

Family Factors and Women Entrepreneurial Motivation in Nigeria: A Survey of Selected Women Entrepreneurs in Kogi State

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The study investigated the impact of family factors on women entrepreneurship in Kogi State, North Central Nigeria. The family is a source of finance and human resources, social and cultural values, and role modelling. While studies have shown that family background is one of the numerous determinants of entrepreneurial intention, we know little about the influence of family factors on entrepreneurial intentions in Nigeria, particularly among women. Data for the study were collected through primary source. The study surveyed women entrepreneurs in three Local Government Areas, (LGAs); (Lokoja, Okenne and Kabba) of Kogi State. 340 questionnaire were administered to women entrepreneurs who were sampled through Yaro Yamane while Bourley's proportion allocation formula was used to determine samples for the various LGAs. The sample was arrived at using stratified sampling in the first instance, and simple random sampling was done afterwards to get the required respondents. The study adopted the use of tables, simple percentage and mean in the presentation of data while the Pearson Correlation was used in the test of hypotheses. Findings revealed moderate positive coefficient of correlation between desires to be closer to the family; participation in family business; desire to leave legacy to family members; desire to support family members and women entrepreneurial motivation. More and more women are starting new business, whether micro, medium or large scale, motivated by mostly family factors and survival in a male predominant societies, and women entrepreneurs are creating employment opportunity and generating income. It was recommended that there should be improvement in societal encouragement of women's participation in economic issues, nation building, innovation and productivity.

Keywords: Family, Factors, Women Entrepreneurship

Introduction

The economic reform introduced by the various governments in the developing countries that began in the 1980s leading to loss of public sector employments and reduction in income pushed many people to become entrepreneurs in developing countries. Eijdenberg and Masurel (2013) state that people in developing countries are more driven by poverty, survival, and lack job to become entrepreneurs while in the developed economy entrepreneurial activities stem out of desire to seize an opportunity and innovation to start a business. The prevailing harsh socio-cultural factors coupled with high poverty rate and unemployment propel a high rate of entrepreneurial activities in developing countries of world. Socially imposed challenges have indeed continued to hamper development and growth of women entrepreneurs in developing nations.

Entrepreneurial motivation is a function of a variety of factors irrespective of the gender involved. The classification of these factors by researchers is based on a number of variables and construct. A close examination of the factors will reveal that the categorizations are contingent upon environmental circumstances surrounding the writer at the instance. The classification of these factors varies from author to author. For instances, Bartol and Martin (1998) classified these factors into (i) Personal characteristics, (ii) Life-path circumstances and (iii) Environmental factors. While Sexton and Vasper (1982); Hisrich and Brush (1986) and Gelin (2005) findings classified these factors into push and pull factors. The results of their findings revealed that most women under their study cited push factors as their major motivation into business. These factors include; factors of gender bias, frustration and boredom in their previous jobs, and cultural practices, while pull factors include; independence, autonomy, financial and family security.

Venturing into entrepreneurship as a woman presents the omni-challenges of undertaking business activities effectively and at the same time attempting to satisfy all other social expectations (Schaefer, 2003). These challenges may include malevolent sexism which in the words of Eden et al (2012) engenders the full Machiavellian manipulation of economic factors aimed at exploiting and relegating women politically. Considering the various challenges and obstacles facing women entrepreneurs, particularly in Nigeria such as gender discrimination, family pressure, cultural beliefs, capital inadequacy, unavailability of the required infrastructure, shortage of manpower to mention but few, someone may quickly conclude that women are usually discouraged from venturing into enterprise development. But today, the story is a different one; women are starting and growing businesses at an unprecedented rate, because more than ever before, women are forced into alternative avenues of generating income for the family with greater number of them setting up businesses as a result of chronic poverty, corporate glass ceiling and high unemployment (Madichie, 2009). This study therefore, seeks to assess the relationship between family factors and women entrepreneurship in Kogi State, North Central Nigeria.

Objectives

The general objective of the study is to investigate the influence of family factors on the growth of women entrepreneurship in Kogi State, Nigeria.

Hypotheses

HO₁: The desire by women to stay closer to their families does not have significant relationship with performance of women entrepreneurship in Kogi State.

HO₂: The participation of women in family businesses does not have significant relationship with performance of women entrepreneurship in Kogi State.

HO₃: The desire by women to leave a legacy for family members does not have significant relationship with women entrepreneurial performance in Kogi State.

HO₄: The need to support ones family does not influence performance of women entrepreneurship in Kogi State.

Conceptual Clarification

Entrepreneurship is a process that involves a willingness to rejuvenate market offerings, innovate, risks taking, trying out of new and uncertain products, services and markets towards exploring new business opportunities (Wiklund and Shepherd, 2005). It attracts both men and women who are interested in profitable inter-industry relationship. Women entrepreneurship is the process where women organise all the factors of production, undertake risks, and provide employment to others. The definition of women entrepreneurship has never been differentiated on the basis of sex and hence could be extended to women entrepreneurs without any restrictions (Grafisk, 2001). A woman entrepreneur is a person who is an enterprising individual with an eye for opportunities and an uncanny vision, commercial acumen, with tremendous perseverance and above all a person who is willing to take risks with the unknown because of the adventurous spirit she possesses Allen, Minnit & langouitz (2006). Thus, a woman entrepreneur is one who starts business and manages it independently and tactfully, takes all the risks, faces the challenges boldly with an iron will to succeed. Women entrepreneurship is an economic activity of those women who think of a business enterprise, initiate it, organise and combine the factors of production, operate the enterprise and undertake risks and handle economic uncertainty involved in running a business enterprise. The Nigerian women entrepreneur is described as “aged 41, well-educated, married with children, grew up in an entrepreneurial environment, has previous work experience of about eight years, runs a small business that has been operating for about nine years and of which she is likely to be the sole or majority owner, prefers to have her family members as partners or employees, has her first attempt at starting a business, uses mostly her own savings as start-up capital, was motivated by personal factors when she decided to become an entrepreneur, faced start-up problems such as labour, financing and economic problems but today, faces increasing economic, labour and cost problems, rates her business as “moderately successful” and attributes the success of her business to three qualities, that is, quality of product/service, quality of human resource and her own personal qualities” Allen, et al (2006).

Family Factors and Women Entrepreneurship

Researchers such as Taylor (1988); Fierman (1990); Zellner (1994); Gelin (2005) reported that flexibility to manage their dual responsibilities and for a more balanced life as the major factors why women leave paid job to start their own businesses. A review of literature reveals various push and pull factors as motivators for business start-ups or alternatively, positive and negative factors as discussed by Muhammad and Basheer (2012). Push or negative factors are associated with the necessity that forces a woman into pursuing her business plans. These factors can include economic necessity and the need for a flexible work schedule, reflecting the family caretaking roles that is still expected from a woman (Orhan and Scott, 2001; Alstete, 2003).

There is now a growing phenomenon of dual – income family structure due to economic challenges in the country: the result of this is the quest and desire by middle and low income women to build wealth through entrepreneurship. The growing awareness, participation and relevance of women entrepreneurs in our society have had a positive influence on entrepreneurial activities (Chinonye, 2008; Ogunleye, 2004). In Nigeria, women play a major role in the trade and service sectors of the economy with the major motive of supplementing their family income since they are profitable ventures that require minimum capital (Onyeka, Akonjuobi and Anuebunwa, 2004; Fakayode, Rahji, Ayinde and Nnom, 2011).

Being self-employed can thus be chosen because it offers flexible work arrangements, and enables women to balance work and family activities. Staying small may be then a deliberate choice of the woman to be able to combine these activities (Kevane and Wydick, 2001). Kevane and Wydick also argue that the reason for low profitability is because women run their businesses in a subsistence-oriented manner and to complement their husbands' income in supporting the family. They thus tend to diversify their activities by creating several small businesses rather than investing in the growth of an existing one (Kevane and Wydick, 2001; Nichter and Goldmark, 2009).

In Nigeria, different spending priorities also define the amount each gender reinvests in its business, as females are known to devote a higher share of their earnings to the welfare of children. Fafchamps et al. (2011) find that only the in-kind grants lead to an increase in the firm's profit, a result particularly robust in female-owned firms. Cash grants seem to be spent on household expenses and transfers rather than invested in the business. In the short-run, a successful female-run business may be beneficial for the welfare of the household, in terms of nutrition or health, but from a strict efficiency point of view, female entrepreneurs may not reinvest sufficient amounts in their business to accumulate enough capital which would allow them to raise their profitability.

Methodology

The study surveyed women entrepreneurs in three Local Government Areas, (LGAs) of Kogi State; (Lokoja, Okenne and Kabba). The target population of the study comprised of women entrepreneurs in Kogi State. Published documents that contains information on the number of women entrepreneurs in agricultural, manufacturing, trade and service sectors in the State were obtained from the State's membership directories of Nigerian Association of Chambers of Commerce, Industry, Mines and Agriculture (NACCIMA), Nigerian Association of Small and Medium Enterprises (NASME), Nigerian Association of Small Scale Industrialists (NASSI) and other related associations. Two thousand, two hundred and fifty (2,250) women entrepreneurs which form the sampling frame were extracted from these lists. 340 women entrepreneurs were sampled through Yaro Yamane while Bourley's proportion allocation formula was used to determine samples for the various LGAs. The sample was arrived at using stratified sampling at first to categorized businesses in (i) new venture enterprises, (ii) stabilizing enterprises and (iii) stabilized enterprises. Disproportionate sampling was carried out to select the representatives of the categorized enterprises. Finally, simple random sampling was done to get the required respondents. 320 responses were recorded representing 94.12% of the sample size. The study used survey design that involved descriptive and inferential statistics in the process of addressing the research objectives. The respondents were required to select from a 5-point Likert scale questions which included a category of strongly agreed (5), agreed (4), neutral (3), disagreed (2) and strongly disagreed (1). The use of questionnaire was necessary in order to enable objective and precise response to the research questions. A statistical model of ranked correlation coefficient was used to test the hypotheses of this study. Women in business were classified into agriculture, manufacturing, service and trade sectors.

Results and Discussions

Table 1 reveals that the service sector of the economy was most attractive to women entrepreneurs with 143(44.7%) of respondents followed by trading which represented 79(24.7%), while agriculture represented 63(19.7%). However, 35(10.9%) of respondents indicated manufacturing as the nature of their businesses. This analysis implies that majority of women entrepreneurs 143(44.7%) in Kogi State own and operate businesses that are service oriented.

Table I: Nature of the Business

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agricultural	63	19.7	19.7	19.7
	Trading	79	24.7	24.7	44.4
	Manufacturing	35	10.9	10.9	55.3
	Service	143	44.7	44.7	100.0
	Total	320	100.0	100.0	

Source: Field Survey, 2013

Impact of Family Factors on Performance of Women Entrepreneurship

Providing answers to the influence of family as an entrepreneurial factor for women in Kogi State, table II shows that staying closer to the family is a dominant factor that drives women in business with a highest mean of 3.9438. This is closely followed by a mean score of 3.8688 for a desire to stay around and support the family financially and otherwise. Similarly, some respondents indicated the fact that their choice of business is due to the fact that their family members; parents or other relatives, have being involved in such businesses at one point or the other. This has a mean score of 3.6750. The desire to leave legacy for the family members has the least mean score of 3.6156. This analysis implies that the tendency to stay close to the family with 3.9438 mean score has the greatest potential of motivating women entrepreneurs in Kogi State.

Table II: Family Factors and women entrepreneurship

Variables	N	Minimum	Maximum	Mean	Std. Deviation
I started this business because I wanted to be closer to your family	320	1.00	5.00	3.9438	1.24315
This type of business is peculiar to my family members	320	1.00	5.00	3.6750	1.33226
I want to leave a legacy for my family members.	320	1.00	5.00	3.6156	1.31273
I ventured in business in order to support my family	320	1.00	5.00	3.8688	1.06892

Source: Field Survey, 2013

Performance of Women Entrepreneurship in Kogi State

Table III shows different perceptions women entrepreneurs held about reasons for better performance or otherwise of their businesses. There are six prominent dimensions of performance; many of them believed that their business is growing due to hard work, personal input, competence, special marketing and financial skills. Most of the women entrepreneurs believed their hard work resulted in expansion (growth) as shown in the mean score which is the highest at 3.8938. This is closely followed by efficiency in cost that resulted into huge savings with a mean score of 3.7812. Other performance items that follow include increased income with a mean of 3.7281, improved competitiveness in the market place with 3.6500 mean and increased financial investment with the least mean score of 3.3938. This analysis implies that among the performance dimensions used, business expansion is perceived as the dominant index of high level performance among women entrepreneurs in Kogi State

Table III: Women entrepreneurial performance

	N	Minimum	Maximum	Mean	Std. Deviation
My business financial investment has so much improved.	320	1.00	5.00	3.3938	1.39005
Due to my cost consciousness (financial Skill), my company has saved a lot of money.	320	1.00	5.00	3.7812	1.26030
Our competitiveness in the market is improving.	320	1.00	5.00	3.6500	1.28018
My business has expanded greatly since I started.	320	1.00	5.00	3.8938	1.01769
My business profitability has increased.	320	1.00	5.00	3.4406	1.39959
My personal income has increased.	320	1.00	5.00	3.7281	1.24612

Source: Field Survey, 2013

Correlation Coefficient between family factors and growth of women entrepreneurs

Summary of correlations in table IV indicates a positive relationship between family factors and performance of women entrepreneurship. The extent of the correlation coefficient shows $r=0.57, 0.38, 0.47, 0.35$ for closeness to the family, peculiarity of family business, leaving a legacy for family members and family support respectively. This relationship shows positive correlation between family factors and performance of women entrepreneurship in Kogi State. The factor that indicates the strongest correlation is the desire to be close to the family, $r=0.57$. This is not surprising because women are known to be home cares and builders. This is followed by leaving a legacy to the family with $r=0.47$. This is particularly so as revealed by researchers that “glass ceiling” prevents women from great achievements when they work for others. The next ranked variable is $r=0.38$ for the peculiarity of the business with family business activities from which experience was obtained. Supporting the family as an entrepreneurial factor ranked forth with coefficient correlation of $r=0.35$.

Table IV: Summary of Pearson Correlation Coefficient between family factors and growth of women entrepreneurs

Statement	1	2	3	4	5
1 I started this business because I wanted to be closer to your family		.58	.65	.47	.57*
2 This type of business peculiar to my family members			.51	.32	.38*
3 I ventured in business in order to leave a legacy for the family				.63	.47*
4 I ventured in business in order to support my family					.35*
5 Growth					-

Correlation is significant at 0.05 level (2-tailed).

The moderate results of the study substantiate reports that Nigerian women are mostly found in service and trade sectors of the economy since they are profitable venture that require minimum capital (Onyeka, 2004; Fakayode, 2011). The results

also corroborate the findings of Taylor (1988), Fierrman (1990) and Zellner (1994) that flexibility of women to manage their dual responsibilities (family and business) has a major impact on women to start businesses. The results also support reports of Gelin (2005), Muhammad and Basheer (2012) that “pull and push” factors include amongst others, family caretaking roles and desire to feed ones family.

Conclusion

Several studies demonstrated that frequently cited drives for women entrepreneurial activities are financial freedom, support for family, independence and self satisfaction. A number of factors can be traced to family expectations. This research showed the various ways the family impacts women entrepreneurial growth and development by providing women with the necessary impetus that drive their businesses. Areas of motivation through the family factors include the desire to stay close to the family, the zeal to provide financial support to ones family, doing business that is peculiar to the family members, especially ones parents and the desire to leave a legacy for ones offspring or children. Family factors do not simply impede entrepreneurial practices as is perceived majority due to numerous commitments but also encourage women to actively participate in establishing and managing businesses in other to support the family. There is the need for public policies and programs for the preparation of women that desire establishing and running businesses for whatever reason; family or otherwise. It should be noted that the groundwork for women entrepreneurs is a strategy within the social, economic and political context to kindle women entrepreneurial development in Kogi State in particular and Nigeria in general. The study results signifies that any entrepreneurial model that fall short of addressing women's family expectations as key drivers for entrepreneurial activities needs further investigation.

Recommendations

Based on the above, the following important recommendations are made;

- (i) There should be societal encouragement of women’s participation in economic issues, nation building, innovation and productivity
- (ii) Women should understand that they play important role in nation building, they should therefore be prepared to start up entrepreneurial initiatives whether they are supported or not. This will help in building up their self- confidence and self-esteem which are important factors in taking the risks involved in starting and growing entrepreneurial ventures.
- (iii) Programmes for the development of women entrepreneurship should recognize the traditional gendered role of women that contributes to the double burden of responsibilities. Governments are encouraged to ensure that capacity building in entrepreneurship is complemented by access to social programmes to relieve the burden.
- (iv) To cope with the multiple roles as wives, daughters, mothers and economic drivers, women entrepreneurs should choose the type of businesses that will help them accomplish these roles.

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