



Effect of Macro Environmental Factors and Sustainability Development of Small-Scale Businesses (SSB) in Enugu State

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ABSTRACT

The study was to evaluate the effect of macro environmental factors and sustainability development of small-scale businesses (SSB) in Enugu State. The specific objectives were to: evaluate the effect of cultural practices on equal opportunity of SSB in Enugu State and examine the effect of technological change on maintenance of skills of SSB in Enugu State. The study used the survey approach. The primary sources were personal interview and the administration of questionnaire. The population of the study was three hundred and fifty three (353) small business owners with Enugu metropolis. A random sampling method was adopted. 353 questionnaires were distributed and two hundred and ninety four was returned (294) and accurately filled. That gave 84 percent response rate. The validity of the instrument was tested using content analysis and the result was good. The reliability was tested using the Pearson correlation coefficient (r). It gave a reliability co-efficient of 0.78 which was also good. Data was presented and analyzed by a mean score (3.0 and above agreed while below 3.0 disagreed) and a standard deviation using Sprint Likert Scale. The hypotheses were analyzed using Z - test statistics tool. The findings indicated that Cultural practices had positive effect on equal opportunity of SSB in Enugu State $Z(95, n = 294) = 7.494 < 9.652, p > 0.05$. There was positive effect of technological change on maintenance of skills of SSB in Enugu State $Z(95, n = 294) = 5.686 < 6.794, p > 0.05$. The study concluded that Cultural practices and technological change had positive effect on equal opportunity and maintenance of skills of SSB in Enugu State. The study recommended among others that it will be very essential that small-scale business owners should be encouraged to acquire education that enables them to meet up with the demands and rise above its cultural environments alone.

Keywords: Macro Environmental Factors, Sustainability, Development, Small-Scale Businesses (SSB), Cultural Practices, Technological Change

1. Introduction

Commercial or economic activity that has the goal of profiting the firm is called business. Profit, growth, and long-term survival are the fundamental goals of every commercial organization. Business organizations face a dynamic, multi-faceted environment that has a significant impact on them. To a large extent, the environment influences an organization's vision and aim since it places limits on them. Competition, for example, might be a restraint on the goals that an organization sets for itself in the context of its environment (Eruemegbe, 2015). External impacts on a company that it can't control but must take into account as part of strategic planning are known as environmental variables. Organizations often focus on four environmental factors: social, legal, political, and economic. Small firms are uniquely affected by these issues compared to their bigger counterparts (Chron, 2021).

Economic growth, prosperity, and stability in many countries can be greatly improved by the use of Special Purpose Bonds (SSBs). There is a direct correlation between the expansion of the economy, the creation of jobs, and the alleviation of poverty in emerging nations. Surplus income and resources can be used to fund future investments with the aid of SSBs. Additionally, they support and promote the usage of locally sourced raw resources in the same way People and regions are more evenly distributed in terms of income, and rural-urban migration is reduced due to their widespread use across the country. The manufacturing of intermediate products, such as raw materials and spare parts, strengthens industrial connections and the integration of industry with other sectors of the economy (Abubakar, 2015). Economic, demographic, technical, ecological and physical, political, and social, and cultural issues all have an impact on small-scale businesses (Abubakar, 2015). Nonetheless, the research examines the impact of macro-environmental variables on the sustainable development of small-scale businesses in Enugu State.

Statement of Problem

For most established and developing countries, small and medium-sized companies (SSBs) power economic growth. However, despite the country's high concentration of SSBs, economic growth in Nigeria looks to be quite low. Small-scale businesses not only represent the country's most promising avenues for industrialization, but they also play an important role in the generating of revenue, the supply of raw materials, the creation of jobs, and the reduction of poverty. Small businesses in Nigeria are particularly hard hit by a terrible economic climate, which is accompanied by a lack of funding and inadequate infrastructure, as well as a lack of management expertise. As a result, small-scale businesses in Nigeria have a high failure rate due to the presence of large-scale businesses which may act as a competitive force to them, worsening an already dire scenario in the country.

An enterprise's business environment includes both internal and external elements that impact the success of businesses. Many SSBs' inability to make a significant contribution to the country's development can be attributed to both internal and external business factors such as management inefficiency, marketing, and sales difficulties, a lack of adequate infrastructure, competitive market pressures, and a lack of financial resources.

Nigeria's small-scale businesses have not done effectively, and so have not played the expected crucial and lively part in Nigeria's economic growth and development.." Despite government assistance for entrepreneurship development year after year, the contributions of small and medium-sized businesses (SSBs) to economic growth remain low. It is alarming that SSBs have performed below expectations in Nigeria despite the government's incentives, friendly laws, regulations, and preferential assistance targeted at boosting SSBs. Despite the enormous number of research on SSBs in developing nations, there is a lack of literature on sustainable development in Nigeria's South-East.

The objective of the Study

The main objective of the study was to examine the effect of macro-environmental factors and sustainable development of small-scale businesses(SSB) in Enugu State. The specific objectives were to:

- I. Evaluate the effect of cultural practices on equal opportunity of SSB in Enugu State
- II. Examine the effect of technological change on maintenance of skills of SSB in Enugu State

Research Questions

The study was designed to seek answers to the following research questions

- I. What is the effect of cultural practices on equal opportunity of SSB in Enugu State?

- II. What is the effect of technological change on the maintenance of skills of SSB in Enugu State?

Statement of Hypotheses

The following hypotheses guided the study

- I. Cultural practices have no positive effect on equal opportunity of SSB in Enugu State
- II. There is no positive effect of technological change on the maintenance of skills of SSB in Enugu State.

Significance of the Study

For government, researchers, and stakeholders including investors, managers, business consultants, and financial analysts, this study's findings will be of considerable use to them. SSBs have a significant impact on the economy and on alleviating poverty and unemployment. Subsector growth in emerging and developed nations with similar business-impacting environmental variables is predicted to benefit from this technology.

a. Entrepreneur: SSBs in Nigeria need specialized management practices to improve their efficacy and long-term viability, and this study will highlight this need to management and policymakers. As a result of this research, local entrepreneurs might devise ways to avoid negative company results.

b. Government: The study is important to the government since it aids in the generation of jobs. It aids in the decrease of economic inequity. It contributes to India's economic growth and job creation. It boosts the country's economic growth by promoting both urban and rural development.

c. Stakeholders: Engaging with stakeholders may save time and money in the long run. It improves the odds of completing a project on time and on the budget for companies that involve stakeholders. Roadblocks and surprises that might slow down your business can be eliminated or mitigated to save money.

Researcher/Academia: The findings of this study might have a significant impact on future research in this field, especially in a developing nation like Nigeria. As a reference point for future researchers, the study will be of enormous help since it will supply them with dependable information that is essential for educational reasons.

2. Review of the related literature

Conceptual framework

Macro Environment

The condition of the economy as a whole as opposed to a specific sector or region is known as the macro environment (Khartit, 2020). The macroeconomic environment encompasses everything from GDP to inflation to employment to consumer spending, as well as monetary and fiscal policy. Economic cycles are closely linked to the macro-environment rather than a specific business sector's performance. When we talk about the macro-environment, we're not just talking about the specific markets. This refers to how the macroeconomic conditions in which a company or industry operates affect its performance. Instead of focusing on a single industry or market, macroeconomics focuses on the overall production, spending, and price level in an economy. To what extent a company's operations are influenced by the state of the macroeconomic environment is a complex question (Khartit, 2020). The macro-environment is a set of external factors that can either aid or hinder a company's growth. Uncontrollable components have a significant influence on the company's overall success (Accounting Dictionary, 2021).

When it comes to the bigger picture of a business, the macro environment tends to focus on things like rules and regulations, technology, and politics. As far as business is concerned, economics will be the primary focus. However, this does not negate the significance of other macro-environmental variables (Shaw, 2020). The macro-environment encompasses everything that a corporation has no influence over. Social, political, technical, demographic, legal, regulatory, environmental, interest rates, and inflation are among macro-environmental elements that influence a company's functionality and decision-making process (Shaw, 2020). A country's or industry's macro-environment is referred to as the macro environment (Tamplin, 2021).

Macro Environment Factor

There is no such thing as an organization that exists on its own. Operating conditions can be broken down into two primary groups. The microenvironment comes first, followed by the macroenvironment (Philip, 2019). As a company, you aren't alone in the world of business. It is a part of a bigger system and acts inside it. The macro-environment refers to this situation. It is made up of all the elements that provide possibilities while also posing dangers to the business. Among the macro-environment elements are demographics, economy, natural resources, and technology advancements, as well as political and cultural issues (Maximilian, 2015). A corporation can't manage macro environment elements, which have a direct impact on how it functions. Changes in operational, management, manufacturing, and marketing may be necessary since they are essentially out of the company's control. One type of macro-environmental element is government regulation, such as safety requirements and tax laws (Ellis, 2021).

Cultural practices

However, despite the many difficulties that individuals encounter as a result of cultural norms, entrepreneurial actions directed toward economic growth and development cannot be ignored (Gogo, Ule, and Idemudia, 2020). There has been a tremendous influence on economic and social growth in various countries throughout the world by individual entrepreneurial activity in new business creation. As statistics have shown, women's entrepreneurial involvement in micro and small-scale enterprises has contributed to the economic sustainability of the nation in terms of job creation and unemployment reduction as well as poverty reduction (Mbiti, Mukulu, Mung'atu & Kyalo, 2015). People's innovative ideas on how to best own and run their business enterprises have left an indelible mark on history. The expression of a culture or subculture is called a "cultural practice," particularly when it comes to the customs and traditions of a specific ethnic or cultural group (Wikipedia, 2021). In discussions about cultural survival, cultural practice is also a topic of debate. A group's ethnic identification is preserved, but the behaviors and resources that make up the group's culture and heritage are lost.

Technological change

Information on how technology affects the workplace from an educational viewpoint is lacking in the face of disruptive changes in social and organizational behaviors brought about by technology (Cascio and Montealegre, 2016).

To alleviate the problems of daily living, particularly economic burdens, various new activities, and imaginative urges have emerged. To make life easier for humans, technology has developed tools and procedures that may generate new items and methods of doing things. To stay competitive, many firms are utilizing technology to create new products and services and to offer these products and services to their consumers via technology (Umeobi, Gozi, and Uchehara, 2019). When it comes to technology, managers frequently find it difficult to plan properly, especially in small and medium-sized businesses (SMEs), where technology investment is viewed as expensive and difficult to manage. Preparing a company for technological change in high-tech sectors needs far more attention than is required in other industries. Basic difficulties arise between the desire to employ the finest technology (often located outside of the organization) and a need for control that is compromised by relying on outside sources when it comes to technology acquisitions. Accordingly, small and medium-sized businesses (SMBs) must be able to adapt to technological change to boost their production (Durowoju, 2017).

Sustainability

Environmental sustainability is concerned with ensuring that future generations may satisfy their requirements without jeopardizing today's Economic, environmental, and social aspects of sustainability are referred to as profits, planet, and people. More and more firms are publicly declaring their commitment to sustainability through initiatives such as decreasing waste, investing in renewable energy, and partnering with groups that are working toward a more environmentally friendly future (Brock and Grant, 2020). The ability to persist through time in many aspects of one's life is what we mean when we talk about sustainability. Earth's ecology and human civilization may co-exist in the 21st century, as a broad term (James, Magee, Scerri, and Steger, 2015). Sustainability is the ability to fulfill our demands without jeopardizing the ability of future generations to meet theirs. Sustainability is the ability to withstand. In the context of sustainability, this means being able to follow a path without interruption. As a result, sustainability is a clear stable consequence, and it is consistent with the existence of the cosmos (Liu, 2017).

Development

An increase in a country's economic and social well-being is known as development. Improvements in the management of an area's natural and human resources are specifically mentioned here (Shah, 2021). As an economic term with positive connotations, development entails the adoption of particular economic and technological procedures to maximize the utilization of existing resources to inspire economic growth and improve the quality of life for all (Rabie, 2016). For the sake of economic development and prosperity, the government claims to recognize small businesses. Many previous administrations, after independence, have also devised laws and initiatives to assist indigenous business owners. A rise in the economy's size or speed suggests that more goods and services are being created. To help genuine entrepreneurs who want to start or grow projects that directly affect the lives of rural residents, the government offered low-interest loans (Kigbu and Maku, 2015).

Sustainability Development.

To accomplish human development goals while preserving the ability of natural systems to deliver the resources and ecosystem services on which the economy and society rely, sustainable development is the organizing principle. As a consequence, a society where people can achieve their basic requirements without compromising the natural system's integrity and stability is the intended outcome. Development that satisfies the requirements of the present without compromising the ability of future generations to satisfy their own needs can be classified as sustainable development, according to the World Bank. Human civilizations must exist and fulfill their own needs without jeopardizing the ability of future generations to meet their own needs. Sustainable development, in particular, is a manner of arranging society such that it can continue to exist in the long run. Consider both current and future imperatives, such as environmental protection and natural resource conservation, or ensuring that all people have equal access to resources and opportunities for economic growth (Youmatter, 2020).

Equal opportunity

A fair society is one in which no one is discriminated against because of their background, race, gender, sexual orientation, ethnicity, religion, or any other factor that cannot be proven. An organization's most important jobs should be given to those who have demonstrated their ability to succeed in the position and not to people with arbitrary or irrelevant factors, such as the circumstances of their birth, their upbringing, or connections to well-connected family members or friends; religion; sex; ethnicity; race; caste; disability; age; gender identity; and sexual orientation. Achieving one's goals and following the set of rules should be accessible to anybody interested in competing within the stated framework. Pre-agreed fairness basis of fairness, with evaluation procedure relevant to position type and emphasizing procedural and legal measures, is intended to remove arbitrariness from the selection process. The notion of meritocracy emphasizes the need for equal opportunity (Ashley, 2020). People should be able to compete on equal terms, or on a "level playing field," for advantaged offices and positions, according to the concept of equal opportunity. However, there is a substantial dispute about whether or not disparities in outcome can be justified by the concept of equal opportunity and how much and what kind of inequalities may be justified as a result (Andy, 2021).

Maintenance of skills of Small-scale Business

Small business success and long-term viability depend on constant changes to the business model and infrastructure. Keeping an eye on your cash flow, using social media to advertise your business, and acknowledging your strengths while seeking assistance in your weaknesses may all aid you in concentrating your efforts on areas of your company that provide the greatest growth potential. The abilities needed to maintain equipment and buildings include those that are utilized in the inspection, diagnosis, and solution of mechanical and structural issues. Additionally, they're utilized to carry out simple repairs or preventative actions to maintain the long-term viability and functionality of numerous sorts of equipment. Maintenance professionals utilize a variety of hand tools and other equipment to do tasks on the job to employ certain maintenance abilities. When looking for a job as a maintenance specialist, it is helpful to have some basic maintenance abilities (Indeed Editorial Team, 2021). Growth and productivity can only be achieved if the staff is well-trained. Workplace skills utilization may be defined as the degree of skills that a worker is currently employing in a certain skill category (Zahorsky, 2020). Despite its numerous advantages, a small business is frequently unable to thrive in a hostile business climate. Many entrepreneurs are enticed to adopt an improper technology as a result of the policy framework (Ake, 2015).

Small-scale Business

Every culture relies on business for its survival. Small businesses may be found in any economy (Abubakar, S. 2015). Local raw materials and technology are used by small businesses to help their communities achieve self-sufficiency.

Since small-scale businesses contribute to Nigeria's economy by reducing poverty, creating jobs, enhancing human development, and improving social well-being, the government has implemented laws to support and encourage their growth. For both industrialized and developing countries, small-scale business is an essential part of national growth. In many cases, small-scale industries grew out of cottage industries into medium and large-scale businesses. When it comes to the size, the scope of operation, financial participation, and the number of employees, Obi (2015) assert that a small-scale organization is a business that is not enormous. The ownership structure is a fundamental feature of small-scale businesses in Nigeria, which tend to be owned by a single-family. Some of the issues limiting the growth and development potential of small businesses were discussed in detail. Suggestions and recommendations were offered to address the issues that had been found. It is important to note that small-scale businesses contribute to alleviate the country's unemployment crisis by employing a huge number of people in both rural and urban locations. In addition, the operation of multiple small businesses stimulates trade activity since the employed earn money that they may spend on goods and services (Obi, 2015). Many factors go into determining the size of a small firm, such as the amount of capital invested, the number of people employed, the amount of output and sales generated, and the production method adopted (Sai, 2015).

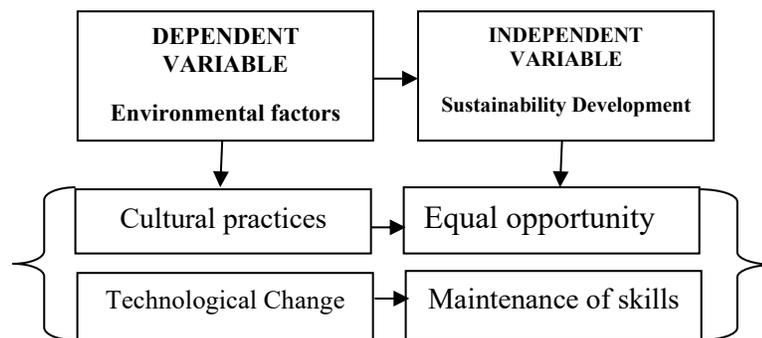


Fig 1 Conceptual Model of the Study

Source: Researchers Field Compilation, 2021

Theoretical Review

The following theories guided the study: **Contingency Theory and system theory**

System theory

In 1940, Ludwig von Bertalanffy came up with the system theory. Interdisciplinary in nature, culture, and science, this theory provides a framework for understanding any set of items that work together to accomplish the desired outcome. According to Nwachukwu (2006) and Kuhn (1974), systems are "a group of connected and interdependent pieces structured in a manner that forms a united whole," while a system is "any pattern whose constituents are related in enough regular fashion to deserve attention." For Laszlo and Krippner (1997), a system is an entity that maintains its boundaries through the intricate interactions of its components. An organization is viewed as a system that receives input from the environment, changes it, and returns output to the external environment; the connected aspect implies that individuals, departments, and organizations all rely on one another in the system approach. All of an organization's subsystems are interconnected, and so are all of its components. Consequently, the organization must deal with the danger, weakness, and volatility inherent in its political context to achieve its goal. The goal of systems theory is to view the world as a collection of interconnected, co-existing, and interdependent components (Anekwe, Ndubusi-Okolo, and Uzoezie, 2019).

Contingency Theory

During his study of leadership effectiveness in group contexts, Fred Fiedler developed the Contingency Approach. According to him, a leader's success hinges on two factors: control of the circumstance and his or her abilities. There is no ideal method to establish a business, lead a firm, or make choices, according to the contingency hypothesis. Rather, the best course of action depends on both the internal and exterior circumstances of the situation. Contingent leaders are adept at selecting and adjusting to short-term plans that fit the current scenario in the operation of the business at a given point in time (Fiedler, 1993). Both the leader's personality and his or her environment play a role in contingency theory. A management theory known as the "contingency approach" holds that the best management style depends on the situation and that sticking to a single inflexible style is ineffective in the long run. Because it provides managers with a wide range of options for responding to situations, contingency theory is crucial. It also allows managers considerable leeway in making decisions. Contingency theory requires business owners to enable their management to bend or even overturn rules if necessary (Afzaal Z 2020).

Empirical Review

Evaluate the effect of cultural practices on equal opportunity of SSB in Enugu State

Research by Kabuoh, Ogbuanu, Chieze, and Adeoye (2017) looked at the entrepreneurial culture and performance of Nigerian SMEs. The entrepreneurial culture was examined as a factor in the performance of small and medium-sized enterprises (SMEs) in Lagos State. A secondary source of information was used in this investigation. The expectation of SMEs to contribute to economic growth, employment generation and poverty reduction would be met if entrepreneurial culture is adequately imbibed. According to the findings, despite several government initiatives aimed at improving the performance of small and medium-sized businesses in Nigeria, they have failed miserably. The research proposed that small and medium-sized businesses in Nigeria should cultivate an entrepreneurial culture to achieve organizational success and contribute to the country's GDP.

Yereka (2019) investigated the impact of cultural norms on Nigerian entrepreneurship (A Study of Ogoni Land of Rivers State). An investigation of the impact of Ogoni culture on entrepreneurial activity in Rivers State was the goal of the study. The investigation was conducted using a survey method. All of Ogoni Land's entrepreneurs make up the study's population. The Taro Yamane formula was used to choose a sample size of 400 participants for the study. The primary method of data gathering was the use of a questionnaire. Descriptive statistics, correlation analysis, and multiple regression were used to examine the data obtained. Entrepreneurial activities in Ogoni Land were positively influenced by individualism, masculinity, and avoidance of uncertainty, according to the research. According to the findings, Ogoni Land's entrepreneurial activities are strongly influenced by culture. Entrepreneurs in the Ogoni territory should be aware of the study's findings, which show that cultural values have a substantial impact on entrepreneurial activity in the region, to avoid losing out on their intended economic outcomes.

An investigation of the impact of cultural differences on the entrepreneurial activities of small manufacturing firms in Nnewi, Nigeria, was carried out by Uzoka, Idemobi, Nwankwo, and Muogbo (2019). Afia Olu, Ikwu Aru, and other Nnewi festivals were examined to see how they related to entrepreneurs' education; to see how they related to entrepreneurs' prior knowledge; to see how they related to entrepreneurs' prior knowledge, and to see how they related to entrepreneurs' cynicism. The research was conducted via a survey. A random sample of 98 Nnewi industrial companies made up the study's population. The findings suggest that the success and survival of SMEs and entrepreneurs are influenced by cultural factors. According to the findings, the Igbo man's age-old individualism should be encouraged to emphasize educational and leadership characteristics. There is a lot of work to be done to make sure that what is implemented in our African environment is appropriate for that context, as the researchers concluded from their study. The study found that the Nnewi man, who is largely an Igbo man who values independence, has a long history of individualism and independence-loving tendencies that set him apart from other Nigerian entrepreneurs in manufacturing at the small and medium scale.

Examine the effect of technological change on maintenance of skills of SSB in Enugu State

According to Olowu and Aliyu (2015), research on the impact of managerial skills on the performance and growth of small businesses in Bauchi State, Nigeria, was done. The study's goal was to find out how management skills affect SSB performance in Nigeria's Bauchi state. The hypothesis that management skill influences the performance of SSBs in Bauchi state was tested using descriptive statistics and simple linear regression analysis with SPSS version 18. This study

tested the premise that there was a correlation between the two factors by surveying 58 SSBs throughout the state and collecting data utilizing questionnaire technology. The results reveal that SSB performance is significantly impacted by management qualities. According to the findings, SSB's effectiveness has been hindered by a lack of management expertise. According to the findings of the study, the federal government should step in and set up training facilities for SSB owners.

In Lagos State, research by Durowoju (2017) examined the effects of technological development on the performance of small and medium-sized businesses. An investigation of how technology development affects small and medium-sized businesses was the goal of this research. Descriptive survey research was used in the study. This study included 153 respondents, all of whom were managers or owners of small and medium-sized businesses (SMEs) in Lagos, Nigeria. Methods of analysis included linear regression. The results suggest that Lagos State's small and medium-sized enterprises (SMEs) benefit from technological progress. Small business owners should also be allowed to borrow money at a lower interest rate and with less collateral, according to recent research. An economic impact study concluded that technological change should lead to an increase in employment, capital inflow, foreign exchange, and other benefits for the economy as a whole so that exports of goods made by small and medium-sized businesses can take full advantage of globalization opportunities.

Uchegara (2019) and Umeobi (2019) investigated the impact of technology on the Oko Branch of the Union Bank of Nigeria on staff performance. Researchers wanted to find out how widely accepted information and communication technology is in the banking sector, how much of an impact technological development has on a bank's growth and whether or not technology is boosting the performance of its staff. The research was conducted using a descriptive survey. Thirty-six people participated in the study. The Chi-Squared statistical tool was used to analyze the data. Results reveal that management in banks accepts technological change, contributes to social infrastructure growth in the organization under investigation, and improves bank information, which improves their efficiency. The survey found that the vast majority of businesses, particularly those in the banking sector, had benefited from the use of ICT. According to the findings, companies should invest in staff training to keep up with the rapid pace of technological change if they want to remain profitable and competitive.

3. Methodology

The study was based on the effect of macro-environmental factors and sustainable development of small-scale businesses (SSB) in Enugu State. The study used the survey approach. The primary sources were personal interviews and the administration of the questionnaire. The population of the study was three hundred and fifty-three (353), small business owners, with Enugu metropolis. A random sampling method was adopted. 353 questionnaires were distributed and two hundred and ninety-four were returned (294) and accurately filled. That gave an 84 percent response rate. The validity of the instrument was tested using content analysis and the result was good. The reliability was tested using the Pearson correlation coefficient (r). It gave a reliability coefficient of 0.78 which was also good. Data were presented and analyzed by a mean score (3.0 and above agreed while below 3.0 disagreed) and a standard deviation using Sprint Likert Scale. The hypotheses were analyzed using Z - test statistics tool.

4. Data Presentation and Analysis

The Effect of Cultural Practices on Equal Opportunity of SSB in Enugu State.

Table 4.1 Responses on the Effect of Cultural Practices on Equal Opportunity of SSB in Enugu State

		5	4	3	2	1	$\sum FX$	-	SD	Decision
		SA	A	N	DA	SD		X		
1	The religion of the people disturbs some business operations	590	352	45	28	59	1074	3.65	1.529	Agree
		118	88	15	14	59	294			
		40.1	29.9	5.1	4.8	20.1	100%			
2	The people's value influences the types of business in the area.	565	356	45	36	59	1061	3.61	1.530	Agree
		113	89	15	18	59	294			
		38.4	30.3	5.1	6.1	20.1	100%			

3	The customs of the area hinders some business investment	395	532	39	24	57	1047	3.56	1.427	Agree
		79	133	13	12	57	294			
		26.9	45.2	4.4	4.1	19.4	100%			
4	Some products and services are unacceptable to some groups	770	164	63	40	58	1095	3.72	1.605	Agree
		154	41	21	20	58	294			
		52.4	13.9	7.1	6.8	19.7	100%			
5	Styles and packaging requires cultural approval	455	592	27	16	38	1128	3.84	1.261	Agree
		91	148	9	8	38	294			
		31.0	50.3	3.1	2.7	12.9	100%			
Total grand a mean and a standard deviation								3.676	1.470	

Source: Field Survey, 2021

Table 4.1 indicates that 206 respondents out of 294 representing 70.0 percent agreed that our products have high sales value in the market with a mean score of 3.65 and a standard deviation of 1.529. The people's value influences the types of business in the area. 202 respondents representing 68.7 percent agreed with a mean score of 3.61 and a standard deviation of 1.530. The customs of the area hinder some business investment 212 respondents representing 72.1 percent agreed with a mean score of 3.56 and a standard deviation of 1.427. Some products and services are unacceptable to some groups 195 respondents representing 66.3 percent agreed with a mean score of 3.72 and a standard deviation of 1.605. Styles and packaging require cultural approval 239 respondents representing 81.3 percent agreed with a mean score of 3.84 and a standard deviation of 1.261.

The Effect of Technological Change on Maintenance of Skills of SSB in Enugu State

Table 4.2 Responses on the Effect of Technological Change on Maintenance of Skills of SSB in Enugu State

		5	4	3	2	1	$\sum FX$	-	SD	Decision
		SA	A	N	DA	SD		X		
1	The level of the invention has increased coordination and balance in the business	370	456	33	116	37	1012	3.44	1.381	Agree
		74	114	11	58	37	294			
		25.2	38.8	3.7	19.7	12.6	100%			
2	The value creation has enhanced skill acquisition and increased the speed of the business	435	380	27	132	37	1011	3.64	1.431	Agree
		87	95	9	66	37	294			
		29.6	32.3	3.1	22.4	12.6	100%			
3	The position of our business has created improvement of the goals	320	428	60	124	41	973	3.31	1.384	Agree
		64	107	20	62	41	294			
		21.8	36.4	6.8	21.1	13.9	100%			
4	The knowledge of the technologies empowered our agility in the business	280	536	15	108	45	984	3.35	1.378	Agree
		56	134	5	54	45	294			
		19.0	45.6	1.7	18.4	15.3	100%			
5	The adoption of innovation has improved the products in the business	365	424	27	108	52	976	3.32	1.466	Agree
		73	106	9	54	52	294			
		24.8	36.1	3.1	18.4	17.7	100%			
Total grand a mean and a standard deviation								3.412	1.408	

Source: Field Survey, 2021

Table 4.2 indicates that 188 respondents out of 294 representing 64.0 percent agreed that our products have high sales value in the market with a mean score of 3.44 and a standard deviation of 1.381. The value creation has enhanced skill acquisition and increased the speed of the business 182 respondents representing 61.9 percent agreed with a mean score of 3.44 and a standard deviation of 1.431. The position of our business has created improvement of the goals 107 respondents representing 58.2 percent agreed with a mean score of 3.31 and a standard deviation of 1.384. The

knowledge of the technologies empowered our agility in the business 190 respondents representing 64.6 percent agreed with a mean score of 3.35 and a standard deviation of 1.378. The adoption of innovation has improved the products in the business 179 respondents representing 60.9 percent agreed with a mean score of 3.32 and a standard deviation of 1.466.

Test of Hypotheses

Hypothesis One

Cultural practices have no positive effect on equal opportunity of SSB in Enugu State

Table 4.3 One-Sample Kolmogorov-Smirnov Test for hypothesis One

		The religion of the people disturbs some business operations	The people's value influences the types of business in the area.	The customs of the area hinders some business investment	Some products and services are unacceptable to some groups	Styles and packaging requires cultural approval
N		294	294	294	294	294
Uniform Parameters ^{a,b}	Minimum	1	1	1	1	1
	Maximum	5	5	5	5	5
Most Extreme Differences	Absolute	.451	.437	.471	.524	.563
	Positive	.201	.201	.194	.197	.129
	Negative	-.451	-.437	-.471	-.524	-.563
Kolmogorov-Smirnov Z		7.728	7.494	8.077	8.981	9.652
Asymp. Sig. (2-tailed)		.000	.000	.000	.000	.000
a. Test distribution is Uniform.						
b. Calculated from data.						

Decision Rule

If the calculated Z-value is greater than the critical Z-value (i.e $Z_{cal} > Z_{critical}$), reject the null hypothesis and accept the alternative hypothesis accordingly.

Result

With Kolmogorov-Smirnon Z – value ranges from $7.494 < 9.652$ and on Asymp. Significance of 0.000, the responses from the respondents as displayed in the table are normally distributed. This affirms the assertion of most of the respondents that cultural practices had a positive effect on equal opportunity of SSB in Enugu State

Decision

Furthermore, comparing the calculated Z- value ranges from $7.494 < 9.652$ against the critical Z-value of .000(2-tailed test at 97percent level of confidence) the null hypothesis was rejected. Thus the alternative hypothesis was accepted which states that cultural practices had a positive effect on equal opportunity of SSB in Enugu State.

Test of Hypothesis Two

There is no positive effect of technological change on the maintenance of skills of SSB in Enugu State.

Table 4.4 One-Sample Kolmogorov-Smirnov Test for Hypothesis Two

		The level of the invention has increased coordination and balance in the business	The value creation has enhanced skill acquisition and increased the speed of the business	The position of our business has created improvement of the goals	The knowledge of the technologies empowered our agility in the business	The adoption of innovation has improved the products in the business
N		294	294	294	294	294
Uniform Parameters ^{a,b}	Minimum	1	1	1	1	1
	Maximum	5	5	5	5	5
Most Extreme Differences	Absolute	.389	.369	.332	.396	.359
	Positive	.126	.126	.139	.153	.177
	Negative	-.389	-.369	-.332	-.396	-.359
Kolmogorov-Smirnov Z		6.678	6.328	5.686	6.794	6.153
Asymp. Sig. (2-tailed)		.000	.000	.000	.000	.000
a. Test distribution is Uniform.						
b. Calculated from data.						

Decision Rule

If the calculated Z-value is greater than the critical Z-value (i.e $Z_{cal} > Z_{critical}$), reject the null hypothesis and accept the alternative hypothesis accordingly.

Result

With Kolmogorov-Smirnon Z – value ranges from $5.686 < 6.794$ and on Asymp. Significance of 0.000, the responses from the respondents as displayed in the table are normally distributed. This affirms the assertion of most of the respondents that there was a positive effect of technological change on the maintenance of skills of SSB in Enugu State.

Decision

Furthermore, comparing the calculated Z- value ranges from $5.686 < 6.794$ against the critical Z-value of .000 (2-tailed test at 97percent level of confidence) the null hypothesis was rejected. Thus the alternative hypothesis was accepted which states that there was a positive effect of technological change on the maintenance of skills of SSB in Enugu State.

Discussion of Findings

The effect of cultural practices on equal opportunity of SSB in Enugu State

Z-values ranged from 7.494 to 9.652 versus the crucial Z-value of .000 (two-tailed test with 97% confidence) in hypothesis one and the null hypothesis was thus rejected. As a result, the alternative hypothesis that cultural practices in Enugu State had a beneficial impact on SSB's equal opportunity was accepted. There was research done by Kabuoh, Ogbuanu; Chieze; and Adaoye in support of the conclusion that Nigerian SMEs have an entrepreneurial culture, which has a positive effect on their performance. the expectation of SMEs to contribute to economic growth, employment generation and poverty reduction would be met if entrepreneurial culture is adequately imbibed An investigation of the

impact of cultural differences on the entrepreneurial activities of small manufacturing firms in Nnewi, Nigeria, was carried out by Uzoka, Idemobi, Nwankwo, and Muogbo (2019). The findings suggest that the success and survival of SMEs and entrepreneurs are influenced by cultural factors. According to the findings, the Igbo man's age-old individualism should be encouraged to emphasize educational and leadership characteristics. There is a lot of work to be done to make sure that what is implemented in our African environment is appropriate for that context, as the researchers concluded from their study. The study recommended that the educational and leadership factors should be emphasized by encouraging the Nnewi man's age-long individuality, which is primarily an Igbo man who likes independence and deemphasizing the leadership factor that seems to set them apart from other Nigerian entrepreneurs in manufacturing at the small and medium level. Maintenance of SSB skills in Enugu State as a result of technological change

The null hypothesis was rejected when the computed Z-value ranged from 5.686 to 6.794 versus the threshold Z-value of .000 (2-tailed test at 97 percent level of confidence). As a result, the alternative hypothesis, according to which technological progress had a favorable impact on the maintenance of SSB abilities in Enugu State, was adopted. Olowu and Aliyu (2015) performed research on the impact of managerial skills on the performance and growth of small-scale businesses in Bauchi State, Nigeria, which corroborated their findings. The results reveal that SSB performance is significantly impacted by management qualities. According to the findings, SSB's effectiveness has been hindered by a lack of management expertise. According to the findings of the study, the federal government should step in and set up training facilities for SSB owners. In Lagos State, research by Durowoju (2017) examined the effects of technological development on the performance of small and medium-sized businesses. The results suggest that Lagos State's small and medium-sized enterprises (SMEs) benefit from technological progress.

Summary of Findings

- i. Cultural practices had positive effect on equal opportunity of SSB in Enugu State $Z(95, n = 294) = 7.494 < 9.652, p > 0.05$
- ii. There was positive effect of technological change on maintenance of skills of SSB in Enugu State $Z(95, n = 294) = 5.686 < 6.794, p > 0.05$

5. Conclusions

SSB in Enugu State was found to benefit from technical advancements as well as cultural norms, according to the findings. Since small-scale businesses contribute to Nigeria's economy by reducing poverty, creating jobs, enhancing human development, and improving social well-being, the government has implemented laws to support and encourage their growth. Small business success and long-term viability depend on constant changes to the business model and infrastructure. Keeping an eye on your cash flow, using social media to advertise your business, and acknowledging your strengths while seeking assistance in your weaknesses may all aid you in concentrating your efforts on areas of your company that provide the greatest growth potential.

Recommendations

1. Small company owners must be supported in their pursuit of education that will enable them to address the challenges of today's global marketplace and rise above its unique cultural contexts.
2. Technological change should be instilled in small businesses to increase employment, create additional options for capital inflow and international exchange, and encourage globalization in exports made by small businesses.

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