

EVALUATION OF CORRELATION BETWEEN MOTIVATION AND BUSINESS OWNERSHIP

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ABSTRACT: *The task of entrepreneurship in the economic growth and development of developed economies like The United States, Britain, Japan, Canada and others challenges most developing economies including Nigeria to re-examine their developmental concept and plan and see enterprises development as very vital to their ever-increasing economic problems. As a result, womenfolk's entrepreneurs have been seen as important variable in entrepreneurial development of the nation. However, more important is the understanding of the relationship between the factors that motivate women into entrepreneurship and their choice of business ownership. This paper is therefore focused on examining this phenomenon. Data for analysis was obtained from the women lists compiled by the Business Directory, and other associations of Nigerian Women in business within Ilorin and metropolis. Model of correlation coefficient was used to analyze the data from the primary source through the instrument of questionnaires. The findings of the survey showed that there is a significant relationship between entrepreneurial motivation and women choice of business ownership. Recommendations for policy making were offered based on these findings.*

KEYWORDS: Business Ownership, Developmental Concept, Women Entrepreneurship, Business Management

INTRODUCTION

In today's global economy that is driven by entrepreneurial skills and development the role of the women folks cannot be under estimated, take their involvement seriously or lose their share of contribution to the economy. Schumpeter (1934) and Josiane (1998); held entrepreneurship is the engine of economic growth and wheel that pedal the vehicle of economic development. While Culkin and Smith (2000);ock (2004); Wang et al. (2006) affirmed that its importance has been recognized in the area of job creation, revenue generation, poverty alleviation, wealth creation and as the driver of economic growth. The concept of entrepreneurship has been identified by Josiane (1998) as the central element in the theory of economic development which makes up the largest business sector in economies. It has been recognized as a process that involves willingness to rejuvenate market offerings, innovation, risks taking, trying out of new and uncertain products, services, markets and being more proactive than competitors towards exploring new business opportunities, entrepreneurship needs to be evaluated also in terms of the involvement of the female gender in its operation.

Significant researches had been carried out on female gender involvement in business activities, mainly those reported to have particular type of enterprise that is peculiar to their motive(s) for venturing into the business. This has been observed to have affected their perception, understanding and definition of the concept and meaning of business success

and entrepreneurial development. Thus, it necessitated this paper's examining the relationship between womenfolk's entrepreneurial motivation and the choice of business ownership.

Statement of the Problem

There is a dearth of women folk entrepreneurs in the competing with men in the business world. Thus, Nigeria is not an exception many research have suggested so many reasons why these trend is so. These reasons necessitates the research to find out what drives women folks in Nigeria to own the kind of business they own whether there is a relationship between the motivation and the kind of business they own, a case study of women within ilorin and environ.

Objective of the Study

To ascertain the kind of business women engaged in within Nigeria and the motivation to own such businesses. To also encourage women to participate in entrepreneurial development, as a panacea to their economy emancipation, as well to add to knowledge what entrepreneurship can do and add to a nation's economy.

CONCEPTUAL LITERATURE REVIEW

Hisrich and Peter (1991) in their work classified women entrepreneurial motivational 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, independence, desire to achieve 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. Vesalainen and Pihkala (1999) identified two schools of thoughts as the main factors that determine entrepreneurial action among women. These schools are the environmental and people schools or factors. The environmental factor which is also called "circumstantial approach" emphasizes more on the issues of cultural and structural conditions of the local environment of women, such as government institutions, legislation, financial, family and community support while the people factor which is also called "trait approach" emphasizes more on the entrepreneurial characteristics such as need for achievement; locus of control; tolerance of ambiguity; skill and creativity; and risk taking.

Entrepreneurship and Type of Entrepreneurs

Entrepreneurship is a complex and multifaceted phenomenon. Recent changes in the economy and the restructuring of labour markets in terms of employee's qualifications, nature of work contents and work contracts have raised the profile and importance of entrepreneurship within the global economy which has resulted into different types of entrepreneurs. To ensure adequate development and competitiveness in entrepreneurship, the recognition of different types of entrepreneurs is necessary so as entrepreneurial career relate to a particular identity. Classification of entrepreneurs is usually based on different authors and researchers' views. On this regard, Timmons (1998) classified entrepreneurs based on their patterns of behavior, an entrepreneur can also be classified as self-employed,

traditional self-employed, growth-oriented, leisure, family owned and network entrepreneurs. United Nations (2006) classified entrepreneurs into growth oriented and subsistence entrepreneurs. The importance of motivation-related variables and entrepreneurial types are reflected in the early attempts of typology development in entrepreneurship. Gartner et al. (1989) in relating types of entrepreneurs to motivational variables defined typology development as taxonomy development and a method for identifying the most salient characteristics for differentiating among entrepreneurs as well as describing how each entrepreneurial type behaves.

In recognition of the importance of typological development, different theorists and authors have classified entrepreneurs in different ways. Thus United Nations (2006); and Grasfik (2000) classified entrepreneurs into six different types which include;

- (1) The Self-employed entrepreneur
- (2) The traditional Self-employed entrepreneur
- (3) The growth-oriented entrepreneur
- (4) The leisure entrepreneur or subsistence
- (5) The family-owner entrepreneur
- (6) The network entrepreneur.

However, these classifications depend on the motivational factors, gender characteristics and the sector of the economy under consideration. The reason for this is because different motivational factors arise when the type of entrepreneurship is examined in different sectors of the economy in a particular context.

Entrepreneurship can also be broadly classified according to the type of business, use of professional skill, motivation, growth and stages of development. These are found in various types of business occupations of varying size, we may broadly classify them as follows: **Business Entrepreneur:** Business entrepreneurs are individuals who conceive an idea for a new product or service and then create a business to materialize their idea into reality. They may set up a big establishment or a small business unit. They are called small business entrepreneurs when found in small business units such as printing press, textile processing house, advertising agency, readymade garments or confectionery.

Trading Entrepreneur: The trading entrepreneur is one who undertakes trading activities and is not concerned with the manufacturing work. He identifies potential markets, stimulates demand for his product line and creates a desire and interest among buyers to go in for his product line and creates a desire and interests among buyers to go in for his product line and creates a desire and interests and buyers to go in for his product. He is engaged in both domestic and overseas trade

Industrial Entrepreneurs: Industrial entrepreneur is essentially a manufacturer who identifies the potential needs of customers and tailors a product or service to meet the marketing needs. He is product- oriented man who starts in an industrial unit because of the possibility of some new product.

Corporate Entrepreneur: Corporate entrepreneur is a person who demonstrates his innovative skill in organizing and managing corporate undertaking. A corporate

undertaking is a form of business organization which is registered under some statute or act which gives it a separate legal entity. A trust registered under Trust act or company registered under the companies act is examples of corporate undertakings. A corporate entrepreneur is thus an individual who plans, develops and manages a corporate body.

Agricultural Entrepreneur: Agricultural entrepreneur are those entrepreneurs who undertake agricultural activities as raising and marketing of crops, fertilizers and other inputs of agriculture. They are motivated to raise agricultural through mechanization, irrigation and application of technologies for dry land agriculture products.

Entrepreneurs in Technology: We may broadly classify these entrepreneurs on the basis of use of technology as follows: Technical entrepreneur: A technical entrepreneur is essentially compared to a crafts man. He develops improved quality of goods because of the craftsmanship. He concentrates more on production than marketing.

MOTIVATION AND ENTREPRENEURIAL OWNERSHIP AMONG WOMEN

Typological studies associated each type of entrepreneurs with different motivational variables. Vasper (1980) in his study classified economics, business and capitalist philosophy entrepreneurs as being extrinsically motivated while psychology, politics and communist philosophy entrepreneurs as being intrinsically motivated. Relating entrepreneurial type of ownership to motivation, Minniti and Arenius (2003) reported that women who are intrinsically motivated are found more in nascent, new and necessity firms. These types of entrepreneurship estimate the number of women who start their own business because other employment options are either absent or unsatisfactory.

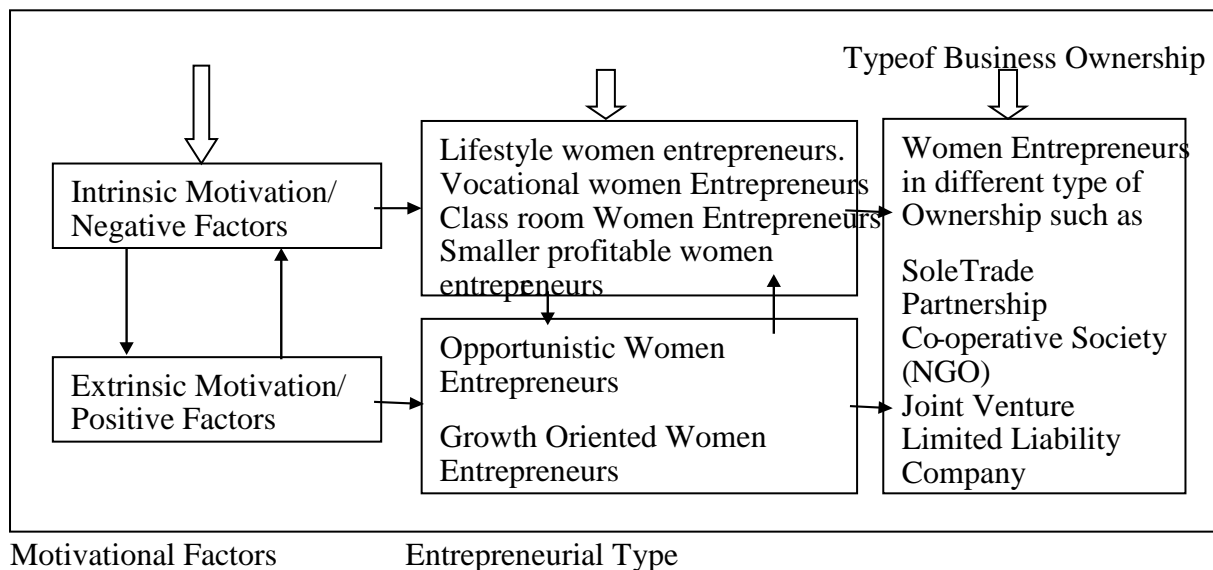


Figure 1. Relationship between Motivational Factors and Women Entrepreneurs' type of Business Ownership

Source: Brunstein and Maier (2005), as in Moses, C. L. PhD. (2014) and Modified by The Researcher.

Their research shows women who are motivated extrinsically are more of opportunistic entrepreneurs this revealed a significant number of women who take the option to start their own business do so with desire to make it a career option. Brunstein and Maier's study also revealed, entrepreneurs that are motivated intrinsically often end up in owning their micro or small enterprises while entrepreneurs that are motivated extrinsically often end up in owning their medium or large enterprise.

Figure 1 shows that there is relationship between motivational factors and women entrepreneurs' type of business ownership. The model shows that women that are either intrinsically or extrinsically motivated are likely to engage in a particular type of business. This confirmed the recent report commissioned by The Organization for Economic Cooperation and Development (OECD) workshop (2003) reported that women that are being driven into entrepreneurship by the necessity arising from poverty, lack and want, are closer to being lifestyle or vocational entrepreneurs. Women that are intrinsically motivated into entrepreneurship are usually found in sole trade and partnership type of business ownership. On the other hand women that are extrinsically motivated are usually regarded as opportunistic women and are usually found in joint venture and limited liability companies and therefore closer to being growth-oriented women entrepreneurs.

Methodology Sample Size

In carry out this study, four hundred (400) women entrepreneurs were selected from different location in the Ilorin North and Ilorin South LGA area of Kwara State. These Local Government Areas were used as the population of the study purposively selected out of the five LGAs in Kwara North Senatorial Seat. A random sampling method was adopted in selecting the women used as the respondents to this study from a list of women entrepreneurs drawn from documents made available by the Business Directory of PIPC, 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.

Table 1. Descriptive statistics of entrepreneurs by sectors and Geo Political Regions n = 393.

Variables	Freq.	Per. %	Variables	Freq.	Per. %
Geo Political Region	393	100	STRUCTURE OF BUSINESSES	393	100
North West	27	6.87023	Sole ownership	303	77.0992
North East	35	8.90585	Partnership	37	9.41476
North Central	119	30.2799	Joint Stock Company	31	7.88804
South West	63	16.0305	Others e.g. Cooperative Society	22	5.59796
South East	110	27.9898	NATURE OF BUSINESS	393	100
South South	39	9.92366	Family Business	281	71.5013
AGE	393	100	Non Family Business	112	28.4987
14-26yrs	16	4.07125	SECTORS/ CLASSIFICATION OF BUSINESS	393	100
27-40yrs	306	77.8626	Agriculture	133	33.8422

41yrs and above	71	18.0662	Manufacturing	23	5.85242
MARITAL STATUS	393	100	Trade	123	31.2977
Single	133	33.8422	Service	114	29.0076
Married	201	51.145	MODE OF STARTING THE BUSINESS	393	100
Divorced	23	5.85242	Scratch	246	62.5954
Widow	36	9.16031	Purchased	57	14.5038
NUMBER OF CHILDREN	260	100	Inherited	42	10.687
None	9	3.46154	Joined husband to start the business	48	12.2137
1 to 4	184	70.7692	HOW MANY YRS. DID YOU WORK IN YOUR FAMILY BUSINESS?	393	100
4 and above	67	25.7692	Less than one yr.	9	2.29008
EDUCATION QUALIFICATION	393	100	One – three yrs.	356	90.5852
Primary Education	4	1.01781	Four yrs. and above	28	7.12468
WAEC/NECO	82	20.8651			
Diploma/NCE	105	26.7176			
HND/BSc/ MSc	202	51.3995			

Source: Field Survey in Ilorin, 2017.

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 twenty nine (29) items were asked so as to get information on the profile of the women. A five-point Likert- scale that ranges from strongly disagree to strongly agree of point (1 to 5). A statistical model of correlation coefficient was used to determine the level of relationship between entrepreneurial motivation and the choice of business ownership among women entrepreneurs. 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 influence, psychological, financial and environmental factors were used to capture women entrepreneurial motivation while variables such as the nature of the business, the structure of the business, and the sector/classification of the business were used in measuring the business types.

Survey Results

To analyze the survey results of this study, SPSS (Version 15) and Microsoft Excel Statistical Program were 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 400 questionnaires distributed, 393 or 98.25% of them were retrieved from the respondents and this forms the sample size of this study. Table 1 revealed that 27(6.87%) of the women entrepreneurs under the study came from North West Geo Political Region, 35(8.906%) of them came from North East, 119(30.28%) came from North Central, 63(16.03%) of them came from South West, 110(27.99%) came from South

East and 39(9.924%) came from the South South Region. It was shown that majority of the businesses owned by women entrepreneurs are distributed as follows 133(33.84%) in agricultural Sector, 123(31.3%) in trade, 114(29.01%) in service and 23(5.852%) in manufacturing sector. Few of the respondents are 16(4.071%) were at the age range of 14-26; 306(77.86 %) were at the age range of 27-40 while 71(18.07%) were at the age range of 41-above when they started their business. Considering the respondents' educational background, majority of them, 202(51.4%) have HND/B.Sc./ M.Sc. certificates while 82(20.87%) have WAEC/NECO certificate.

Looking at the mode of starting the business, 246(62.6%) started their business from the scratch, 57(14.5%) of the respondents purchased their ventures, 42(10.69%) inherited the business while 48(12.21%) of them joined their husbands' businesses'. The survey showed that 281(71.5%) of the respondents are involved in their family business while 112(28.5%) are involved in the businesses that has nothing to do with their families. The data also showed that 9(2.29%) of the respondents put in a period that is less than a one year in their family business, and 356(90.59%) had put in between one to three years working experience in their family businesses while 28(7.125%) of them had four years and above working experience in their family business.

Table 2. Motivation and entrepreneurs' type of and business ownership.

Statements	Freq.	Mean	Std. Dev.
I chose this type of business because it will enable me to achieve self-independence	393	4.36132	0.48099
I chose this business because it will enable me to be involved in the family decision making process.	393	3.26718	0.83444
I chose this business because it does not require too much capital to start.	393	3.26718	0.84053
I chose this business because I have personal characteristics in line with this type of business.	393	3.47837	0.50017
The government is supporting this type of business with loan that is why I started it.	393	2.80153	0.52615
I chose this type of business because it is the type of business most People around me do.	393	4.66921	0.47109
I chose this type of business because it is convenient for me as a woman.	393	3.2341	0.8928
I chose this type of business because the risk involved is relatively low.	393	3.15267	0.86136
I chose this type of business because it does not require too many Employees to run it.	393	3.5598	0.79132
I started this type of business because it is peculiar to women.	393	3.54962	0.64539

I started this type of business because I wanted to prove that I can do what a man can do.	393	3.16031	1.27666
I chose this type of business because it is peculiar to my family.	393	3.07125	1.23305
I chose this business because it will improve my quality of life.	393	3.71501	0.89796
I chose this type of business because the registration process is very easy.	393	3.20611	0.85462

Source: Field Survey in Jos, 2016. (SPSS 15th Version)

Motivation and Entrepreneurs' Type of Business Ownership

Table 2 identifies motivation for choice of business among women entrepreneurs. The strongest of the items is "I chose this type of business because it is the type of business most people around me do" which has a mean score of 4.66921 and standard deviation of 0.4711. No wonder, environmental factor was identified as one of the motivational factors that have the highest correlation coefficient with type of business ownership. This is followed by "I chose this type of business because it will enable me to achieve self-independence"; this has a mean score of 4.36132 and a standard deviation of 0.48099. Need for independence equally was given as one of the reasons (a pull factor) why many women under this survey go into business. The third is to improve my quality of life with a mean score of 3.71501 and standard deviation is 0.89796. Then fourthly is family issue with a mean score of 3.26718 and standard deviation is 0.83444. This is not surprising because women usually consider their family as an important factor in most of their activities. Other factors (in the order of their rating) that motivates women into choosing their type of business ownership are; the peculiarity of business to women with a mean score of 3.54962 and standard deviation of

0.64539; possession of personal characteristics required for the business with a mean score of 3.47837 and standard deviation of 0.50017; "I chose this type of business because it does not require too many Employees to run it." with a mean score of 3.5598 and standard deviation of

0.79132. The least of the mean score is "choosing this type of business because government is supporting me with financial assistance" which has a mean score of 2.80153 and standard deviation of 0.52615.

RESULTS

Table 3 reveals the motivational factors that determine women entrepreneurs' type of business ownership. From Table 3, it is apparent that the Null Hypothesis which stated that

Ho: Motivational factors does not have relationship with women entrepreneurs' type of Business Ownership.

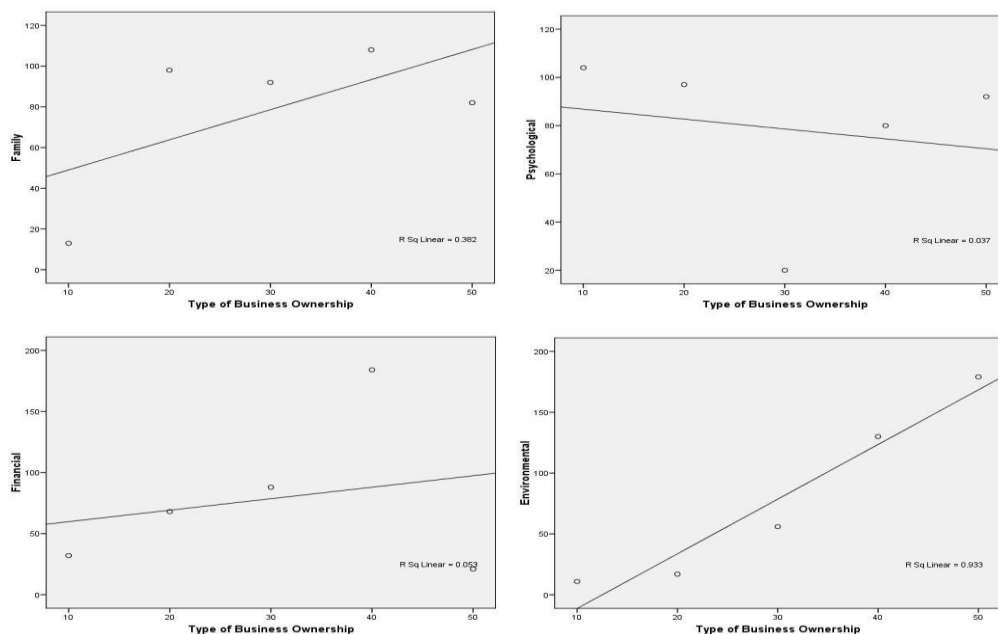
Hi: Motivational factors does have relationship with women entrepreneurs’ type of Business Ownership.

Motivational factors does indeed have significant relationship with women entrepreneurs’ type of business ownership as the research finding reveals in Table 3 below.

Table 3. Summary of correlation coefficient between the factors that motivate Nigerian women entrepreneurs and type of business ownership.

Variables	1	2	3	4	5
Family	-	0.382	-	-	-
Psychological	-	-	-0.037	-	-
Financial	-	-	-	0.053	-
Environmental	-	-	-	-	0.933
Type of Business Ownership	-	-	-	-	-

Note: P<0.05 (2-tail test)



Source: Field Survey in ilorin, 2017. (SPSS 15th Version)

Acceptable. This is because there is a positive relationship between the family, psychology, financial, and environmental factors and the type of business owned by women entrepreneurs under this study. The coefficient result revealed that the strongest influence is the environmental factors with the value of 0.933. This is followed by family influence with the value of 0.382, then the financial and psychological factors with the values of 0.053 and -0.037 respectively.

The highest value of the environmental factor confirmed the results in Table 2 where majority of the respondents entered into business because their friends are doing the same

type of business. This confirms the result of the descriptive statistics which revealed that a lot of women under this survey chose their businesses simply because a lot of people around them were doing the same type of business. Family influence as the second highest value among the factors that determine the type of business ownership among women entrepreneurs is an indication that most women under this study are doing their family business or are in partnership with their husbands. The Psychological factor's least value of -0.037 a negative relationship with type of business ownership is an indication that most of the women entrepreneurs under this study did not start their business because they have a psychological issue with the type of business.

DISCUSSION

The research hypothesis was rejected, meaning that, motivational factors determine women entrepreneurs' type of business ownership. The two patterns of motivation (intrinsic and extrinsic or pull and push) identified in the literature review seem to have effect on the entrepreneurial types of business that is chosen by women entrepreneurs. In other words, irrespective of the factors that motivate women entrepreneurs, they have the opportunity to choose their entrepreneurial activities within an identified type, they include different types of entrepreneurship that were identified by several researchers. Among the entrepreneurial typological studies are Vesalainen and Pihkala (1999); Timmons (1978); Grafisk (2000); Vesper (1980); and Filley and Aldag (1978). These researchers supported the typological study of Smith (1967); and Braden (1977) which classified entrepreneurs as "craftsmen", "opportunists", "caretaker" and "administrator". While Filley and Aldag typological study grouped entrepreneurs into three categories; the "craftsman", "entrepreneur" and "professional", Vesper categorized entrepreneurs into economic, business, philosophy, political and social entrepreneurs. Their results revealed a strong relationship between entrepreneurial type and motivational variables.

The results of Karim (2001); and Barwa (2003) showed that the largest percentage of 46 percent of women entrepreneurs under their study are involved in livestock farming; 15 percent were involved in service, 13 percent in craft/textile, while 26 percent was involved in other kind of business. This indicates that women entrepreneurs were involved in micro, small and medium enterprises because of factors such as availability of the required capital, educational background, parental type of business, special skills and experience. Women assumed that businesses are very easy to start with minimum capital requirement; technical knowledge and skills to match.

CONCLUSION

The study examined the relationship between womenfolk's entrepreneurial motivation and the type of business ownership. Different types of entrepreneurs were looked at in relation with women entrepreneurial motivation. The result of the hypothesis shows that positive relationship exists among the motivational factors (which include; family influence, psychological factors, financial and environmental factors) and these have positive relationship with women entrepreneurial type of business ownership. However, it was discovered that among these independent variables environmental factor seems to command

the highest influence on the type of business ownership among the women entrepreneurs under the survey of this study.

RECOMMENDATIONS

Based on the results of this study, the following recommendations are made for policy implementation;

- (I) Women should choose the entrepreneurial type that will enable them to maximize their business objective, not just because their friends and relations are doing the same type of business.
- (II) Irrespective the factor(s) that motivate women into business, they should learn to set their business objectives based on their available resources.
- (III) Finance as an important factor must be considered by women entrepreneurs while trying to choose their entrepreneurial business type. This can help to reduce the disappointment and frustration that might result from looking onto the government and financial institutions for loan and other financial assistance.
- (IV) Women entrepreneurs should start with businesses that have growth potentials for growth and endeavour to adopt business strategies that encourage business growth.
- (V) Since environmental is an important motivational factor in business, women entrepreneurs should engage in activities that will expose them to learn more about business and its environment. This will help to enhance their business growth.
- (VI) It is not enough to desire to own a business or entrepreneurial venture, women must also consider their traditional role and responsibility and choose businesses that will help to combine their family and business roles.
- (VII) In choosing their entrepreneurial type, women should consider their personal characteristics, skills and potential rather than trying to compete with their men counterparts.

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