

An exploratory study of the women entrepreneurial motivation in the south-west Nigeria

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Abstract: Women entrepreneurial motivation is a function of variables that are subject to authors and researchers' opinions and views. These variables can be classified based on their impact on women entrepreneurial performance, behavior and challenges. This paper is therefore focused on examining the factors that affect women entrepreneurial motivation in the South-West Nigeria. The data used for the study was obtained through primary source. The data gathered was analyzed using the model of correlation analysis. Recommendations were made based on the result obtained from the testing of the hypothesis.

Key Words: Entrepreneurship, Women, Entrepreneurial Motivation and Nigeria

Introduction

Different factors are responsible for entrepreneurial motivation irrespective of the gender involved. Researchers have been able to categorize these factors in different ways using different constructs and variables. The make up of these variables is however subject to a number of factors which depend to a great extent the situations and environmental circumstances surrounding the writer or the researcher. These factors may be pull, push,

external, internal, extrinsic or intrinsic. Some findings highlight individual, psychological or personality reasons, while others point to broader on social and economic constraints (Gatewood, 2004; Hughes, 2005).

Reflecting on this, different motivational patterns emphasis a key point of debate concerns the relative role of different industrial sectors and the extent to which women have been "pulled" or "pushed" into entrepreneurship (Brush, 1992; Cliff and Cash, 2005).

In NWBC's (2003) study of the reasons why men and women choose to be self employed instead of being in paid jobs, they found out that women are much more likely to cite necessity as a reason for going into entrepreneurship than men. They reported that 69% of men cited opportunity as their motivation for starting a business, while 31% cited freedom. In comparison, 56% of women cited necessity, while 44% of them cited necessity as their motivation for starting a business. Thus, more than half of the women said that they became entrepreneurs because there were no other options available. The objective of this paper is to examine the factors that motivate women entrepreneurs across different industrial sectors in the South-West Nigeria. This work is divided into five sections. Section one is the introduction, section two is the literature review/conceptual framework, section three is the methodology, section four is the data analysis while section five is conclusion and recommendations.

Literature Review / Conceptual Framework

Several researchers such as Soetan, (1991); Finnegan and Danielsen (1997); Dhaliwal (2000); Ryan and Deci (2002); Barwa (2003); Ogundele and Opeifa (2003); Gelin (2005); Brunstein and Maier (2005); Mansor (2005) have looked at the factors that motivate women into entrepreneurship. Their views and opinions differ greatly. They also used different terms to group these factors. These researchers have been able to link motivation to entrepreneurial performance. The understanding of the factors that motivate women into entrepreneurship indicates their business performance, predicts

the challenges they face in business and their behavioural patterns (Okafor and Amalu, 2010). Hisrich and Peter (1991) classified these factors into antecedent, triggering and enabling factors or positive, negative and supportive factors. While positive factors are those antecedent factors that have to do with desire for entrepreneurial aspirations such as to be one's own boss, independent, desire to achieve a growth etc., negative factors have to do with those triggering tendencies that force women into business such as discrimination in the labour market, lack of alternative job opportunity, divorce, death of spouse and so on. Boyd and Vozikis (1994) in support of this classification included the concept of self-efficacy as an important variable of antecedent factors. Boyd and Vozikis (1994) emphasized that self-efficacy provides insight into efficacy judgments which influences one's behaviour.

Classifying the factors that motivate women into self-employment, Bartol and Martin (1998) identified the following socio-demographic variables as factors that can influence women entrepreneurs; education, age, work history, relative experience, childhood family environment such as birth order and occupations of parents. Kjeldsen and Nielson (2000) classified these factors into personal characteristics, the surroundings, types of enterprise and the entrepreneurial process. Parboteeah (2000) categorized these factors into; (i) the entrepreneur's background, (ii) the entrepreneur's personality, and (iii) the environment in which the entrepreneur is operating. Bird (1988) and Jones (2000) also classified these factors as personal and contextual elements. While personal elements include; entrepreneur's experience, abilities, and personality characteristics,

contextual elements include social, political, and economic variables such as changes in markets, displacement and government deregulation.

However, motivational factors are subject to environmental factors (Okafor and Mordi, 2010). Grouping these factors into different classifications is important so as to determine the degree to which each of these factors is capable of motivating women into entrepreneurship. Segal et al. (2005); DeMartino and Barbato (2002); McKay (2001); Hughes (2006) and Marlow (1997); Anna, Chandler, Jansen and Mero (2000) grouped these factors into family influence, education/training, experience, job dissatisfaction and role model. Family has a great influence on women entrepreneurial inclinations especially where there is insufficient family income and the need to supplement their income. Commenting on this, Hughes (2006) and Marlow (1997) emphasized that the intention to improve the financial position of women entrepreneurs and their families can either pull or push them into entrepreneurship. The role of a woman in a family or the position she occupies in her family determines her financial commitment to the family (Soeton, 1991). Hytti et al (2010) looked at the impact of experience and perceived learning on entrepreneurship. Their result showed that intrinsic motivation has a negative effect on women's entrepreneurial experience and their learning outcome while extrinsic motivation had a positive motivation on them. Their work also discovered that there is positive relationship between experience/learning and motivation to do business. Education and training which are learning outcomes have intrinsic effect on one's motivation into entrepreneurship the

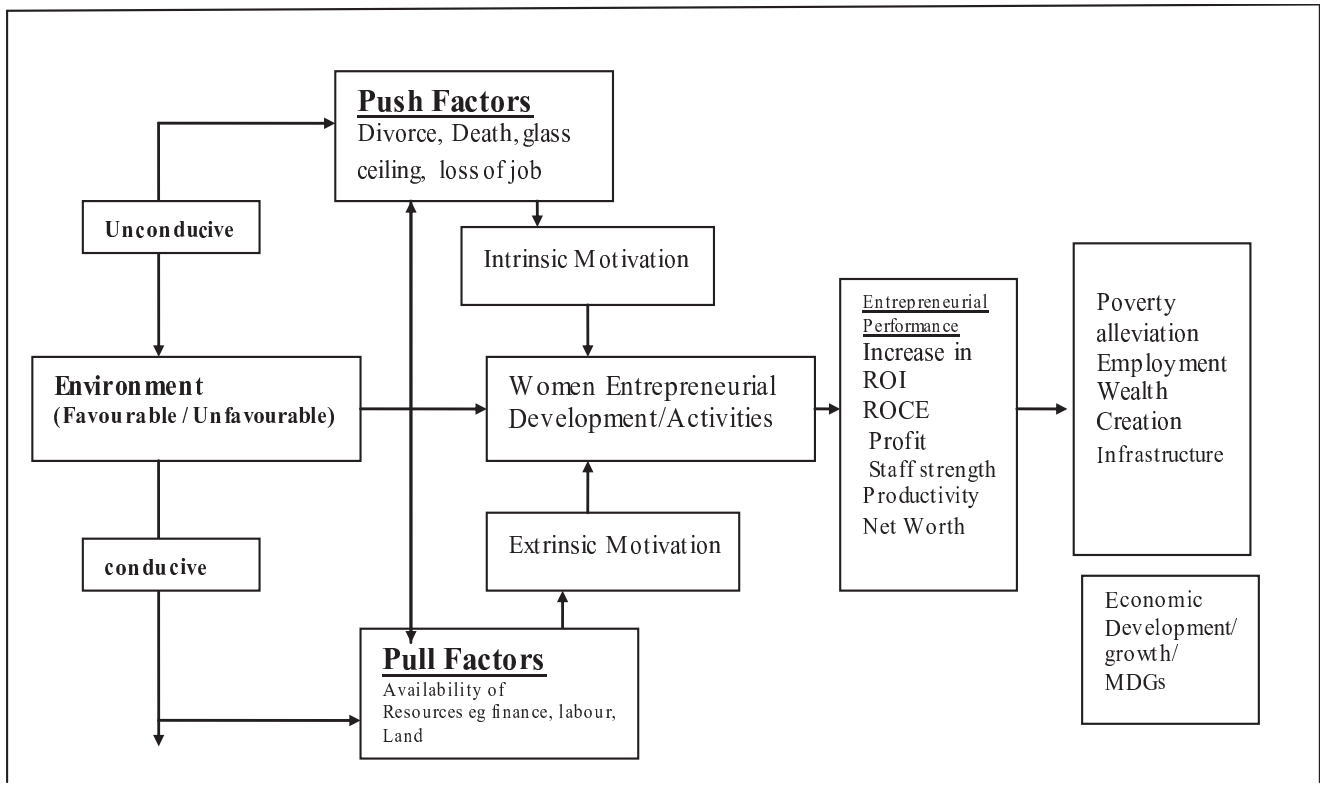
gender notwithstanding (Hytti et al, 2010). Job dissatisfaction and salaried pay was identified by Ghosh and Cheruvalath (2007); Segal et al. (2005); Bradley and Boles (2003); Tanguchi (2002); McKay (2001); DeMartino and Barbato (2002) as another important factor that can motivate women into business. According to Lee-Gosselin and Grisé (1990); Marlow (1997); Catley and Hamilton (1998); Yoskovitz (2007) a women can decide to go into business simply because she is experiencing job or career frustration. Job and career dissatisfaction hence act as push factor to women entrepreneurship. In line with this, Cromie (1987) found that in their motives whether or not to become an entrepreneur, women are less concerned with making money and often choose entrepreneurship as a result of career dissatisfaction. They also see entrepreneurship as a means of simultaneously satisfying their own career needs and those of their children and family.

Involvement in entrepreneurial venture as employees can offer women a good opportunity to gain the experience required for running an enterprise. Experience as a motivator can be acquired through direct or indirect contact. Encouraging women as employees to take ownership of their work will result in better customer service and a stronger enterprise (Levesque, 2007). Women entrepreneurs crave the feeling of starting something new, disrupting the status quo, changing the world, creating value, generating wealth and enhancing their working experience which is an important factor for establishing an entrepreneurial venture (Yoskovitz, 2007). Aside working experience, Yoskovitz, (2007) enlisted passion, being in control of the enterprise, earning of extra money and subordination as reasons starting

one's business by women. Also, the influence of role models such as their parents, family member, friends or leading entrepreneurs in the community can make entrepreneurship

as an attractive prospect or career choice to women as identified by Anna, Chandler, Jansen and Mero (2000).

Model: Different Factors Motivate Women Entrepreneurs across Different Industrial Sectors



Source: Adapted from Mansor (2005) and redesigned by the Researcher (2010)

The model above shows that environment either conducive or unconducive can result in push or pull factors which can either intrinsically or extrinsically motivate women entrepreneurs or affect their performance. The model proposes that triggering situations are important aspects that determine women venturing into business. This implies that certain unconducive situations, such as loss of job, unemployment, death of husband and so on could serve as reasons (push) for women to venture into business. Self will to survive such negative situations drive women to consider certain business as the way

out of their predicament. On the other hand, women could also venture into business out of a desire to utilize certain privileges and resources (money, skill, knowledge, education etc.) available to them. Either push or pull factors as motivational factors starting business will eventually culminate in entrepreneurial development. The model further shows that most women entrepreneurial activities usually lead to increase in return on investment (ROI), return on capital employed (ROCE), profit, staff strength, productivity, net worth etc. Effective entrepreneurial performance results to economic development

and achievement of millennium development goals through revenue generation, job creation, wealth creation and economic vitality.

Methodology

Sample Size

To carry out this study, five hundred and seventy (570) women entrepreneurs were selected from three different states in the South West Nigeria (Lagos, Ogun and Oyo State). These states which were used as the population of the study were purposively selected out of the six states in the south-west Nigeria (Singleton, Straits, and Straits, 1993). A random method was adopted in selecting the women used as the respondents of this study from a list of women entrepreneurs drawn from documents made available by the Nigerian Chamber of Commerce, Industry, Mines and Agriculture (NACCIMA), and other associations of Nigerian Women in business and entrepreneurship.

Measurement of Variables

The activities of women entrepreneurs were captured using some demographic items such as state of origin, age, marital status, nature of their business, business structure and other variables. Questionnaire was used to obtain the necessary data required for this study. The use of questionnaire was necessitated so as to enable the respondents to be objective and precise in responding to the research questions. Structured questions in different sections of about one hundred and thirty five (135) items were asked so as to get information on the profile of the women. A five-point Likert- scale that ranges from strongly agree to strongly disagree of point scale of (5 to 1). A statistical model

of correlation coefficient was used to test the hypothesis of this study. The use of correlation coefficient is important so as to test the relationship between the independent variables with the dependent variable. Variables such as family, psychological, financial and environmental factors were used to capture women entrepreneurial motivation while the nature of the business was used in measuring the business types. Women in business were classified into agriculture, manufacturing, service and trade.

Survey Results

To analyze the survey results of this study, SPSS 12 (SPSS, Inc., 2003) statistical program was used. Descriptive statistics which include percentage distributions, mean and standard deviation were calculated based on the respondent's responses for each item on the demographic information of the respondents which include the marital status of the respondents, their business data, motivation, and their entrepreneurial type. Table 1 depicted that out of the 570 questionnaires distributed, 422 or 91.15% of them were retrieved from the respondents and this forms the sample size of this study.

Table 1 revealed that 138(32.7%) of the women entrepreneurs under the study are from Lagos State, 134(31.7%) of them are from Ogun State and 150 (35.6%) of them are from Oyo State. It was shown that majority of the businesses owned by women entrepreneurs are in the distribution as 127(30%) in agriculture, 122(29%) in trade, 118(28%) in service and 55(13%) in manufacturing sector. Few of the respondents 18(4%) were at the age range of 15-20 when they started business, 155(37%) were at the age range of 21-26 when they started their business, 174 (41%) were at the

Table 1: Descriptive Statistics of Entrepreneurs by Sectors and Religions n=422,

State of Origin	Freq.	Per. (%)	Sectors	Freq.	Per. (%)
Lagos	138	32.7	Agriculture	127	30
Ogun	134	31.7	Manufacturing	55	13
Oyo	150	35.6	Trade	122	29
			Service	118	28
Structure of Businesses			Marital Status		
Sole ownership	382	91	Single	146	35
Partnership	27	6	Married	263	62
Joint Stock Company	3	0.7	Divorced	7	3
Others eg. Cooperative Society	10	2.4	Widow	6	2
Age			Highest education qualification		
15-20	18	4.26	WASE	344	82
21-26	155	36.72	OND	54	13
31-35	174	41.23	MSc/HND/BSc	21	6
40-45	51	12.08			
46-above	24	5.71			
Number of Children			How did you start your business?		
None			From the scratch	243	58
1	46	11	Purchased	73	17
2	202	48	Inherited	50	12
3	102	24	Joined husband to start the business	56	13
4	48	11			
5 and above	24	6			
Age of Starting Business			How many yrs did you work for someone?		
15-20	18	4	Less than one yr	10	2.4
21-26	155	37	One yr	48	11.3
31-35	174	41	Two yrs	202	47.8
40-45	51	12	Three yrs	136	32.2
46-above	24	6	Four yrs	20	4.7

Source: Field Survey, 2010

age range of 31-35 when they started their business while 51(12%) were between the age of 40 and 45 when their business started while 24(6%) of them were 46 old and above when they started their business. Considering the respondents' educational background, majority of them 344 (82%) have WASE, 54(13%) of them are with OND certificates, while 21(16%) were seen to hold higher degree which range from HND/B.Sc. to M.Sc. certificates.

Factors that Motivated Women to go into Entrepreneurship

The women entrepreneurs interviewed under this study were asked "what are the different factors that motivated them to go into business?". Out of the 422 women entrepreneurs, 88% of them gave different reasons (factors) for their involvement in business. These factors were identified and grouped into five different heading of family influence, educational attainment, experience, personal dissatisfaction, role modeling and finance. Table 2 gives the descriptive statistics of the main variables used in this study. From the data obtained, factors that motivate women to start and grow their business were observed and analyzed;

Family Influence

Family influence as a factor was equally investigated to determine whether the parents of the entrepreneurs were self-employed or not. The researcher investigated the position of the entrepreneurs in the family and other issues as factors that motivate women to start and grow their business. It was discovered that 193 respondents indicated that they were first the child of their parents, representing 45.73%, while 229 (54.26%) said 'no' to the question. However, looking at these

figures, one can deduce that the percentage of being 'the first child' as an entrepreneur is high considering other options such as 'being sacked from someone's place of work', 'being the only child of their parents', 'participating in a family business when they were younger' and education background. Being the only child as motivation for women to start and grow their businesses was cited by 170 participants representing 40.28% while majority of them, 252 (59.72%) reported that they were not their parents' only child. One hundred and twenty or 28.43% of the respondents accepted the fact that their parents were originally self employed. Being the only child, according to this finding was not likely to be the reason why women start and grow their businesses.

Majority of the entrepreneurs, 302 (71.56%) said 'no' to the question 'if their parents were self employed' while 120 representing 28.43% indicated 'yes'. Considering the question 'if their business relate to their family business', 200 (47.39%) of the respondents agreed that the type of business they are into is peculiar to their family business while 222 (52.61%) of them said 'no' to the question. In response to the question 'whether a business is currently running in their family', majority 229 (54.26%) said 'no' while 193 representing 45.73% said 'yes' to the question. Majority of the women entrepreneurs 322 (75.83%) said 'no' to the question whether they participated in their family business when they were younger while 102 indicated 'yes', this represents 124.17%. Majority of the women entrepreneurs under this study, 353 (83.65%) started business because they wanted to be closer to their families while 69 of them indicated 'no' to the question and this represented 16.35% of the respondents.

Education/Training

Education/training as a factor revealed that majority of the entrepreneurs, 293 (69.43%) of the respondents were motivated to start and grow their business as a result of training they received rather than their educational background which is 200 (47.39%). This implies that training is very important to entrepreneurial venturing; meaning that irrespective of someone's educational background, through training, one can acquire the required skills for the success of a business.

Experience

Most of the respondents, about 353 (83.65%) had worked for someone before starting their own businesses while 69 or 16.35% had not had working experience before going into entrepreneurship. Also, many of them, about 303 (71.80%) of them started their businesses immediately they stopped working for someone. This implies that working experience is an important factor that motivates women entrepreneurs into starting and growing their businesses.

Personal Dissatisfaction

Surprisingly, majority of the women entrepreneurs about 353 (83.65%) of them were dissatisfied working for men. Looking at the circumstances that made the respondents to start their business, 193 (45.73%) of them agreed that they started their entrepreneurial venture because they were dissatisfied with their former place of work, while 229 (54.26%) of them disagreed that they went into business because of dissatisfaction with their former place of work.

Role Model

Role modeling is also another factor that motivates women entrepreneurs. 338

(80.09%) of the women entrepreneurs were encouraged by a role model while 84 (19.91%) were not.

Finance

Table 2 shows that 353 (83.65%) of the respondents agreed that they went into business mainly because they wanted extra income while 69 (16.35%) of them disagreed that they entered into business because of money. Also 303 (71.80%) agreed that they started their business because of their dissatisfaction with their financial status, while 119 (28.20%) disagreed that they went into business because 'they were dissatisfied with their former financial status'.

Using Mansor's (2005) entrepreneurial motivational factors classification, the above items were further grouped as family influence, psychological (personal dissatisfaction and experience), financial and environmental factors (education/training and role model). Each of these motivational factors was considered in turn in light of the prior literature which informs the descriptive analyses and the correlation analysis of this paper. It also forms the basis for the classification of this study's independent variables used for the analysis of the hypothesis of this paper. In emphasizing the factors that motivate women into business, the information obtained from the instrument of the interview can be used to buttress this point more.

Table 2: Statistics on Motivational Factors, Commencement and Business Life Cycle

ITEMS	FREQ	YES	%	NO	%
Are your parents self employed?	422	120	28.43	302	71.56
Is the business you are currently running your family business?	422	193	45.73	229	54.26
Is this type of business peculiar to your family?	422	200	47.39	222	52.61
Did you participated in your family business when you were younger?	422	102	24.17	320	75.83
Did you start your business because you wanted to be closer to your family?	422	353	83.65	69	16.35
Are you the first in your nuclear family?	422	193	45.73	229	54.26
Are you the only child?	422	170	40.28	252	59.72
Does your educational background relate to your Business?	422	200	47.39	222	52.61
Did you received training related to the business before you started your own?	422	293	69.43	129	30.57
Have you worked for someone before?	422	353	83.65	69	16.35
Did you start this business immediately you stopped working for someone?	422	303	71.80	119	28.20
Is your former boss a man?	422	353	83.65	69	16.35
Were you dissatisfied with your former place of work?	422	193	45.73	229	54.26
Is it your desire to earn more or extra income that pushed you into business?	422	353	83.65	69	16.35
Were you sacked from your former place of work?	422	120	45.73	302	54.26
Did you start this business because of dissatisfaction with your former financial status	422	303	71.80	119	28.20
Were you encouraged by a role model?	422	338	80.09	84	19.91

Source: Field Survey, 2010

Testing of Hypothesis

The first hypothesis tested in the study states that different factors do not motivate

women entrepreneurs across different industrial sectors in the South-West Nigeria

Table 1: Summary of Correlation Coefficient between the factors that Motivate Nigerian Women Entrepreneurs Across Different Industrial Sectors of the South-West Nigeria. (n=422)

Variables	1	2	3	4	5	6	7	8
Family	-	0.67*	0.72*	0.58*	0.18	0.72*	0.88*	0.34*
Psychological		-	0.42	0.66*	0.71*	0.59	0.64	0.62
Financial			-	0.61	0.51*	0.96	0.71	0.66
Environmental				-	0.85*	0.79	0.58	0.51
Agricultural					-	0.42	0.48	0.32
Manufacturing						-	0.33	0.21
Trade							-	0.65
Service								-

Table 3 indicates positive relationship among each of the motivational patterns and SMEs sectors of the South-West Nigeria. Among these relationships, eight of them are very high. These are the coefficient relationships between financial factor and manufacturing sector (0.96), family influence and trade sector (0.88), environment factor and agricultural sector (0.85), environmental factor and manufacturing sector (0.79), family and manufacturing sector (0.72), psychological factor and agricultural sector (0.71), financial factor and service sector (0.66) and

psychology factor and service sector (0.62). The result revealed that there is a high positive correlation between the motivational patterns and SMEs sub-sectors, except the factor of family influence, which shows a very low significant relationship with agricultural sector at $r=0.18$. The reason for this might probably be that a lot of women with families see agriculture as not the best type of business that will allow women to show off as their personal achievement since majority of them started business because of their desire for self-achievement.

Table 4: Summary showing the Analysis of Variance between the factors that Motivate Nigerian Women Entrepreneurs across Different Industrial Sectors of the South West Nigeria

Source	SS	Df	MS	F	Significance
Between Groups	4684.44	3	1561.48	21.959	0.015
Within Groups	29794.671	419	71.109		
Total	34479.111	422			

Source: Field Survey, 2010 *significant $P<0.05$

Keys to Abbreviation: SS- Sums of Square, Df- Degree of freedom, MS- Mean Square, F-F-value

To authenticate the result of the correlation coefficient obtained in Table 3, ANOVA is also used to analysis the hypothesis. The result is presented in Table 4 above. The Table has six columns. Column for: source of variance for Between the mean, Within the mean and Total, Sum of Square; degree of freedom; Mean Square, F-value and Significance. Table 4 shows that the F-value is the Mean Square between (1561.48) divided by the Mean Square within (71.109), yielding $F=21.958$. The p-value associated with this F-value is very small (0.015). These values are used to answer the question "Is there significant difference between the independent variables and dependent variable?" The p-value is compared to the alpha level set at 0.05 and, if

smaller, one can conclude that "Yes, there is a significant difference between the independent variables and dependent variable and if otherwise then the research hypothesis will be retained. The ANOVA result revealed that different motivational patterns exist among women entrepreneurs across different industrial sectors of the South-West Nigeria at $F(3,422) = 21.958$, and 0.05 significant level. The null hypothesis is therefore rejected and the alternative hypothesis is acceptable.

Discussion of the Findings

The discussion is based on the earlier findings of Hisrich and Brush (1986) Aldrich and Zimmer (1986); Soetan, (1991); Finnegan and Danielsen (1997); Dhaliwal (2000); Ryan

and Deci (2002); Barwa (2003); Ogundele and Opeifa (2003); Gelin (2005); Brunstein and Maier (2005); Mansor (2005) as contained in the literature review. The supporting findings were cited as well as contradictory views (Stevenson, 1986; Zellner, 1994; Greenberger and Sexton, 1988; Taylor and Kosarek, 1995). As stated earlier, the discussion of this study followed the hypotheses raised and tested. The result shows that the null hypothesis was rejected. This implies that different motivational patterns exist among women entrepreneurs across different industrial sectors of the South-West Nigeria which was in line with Jasime, (1998); Bartol and Martin, (1998) and Gelin, (2005) arguments that various factors can be linked to women's family needs and wants and these factors differ depending on the industrial sectors involved. This finding corroborates the needs theory (Murray, 1938; Maslow, 1948) which states that entrepreneurial motivation is determined by the biological, psychological and social needs of an individual (Astin, 1984; Atkinson, 1964; Murray, 1938). The reason for the present finding may be anchored on the fact that theories of entrepreneurship that utilize psychology, economic, sociological and innovative processing concepts (Schumpeter, 1934; McClelland, 1961; Knight, 1978; Johnson, 1990 and Reynolds, 1991) at the individual level possess numerous advantages over those that do not. Apart from the position of this theory, many studies have reported related findings in line with the finding of this study. This finding was confirmed by the finding of Brunstein and Maier (2005). Their work revealed that two motives are directly involved in the prediction of entrepreneurial behavioural pattern. These are involvement in entrepreneurship and new venture

creation (implicit and explicit). They also reported that implicit motives are spontaneous impulses to act which is also known as task performances and is aroused through incentives inherent to the task. On the other hand, explicit motives are expressed through deliberate choices and more often stimulated for extrinsic reasons. They concluded that individuals with strong implicit needs to achieve goals set higher internal standards so as to meet up with identified lapses and past failures while others tend to adhere to the societal norms. The finding of the present study also subscribed to the fact that motivation may be expressed in various ways such as pull, push, intrinsic and extrinsic factors and these factors affect the aspirations or behavioural intentions of women for entrepreneurship differently.

Conclusion

Numerous literature demonstrated that the motives of women involvement in entrepreneurial development as most frequently cited was self satisfaction, the search for independence, financial freedom and support to their family. Various factors can be linked to family needs and wants and these factors differ depending on the industrial sectors involved. Among the popular business sectors to be ventured into are services and trading sectors which are to be operated at a micro and small scale enterprise level, requiring low capital investment, minimum labour utilization, a flexible working hours, the priority to the family and fulfilling their leisure time. The results from this research work clearly indicate and opined that psychological, social, financial and supportive environmental factors are most likely to be linked

with the reasons why women venture into entrepreneurial activities especially in small and medium enterprises. It is pertinent therefore to note that financial and psychological factors play important role in women's entrepreneurial development. This finding implies that theories of entrepreneurship that fail to address this notion require further research on.

Recommendations and Policy Implications

Based on the findings of this study, the following recommendations are made.

(i) The government should formulate policies that will help to encourage more women to go into agricultural business in a mechanized form. This will help to boost their morale and their desire for self-actualization (ii) Microfinance Banks should increase their credit facilities allocation to women entrepreneurs so as to improve their accessibility for financial assistance. (iii) Feminist theorists and advocates need to conduct more training and workshop programmes for women in business for their empowerment and capacity building.

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