



# Motivation of Women Entrepreneurs in Nigeria

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## Abstract

This study examined motivation of women entrepreneurs in Nigeria. It also identify motivational factors that motivate women entrepreneurs and the influence of motivational factors of women entrepreneurs in Nigeria. A descriptive survey design was adopted and the population consisted of 120 women entrepreneurs, out of which 100 women were selected in Lagos State through simple random sampling technique. Data generated through questionnaire were analysed using frequency distribution, mean, standard deviation, Pearson Product Moment Correlation, F-statistics and multiple regression ( $R^2$ ) analysis at 0.05 level of significance. The finding revealed that motivational factors are positive on women entrepreneurs ( $r=.352^{**}$ ,  $P(.000)<.01$ ). It is concluded that there are motivational factors such as competence motivation, affiliation motivation, incentive motivation and power motivation to mention but few that drive women to engage in entrepreneurship in Nigeria. It is recommended that women entrepreneurs should use those factors that motivate them to take up entrepreneurship to encourage other women to participate either fully or partially in entrepreneurship process.

**Keywords:** Motivation factors; Women entrepreneurs; Business; Job creation; Empowerment.

## 1. Introduction

According to Rachmawati (2011), women entrepreneurs are classified as those who are running the businesses or are self-employed without leaving their role as housewives. They are motivated in cultivating business with a reason of spending their leisure time, increasing their income for supporting the family basic needs. Langan-Fox and Roth in Salleh and Osman (2007) developed a typology of women entrepreneurs based on psychological characteristics. They observed three types of entrepreneurial psychology of women which consist of the need achievers, the pragmatic and the managerial entrepreneurs. The three types are distinguished by the possession level of entrepreneurial motivation on achievement and authority. Meanwhile, Mitra in Salleh and Osman (2007), classified the women entrepreneurs based on motivator, acceptance or definition of gender roles in a conventional way, and the importance of relationships and the background owned by women entrepreneurs. To support the business success, entrepreneurial women are required to have a better performance.

The importance of women entrepreneurs is that they contributed more than 50% to Gross Domestic Product (GDP) of most country both developed and less developed. Their contributions to economic development have been predominantly in the area of job creation, poverty alleviation, environmental vitality, wealth creation and human capital (Ojo, 2006).

Women entrepreneurs make a substantial contribution to national economies through their participation in start-ups and their growth in businesses. Their interests and activities in the economic growth and development especially in the area of women entrepreneurship have received outstanding interest of researchers. (Global Entrepreneurship Monitor GEM, 2005) confirmed that women participate in a wide range of entrepreneurial activities across the 37 GEM and their activities in different countries have paid off in form of many newly-established businesses for job and wealth creation also women are starting and growing businesses at an unprecedented rate. The reason for studying the motivational factors of women entrepreneurs is to create greater awareness of the need for women to become entrepreneurs and to provide greater understanding of the intricacies of entrepreneurship ventures.

Women entrepreneurs require confidence, leadership and managerial skills for their accessibility to new markets. Entering into business as a woman offers the omni-challenges of learning how to effectively operate the activities of such business while simultaneously attempting to meet all other expectations that are part of entrepreneurship (Schaefer, 2003). Carland *et al.* (1984), see achievement of entrepreneurial goals as target for growth or profit while innovation was seen as reasons for women venturing into entrepreneurship.

Motivational factors would accord women the opportunity to perform creditably well, earn enough profits that will encouraged them to expand their businesses. This will therefore provide adequate benefits to the larger society and remove gender inequality with respect to entrepreneurial development in Nigeria.

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Many researchers have conducted researches in which the role of entrepreneurs has been discussed. However, the differentiation of men and women entrepreneurs seems not to be separated in Nigeria. Also, other earlier studies did not discuss issue relating to motivational factors of women entrepreneurs in Nigeria. This becomes the gap to be filled in this study as a way of contributing to knowledge

### **1.1. Research Questions**

Based on the statement of the problem, the following research question was answered through an hypothesis formulated below

- i. What effect do motivational factors have on women entrepreneurs in Nigeria?

### **1.2. Hypothesis of the Study**

H<sub>01</sub>: There is no significant relationship between motivational factors and women entrepreneurs in Nigeria

## **2. Literature Review**

### **2.1. Conceptual Framework**

Pareek (1992), woman entrepreneur plays a captivating part by repeatedly interacting and keenly adjusting herself with financial, socio-economic, and support spheres in society. Globally the impact of women entrepreneurs is gaining recognition intensely; worldwide, as the number of female business owners continues to increase steadily women entrepreneurs are making positive impact in the global economy. For instance, women produce over 80 percent of the food for sub Saharan Africa, 50-60 percent for Asia, 26 percent for the Caribbean, 34 percent for North Africa and the Middle East, and more than 30 percent for Latin America (Ali and Ali, 2013). Women entrepreneurs around the world are major contributors to the economy, as they are making the difference in the socio-economic arena. They contribute numerous ideas and a great deal of energy and capital resources to their communities, and generate jobs as well as create additional work for suppliers and other spin-off business linkages.

According to Mordi *et al.* (2010) entrepreneurs tend to have a number of common traits which include characteristics concerning creativity and innovation, foresight, imagination, and daring. Women entrepreneurs are simply women that participate in total entrepreneurial activities, who take the risks involved in combining resources together in a unique way so as to take advantage of the opportunity identified in their immediate environment through production of goods and services. Most of them are involved in micro, small and medium scale enterprises (MSMEs) which contribute more than 97% of all enterprises, 60% of the nation's GDP and 94% of the total share of the employment (Mayoux and Jobs, 2001). The spectrum of women in entrepreneurship often ranges from home-based businesses (HBB) to micro, small, and medium enterprises (MSEs) (ILO, 2008). Women entrepreneurs generally share the same motivations with their men counterparts (Kerka, 1993).

The word entrepreneurship is derived from the French word "entreprendre" meaning to undertake (Zimmerer and Scarborough, 2006). Based on the meaning of Entrepreneurship, definitions now take a lead from the basic meaning hence there are various definitions of Entrepreneurship where each definition centred around what the authors believe. Entrepreneurship is defined in several ways to an extent that people in Entrepreneurship seem to have the differences as their definitions took origins from the different directions or perspectives. As a result of this, the study presents some definitions of women entrepreneurs as given by the authors after which it is possible to come in to agreement on what women entrepreneurship is all about.

### **2.2. Benefits of Women Entrepreneurs in Business Development (BD)**

With various definitions by various countries, sometimes it becomes a difficult task for an individual to understand importance of women entrepreneurs in business development. One may not know the important role that women entrepreneurs in business development play in developing any particular sector, economy of any country, alleviating poverty, increasing employment and above all providing various items of daily use at an affordable cost. Within the last few years many developed and developing countries have realized the importance of the sector.

According to World Bank (2004) report Women entrepreneurs in business development are the engine of growth; essential for a competitive and efficient market; critical for poverty reduction; and play a particularly important role in developing countries. Furthermore, women entrepreneurs in Micro and Small Enterprises (MSEs) are contributing to employment growth at a higher rate than larger firms. The private sector and in particular women entrepreneurs in Micro and Small Enterprises (MSEs) form the backbone of a market economy and for the transition economies in the long-term might provide most of the employment. Support for women entrepreneurs in Micro and Small Enterprises (MSEs) will help the restructuring of large enterprises by streamlining manufacturing complexes as units with no direct relation to the primary activity are sold off separately and through this process the efficiency of the remaining enterprise might be increased as well; they curb the monopoly of the large enterprises and offer them complementary services and absorb the fluctuation of a modern economy; through inter-enterprise cooperation, they raise the level of skills with their flexible and innovative nature. Thus women entrepreneurs in business development can generate important benefits in terms of creating a skilled industrial base and industries, and developing a well-prepared service sector capable of contributing to GDP UNECE (2004).

UNECE (2004) added that characteristics of women entrepreneurs in business development is that they produce predominantly for the domestic market, drawing in general on national resources; the structural shift from the former large state-owned enterprises to women entrepreneurs in business development will increase the number of owners, a group that represents greater responsibility and commitment than in the former centrally planned economies; an increased number of women entrepreneurs in business development will bring more flexibility to society and the

economy and might facilitate technological innovation, as well as provide significant opportunities for the development of new ideas and skills; women entrepreneurs in business development use and develop predominantly domestic technologies and skills; new business development is a key factor for the success of regional reconversion where conventional heavy industries will have to be phased out or be reconstructed especially in the field of metallurgy, coalmining, heavy military equipment, etc.

### **2.3. Differences between Women and Men Entrepreneurs**

While gender was shown not to affect new venture performance, the differences observed among men and women entrepreneurs were observed by different researchers. Among these, [Shane et al. \(1997\)](#) identified that men had more business experience prior to opening the business and higher expectations; women entrepreneurs had a larger average household size; the educational backgrounds of male and female entrepreneurs were similar; women were less likely to run their business than men; women were more likely to have positive revenues; men were more likely to own an employer firm; female owners were more likely to prefer low risk/return businesses; men spent slightly more time on their new ventures than women; male owners were more likely to start a business to make money with higher expectations for their business, and did more research to identify business opportunities; male entrepreneurs were more likely to fund technologically intensive businesses, businesses that lose their competitive advantage more quickly, and businesses that have a less geographically localized customer base; male owners spent more effort searching for business opportunities.

[Schorling \(2006\)](#) also identified that the primary objective of the strategy framework is to create an enabling environment for women entrepreneurs in business development. In addition to this basic objective the following specific objectives are stated here:

- Facilitate economic growth and bring about equitable development
- Create long-term jobs
- Strengthen cooperation between women entrepreneurs in business
- Provide the basis for the Medium and Large Scale Enterprises
- Balance preferential treatment between women entrepreneurs in business and bigger enterprises
- Promote export
- Enabling Governmental, Non-Governmental Agencies and Commercial Business Development Services providers to implement efficient BDS to the Business Community
- Strengthen the organizational capacity of the partner organizations through Organizational development in order to deliver better services to the businesses
- Training of trainers in order to implement CEFE Trainings (Creation of Enterprises through Formation of Entrepreneurs)
- Networking with all organization (Government, NGO, BDS-Providers
- International Donors) related to MSE Development in order to coordinate the respective activities.

### **2.4. The Concept of Motivation**

Motivation may be expressed in various ways such as the aspirations or behavioural intentions ([Davidson, 1997](#)). [Hisrich et al. \(2005\)](#), saw motivation as what causes people to do something. [Goleman \(2001\)](#) defined motivation as a passion to work for reasons that go beyond money or status and a propensity to pursue goals with energy and persistence. [Cole \(2001\)](#), viewed motivation as the term used to describe those processes, both instinctive and rational, by which people seek to satisfy the basic drives, perceived needs and personal goals, which trigger human behaviour. For effective entrepreneurial performance, motivation is important. Motivation propels performance which brings intrinsic and extrinsic and reward ([Huitt, 2001](#)). Motivation is an internal state or condition (sometimes described as a need, desire, or want) that serves to activate or energize behaviour and give its direction. [Kleingunna and Kleingunna \(1981\)](#) and [Huitt \(2001\)](#) emphasized that motivation is:

- \* internal state or condition that activates behaviour and gives it direction;
- \* desire or want that energizes and directs goal-oriented behaviour;
- \* influence of needs and desires on the intensity and direction of behaviour

### **2.5. Types of Motivation**

Motivational researchers share the view that achievement behaviour is an interaction between situational variables and the individual subject's motivation to achieve ([Rabideau, 2005](#)). Motivation can be classified in different ways depending on the views and dispositions of the authors and theorists in terms of individual motives, behaviour, task to be achieved, performance and environment. However, among these classifications, the most commonly accepted ones have been adopted in this study. These include;

**(a) Competence Motivation:** Competence motivation is the drive to be good at goals: a performance-approach goal, a performance-avoidance goal, and a mastery goal. According to [Rabideau \(2005\)](#), competence relevant to peers plays a big role in motivation theory, both in approach and avoidance goals. Often times motivation for a task comes from seeking a level of proficiency, or avoiding a failure. It would have been interesting to see how the outcome of peer criticism or support in the face of a failure effects future task motivation, as in some areas of psychology, peer support can have a large effect on the progression of emotional problems.

**(b) Affiliation Motivation:** Affiliation motivation is a drive to relate to people on a social basis. Persons with affiliation motivation perform work better when they are complimented for their favourable attitudes, co-operation

and sometimes, allowing the individual to perform high quality work. Competence motivated people according to [Butler \(1999\)](#) seek job mastery, take pride in developing and using their problem-solving skills and strive to be creative when confronted with obstacles. They learn from their experience. Competence moderated attitudes and behaviors are more prevalent in ego-involved activities than task-involved. Achievement does not moderate intrinsic motivation in task-involving conditions, in which people of all levels of ability could learn to improve. In ego-involving conditions, intrinsic motivation was higher among higher achievers who demonstrated superior ability than in low achievers who could not demonstrate such ability ([Butler, 1999](#)).

**(c) Attitude Motivation:** Attitude motivation emphasizes on how people think and feel. It is their self-confidence, their belief in themselves, their attitude to life determines their work behaviour and achievement of task assigned to them. Their relation with their employer, family members and colleagues depends on how they feel about the future and how they react to the past. The relationship between their motivation and business performance can be determined and predicted by their disposition.

**(d) Incentive Motivation:** Incentive motivation involves rewards. According to [Husseini \(2007\)](#) people who believe that they will receive rewards for doing something are motivated to do everything they can to reach a certain goal. While achievement motivation is focused on the goal itself, incentive motivation is driven by the fact that the goal will give people benefits. Incentive motivation is used in companies through bonuses and other types of compensation for additional work. By offering incentives, companies hope to raise productivity and motivate their employees to work harder.

**(e) Explicit and Implicit Motivations:** Implicit motives are spontaneous impulses to act, also known as task performances and are aroused through incentives inherent to the task. Explicit motives are expressed through deliberate choices and more often stimulated for extrinsic reasons. Also, individuals with strong implicit needs to achieve goals set higher internal standards, whereas others tend to adhere to the societal norms. These two motives often work together to determine the behaviour of the individual in direction and passion ([Brunstein and Maier, 2005](#); [Ryna and Deci, 2002](#)).

Explicit and implicit motivations have a compelling impact on behaviour. Task behaviors are accelerated in the face of a challenge through implicit motivation, making performing a task in the most effective manner the primary goal. According to [Rabideau \(2005\)](#) "a person with a strong implicit drive will feel pleasure from achieving a goal in the most efficient way. The increase in effort and overcoming the challenge by mastering the task satisfies the individual. However, the explicit motives are built around a person's self-image". This type of motivation shapes a person's behavior based on their own self-view and can influence their choices and responses from outside cues. The primary agent for this type of motivation is perception or perceived ability. Many theorists still cannot agree whether achievement is based on mastering one's skills or striving to promote a better self-image ([Brunstein and Maier, 2005](#)). Most research is still unable to determine whether these different types of motivation would result in different behaviours in the same environment. Intrinsic motivation occurs when you are passionate about a task and perform it for the sheer pleasure of it. The motivator resides within you. Only some internal motivators are truly intrinsic and extrinsic motivation occurs when someone performs a task because some forces, either external to you (money, rewards, punishment) or internal to your (a value or a belief that impacts your sense of self-worth) drives you to perform.

**(f) Achievement Motivation:** Achievement motivation has been conceptualized in many different ways ([Scott, 2005](#)). Despite being similar in nature, many achievement motivation approaches have been developed separately, suggesting that most achievement motivation theories are in concordance with one another instead of competing. In an attempt to provide definition of achievement motivation, researchers have sought to promote a hierarchal model of approach and avoidance achievement motivation by incorporating the two prominent theories. These approaches include; the achievement motive approach and the achievement goal approach. More prominent among these researches is [McClelland \(1961\)](#), who suggested that achievement motives include the need for achievement and the fear of failure. These are the more predominant motives that direct our behavior toward positive and negative outcomes. Achievement goals are viewed as more solid cognitive representations pointing individuals toward a specific end. The researchers [Shan and Shan \(2005\)](#) further explained that an individual with achievement motivation wishes to achieve objectives and advance up on the ladder of success and also always works towards accomplishing three types of achievement.

**(j) Power Motivation:** Power motivation emphasizes on the fact that people do things just to bring about changes within their immediate environment. Change motivation is often the cause of true progress. Entrepreneurs who become tired of how things are and thus, think of ways to improve it usually use power motivation. When poor performance is likely to reflect poor ability, a situation of high threat is created to the individual's intellect. On the other hand, if an excuse allows poor performance to be attributed to a factor unrelated to ability, the threat to self-esteem and one's intellect is much lower ([Thompson et al., 1995](#)).

**(h) Fear Motivation:** Fear motivation is when incentives do not work, people often turn to fear and punishment as the next tools. Fear motivation involves pointing out various consequences if someone does not follow a set of prescribed behaviour. Fear motivation according to [Shan and Shan \(2005\)](#) coerces a person to act against will. It is instantaneous and gets the job done quickly. It is helpful in the short run. This is often seen in companies as working hand-in-hand with incentive motivation. Workers are often faced with a reward and punishment system, wherein they are given incentives if they accomplish a certain goal, but they are given punishments when they disobey certain policies ([Husseini, 2007](#)).

## **2.6. Factors that Motivate Women Entrepreneurs**

According to [Schein \(1978\)](#) “talents, motives and values are three interrelated factors that determine why women go into one kind of entrepreneurship or another. Entrepreneurial identity is usually anchored in the values, motives, occupational experiences, education and external factors like entrepreneurial culture or the existence of entrepreneurial ‘heroes’ that strengthens and affects the entrepreneurial intentions of individuals according to the circumstances they face per time. [Schein \(1978\)](#) in his theory originally identified eight career anchors which he defined on the basis of Schumpeterian entrepreneurship where extreme creativity and the need for creating a new business are the dominant features of the anchor. These include; (i) security/stability (ii) autonomy and independence, (iii) entrepreneurship (iv) technical/functional competence (v) managerial competence (vi) service (vii) life style.

## **3. Theoretical Review**

### **3.1. The Schumpeterian Theory**

The Schumpeterian theory of entrepreneurship is based on the role of economic factors in the emergence, behaviour and performance of entrepreneurs. The theory explained that entrepreneurship is fundamentally an economic phenomenon. The theory was spearheaded by Joseph Alois Schumpeter who in 1934 argued that entrepreneurship is principally a function of economic factors and also, it is a causal variable for economic development. In his view, entrepreneurs emerge and behave the way they do because of the desire for economic benefit. In other words, entrepreneurship is borne principally out of economic motive. Whether at the level of society at large or the individual member of society, it is the need to increase economic fortune that drives people to engage in entrepreneurial ventures i.e. to exercise initiative, to be creative and innovative, to take risk, to develop new methods of production and organization, and to own businesses with potential for higher economic reward.

The Schumpeterian theory posited that a good value system is important for the success of entrepreneurial venture but this is only as far as entrepreneurial performance is concerned, since such values propel the entrepreneur towards ascetic life, diligence and discourages the personal use of business resources and encourages judicious use of resources for more investments. Schumpeter held the view that strong cultural and religious values are relevant to entrepreneurship only because of the positive effect on the advancement of the economic fortune of the individual.

The theory viewed that the entrepreneur as an economic oriented innovator is an agent of economic development, who responds to human needs by creative innovation aimed at improving existing situation or previous situation which result in a new economic value. Thus in essence, the creative ability to innovate for the purpose of wealth creation is the whole concept of entrepreneurship. This desire to create wealth is a personality trait inherent in an individual but nevertheless it can be ignited and enhanced through the provision of a suitable and an enabling environment, ([Awe, 2007](#)). It is in view of this, that Schumpeter declared that entrepreneurship is both an agent and a product of development.

### **3.2. McClelland Theory (Need-for-Achievement Theory)**

In the early 1960s, David McClelland, from his background of psychology, tried to provide explanations to entrepreneurial emergence and behaviour by individuals, and to make an understanding of the factors of development of an entrepreneurial society. Essentially, McClelland was to identify the role of psychological factors in stimulating the individual to becoming an entrepreneur. In furtherance of this, he undertook an analysis of the distribution of the “need-for-achievement” among members of the society of his time. From his findings, he put forward what is perhaps the first and certainly the most important theory of entrepreneurship, rooted in psychology. It is often referred to as the psychological theory of entrepreneurship.

McClelland proposed, based on his analysis, that people who pursue entrepreneurial like careers are motivated by the psychological need to achieve, and are high in “need achievement”. In his famous treatise titled “need achievement”, he stated that an individual would be spurred into entrepreneurship essentially by the intrinsic motive to achieve for the sake of achievement. In his statement, “the connection seen by Max Weber between the protestant reformation and entrepreneurial spirit can be understood only as a special case and by no means limited to protestantism, but is more in form of “need achievement”, sharpened by an ideological change”.

McClelland explained the concept of “Achievement Motivation” or “need achievement” in two aspects, viz-avis, its core drive and its contents. In the first instance, it is centered on “making a thing happen for its own sake” i.e. because it is good for it to happen and not because of any rewards of any kind or influence over another person. It operates with a unique standard of excellence which is centered on comparative degree and superlative degree only ([Ebisike, 2002](#)). In terms of content, the n-Ach consists of the following:

1. Thinking of improvement when doing any activity.
2. Feeling of excitement towards everything that one does.
3. Behaving ethically progressively in all dimensions of one’s actions
4. Being in competition with oneself, i.e. doing anything one has or wants to do better than one did it before in content and in process as well as in the use of resources for achieving goals.
5. Being in competition with others i.e. doing anything one has or wants to do better than anyone else in content and process as well as in the use of resources to achieve desired goals.
6. Long-Term Involvement: This is doing anything one has or wants to do in a long term involvement or investment to achieve spectacular results.
7. Unique Accomplishment: Doing anything one has or wants to do that is unique for inanimate/animates development and progress.

The theory argued that people with high need achievement like to take risks, but only reasonable ones. Such risks stimulate them to greater effort. It explained that, classes, tribes or nations differ in entrepreneurship not as result of different ideology and value system but due basically to their differing positions of “need-for-achievement” in the pyramid of intrinsic motives. McClelland opined that certain societies tend to produce a larger percentage of people with high “need for achievement” than others. This accounts for the dearth of effective entrepreneurs and the low level of entrepreneurial activities in many countries, and the disparity in industrialization and economic development among nations.

### 3.3. Empirical Review of Literatures

Olumoko *et al.* (2014), examined women entrepreneurial drive on the production and sales of smoked fish in Badagry and Epe Local government of Lagos State Nigeria using descriptive analysis. The authors found that women entrepreneurial drive in economic development and growth has become income earnings, employers of labour, reduces poverty, raises standard of living and led to increase in national income through tax payment as its contribution to growth in Nigeria and the authors concluded that this contribution is immensely recognized as they have help to reduce the scourge of unemployment in Nigeria.

Ernest and Young (2009), 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 agreed that recession tend to influence proactive minded entrepreneurs. Necessity-Based Entrepreneurship: This is when an entrepreneur cannot be proactive and be independent minded in becoming an innovator but to follow existing way, becoming an entrepreneur is as a result of necessity but not because of its innovative drive.

Motivational factors (independent variable) in this context is conceptualised as the extent to which women entrepreneurs is motivated into trade and service. The motivational factors as derived from Schumpeterian and McClelland theories, revealed that motivational factors drives people to engage in entrepreneurial ventures, that is, to exercise initiative, to be creative, to take risk, to develop new methods of production and to own business with potential for higher economic reward.

## 4. Methodology

The researcher used a descriptive research design, with a quantitative approach. In quantitative approach the researcher employed data in form of numbers collected from women entrepreneurs on the motivational factors and performance of women entrepreneurs through questionnaire Regression analysis was used to test the hypothesis of the study. The population for this study comprised of the women entrepreneurs in Nigeria. A random sampling techniques was used to select 100 women entrepreneurs in Lagos being a commercial hub of Nigeria. The total sample size of 100 was used for this study.

## 5. Results and Conclusion

**Table-1.** Motivational factors that drive women entrepreneurs into trade and service in Nigeria? Descriptive Analysis of Motivational Factors (N=100)

S/No.	Variables	Total Score	Mean		Std. Deviation	Variance
			Statistic	Std. Error		
1	Creativity	468.00	4.6800	.08394	.83943	.705
2	Innovation	468.00	4.6800	.06799	.67987	.462
3	Self-interest	440.00	4.4000	.08040	.80403	.646
4	Change of career	364.00	3.6400	.12990	1.29895	1.687
5	Challenge from place of work	396.00	3.9600	.12220	1.22202	1.493
6	Desire to be my own boss	464.00	4.6400	.06280	.62797	.394
7	Proactiveness	448.00	4.4800	.07032	.70324	.495
8	Competiveness of the job	436.00	4.3600	.06893	.68931	.475
9	Gender discrimination	404.00	4.0400	.11540	1.15400	1.332
10	Desired to achieve greater height	668.00	6.6800	.99360	9.93604	98.725
11	Desire to earn an extra income	484.00	4.8400	.03685	.36845	.136
12	Desire for social recognition	424.00	4.2400	.08660	.86597	.750
13	Desire to experience business growth/success	476.00	4.7600	.04292	.42923	.184
14	Desired to be self-employed	464.00	4.6400	.08935	.89352	.798

Source: Field work (2020)

The result in Table presents the descriptive analysis of motivational factors that drive women entrepreneurs into trade and service in Nigeria. The descriptive statistics was used to compare the most motivational factors that motivate women entrepreneurs into trade and service. From the result, it's difficult to tell which motivational factor is most motivated, but on average, women entrepreneurs are most motivated by desired to achieve greater height, but there is a lot of variation in their desire (mean= 6.68, S.D= 9.94). The result also showed that women entrepreneurs are slightly less motivated by desire to earn an extra income (mean=4.84, S.D= 0.37) and desired to experience business growth/success (mean= 4.76, S.D= 0.43), on average, than desired to achieve greater height, and

there is much less variation in the values. The result further showed that a significant number of women entrepreneurs are also motivated by creativity (mean=4.68, S.D=0.84), innovation (mean=4.68, S.D=0.68), desired to be own boss (mean=4.64, S.D=0.63) and desired to be self-employed (mean=4.64, S.D= .89), but the women entrepreneurs, on average, are slightly less motivated by proactiveness (mean=4.48, S.D=0.70), self-interest (mean=4.40, S.D=0.80) competitiveness of the job (mean=4.36, S.D=0.69), desire for social recognition (mean=4.24, S.D=0.09). As a final point, the result showed that entrepreneurs are less motivated by change of career (mean=3.64, S.D=1.30) and challenge from place of work (mean=3.96, S.D=1.22), there is variation in their motivation.

Hypothesis 1: Motivational factors have no significant influence on women entrepreneurs in Nigeria.

**Table-2.** Analysis of Variance of influence of Motivational Factors on Women Entrepreneurs in Nigeria (N=100)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F.stat
	B	Std. Error	Beta			
(Constant)	21.332	4.532		4.707	.000	6.868
Motivational factors	.108	.034	.310	3.159	.002	

a. Dependent Variable: Women Entrepreneurs

Source: Field work (2020)

The result in Table 2 presents the coefficient determination of motivational factors on women entrepreneurs in Ondo State. The result showed that motivational factors have significant influence on women entrepreneurs ( $\beta=0.310$ ,  $p(.000)<0.01$ ). This implies that 1% increase in women entrepreneurs in Ondo State is brought about by 31% increase in motivational factors. Further analysis shows that, the overall significance of the entire model as measured by F-statistics demonstrates that the calculated F-statistics which is 6.868 is statistically significant at 0.01 ( $F=6.868$ ;  $p<0.5$ ). This result therefore rejected the null hypothesis that motivational factors does not have significant influence of women entrepreneurs in Nigeria. This means that motivational factors have significant influence on women entrepreneurs in Nigeria.

**Table-3.** Regression Analysis of motivational factors on women entrepreneurs in Ondo State (N=100)

Model	Sum of Squares	Df	Mean Square	R	R square	Adjusted R Square	Sig.
Regression	198.184	2	99.092	.352 <sup>a</sup>	.124	.106	.000 <sup>a</sup>
Residual	1399.576	97	14.299				
Total	1597.760	99					

a. Predictors: (Constant)

Source: Field work (2020)

Table 3 reveals a significant influence of motivational factors on women entrepreneurs in Ondo State. The result yielded a coefficient of multiple regressions R to be 0.352, multiple R<sup>2</sup> is 0.124 and Adjusted R<sup>2</sup> is 0.106. This suggests that the motivational factors accounted for 12.4% variation in the prediction of women entrepreneurs, while the other extraneous factors accounted for the 87.6% which are beyond the scope of this study. Statistically, this means that motivational factors influence women entrepreneurs in Ondo State to some extent.

## 6. Discussion of Findings

The study investigated motivational factors of women entrepreneurs in Ondo State, Nigeria. Each of the research questions and one hypotheses were based on determining the influence of motivational factors on women entrepreneurs. The findings of the study are discussed as follows:

Findings on research question revealed that women entrepreneurs are most motivated by desired to achieve greater height, followed by desire to earn an extra income, desired to experience business growth/success, creativity, innovation, desired to be own boss, desired to be self-employed, proactiveness, self-interest, competitiveness of the job, and desire for social recognition. This is in agreement with the study of Okoro (2009) who in his study concluded that the tendency to be financially sufficient and not continually dependent on the meager income from husband is the reason why many women decided to take up entrepreneurship in trade and service. He further supported that financial sufficiency of women in trade and service business is not a function of their spouses own but combination of efforts of the women and their supporting spouses. The need to be financially capable has really encouraged many women to engage in entrepreneurship of trade and service instead of persistent dependence on paid employment. Therefore, the desire to earn an extra income in addition to income from paid employment as one of the factors that motivated women to engage in entrepreneurship. Similarly, Odoemene (2003) corroborated with the finding that many people take up entrepreneurship business as a result of the freedom to expresses their God given creativity without any hindrance. Ayogu (1990) also supported that the ability of women to survive in entrepreneurship business has much to do with their creativeness in bringing foreseeing their business direction at any given period of time. Besides, Adekemi (2009) also corroborated with the finding that women entrepreneurs are encourage to engaged in trade and service due to the fact that majority of them have established rapport with the end users of their products.

Another obvious fact derived from the study is women entrepreneurs are less motivated by change of career and by challenge from place of work. This is expected because accessibility to funds in Nigeria by entrepreneurs is very difficult. This is due to the fact that majority of women entrepreneurs are unable to meet the condition attached in accessing the loan. More so, the few entrepreneurs that are able to meet the condition on the loans cannot access same due to the fact that the interest rate on the said facility is very high.

## **7. Summary Conclusion Recommendations**

### **7.1. Summary of Findings**

The cardinal objective of this study is to examine motivational factors of women entrepreneurs in Akure South local government area, Ondo State of Nigeria. In order to achieve the prime objective of the study, two operational objectives are set out for investigation. For the sake of having a compass to investigate the operational objectives, two research questions were set out for investigation. More so, in order to provide answers to the research questions set out for the research, one hypotheses was formulated for testing. The research adopted a survey design for the purpose of gathering data for the study through the administration of instrument called motivational factors of women entrepreneurs in Ondo State. One hundred (100) respondents were used for the survey and the instrument used was distributed accordingly.

The result of the findings reveals that majority of the respondents agreed that there are various motivational factors that drive women entrepreneurs into trade and service. These factors according to the respondents are; desired to achieve greater height, desire to earn an extra income, desired to experience business growth/success, creativity, innovation, desired to be own boss, desired to be self-employed, proactiveness, self-interest, competitiveness of the job, and desire for social recognition. In addition, findings confirmed that women entrepreneurs are less motivated by change of career and by challenge from place of work. The test of hypotheses tested for this research indicates that there is positive and significant relationship between motivational factors of women entrepreneurs. It is also discovered that motivational factors positively and significantly influenced women entrepreneurs in Ondo State. Finally, it was discovered that women entrepreneur in Ondo State is slightly predicted by motivational factors, while other extraneous factors (such as economic, environmental and political factors) that are beyond the scope of this study predicted more (i.e. 88.6%) to the women entrepreneurs in Ondo State.

### **7.2. Conclusion**

The imperative of motivation cannot be underestimated in business environment. Women entrepreneurs need to be motivated in order to increase their business establishment. It can be concluded that based on the findings of the study that there are motivational factors that drive women to engage in entrepreneurship in Ondo State. It is recommended that women entrepreneurs should use those factors that motivate them to take up entrepreneurship to encourage other women to participate either fully or partially in entrepreneurship process. This can be done through the establishment of women entrepreneurs' society; women entrepreneurs support society, women entrepreneurs' co-operative credit and saving society. The benefits derived from this society can influence other women in the study areas to join women in entrepreneurship even other women outside the Local Government Area selected in Nigeria can be encouraged to join as well.

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