

An Empirical Examination of Women Entrepreneurial Drive on the Production and Sales of Smoked Fish in Badagry and Epe Local Government Areas of Lagos

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1.0 Introduction

The significance of women entrepreneurial drive in economic development and growth cannot be underestimated as they have become income earners, employer of labour, reducing poverty rate, raising standard of living and contributing to national income through tax payment.

Nigeria like any other Africa countries is with high rate of unemployment and underemployment, weak qualitative educational advancement, insecurity and poor infrastructural development in most cities and nearly all the rural setting.

In traditional and religious arrangement in Africa women engagement in trading are limited and not encouraged as women role are seen to be domestic.

The twentieth and twenty-first centuries have shown new drive in the women fold as most of them are trying to be economically relevant in their various ways of life (Smith and Hunter, 2006) by finding their ways into risk taken ventures, labour market and demanding for women right to freedom to associate and be involved in activities outside the basic home keeping (Bragger, 1996), (Buttner and Moore, 1997), these make them to be self-driven with entrepreneurial activities and initiative.

At the moment, the number of women entrepreneurs are gaining momentum and increasing all over the world. Countries like Canada and U.S have women entrepreneurs contributing to national development. Asian Tigers were not left out as several entrepreneurial initiative programmes are implemented to support this drive. Few African countries like Nigeria are coming up on realization of the importance of women in business and their contributions to important financial family issues.

It was opined by Mass and Herington (2006) that women entrepreneurs are growing faster than the male counterpart making efforts to create fortune and better living conditions for their respective families. The degree of intensity of women in business led to the renewed focus on gender flexibility in entrepreneurial activities and ensuring adequate support and intervention for sustainability.

Globally, different policies are formulated nationally and internationally to stimulate and encourage private ownership and innovativeness haven believed that is the corner stone of economic development of any nation. Male presence in business activities are seen in virtually all sector of the economy.

Despite men dominance of business activities, most countries of the world especially Africa nations now encouraged women participation in business activities which is believed to be outside the primary responsibility of a woman as a wife in a traditional setting like Nigeria. But with women contributions to the living standard of their various homes, reducing poverty level and encouragement from developed economy for women empowerment (McConnell, 2007) the view that women have tendency of bringing prosperity and contributing to standard of living and economic growth in the world at large therefore suggest women entrepreneurial drive be encouraged.

Considering this argument, Downing and Daniel (1992) note that activities of women entrepreneurs in some cities in Africa like Lesotho in South Africa are still very low.

However, there is the need to explore the relative involvement of women in smoking of fish and sales relative to their male counterpart that were traditionally recognized as the original operators of such business and to examine how that has improved the economic standard of the women that are involved in fish smoking and sales and to what extent has it reduce poverty level, create jobs, and contributing to economic development of their locality.

Research on women entrepreneurs in this area remain insignificant as no much write up exist. It was recently that few researches exist on women entrepreneurship in this part of the world but not on the fish smoking and sales in Badagry area of Lagos State. This justifies the reason for earnest investigation into the involvement of women in fish smoking and sales in Badagry Local Government area of Lagos State.

The purpose of this study is to empirically examine the level of women engagement in fish smoking and sales and how it has elevated their entrepreneurial consciousness and enhances their earnings, reduce poverty level, raise standard of living and generating income for the government and to consider the level of women entrepreneur discrimination and socio-cultural constraints.

HO: women entrepreneurial drive has not reduce poverty level and raise standard of living of the families

HA: women entrepreneurial drive has reduce poverty level and raise standard of living of the families

HO: women entrepreneurial development is not affected by socio-cultural constraints

HA: women entrepreneurial development is affected by socio-cultural constraints

2.0 Conceptual Definition of Entrepreneurship

Entrepreneurship thoughts and development explains the process of conceiving a business idea, starting and operating the business while trekking in deep, dark, depth of uncertainty in ensuring making of profit.

Entrepreneurship is view as the ability to develop a new venture or apply a new approach to an old business (Steinfloff and Burgers,). Gana (2001) contends that entrepreneurship is the ability to seek investment opportunities. Stevenson (2007), argues that entrepreneurship can be explained of pursuit of opportunity through innovative leverage of resources that for the most part are not controlled internally. Stevenson and Gumperts (2002), examine entrepreneurship to be a process in which individuals pursue opportunities, fulfilling needs and wants though innovation together with the attendant risks. Entrepreneurship is a process through which individuals identify opportunities, allocate resources and create value (Nkechi et al, 2012). Binks and Vale (1990) opined that entrepreneurship is 'an unrehearsed combination of economic resources instigated by the uncertain prospect of temporary monopoly profit'. Entrepreneur as the 'instigator of entrepreneurial events for so long as they occur', Kanothi, (2009). Tijani-Alawiye (2004), contends that entrepreneurship is the process of increasing the supply of entrepreneurs or adding to the stock of existing small, medium and big enterprises available to a country by creating and promoting many capable entrepreneurs, who can successfully run innovative enterprises, nurture them to growth and sustain them, with a view to achieving broad socio-economic developmental goals. Acs and Szerb (2007), observe that entrepreneurship revolves around the realization of existence of opportunities in combination with decision to commercialize them by starting a new firm. Shepherd and Douglas (1997), note that the reason for entrepreneurship development is the ability to envision and chart a course for a new business venture by combining information from the functional disciplines and from the external environment in the context of the extraordinary uncertainty and ambiguity which faces a new business venture. Stoner et al. (2000), observe that the function that is specific to entrepreneurs is the ability to take the factors of production-land, labour and capital and use them to produce new goods and services.

2.0.1 Types of entrepreneurship

Salami (2011), classifies entrepreneurship into two parts;

i. Opportunity-Based entrepreneurship

This happens when an entrepreneur noticed a business opportunity and chooses to pursue it. Ernest and Young (2009), in their empirical research observed that majority of entrepreneurs are more innovative during economic downturn and this influences them to pursue new market opportunities. Furthermore, writers in area of economics, academics and industrialist agree that recession tend to influence proactive minded entrepreneurs.

ii. Necessity - Based Entrepreneurship:

This is when an entrepreneur cannot be proactive and be independent minded in becoming an innovator but to follow existing way. In this situation, becoming an entrepreneur is as a result of necessity but not because of its innovative drive.

2.1 Theories of entrepreneurship

Simpeh (2011) identifies six entrepreneurship theories.

1. Economic Theories of Entrepreneurship

The economic entrepreneurship theory has deep roots in the classical and neoclassical theories of economics, and the Austrian market process (AMP). These theories explore the economic factors that enhance entrepreneurial behaviour.

1.1.1 Classical Theory

The classical theory extolled the virtues of free trade, specialization, and competition (Ricardo, 1817; Smith, 1776). The theory was the result of Britain's industrial revolution which took place in the mid-1700s and lasted until the 1830s. The classical movement described the directing role of the entrepreneur in the context of production and distribution of goods in a competitive marketplace (Say, 1803). Classical theorists articulated

three modes of production: land; capital; and labour. There have been objections to the classical theory. These theorists failed to explain the dynamic upheaval generated by entrepreneurs of the industrial age (Murphy, Liao & Welsch, 2006).

1.1.2 Neo-classical Theory

The neo-classical model emerged from the criticisms of the classical model and indicated that economic phenomena could be relegated to instances of pure exchange, reflect an optimal ratio, and transpire in an economic system that was basically closed. The economic system consisted of exchange participants, exchange occurrences, and the impact of results of the exchange on other market actors. The importance of exchange coupled with diminishing marginal utility created enough impetus for entrepreneurship in the neoclassical movement (Murphy, Liao & Welsch, 2006).

Some criticisms were raised against the neo-classical conjectures. The first is that aggregate demand ignores the uniqueness of individual-level entrepreneurial activity. Furthermore, neither use nor exchange value reflects the future value of innovation outcomes. Thirdly, rational resource allocation does not capture the complexity of market-based systems. The fourth point raised was that, efficiency-based performance does not subsume innovation and non-uniform outputs; known means/ends and perfect or semi-perfect knowledge does not describe uncertainty. In addition, perfect competition does not allow innovation and entrepreneurial activity. The fifth point is that, it is impossible to trace all inputs and outputs in a market system. Finally, entrepreneurial activity is destructive to the order of an economic system.

1.1.3 Austrian Market Process (AMP)

These unanswered questions of the neo-classical movement led to a new movement which became known as the Austrian Market process (AMP). The AMP, a model influenced by Joseph Alois Schumpeter (1934) concentrated on human action in the context of an economy of knowledge. Schumpeter (1934) described entrepreneurship as a driver of market-based systems. In other words, an important function of an enterprise was to create something new which resulted in processes that served as impulses for the motion of market economy.

2. Psychological Theories of Entrepreneurship

The level of analysis in psychological theories is the individual (Landstrom, 1998). These theories emphasize personal characteristics that define entrepreneurship. Personality traits need for achievement and locus of control are reviewed and empirical evidence presented for three other new characteristics that have been found to be associated with entrepreneurial inclination. These are risk taking, innovativeness, and tolerance for ambiguity.

3. Sociological Theory of Entrepreneurship

The sociological theory is the third of the major entrepreneurship theories. Sociological enterprise focuses on the social context. In other words, in the sociological theories the level of analysis is traditionally the society (Landstrom, 1998). Reynolds (1991) has identified four social contexts that relates to entrepreneurial opportunity. The first one is social networks. Here, the focus is on building social relationships and bonds that promote trust and not opportunism. In other words, the entrepreneur should not take undue advantage of people to be successful; rather success comes as a result of keeping faith with the people. The second he called the life course stage context which involves analyzing the life situations and characteristic of individuals who have decided to become entrepreneurs. The experiences of people could influence their thought and action so they want to do something meaningful with their lives. The third context is ethnic identification. One's sociological background is one of the decisive "push" factors to become an entrepreneur. For example, the social background of a person determines how far he/she can go. Marginalized groups may violate all obstacles and strive for success, spurred on by their disadvantaged background to make life better. The fourth social context is called population ecology. The idea is that environmental factors play an important role in the survival of businesses. The political system, government legislation, customers, employees and competition are some of the environmental factors that may have an impact on survival of new venture or the success of the entrepreneur.

4. Anthropological Theory of Entrepreneurship

The fourth major theory is referred to as the anthropological theory. Anthropology is the study of the origin, development, customs, and beliefs of a community. In other words, the culture of the people in the community. The anthropological theory says that for someone to successfully initiate a venture the social and cultural contexts should be examined or considered. Here emphasis is on the cultural entrepreneurship model. The model says that new venture is created by the influence of one's culture. Cultural practices lead to entrepreneurial attitudes such as innovation that also lead to venture creation behavior. Individual ethnicity affects attitude and behavior (Baskerville, 2003) and culture reflects particular ethnic, social, economic, ecological, and political complexities in individuals (Mitchell et al., 2002a). Thus, cultural environments can produce attitude differences (Baskerville, 2003) as well as entrepreneurial behavior differences (North, 1990; Shane 1994).

5. Opportunity-Based Theory of Entrepreneurship

The opportunity-based theory is anchored by names such as Peter Drucker and Howard Stevenson. An opportunity-based approach provides a wide-ranging conceptual framework for entrepreneurship research (Fiet,

2002; Shane, 2000).

Entrepreneurs do not cause change (as claimed by the Schumpeterian or Austrian school) but exploit the opportunities that change (in technology, consumer preferences etc.) creates (Drucker, 1985). He further says, “This defines entrepreneur and entrepreneurship, the entrepreneur always searches for change, responds to it, and exploits it as an opportunity”. What is apparent in Drucker’s opportunity construct is that entrepreneurs have an eye more for possibilities created by change than the problems. Stevenson (1990) extends Drucker’s opportunity-based construct to include resourcefulness. This is based on research to determine the differences between entrepreneurial management and administrative management. He concludes that the hub of entrepreneurial management is the “pursuit of opportunity without regard to resources currently controlled”

6. Resource- Based Theory of Entrepreneurship

The Resource-based theory of entrepreneurship argues that access to resources by founders is an important predictor of opportunity based entrepreneurship and new venture growth (Alvarez & Busenitz, 2001). This theory stresses the importance of financial, social and human resources (Aldrich, 1999). Thus, access to resources enhances the individual’s ability to detect and act upon discovered opportunities (Davidson & Honing, 2003). Financial, social and human capital represents three classes of theories under the resource –based entrepreneurship theories.

2.2 Entrepreneurial development

Entrepreneurial activities have been observed to be capable of making positive impacts on the economy of a nation and the quality of life of the people (Adejumo, 2000). Entrepreneurial development programmes have contributed significantly to small business development with the influence on business income, accelerated business growth, improved productivity and increase sales. (Aribaba, 2013).

Entrepreneurship development on women entrepreneurs can be attained in fish smoking and sales through; i. apprenticeship, ii. Mentoring, iii. Training, iv. Education and Enlightenment on fish smoking.

2.3 Problems to women entrepreneurship

Many obstacles can be identified as barrier to women entrepreneurs in African setting;

Women responsibilities are seen to be domestic and taken care of children with little right to be engaged in any activities beyond home keeping. Most husbands do not really support their wife to engage in business activities not until recently. Women entrepreneurs often feel that they are victims of discrimination. This statement was also identified by Orhan (1999), who noticed that one of the most interesting issues with regard to women entrepreneurship is the different ways women are discriminated against in concealed ways. Many writers also contend that women are victim of discrimination and this affects their entrepreneur drive (Kuratko and Welsch, 1994); (De Bruin, Brush and Welter 2007); (Abor and Biekpe, 2006); (Marlow, 1997)

Another problem faced by women entrepreneurs including level of education, inter-role conflicts emanating from greater parenting responsibilities, a dearth of financial assistance and socio-cultural constraints (Ghosh & Cheruvalath, 2007)

Financial challenge is also constraint women entrepreneurs. This is especially true with regard to a lack of self-confidence and not being taken seriously by providers of funds when applying for funds (Bridge, O’Neill & Cromie, 20035). Katepa-Kalala, (1999) acknowledged that African women have access to fewer resources than men. For example, relative to men, they tend to have lower access to land, credit facilities, education and training facilities.

In addition, in African countries, women have little access to inheritance either by law or tradition which prevent women from realizing their economic potential as well as standing block for their economic development (Ong, 2008).

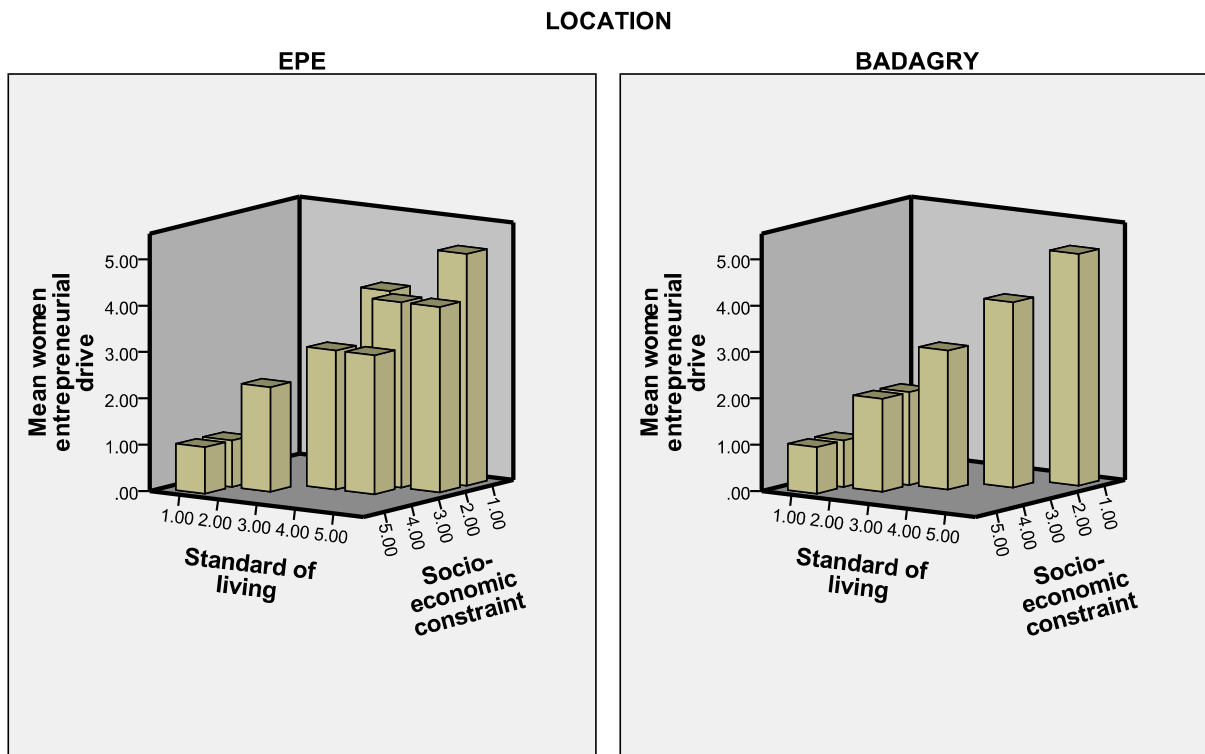
3.0 Research methodology

The area for this study was both Badagry and Epe Local government of Lagos State Nigeria. Data for this study were generated from both primary and secondary sources. The primary source was collected using structured questionnaire, observation and structured interview. This came as a result of level of western education of the target women entrepreneurs whose were dominated by highly illiteracy among women in fishing business. Cross sectional sample survey techniques was used to select the women tested. Traditionally Badagry and Epe areas are noted for fish businesses as a result of their geographical location in coastal areas in Lagos State, Nigeria. Therefore, the target population for this study was extracted from informal sector of women with small and medium smoke fish business in both Badagry and Epe local government. The information gathering was extended to extracting biological, traditional and hereditary information about participating women entrepreneurs, the mode of market and forces influencing their entrepreneurial consciousness. A total number of 3,700 women were selected in both local governments for the study. The study was able to generate information from 3, 455 which represents 93% response rate, which were statistically analyzed using descriptive and

inferential statistical method.

4.0 Results

Table 1



The figure above is the 3D bar chart column comparison of the relationship between women entrepreneurial drive, standard of living and socio-cultural constraints in the two local governments. The bars reveals that there is negative relationship between socio-economic constraint and women entrepreneurial drive, Also for every unit increase in woman entrepreneurial drive, the standard of living is enhanced.

Table 2

Correlations

		women entrepreneurial drive	socio-cultural constraints
Pearson Correlation	women entrepreneurial drive	1.000	-.222
	socio-cultural constraints	-.222	1.000
Sig. (1-tailed)	women entrepreneurial drive	.	.000
	socio-cultural constraints	.000	.
N	women entrepreneurial drive	3455	3455
	socio-cultural constraints	3455	3455

The Correlation analysis showed the strength and direction of the linear relationship between women entrepreneurial drive and socio-cultural constraints.

From the table above, the Pearson correlation coefficient between women entrepreneurial drive and socio-cultural constraints is -0.222, indicating a negative and small correlation between women entrepreneurial drive and socio-cultural constraints. This relationship is statistically significant. Therefore, socio-cultural constraints negatively influence women entrepreneurial drive.

Table 3

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.222 ^a	.049	.049	.81257

a. Predictors: (Constant), socio-cultural constraints

From the **Model Summary** table above the value of R Square (0.49) reveals that the model (socio-cultural constraints), explains 49.0% of the variance in (women entrepreneurial drive) this is quite a respectable percentage.

Table 4

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	118.210	1	118.210	179.032	.000 ^a
	Residual	2279.928	3453	.660		
	Total	2398.138	3454			

a. Predictors: (Constant), socio-cultural constraints

b. Dependent Variable: women entrepreneurial drive

The overall regression results are shown in the ANOVA table. The regression model is statistically significant (F ratio=179.032, probability level 0.00). The probability level 0.00 means that the chances are almost zero that the results of regression model are due to random events instead of a true relationship.

Table 5

Correlations

		standard of living	women entrepreneurial drive
Pearson Correlation	standard of living	1.000	.737
	women entrepreneurial drive	.737	1.000
Sig. (1-tailed)	standard of living	.	.000
	women entrepreneurial drive	.000	.
N	standard of living	3455	3455
	women entrepreneurial drive	3455	3455

The Correlation analysis showed the strength and direction of the linear relationship between women entrepreneurial drive and standard of living.

From the table above, the Pearson correlation coefficient between women entrepreneurial drive and socio-cultural constraints is 0.737, indicating a positive and strong correlation between women entrepreneurial drive and standard of living. This relationship is statistically significant. Therefore, women entrepreneurial drive strongly enhance the standard as a results of such enhancement, the poverty level is alleviated.

Table 6

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.737 ^a	.543	.543	.57678

a. Predictors: (Constant), women entrepreneurial drive

From the **Model Summary** table above the value of R Square (0.543) reveals that the model (women entrepreneurial drive), explains 54.3% of the variance in (standard of living). This is quite a respectable percentage.

Table 7

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1367.286	1	1367.286	4109.948	.000 ^a
	Residual	1148.734	3453	.333		
	Total	2516.020	3454			

a. Predictors: (Constant), women entrepreneurial drive

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1367.286	1	1367.286	4109.948	.000 ^a
	Residual	1148.734	3453	.333		
	Total	2516.020	3454			

a. Predictors: (Constant), women entrepreneurial drive

b. Dependent Variable: standard of living

The overall regression results are shown in the ANOVA table. The regression model is statistically significant (F ratio=4109.948, probability level 0.00). The probability level 0.00 means that the chances are almost zero that the results of regression model are due to random events instead of a true relationship.

4.1 Findings and Results

The finding shows that women entrepreneurial drive has positive relationship on the standard of living of the family of those women that are engaged in entrepreneurial activities, especially smoked fish business in Badagry and Epe Local Government Area of Lagos State.

Also, the social-cultural constraints were identified as an impediment to women entrepreneurial drive in Badagry and Epe Local Government Area of Lagos State, specifically among the smoked fish sellers. This is as a result of their religious and traditional way of life.

5.0 Conclusions and Recommendations

An empirically conducted research on women entrepreneurial drive on smoked fish business in Lagos is an eye opener and has shown significant contributions to the existing body of knowledge on entrepreneurship development as a catalyst for human and economic development thereby reducing unemployment rate and stimulate the economic growth.

The important and influential reasons for such business engagement is as a result of the closeness to the waterside, selfless drive to be independent, contributions to insufficient family spending, elevating social status and job security. Existing studies support this arguments (Koko, 2013; Aribaba, 2013; Ayozie & Latinwo, 2010; Ghosh & Cheruvalah, 2007; Hunter-Smith, 2006; among others).

Considering the social-cultural constraints observed, this is not unexpected because of domestic responsibility attributed to African women and religious belief of people in these areas. This however serves as an impediment to women entrepreneurial drive.

The regular women financial support to the family spending reduced the intolerance display by the heads of family thereby raise the hope of women willing to engage in business activities to do so. Women contributions no doubt raise standard of living, increase social status and job security.

Recommendations

Based on the findings established, women entrepreneurs need encouragement from the members of the family, especially the head, government, traditional heads and religious institutions for their survival and commitment. Women entrepreneurs need to be financially empowered, especially smoked fish business because it requires energy and finance to survive in such a business.

Government and other stakeholders should train and develop women entrepreneur in their field and other areas that may support their activities.

Government should also provide equipment that supports the business like refrigerator, oven, and preservation rooms to assist in their daily transactions.

Special market may also be created by government specifically for smoked fish sellers to support such entrepreneur drive and raise revenue from such market.

Government and other stakeholders should also encourage fish farming with various equipments needed for their work. This will support the smoked fish sellers with on interrupted supply of fish.

Consequently, government and general public should support women entrepreneurs and intensify campaign on discrimination against women that are involved in business activities either for domestic, traditional or religious reasons.

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