I felt that if I wanted to pay for this [rapelling and climbing] I needed to have a unique experience that taught me about good techniques, good equipment and training. I knew a lot of professionals who would really enjoy coming out on a weekend here [to the mountains] to do something unique instead of just wallking. I could actually do this for a living as many of my fellow engineers were looking for activities outside of the city and would pay for this. I had to think about what they would like and dislike about it, and I had the experience to do it”

For Armando, leaving his job as a forestry engineer, was a challenging decision. He had a young family yet wanted to leave the government position and follow his dream of having a movie theatre in a small town. He loved not only movies but the experience of going to the movies, which he fell in love with after he left his small rural town to study at university. He

knew that people in rural areas would be interested in having a local movie theatre as most of his work colleagues mentioned the lack of leisure activities in the area. He attended movie screenings every week yet he realised that the experience was not as good as it could be - it was lacking that personal connection with the viewer. His consumer experience drew him to detail a personal consumer journey, working out what he, as a movie-goer did before, during and after a movie screening.

For Daisy, it was the identification of what a customer feels after getting a handmade, bespoke piece of jewellery which pushed her to leave her job in the corporate world. She wanted a workshop that could give the same experience to people and make them feel proud of their creation. For Francisco, it was about picturing himself painting and engaging others in the art of painting. He was a corporate communication executive, who often engaged in painting to release the stress associated with the everyday work/life. He had also attended art school whilst pursuing a communications major in university. He loved the experience of the painting process and had a dream of working towards creating a more rounded experience for others interested in developing a painting for their business or organisation.

4.2 *The everyday experience of social reality*

A social reality was evident in the way the familial microenterprise emerged through spousal support. In all cases, spousal support was crucial to actually and continuously “live the dream”. All four entrepreneurs are building an organization and “living the dream” embedded in a passion for a hobby or long-term ambition supported by their spouses (Table 1). All entrepreneurs described how they interweave their complex daily lives as if performing intricate actions to achieve such dream and that such actions can be only achieved through the support of others. This was best represented by Rosa, when supporting Armando to build a cinema theatre: *“My husband is a dreamer, he dreamt of having a cinema in town and he was so passionate about it that it was hard for me not to think about how to make his dream come true. We had a small piece of land at*

home that could be converted and that would mean some changes in our daily life. I had to teach at school during the day but would support Armando in the screenings in the night. I had to think about what I could do to help and if we could derive some income out of it.” This presents an unusual approach to the routines of a lifestyle business in which emotion and family dynamics play a central role in the development process. In all cases, spouses suggested the strong disposition to support their partners in business, overlapping as it did with domestic life.

Miguel was supported by Maria, an economist. Maria saw herself as the enabler within the business ensuring that Miguel is able to interact with customers without the complications of domestic chores, including caregiving to their children. He is free to concentrate on his influence on his entrepreneurial dream of enjoying the outdoors and making other people enjoy such activities. He sees his knowledge and skills providing a service to others to enjoy nature and at the same time strengthen bonds around environmental awareness. Francisco dedicated his free time to refurbish his home garage into a small workshop. Maribel, a tax accountant, shared his passion for painting but had no prior experience or knowledge of a business around paintings. Maribel supported Francisco by providing advice on finance statements and projects for his business.

All couples initially described how domestic routines formed the basis for the business structure. However, as the couples learn about business processes over time they began to articulate difficulties in needing to have greater separation between the personal and the professional in order for the businesses to grow. For example, Elmer and Maribel queried, whether a sustainable customer base would be interested in their spouse project over time. Table 1 shows that the couples engage in a different approach to entrepreneurship in which they endeavour to interweave their passion with domestic duties. Most couples act upon their daily routines in a very traditional patriarchal way, characteristic of a Latin American society (Black 2018). The entrepreneurs articulated how they draw on their familial relationships to support the development of each business.

However, we also identified that such an approach can have a negative or detrimental effect on the business. In the jewelry business, Daisy and Elmer had distinctive views on a lifestyle business. Daisy was determined to take forward her hobby and passion for jewelry into a business enterprise yet whilst Elmer supported her wife on legal matters he preferred to locate the business away from home. He wanted their children to be brought up to learn about business but to separate the location of the business from the home. Daisy and Elmer describe a less cohesive story in terms of life projects than the other participants; their separate perceptions of living the dream undermines their ability to develop an effective home business model.

Daisy: *“ I always loved jewelry, I started with beads at home and selling it to friends, then I got more serious and began taking courses and learning on my own, which I’ve been doing that for twenty years or so now. I dreamt of having this small shop. I used to be in the marketing area of a big company and I know the request for unique and bespoke items as corporate gifts. They [corporate executives] were my first clients and continue to purchase items from me because they like my designs. Elmer helped me with the legal aspects but he does not see it the same way I do. He looks at this business as a training ground for our children”.*

While the climbing and cinema ventures suggest an alignment of life goals and projects, the other two cases provided a contrasting picture. The Painting study entrepreneurs articulate complex and mismatched interactions with the aims of the business. Maribel suggests that a lifestyle business around a painting studio may survive for a few years but that growth measures need to be introduced to scale the business. Yet this clashed with a personal hobby focus of painting as leisure. The question becomes can the couple produce a viable life project around a hobby-based lifestyle business? In the case of Daisy and Francisco, their individual motivations in pursuing a hobby as a business is taking precedence over their ability to create a successful hobby business model that would include their spouses over more than five years. Thus, while a lifestyle business can be built on passion, when spouses have a different perception of the business this may have a mid-long term impact on the spousal resources and support. The fact

that two different visions in two different people in a partnership will create difficulties may seem obvious, but it is nonetheless essential to be borne in mind. A lifestyle enterprise, based on a hobby, needs to fit everyday life for the couple. It needs to provide a commercial benefit for longer-term viability, as well as a shared life goal. Perhaps a resolution can be found in growing the number of consumers willing to pay for products or services – which is more of a business skill to scale a business, rather than a network resource from shared hobby interests. This was expressed by Daisy and Francisco reflecting on the everyday discussions around the dinner table with their spouses. Francisco expressed:

“Maribel reminds me constantly that I need to reach out to more people as some of my future customers may not have heard of me yet. I started to put together creative presentation packets using painting samples so that people that are enthusiastic about painting can come to my studio. Maribel will also contact some of her friends, who are wives of executives, to promote painting sessions as part of business get-away days. I know that executives like therapeutic activities and painting is great for that. Once they come in for a taster session they may be willing to pay for several sessions once they experience my service” . A similar notion was expressed by Daisy and everyday talks with Elmer.

Both cases suggested that economic resources need to be re-thought as operant capabilities rather than extant networks or finance.

[insert Tables 2 and 3 about here]

4.3 Use of social, cultural, economic and physical resources

An interesting finding is related to the way operand and operant resources interacted with the life goals of these consumer-entrepreneurs. They all suggested the use of social, cultural and physical resources as much as economic ones. Such notion went against the conventional literature and provided novel and valuable insight. Each network of resources acted upon the life goals and projects of entrepreneurs (Table 2 and 3). Tables 2 and 3 map each venture to sources and resources. They show that the social, cultural and physical resources are indeed central to this form of familial, lifestyle entrepreneurship. The current focus on entrepreneurship assumes

that economic resources are key. And that operand resources are the important assets for the business. Here we demonstrate that there is a phenomenon of passionate consumer-entrepreneurs who interact with a greater range of diverse resources in creating their lifestyle businesses.

In terms of social resources all cases highlighted the relevance of family relationships. This is best exemplified in the movie theatre business. Rosa provides financial, administrative support and free labour when Armando needs an extra pair of hands. Rosa did not share Armando's passion for films yet she understood from listening to Armando, what would be relevant for a consumer standpoint. Family support enabled Armando to leave full-time employment in the national forestry service and follow his dream. He moved from a passionate consumer of movies to an informed expert able to offer his knowledge to other consumers within this culture. The following quote from Armando highlights how a lifestyle business depends on interacting with operand social resources, not just acting upon operand social resources.

Armando: "I became independent because I was really dissatisfied with my current job, I felt I could not apply my knowledge to better things. I always loved going to the movies in large cities because some of them, not all of them, allowed me to imagine how to employ my knowledge. I knew that people in a rural area wanted to know more about other societies. There was no TV cable back in the 80s so I started this [movie theatre] as a way to also let this rural area know the world that was out there. As an engineer I could explain how certain things work in the movies afterwards and people really liked that".

Armando articulated the importance of building a local community that is able to consume the service and that wishes to develop itself as well. He is developing an ability to cash in on his social capital within the local community, family and business network and to build on the development potential within that community. Table 2 shows how other entrepreneurs apply a similar approach.

In terms of cultural resources, each couple highlighted that they had specialised knowledge in the techniques needed to enjoy their hobbies as a consumer, yet there was a lack of business knowledge prior to start-up. Some partners (Rosa, Maria and Elmer) had experience in

family businesses. This was best exemplified by Maribel and Francisco from the Painting studio venture. Francisco was a consumer of painting products (e.g painting canvas, paint, brushes, etc) for more than 20 years and developed specialised knowledge on its use. Maribel had a passion for painting but has specialised knowledge in tax accounting and honed her experience helping her parent's large family business. Maribel expectations were linked to supporting Francisco to deal with the often bureaucratic tax system. By doing this she would enable Francisco to fulfil his business short and long term goals.

Maribel: *“...Most of the time I work from home and accounting can be done with a computer, I mean I can paint as well but other stuff needs to be done. Who is going to make the business financial reports, the accounting?. I like to help instead with what I am good at, which is financial reports and project costs... there are other aspects that are helped by family and friends, for example artists are great to bounce creative ideas about a painted ad. I have also a good chat with friends in the industry who provide us with good information about good paint and canvas quality.”*

In terms of physical resources, all couples highlighted the connection to emotions and physical experience as they were establishing their firm. The physicality of the process of starting and developing a firm was influential in their domestic experience as well (Table 2 and 3). The physicality that emphasises challenges or struggles faced during participation in the business is an excellent example of having the service-dominant logic nuanced view of resources that distinguishes between operant and operand. For the struggles are not acted upon so much as interacted with and co-constructed in the challenge of facing them. Narratives served to capture how entrepreneurs experienced the creation of their firm, both emotionally and physically. This is best represented by Miguel and Maria (Climbing business). The couple articulate a different approach to entrepreneurship we term consumer-entrepreneurship in which they endeavour to interweave their passion for climbing with their domestic duties.

Maria: *Miguel likes climbing and he is always thrilled when he goes out and guides people into the mountains. That routine is exhausting for anyone yet not for him. He mentions that everyday is like climbing a hill for the business and that he enjoys that struggle. From what I haven seen, you have to be in control at all times and that transfers to the business approach I guess. He likes to keep the people connected to nature so I helped him by creating the website and email communication. I do not know a lot about climbing so I rely on him to tell me stuff and he feels and then I am able to translate that in the webpage”.*

In terms of economic resources, all couples highlighted the home as the place where the business was located and what that meant in terms of a consumer perspective. The home is the place where they felt comfortable to engage in their hobbies and the natural place where their business could be started. This is another example of the dream bumping into the everyday lived reality, that our research approach allows us to point up. For, as table 2 highlights, for two of the entrepreneurs, a passion for a hobby did not translate into sound preparation and research prior to start-up. Francisco wanted to create a painting studio for executives at home and thought he had understood his consumer tribe, that is individual consumers who begin to interact because they have something in common. Yet Maribel described the importance of understanding who is actually consuming their products and what their options are. And so whether a home location is enough to maintain a profitable business over time. Maribel’s and Francisco’s original life goal of becoming a large yet bespoke creative art company and selling a high-end product to consumers, who share the same interests as Francisco, does not match up to the reality of a competitive market where other businesses (e.g art schools with larger physical spaces who can accommodate a larger number of consumers) may provide a better service. This illustrates how understanding the material spaces such as the place where a hobby business would start are important prior to start-up. It also highlights that although the self-efficacy of entrepreneurs is relevant to pursue a business opportunity, this needs to be complemented with how individuals,

with a family business or consumer/hobbyist background, identify and manage a wide network of resources.

Moreover, economic resources such as start-up funds were diverse: while some businesses had support from family member's others relied on self-sourcing. Yet the relevance of economic resources was also suggested in the way new financing was obtained. Daisy and Elmer explain how engaging with government-funded schemes enabled them to gain access to additional start-up funding for the Jewellery business. Elmer suggested: "*A government institution [organisation] approached us... they were interested in providing seed funding for new companies in the arts. It was great to have some working capital yet at the end it was just money, no support to how to improve the business or make it grow. We had the shop at home but I knew that it was not going to work out if we did not search for a better location.*"

Daisy and Elmer identified how external funding was a token exercise that did not in their opinion provide them with new knowledge regarding an enhanced knowledge of business development. Remaining entrepreneurs expressed that economic resources should include knowledge, suggesting that seeing economic resources mainly as operand, such as the existence of finance, is too narrow. This again underlines the usefulness of the service-dominant logic perspective on the relevance of distinguishing operand and operand resources. We provide support for the claim the operand resources are crucial on both 'sides' of the model.

For Miguel, operand resources were related primarily to material spaces outside the home. In the climbing business, Miguel used a public mountain trail to take his customers around. It was a mountain he knew well and was easy for him to navigate. Yet this resource too became operand as customers were asking more and more questions about how to take on different trails and asking for additional services. While locations would be public it prompted the further development of personal knowledge and expertise, of operand resources, to provide a better service. By experiencing climbing and rapelling in a local mountain as a consumer, Miguel was able to understand the relevance of such interaction in the development of

specialised knowledge that could be shared with others. The more knowledge was developed, the more he could interact with his consumer tribe and rely on this emotional insight to deliver a unique experience. In doing so, consumer-entrepreneurs may create a dialectic relationship between themselves and social networks, material resources and knowledge structures that influence the development of an enterprise over time. This provides further insight into the relevance of the theory of service-dominant logic.

5. Discussion and Synthesis

For lifestyle entrepreneurs, who start enterprises from hobbies, are their consumer resources (social, cultural and physical) key resources, alongside economic resources? The findings highlight that lifestyle consumer-entrepreneurs are eager to launch themselves into the entrepreneurial process adjusting their actions by relying on their consumer resources. This process is influenced by their knowledge of consumers and as consumers, responding to other actors' interactions, always moving forwards, driven by passion and determination to start a venture.

5.1 Theoretical and empirical implications

Our first contribution to understanding consumer-entrepreneurship is to develop understanding by merging literature and empirical data from relational business, consumer culture theory and practice and family microenterprises. We then provide and analyze data with which to discuss this merger, and so our second contribution is to provide theoretical development of a conceptual framework that models passionate lifestyle consumer-entrepreneurship.

Findings support the view that personal factors, behaviours and the environment are important when viewed from a consumer perspective (Ratten 2015). This study complements such a view by suggesting that when entrepreneurs develop a business based on a hobby,

particularly with their spouses, they interact and become influenced by their shared view of how to use a wide network of resources.

So, in tackling resources for passionate hobbyists to live their dream and become successful consumer-entrepreneurs we are offering a good, practical theory: what we see as the best explanation (Calder and Tybout 2016) of everyday lifestyle entrepreneurship. Life goals may motivate them, but the outcome of an integrated life and a viable business needs a framework that can explain how lifestyle entrepreneurship unfolds when based on hobbies or long-term interests. This explanation is provided by our new conceptual framework (figure 2). This is our key contribution to theory development in entrepreneurship.

[insert figure 2 here]

From Figure 2. we can see that using resources as operant and operand is also a recursive process for the lifestyle consumer-entrepreneurs and can be viewed as patterns, as steps not stages, that are not entirely predictable but are connected rhythmically and in a responsive manner into a progression. We argue that the lifestyle entrepreneurs' resource skills, in terms of their ability to acquire, consolidate and apply a wide range (see Figure 1) should make an important contribution as hobby enthusiasts establish an entrepreneurial venture. Therefore, any new conceptualization of lifestyle consumer-entrepreneurship needs to include meaning and transformation, created by using social, cultural and physical resources, at least as much as economic resources. These economic resources need to include knowledge that is used and interpreted inside the venture as operant resources not just static operand resources such as finances. Findings highlighted exactly what business skills were needed and the economic resources required suggest a shift towards operant resources such as capabilities rather than operand resources such as initial finance and pre-existing networks.

Our objective in this paper has been to name lifestyle consumer-entrepreneurship as an everyday activity that redeploys resources interactively in achieving entrepreneurs' life goals

(see the changes between figures 1 and 2). We have focused on the interface between the two phenomena of consumption and entrepreneurship. To do this we have provided four cases that demonstrate the co-mingling of consumer experience and entrepreneurship. That is, we have taken this opportunity to contribute to theory of lifestyle entrepreneurship using the context of the role of family micro-enterprises and the conflicting goals of different members, in this reconceptualization of “living the dream” as an integrative device for hobbyist professionals. We have made a contribution to the current development of theoretical frameworks that embrace contexts in which individuals acquire the resources and the courage to undertake lifestyle entrepreneurial ventures.

The findings also suggest that there are myriad reasons why couples would engage in starting and developing a business based on a hobby. They nevertheless reveal that spouse support was crucial (Auken and Werbel 2006), supporting recent studies that suggest diverse factors that may influence the decision making process of women in the context of family enterprises (Ramadani et al. 2017). In this study women with a family business background were confident in their approach to the entrepreneurial process (Garcia et al. 2019), displaying an active input in the foundation and continuity of a hobby-based business. Prior studies have suggested that the entrepreneurial engagement of women is often perceived as muted, thwarted or invisible (Hamilton 2006), particularly in Latin America (Gupta et al. 2008). This study supports those studies that found that family involvement has repercussions for lifestyle entrepreneurship, as spousal commitment and support influences the ability to deal with both family and business challenges (Danes, Matsek, and Werbel 2010). By having spouses involved from the foundation of the firm (Discua Cruz, Hadjielias, and Howorth 2017), couples can collectively approach lifestyle entrepreneurship, developing together from a consumer perspective.

Findings suggest that the passionate pursuit of hobbies as entrepreneurial opportunities is being undertaken with varying degrees of success. We analyzed four micro-businesses started and developed by couples. S-D logic provided a toolbox for studying lifestyle entrepreneurship analyzing situations in which actors refuse to comply with the identities that conventional models prescribe and thus support the view that business can be lived as an ordinary aspect of domestic life. It frames how the heterogeneous networks that order the world of entrepreneurs and their intimate others come into existence and orients this strength towards issues - such as the role of social, economic, physical and cultural resources. This conceptualization of passionate consumer-entrepreneurs can be perceived first and foremost as a collective practice, of co-constructing life with significant others, driven by passion. It is relational and communal because it unfolds in a social reality.

5.2 Limitations and further research

The limitation of this study is in its inclusion of a small number of unconventional entrepreneurial voices. In this study we choose to focus on S-D logic and look closely at how lifestyle entrepreneurship unfolded. Yet, it does not take away the fact that S-D logic demands that researchers pay close attention to diverse items at the same time (Lusch and Vargo 2014). Some items may be missed or misinterpreted, particularly when dealing with individuals related to each other engaging in lifestyle entrepreneurship.

Right now the context for our cases is the lifestyle business. But we have demonstrated that there is often conflict from insufficient resource in this for the sustained viability of the hobbyist business venture. So one further implication of our development of theory is that this narrow focus hampers the business. A wider focus on continued personal and knowledge development, interacting and creating a wider range of operant economic resources than the static, operant resource of finance is proposed in our model. This wider focus, not only on the

entrepreneur (be s/he a lone hero or be they a couple), but on the creative use of a network of resources, benefits both entrepreneurs and society.

Moreover, intertwining of life goals, involving both family members and business objectives, suggests that lifestyle businesses offer an ideal context for understanding how a consumer perspective may motivate spouses to act jointly to establish, grow, and perpetuate a lifestyle business. A S-D lens offers much promise to researchers looking to understand the way spouses may develop one or several lifestyle businesses (Rosa, Howorth, and Discua Cruz 2014). In emerging economies a greater number of viable business ventures is needed; for social and community development integrated lives need to be resourced for economic success to fund such development; this wider network of resources creates greater resilience in times of crisis. This connected, interactively-created personal, social and community development might be a fitting end for lifestyle consumer-entrepreneurship. Policy instruments to support entrepreneurs who decide to pursue opportunities based on their personal interests and establish lifestyle businesses are important in the current economic climate (Dawson and Henley 2012).

Recent studies argue that such resilience is needed for society, since developing economies and their families face times of crisis. Further research is required to establish whether a focus on these ends as a serious contribution to society might be the key contribution from our reconceptualization of lifestyle consumer-entrepreneurship as an everyday, yet passionate rather than dispassionate undertaking.

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