



ANALYSIS OF MOTIVATIONAL FACTORS OF WOMEN ENTREPRENEURS IN SOKOTO METROPOLIS

Shehu Mohammed¹, Alhaji Kabiru², Sharehu Alhaji Muazu³

¹Department of Economics, Shehu Shagari College of Education, Sokoto

²Department of Economics, Shehu Shagari College of Education, Sokoto

³Department of Economics, Shehu Shagari College of Education, Sokoto

BEING A PAPER PRESENTED AT THE 2ND NATIONAL CONFERENCE. THEME: REPOSITIONING NIGERIAN EDUCATION TOWARDS NATIONAL UNITY. VENUE: TETFUND HALL, ASO ROCK COMPLEX, OSUN STATE COLLEGE OF EDUCATION ACADEMIC STAFF UNION (COEASU) ILA-ORANGUN CHAPTER. FROM SUNDAY 10TH OCTOBER-FRIDAY 15TH OCTOBER, 2021.

ABSTRACT

This paper examines the various motivational factors that make Women Entrepreneurs in Sokoto metropolis to ventured into Entrepreneurship. Questionnaire as an instrument of data collection was used. A sample size of 210 Women Entrepreneurs who operate both at home and outside metropolis are selected for the study. The hypothesis of the study was analysed using Analysis of Variance (ANOVA) through the Statistical Package of Social Science (SPSS). The result of the study shows that, the main motivational factor of Women Entrepreneurs in Sokoto metropolis is Income to help a family. Some of the policy recommendations includes for the head of household to allow their wives to have access to education.

INTRODUCTION

In Nigeria, the equal rights of women and their equal participation in the social, cultural, economic and political life have remained elusive. As such, they are still the main victims of poverty, social prejudice, lack of access to health services and education. Nigerian women entrepreneurship development is generally inadequate and beset with numerous constraints and challenges, which have to do with culture, religion and entrepreneurial behaviors (Damilo 2011).

According to Andrea (2010) overall the global literature provides mounting evidence that business ownership by women is on the rise and is a vibrant and growing trend worldwide. However, in Nigeria, the promotion of women is disappointing and their contribution overlooked because of the systematic neglect by society as a whole. In addition, their participation and role within the wider entrepreneurial setting is constantly undermined, resulting in the gross

underestimation of women's socio-economic contribution to the economy and under utilization of women's tremendous potentials (Ukonu 2011).

The above situation shows that there must be some fundamental problems which constraint the development and growth of women entrepreneurs in Nigeria. The problem of this research therefore, revolved around the following main question, what are the factors motivating Women to venture into entrepreneurship? The objective of the study research is to examine the various motivational factors responsible for women entrepreneurs in Sokoto metropolis to start up their own enterprises.

THE CONCEPT OF ENTREPRENEURSHIP AND WOMEN ENTREPRENEURS

Entrepreneurship has its origin from the French word entrepreneur that means "to undertake" Belwal and Al-Badi (2010). The word reflects a willingness to



do something, and usually the person who exhibits the willingness, is known as an entrepreneur. Scholars have attempted to define entrepreneur from many perspective based on respective disciplines such as economics, psychology and sociology. As a result, there are many definitions of entrepreneur, as there are entrepreneurs today (Zarin 2007).

Suleman (2006) defined entrepreneurship as the willingness and ability of an individual to seek for investment opportunities to establish and run enterprises successfully. Lazeer (2005) defines entrepreneurship as the process of assembling necessary factors of production, consisting of human, physical and information resources and doing so in an efficient-manner.

There are also attempts by scholars to define women entrepreneurs. According to Olu and Roy (2010) women entrepreneurs are simply women that participate in total entrepreneurial activities, who take the risks involved in combining resources together in a unique way to take advantage of the opportunity identified in their immediate environment through production of goods and services. Maclelland (2005) define women entrepreneur as the one, which is at least 51%, owned by one or more women, or in a case of any public owned business, at least 51% of the stock of which is owned by one or more women.

CHARACTERISTICS OF WOMEN ENTREPRENEURS

Majority of women enter into micro entrepreneurship out of economic necessity and lack of other employment options. According to Adebimpe (2011) for women in less developed countries, especially those who are seriously faced with poverty, entrepreneurship could be a practical solution to survive. In addition, because of their multiple responsibilities at home, women often choose the type of income generating activity that would allow them to manage from home. A review of African MSEs indicated that 45 percent of the female headed micro and small enterprise were home based as compared to only 19 percent of the male headed micro and small enterprises (Yeshiareg 2000).

Another common characteristics of women owned entrepreneurs is the type of economic activity in which they are engaged, for instance in Nigeria many women are engaged in retail trade, services etc. Olu and Roy (2010) conducted a survey among women entrepreneurs in Lagos state, Nigeria, and found that 36% of them are engaged in trade, while 32% in services, manufacturing and Agro-Allied take 18 and 4% respectively. Some authors attribute this trend to women lacking technical skills and having

predominantly liberal arts education (Bruni *et al.*, 2004, Greene *et al* 2003).

Another common characteristic of women entrepreneurship is low level of capital used in starting their business. Majority of women start the small-scale enterprise with personal saving or traditional collective savings Such as Adashe and Asusu (Malami 2006). According to Downing and Daniel (1992) a study conducted by world bank, shows that among the female micro entrepreneurs in Zimbabwe, only 5% of the respondents have received formal credit, while 75% of them got finance needs of their capital from personal savings and family grants.

MOTIVES FOR STARTING BUSINESS

Women choose entrepreneurship for a variety of reasons. Many desire greater independence and discretion in decision-making. Others seek increased flexibility and balance in their work lives, with control over how they work and on what they work. Some are frustrated by limited opportunities for advancement and recognition, and are motivated by the opportunity to reap the rewards of their own performance. Even though Entrepreneurs have similar motivations to realize their needs, they use those motivations in different ways, while some are motivated by a need to achieve something; others are motivated by a need to survive (Rahman and Rahman 2011). Economic aspirations and levels of economic development also influence the motives of entrepreneurs. According to Friedman and Aziz (2012) while Turkish entrepreneurs are motivated mostly by necessity, American entrepreneurs are motivated by opportunities. Turkish is an emerging economy and the United States is a developed country, therefore entrepreneurs are acting with different motives. While Turkish entrepreneurs are primarily motivated by willingness to earn money, American entrepreneurs are motivated by an opportunity to produce a new product or service.

According to Allen and Trauman (2007), women choose entrepreneurship because of two reasons i.e. push and pull factors or necessity and opportunity factors. Necessity or push factors include being unhappy with present job, lack of income, lack of opportunity, poverty, discrimination or need for flexibility. While opportunity or pull factors consist of independence, personal challenge, self-fulfillment, a desire for wealth, identification of a perceived business opportunity and social status.

Carter (1998) interviewed sixty women entrepreneurs in the United Kingdom, and found that ownership were the top two cited reasons for business ownership in the study. Another study in Norway shows that independence is a prime reason for women's start up enterprises (Ljunggren and Kolvereid 1996).



A study conducted in Malaysia by Zarin (2007) shows those women entrepreneurs showed economically inclined motives for venturing into business. These economically inclined motives include income to help a family. Another study by Das (2001) shows that India women in Tamil Nadu and Kerala started business for financial reward; to help the family financially or because their husbands were unemployed. Another survey result by Lei and Hung (2010) shows that Chinese women are mainly motivated into entrepreneurship to increase income, to prove their ability and to be independent.

A study by International Labor Organization (ILO 2003) shows that, the most common motive for going into business by women in Tanzania was to create employment and to supplement income. Mordi and Mmieh (2009) argue that the desire by women in Nigeria to own their business is partly influenced by the intense struggle for scarce employment opportunities among the over populated reserve army of men and women. Also another survey results from a study of Nigerian women entrepreneurs show that the main motivation for engaging in to a business is to reduce poverty and to reverse their deteriorating economic condition (Woldie and Adersua 2004).

Based on the analysis above, it can be seen that entrepreneurial activity arises from different circumstances and motives that drive the decision to start a business. Generally the pull or opportunity entrepreneurs are more prevalent in high income countries, while push or necessity entrepreneurs are more common in the low income countries (Reynold *et al* 2002).

REVIEW OF EMPIRICAL LITERATURE

Olu and Roy (2010) conducted a research on “Entrepreneurial motivations as determinants of Women Entrepreneurship challenges” in three different States South western Nigeria. Four hundred and twenty two samples were used for the study using Purposive-sampling technique. Questionnaire as an instrument for data collection was used in the study using five point likert scales. To test the hypothesis, which states that there, is no relationship between motivation and the challenges Women entrepreneurs face in business, Correlation Coefficient was used using SPSS.

The correlation coefficient of the study reveals a significant relationship among the motivational factors and challenges Women entrepreneurs face in business. The result of the tested hypothesis shows that, the factor that motivate Women entrepreneurs and the challenges they face in business exhibit moderate positive values. At the end of the study the null hypothesis that states that motivational factors do not determine the challenges Women entrepreneurs face in

business is rejected in preference for the alternative hypothesis.

Lei and Hung (2010) conducted a research on “Motivations, success factors and problems encountered by Chinese Women Entrepreneurs: A factor analysis”. One hundred and eighty (180) Chinese Women entrepreneurs in Beijing China were randomly selected for the study. Questionnaires are used for the study and were measured by a five point likert Scale. A factor analysis was conducted to group motivations, success and problem variables. The Bartlett’s test of sphericity and Kaiser-Maiyer-Olkin (KMO) measure were used to check if there is sufficient correlation between variables and if factor analysis is appropriate with the data. Factors were determined based on eigenvalues and scree plot via principal component factor analysis with varimax rotation.

The result of the study shows that the most important reason for business important reason for business ownership is to increase income, to prove I can do it is the second most important motivator, and to be my own boss is the third motivator. On the issue of success factor, Chinese women entrepreneurs identified that, reputation for honesty is the most crucial element for business success. Second is hard work and third on the list is good general management skills and charisma etc. The most essential obstacle faced by Chinese women entrepreneurs is unreliable and undependable employees. Closely followed by fierce competition, and third is lack of financial capital is also a major barrier.

THEORETICAL FRAMEWORK OF WOMEN ENTREPRENEURSHIP

Social Feminism

Social feminism locates the origin of women's oppression in the interaction of the capitalist system based on class inequalities, with the patriarch system based on gender inequalities. Because of this interaction, women are subordinated and exploited through misuse of their labor in the market place for which they are persistently underpaid, and their labor in the home for which they are not paid at all.

In social feminism theory, sex and gender are seen with different views. Sex is a biological variable that comes through birth, while gender is a socially constructed and contested characteristic, which is accepted through someone's lifestyle and involvement in social issues. As a result, human being with the female sex might adopt into a male gender accepting during life (Olu and Roy 2010). The fact that a person has a male or female sex organ does not make the person a contributor to economic and social matters or otherwise.

Sex is therefore not the major difference between men and women perspectives to business and



does not stand as a hindrance to economic development. Social feminism emphasizes the necessity for revolutionary societal changes in order to eliminate the existing unequal distribution of power. Equality is viewed not only in terms of opportunity but more crucially in terms of rewards (Mirhim 1990).

Social feminism argued that women's ways of doing things and specifically female approaches to business ownership, need to be celebrated in their own right (Tong 1998). An essential feminist strategy for achieving the liberation of women involves alignment with other oppressed group in order to find their common grounds of oppression and to resist women's subordination in the market place and in the home (Andersen, 1983).

Entrepreneurship Education and Skills

Kitching and Woldie (2004) note out those women entrepreneurs in Nigeria are often inhibited by their relatively low level of education and skills, and this generally limits their access to various support services. A Nigerian woman entrepreneur also expresses from her experience "as women we receive less education and training than men, this puts us in disadvantaged position" (Woldie and Adersua 2004). Women in Sokoto State have barriers to basic education and qualitative education because of dilapidated structures in our schools and practice of purdah system in the area. Salawu (1993) argued that women in the present Sokoto State of Nigeria should be given their right to education, which has been denied of them, through the practice of purdah system in the area. There is also a barrier to vocational training, lack of information on how to start an enterprise, and no time for training and upgrading skills.

Although certain centers for these kind of women training were established for the achievement of this objective. One of these centres is the one established at gidan haki by the agency for mass education, Sokoto State. But according to Malami(2006) there are however a lot of other occupations which the centre is not giving training on them, even though they are very important in the lives of the people.

RESEARCH METHODOLOGY

Instrument or Tools used in the Study

The type of research instrument used in carrying out this research is questionnaire. Questionnaire as an instrument for data collection was chosen because it will help the respondents to be objective and more precise in responding to the research question. The researcher himself designs the questionnaire, but reference is made to other questionnaires designed by other researchers of similar study.

Research population

Generally, there is no reliable list of women entrepreneurs from which a sampling frame could be drawn. Therefore, the target population for the study was women entrepreneurs who are operating at home and outside premises, as well as those operating at both levels within the metropolis of Sokoto State Nigeria. The women entrepreneurs are divided into three groups i.e.

- (i) Those who operate from home (A_1)
- (ii) Those who operate from outside premises (A_2)
- (iii) Those who operate both at home and outside premises (A_3)

Sample Size

Since there is no reliable list from the target population, from which a sample size will be selected, the following criteria for selecting women entrepreneurs from the target population for the study sample were as follow:-

- i. Duration of business of not less than 3 years
- ii. Having not more than three employees
- iii. capital of not more than one million naira
- iv. being owner of the business.

The study used a sample size of 210 women entrepreneurs. A total of 210 questionnaires were distributed to women entrepreneurs. 70 questionnaires were allocated to each of the three groups of women entrepreneurs.

Sampling Technique

In the absence of list of observation, a researcher has to make use of non – probability method. And the sampling technique adopted in this research is purposive sampling method. A purposive sample refers to selection of units based on personal judgement rather than randomization.

Research Hypothesis

In order to set a good base for carrying out the research, the following null hypothesis is designed in this research.

Ho: There is no significant difference between the mean motivational factors of the three groups of women entrepreneurs in Sokoto Metropolis

Techniques of Data Analysis

The hypothesis are analyzed using Analysis of Variance (ANOVA) and was analysed electronically through the Statistical Package of Social Sciences (SPSS).The justification for the use of ANOVA is driven by the fact that all the three groups are simply random samples of the same population. The Analysis



of Variance is used to determine whether there is a significant difference between means of three or more groups concurrently at a selected probability level.

Reasons to Start own Business

The motivators to establish own business are many in number and vary from individual to individual. The following table 1 shows the reasons why women small enterprises in Sokoto metropolis are motivated to start their own enterprises.

Table 1 Reasons to start own business

What motivate you to be an entrepreneur?	A ₁	A ₂	A ₃	Total	Percentage
To maintain my personal freedom	14	12	7	33	16%
To be my own boss	5	3	2	10	5%
To prove my ability	13	12	10	35	17%
To increase my income	11	10	12	33	16%
Income to help a family	21	24	30	75	36%
Create employment	6	7	8	21	10%
Others	0	0	0	0	0%

Source: Field Survey 2020.

Table 1 vividly shows that most of the respondents who are women entrepreneurs constitute 75(36%) establish their own business for the reason they want to have income to help a family. The second motivators tries to prove their ability with 35 (17%). 33 (16%) of the respondent believe that they enter entrepreneurship

because they want to maintain their personal freedom. The remaining motivators are to increase their income, to create employment and to be their own bosses with 33 (16%), 21 (10%) and 10(5%) respectively

Table 2 Entrepreneurship Education and Skills

Have you acquired any Entrepreneurship Education or skills before starting business?	A ₁	A ₂	A ₃	Total	Percentage
Yes	7	13	20	40	19%
No	63	57	50	170	81%
TOTAL				210	100%

Source: Field Survey 2020.

Table 2 reveals that majority of the respondents 170 (81%) declared not to have acquired any Entrepreneurship Education or skills before starting business, only 40 (19%) of the respondents have acquired Entrepreneurship Education and skills.

Statistical technique used is the Analysis of Variance (ANOVA).

Hypothesis

Table 2 ANOVA result for the significance difference between the mean motivational factors of the three groups of Women entrepreneurs in Sokoto metropolis.

Hypotheses Testing

The following hypothesis will be tested using Statistical Package for Social Sciences (SPSS) and the

Table 2 ANOVA Result

	Sum of squares	df	Mean square	F	Sig.
Between Groups	2.889	2	1.445	0.574	0.564
Within Groups	515.575	205	2.515		
Total	518.464	207			

Source: SPSS, 2020.

Since the computed F ratio 0.574 is greater than the critical value of F 0.564, it is in the region of acceptance of alternative hypothesis that there is significance difference between the mean motivational factors of the three groups of Women entrepreneurs in Sokoto metropolis. Therefore, rejecting the null

hypothesis which states that there is no significance difference between the mean motivational factors of the three groups of women entrepreneurs in Sokoto metropolis.



CONCLUSION

With the rise of female entrepreneurship, we are entering the age where it is no longer women competing and thriving in men's worlds, but where women are creating a world of their own. This study reveals that up to 81% of the respondents have not acquired Entrepreneurship Education before starting business. This indicated that the level of illiteracy in running a business is a little bit high in Sokoto metropolis. Illiteracy is the root cause of socio economic barriers. Due to lack of education and that of quality education, women are not aware of business, technology and market. Also lack of education causes low achievement in business.

Regarding the motives for venturing into business, majority of women entrepreneurs 75 (36%) choose to become entrepreneurs to have income to help a family. This indicates a strong relationship between poverty of the family and reason why Women ventured into business.

RECOMMENDATIONS

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

There is also the need for heads of households to allowed their wives and children to go to school. We are now in an era, where you cannot run your business by a common sense, rather you have to support it with scientific principles. Better qualifications and experience in the area of business will help to improve the know how about the business.

- i. Academicians especially from Economics and Business administration departments should collaborate with Federal and State government in providing business mentoring, training and support for women entrepreneurship in relation to system and economic analysis, finding resources, management system, accounting, new techniques of production, delivering services to customers and how to maintain the quality.

REFERENCE

1. Adebimpe, A.L. (2011), "Assessing Nigeria Female Entrepreneurs Access to finance for Business start up and Growth" *African Journal of Business Management* Vol. 5(13) pp. 348-355.
2. Andrea, S.H. and H. Joshua(2010) "Afro Brazilian women Entrepreneurs: Characteristics, critical issues and current comments' *Research in business and Economics journals*. Vol. 2 No 6 pp 56 – 63.
3. Belwal, R. and R. Al-Badi (2010), "Women Entrepreneurship in the Albatinah region of Oman: An Identification of the Barriers". *Journal of International Women Studies* Vol. 12 No 3 pp 45 – 55.
4. Damilo, A. (2011), "Fostering Women Entrepreneurship as Panacea to Poverty reduction in Developing Economy" *College of Management Sciences Redeemer University*.
5. Friedman, B.A. and N. Aziz (2012) *Turkey and the United State: Entrepreneurship activity, motives, aspirations and perception*. *Journal of Business and Social Science*, vol. 3 (3), pp 96-107.
6. ILO (2003), "Tanzanian Women Entrepreneurs: Going for Growth". *Geneva International Labour Office*.
7. Kitching, B. and A. Woldie (2004), "Female Entrepreneurs in Transitional Economies: A Comparative Study of Business Women in Nigeria and China" *Paper Presented at the Hawaii International Conference on business 21-24 June. Honolulu*.
8. Lazeer (2005) "A Comparative Study On Gender and Entrepreneurship Development" *International Journal of Business and Social Sciences* Vol. 4 No 6 pp 148 – 152.
9. Lei, Z. and M.C Hung (2010), "Motivations, Success Factors and Problems encountered by Chinese Women Entrepreneurs: A factor analysis" *International review of business Research Papers*. Volume 6 No 5 P 164-180.
10. Ljunggren E. and L. Kolvereid (1996), "New Business Formation: Does gender make a difference?" *Women in Management review* 11 (4) P 3-12.
11. Malami, H.U. (2006) *The role of women in the Economic Development of the Sokoto caliphate*. *University press Sokoto*.
12. Maclelland (2005) *Entrepreneurship Innovation, model for development*. *Sage Publication India pvt Ltd, New Delhi*.
13. McElroy, E.E. (1979) *Applied Business Statistics*. *San Francisco. Holden Day Inc*.
14. Mirhim (1990), "Motivational Factors, Entrepreneurship and Education study with reference to women in SMEs" *Far East Journal of Psychology and Business* Vol. 3 No. 3.
15. Mordi, C. and F. Mmieh (2009), "Divided Labour and divided in firm Markets in the Nigerian petroleum Sector". *Proceeding of the 10th International Academy of African Business and Development*.
16. Olu, C. and A. Roy (2010), "Entrepreneurial Motivations as Determinants of Women Entrepreneurship Challenges" *Petroleum Gas University of Ploiesti Bulletin* Vol LXV NO 2.
17. Rahman, K.M, and S.F. Rahman (2011), "Entrepreneurship Needs and Achievement, Motivations of Descendant Latin – Japanese Entrepreneurs in Japan" *International Journal of Entrepreneurship*. Vol. 15 No 3 pp 99 – 106.
18. Reynold, P.D, W.D Byrave, E. Autio, L.W. Cox and M. Hay (2002), "Global Entrepreneurship Monitor executive report" *Babson College, London Business School and Kauffman Foundation*.



19. Salawu, A.A. (1993). *Education and the status of women in Sokoto State: Implication for counseling Muslim education quarterly the Islamic Academy, U.K volume 11(1)*.
20. Suleman, A.S (2006), "*The Business Entrepreneur*" *Entrepreneurial Development, Small and Medium Enterprise 2nd Edition*. Entrepreneurship Academy Publishing Kaduna.
21. Tong, R. (1998), "*Feminist thought: A more Comprehensive Introduction*" West View Press Colorado.
22. Ukonu, O.I (2011) '*Problems, challenges and prospects of Female Entrepreneurs in Gwagwalada, Abuja*' *An international multi disciplinary Journal Ethiopia vol. 5 (3) P 226-246*.
23. Woldie, A. and A. Adersua (2004), "*Female Entrepreneurs in a Transitional Economy: Business Women in Nigeria*". *International Journal of Social Economics, Vol. 31, P. 78-93*.
24. Yeshiareg (2000) "*Developing Quality in Female Entrepreneurs*" *International Journal of Entrepreneurial Behaviour and Research Vol. 17 No 6 pp 188 – 206*.
25. Zarin (2007) "*Problems and Prospects of Women Entrepreneurs in Malaysia*" *Global Economic Research Journal Vol. 1 No 1 pp 200 – 215*.