



## Analysis of Socio-Economic Factors Motivating and De-Motivating Women Entrepreneurial Activities in Kogi State

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### ABSTRACT

*Women are faced with socio-economic factors which affect their entrepreneurial activities and survival rate in Kogi State. Many scholarly researches have skewed, using instrument applicable to men in conducting research that are women exclusive; particularly in the socio-economic aspect of women entrepreneurship. Thus, the study investigated the socio-economic factors motivating and de-motivating women entrepreneurial activities and performance in Kogi State, Nigeria. Based on the non-empirical nature of this study, qualitative approach was adopted. The study found that the socio-economic factors motivating and de-motivating women entrepreneurial activities in Kogi State have not received attention, and these factors have strong implication on their performance. The study concludes that motivating women entrepreneurs in Kogi State is one of the best approach to enhancing economic development, and that there are socio-economic factors such as age, education, business experience, marital status, income, social security and technology that serve as motivators to women entrepreneurs when they appear not below average. The disappearance of this factor may actually lead to de-motivation of these women entrepreneurs in Kogi State. The study recommends that the prime socio-economic factors motivating and de-motivating women entrepreneurial activities in Kogi State should be identified.*

**Keywords:** Socio-Economic, Motivating, De-Motivating, Women, Entrepreneurial, Kogi State

### 1. Introduction

Recently, it is observed that so many factors have constituted the backdrop in the performance of women entrepreneurs in Kogi State, Nigeria. It is equally viewed that the dwindling economy of this recession period is as a result, women are constrained despite their increased involvement in entrepreneurship. However, Chitra, Priya, Kalpana and Raj (2014) observed that women entrepreneurs have become so important in entrepreneurial ventures for the past few decades. But the role of women in entrepreneurship for economic growth and development in Kogi State is yet to take a measurable dimension given a good number of previous researches in Nigeria. In entrepreneurship generally, according to Ekpe (2011), women specifically are vital to the economy of a nation with respect to economic development and poverty reduction. Evidence abound that the entrepreneurial engagement of the women are the reason for the well being of economies of the states in Nigeria. Virtually, women appear in all sectors of the Nigerian economy; smoothing all entrepreneurial processes and activities. Women entrepreneurs account for more than half of the operators of SMEs sub-sector and they operate more often in the agricultural, manufacturing, trade and service sectors (Kjeldsen and Nielson, 2000; Community, Women and Development, 2004;

Gelin, 2005). Women activities in entrepreneurship and SMEs enable them to effectively combine their productive and reproductive roles because of the flexibility in hours of work which permit them to care for their children and also contribute substantially to economic growth. Soetan, (1997).

The national view and support for women entrepreneurs appear de-motivating. Women are observed to have been limited by culture, religion and finance; and these determine their scope of business, decision-making skill, training and education. A number of researchers have identified that age, education, business experience, marital status, income, social security and technology do not only limit women entrepreneurship, but also serve a motivating purpose (Antoncic, 2006; Weber & Schaper, 2004; Lena & Wong, 2003; Degadt, 2003; Chitra et al., 2014; Okezie and Joshua, 2016). It is observed that there are less career development paths for most women to bridge the lacuna caused by socio-economic factors in Nigeria. Few other women who have career development paths have engaged in profitable inter-industry relationship, and have played active role in entrepreneurship development of Kogi State, and Nigeria at large. The general mindset of the society has changed so much to see that these women who juggle family with careers are looked upon as capable and competent to handle business on their own (Syed Shah & Alam, 2010). This is however the reason Sunkara (2016) posited that the development of women entrepreneurship will enable society to understand and appreciate their abilities in doing business.

In their previous work, Ozar (2002) and Usman (2008) obliged that factor motivating and de-motivating women in business is therefore very important for further research consideration. Male entrepreneurs have been given extensive and scholarly research attention with generalization based on findings; but little or no research have been conducted to investigate socio-economic factors motivating and de-motivating the entrepreneurial engagement of women in Kogi State, Nigeria. Notwithstanding, Stevenson (1990) and Barrett (1995) had argued that generalization of theories and behaviours about entrepreneurship may end up being gender biased. It is scientifically important to investigate the factors motivating and de-motivating women entrepreneurs, and their effect on the business performance of these women in Kogi State, Nigeria.

### **Statement of Research Problem**

In Nigerian commercial, agricultural, manufacturing and service sectors, women continue to perform vital productive roles which have helped in the economic development of the nation especially in the periods of economic recession. A number of studies suggest a positive relationship between women's participation in entrepreneurship and economic development (Hisrich and Brush, 1985; Simpson, 1993; Buttner and Moore, 1997; Hurley, 1999; Kutanis and Bayraktaroglu, 2003). Despite their participation in economic development through entrepreneurship, women are faced with socio-economic factors such as age, education, business experience, marital status, income, social security and technology. These socio-economic factors are fundamental and practical factors that affect the women entrepreneurial activities and survival rate in entrepreneurship in Kogi State.

Many scholarly researches have skewed, using instrument applicable to men in conducting research that are women exclusive; particularly in the socio-economic aspect of women entrepreneurship. For instance, the study of Adofu and Akoji (2013) assessed the impact of entrepreneurship skill acquisition on poverty in Kogi State of Nigeria. Their study sampled majorly the men (65%) from three senatorial district, East, West and Central. The instrument and procedure applied in their study appear to be 65% exclusive from women entrepreneurs, and thus, the generalization of their findings may not be appreciated. Across the national border, Gelin (2005) examined environmental context as a motivating factor for entrepreneurship without due consideration of the female counterpart. It is clear that the result from this study is half-baked, where the instrument and procedure used is one-sided. This is subsequently believed to have limited the applicability of the research findings. Women entrepreneurs have faced adequate research exclusion for several decades. This study's attempt on the problems will however serve as an update to the researches of Olutunla (2001); Aina (2003); and Ogundele and Opeifa (2003). In addition, many studies (Afonja and Aina, 1993; Mistick, 1997; Ogundele and Opeifa, 2003; Ogunleye, 2004; Hagen, 2004; Mitchell, 2004; Allen, Minnit and Langouitz, 2006) in entrepreneurship and SMEs based on male entrepreneurs' background, motivations, contributions, problems, accessibility to resources, behaviour, emergence, and performance.

Where women's contributions in entrepreneurship and SMEs were the focus of researchers such as Watkin and Watkin (1986); Soetan (1997); Iheduru (2002); Minniti and Arenius (2003); Kutanis and Bayraktaroglu, (2003), the socio-economic factors that affected them in entrepreneurship were not extensively dealt with. Hence, the socio-economic factors motivating and de-motivating women in entrepreneurship in Kogi State have received little or no academic attention. This study therefore seeks to explore this gap.

### **Objectives of the study**

The main objective of this study is to investigate the socio-economic factors motivating and de-motivating women entrepreneurial activities and performance in Kogi State, Nigeria. The specific objectives include the following;

1. To investigate socio-economic factors motivating women entrepreneurial activities in Kogi State, Nigeria.
2. To investigate socio-economic factors de-motivating women entrepreneurial activities in Kogi State, Nigeria.
3. To investigate the influence of socio-economic factors on women entrepreneurs' performance in Kogi State business environment.

### **Research Questions**

Based on the problem discussed above, the following questions are designed:

1. What are the socio-economic factors motivating women entrepreneurial activities in Kogi State, Nigeria?
2. What are the socio-economic factors de-motivating women entrepreneurial activities in Kogi State, Nigeria?
3. What influence do socio-economic factors have on women entrepreneurs' performance in Kogi State business environment?

### **Significance of the Study**

The findings of this research work are significant to a reasonable extent. This study will identify socio-economic factors motivating and de-motivating women entrepreneurs across different economic sectors in Kogi State, Nigeria. The findings from this particular aspect of the study will be of great need for economic strategies, planners, government and researchers. They will be able to add more knowledge regarding the entrepreneurial scope and nature of women in Kogi State. Based on the literature review, the economic contribution of women entrepreneurs will be established, and the economic potential of women in entrepreneurship will be popularized. More importantly, the state government will have clear platform for policy formulation on women entrepreneurship development and their empowerment.

However, this study will establish the socio-economic factors influencing women entrepreneurs' performance in Kogi State business environment. The finding from the particular aspect of the study will provide an avenue for generalization; as to what socio-economic factor cause either positive or negative behavioural pattern on women entrepreneurs' performance in Kogi State business environment. Furthermore, this study will create an opportunity for further research on motivation of women entrepreneurship.

## **2. Conceptual Framework**

A lot of literature appears to have different views about the concept of entrepreneurship. This made Grafisk (2000) to conceive entrepreneurship as a complex and multifaceted phenomenon. Osunde and Mayowa (2012) posited that there has been scholarly researches and write-up regarding the definition of entrepreneurship. Though, Bygrave and Hofer (1991) was of the belief that the problem associated with having a generally accepted definition of entrepreneurship is connected with diverse of conceptual framework and this has been affecting researchers for a long time. The diverse of conceptual framework on entrepreneurship is observed to have been driven by the situation at a particular time.

According to Hisrich and Peters (2002), entrepreneurship is the process of creating something new and assuming the risk. Their definition captures two aspects of entrepreneurship. Though, the first inevitable quality that an entrepreneur must possess is the risk-assumption quality, but entrepreneurship is viewed to have surpassed the

creation of new things. This understanding makes Landström (2005) to further broaden his definition that entrepreneurship is discovering new business possibilities in the market which can be individual or people who start business based on an entirely new products or services; also establishment of more handicraft or services oriented business with more imitative products and services. McClelland (1961) viewed entrepreneurship as a dynamic process created and managed by an individual, the entrepreneur, who strives to exploit economic innovation to create new value in the market toward achieving a particular need.

Entrepreneurship may be placed under two broad forms: Men entrepreneurship and women entrepreneurship. The men entrepreneurship categories imply innovative thinking, interpretation and utilization of opportunities by male gender in new or existing ventures. Women entrepreneurship can also be viewed simply as the participation of women in entrepreneurial processes. From the general belief, Tende (2014) believed that an entrepreneur is a person that engage in entrepreneurship as a profession to attain a particular strata on the social ladder. This is exactly what Schumpeter (1954) intended to clarify when he argued that being an entrepreneur is not a profession and entrepreneurs do not form a social class. Therefore, Women entrepreneurs are not necessarily professionals.

However, Okafor and Mordi (2010) stressed that 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. This definition appears to be encompassing enough. This is because women entrepreneurs are known for their functional roles and the quality they possess; particularly their mental acuity towards converting threat to opportunities, which distinguishes them in several ways in the economy. Hundreds of scholars and researchers may have defined entrepreneur in thousands of ways due to their inexhaustible functional roles and quality they possess. In his own view, Thomson (2002) expressed that entrepreneurs are individuals who survey their potential business environment, identify opportunities to improve it, marshal resources, and act to maximize operational opportunities. Having holistically examined the term, Fasua (2007) expressed that an entrepreneur is: a middle man; creative person; a person who perceives and is alert to opportunities; a special person; an innovator; a resourceful and original person; an imaginative person; a risk taker; a reward seeker and a coordinator of resources. Women entrepreneurs in Kogi State are observed to have possessed these attributes.

#### **Differences and Similarities between Men and Women Entrepreneurs in Kogi State**

The economic contribution of both women and men entrepreneurs, including their common entrepreneurial trait made them similar in Kogi State. However, the characteristics of women and men entrepreneurs are observed to differ in many important ways. Understanding this, Hisrich, Micheal and Shepherd (2015) argues that differences in men and women entrepreneurs' characteristics result from the fact that men and women differ in terms of; (i) reasons for starting an enterprise (ii) the types of business they run (iii) the chosen method of accessing finance (iv) choice of business location (v) choice of labour force (vi) educational background (vii) age (viii) business of the parents, (ix) position in the family (x) educational background, (xi) propensity to risks taking (xii) structure of business (xiii) type of business ownership (xiv) sources of finance (xv) type of marketing. To establish more clarification, Hisrich et al. (2015) further illustrated these with the information in the table 2.2.1 below;

**Table 1 Comparison of Men and Women Entrepreneurs’ Characteristics**

Characteristics	Men	Women
Achievement	Strive to make things happen	Accomplishment of a goal
Independence	Self-image as it relates to status	Desire to do it alone.
Departure Point	Dissatisfaction with present job	Job frustration
Sources of funds	Personal assets and savings, bank financing and investors	Personal assets and savings personal loans
Occupational background	Experience in line work, recognized specialist and competence in variety of business function	Experience in area of business, middle-management level, service-related occupational background
Personality Characteristics	Goal oriented, innovative and idealistic, high level of self-confidence, enthusiastic, energetic and boss	Goal oriented, creativity and realistic, medium level of self confidence, enthusiastic, energetic and ability to deal with social and economic environment
Age	Age when starting venture is usually 25-35 years.	Age when starting venture is usually 35-45 years.
Business of the Parents	Father is usually self-employed.	Father and mother are self-employed.
Position in the family	They are usually first born.	They are first daughter of their parents and not necessarily first born of the family.
Background	College educated-degree in business or technical area	College educated-degree in liberal arts.
Support Groups	Friends, professional acquaintances, business associates, spouse.	Close friends, spouse, family, women’s professional groups, trade associations.
Type of business	Manufacturing or construction	Service Related educational services, consulting, trade, and public relations.

Source: Hisrich, Micheal and Shepherd (2015)

Hisrich et al. (2015) in their comparison of men and women entrepreneurial characteristics viewed men as agents that strive to make things happen, self image relates to their status, sources of funds usually come from personal assets, savings, and bank financing; goal oriented, innovative and idealistic, high level of self confidence, enthusiastic and energetic; from parents who are self employed; usually belong to support groups of friends, professional, acquaintances, business associates and spouse. On the other hand, they viewed women entrepreneurs as those that are out to accomplish goals; those that always desire to do it alone; they go into business because they are frustrated in their job; source their funds mainly through personal assets and savings; they are usually goal oriented, creative and realistic, medium level of self confidence, enthusiastic, energetic and ability to deal with social and economic environments. The observed differences between women and men entrepreneurs in Kogi State are very

close to those identified by Hisrich et al. (2015). In addition, the World Bank (1995) also observed that a great disparity exist between men and women entrepreneurs in Africa especially in terms of literacy rate, earned income and other economic activities.

### **The Economic Development Benefits of Having Women Entrepreneurs in Kogi State**

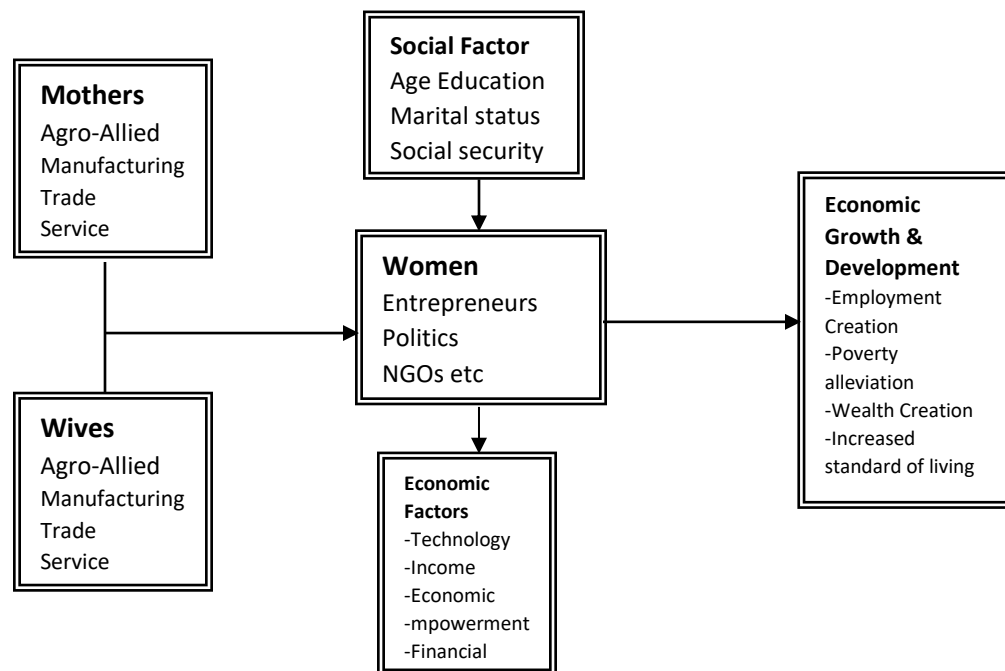
It is no doubt that the male counterpart contribute to the economic development of Kogi State. The exposure of men entrepreneurs is traced to many researches which have left out women entrepreneurs due to their methodologies or techniques adopted in different states in Nigeria, women play equal role with their male counterparts, especially in entrepreneurship and economic development. Imhonopi, Urim and Ajayi (2013) purported that women are considered to play a growing role in entrepreneurship all over the world. Women entrepreneurship is conceived the function of sustainable economic growth. Women are believed to be highly instrument to job creation, poverty alleviation, societal standards and expansion in the coast of the economy of any nation. Having preoccupied with the applaudible socio-economic roles of women, some studies have previously been conducted. For example, the studies by Kpohazoude (1994); Omotayo (2005); Selvalamar and Sadiq (2006) argued that women entrepreneurs play the role as mothers, wives, daughters and their need to generate income for the family as important economic 'driver' for business ownership. In line with this, Idris and Agbim (2015) stressed that woman entrepreneurship is a growing phenomenon and has had a significant economic impact in all economies. Kumari et al. (2010) added that entrepreneurship shows the path to these women independence and in turn satisfies the needs and aspirations for better living standard. The survey by Fischler (2000) also showed that, in general, women have a strong desire to stay in their community and contribute to its development. It is in this vein that there has been global encouragement of women in entrepreneurship. In the developed countries, it seems that women entrepreneurship development is significant to their economic development. The economic contribution of women entrepreneurs is apparent in Kogi State through:

1. **Job Creation:** It is observed that continuous involvement of women in entrepreneurial engagement facilitates the generation of more income; and Kumari et al. (2010) noted that they used the income to support their households and improve their family welfare outcomes. It will be agreed that the income can enhance sharp business start-up and equally expansion of businesses which may lead to job creation to others in their community; as more hands will be needed to carry out daily business operation.
2. **Poverty alleviation:** Many women support themselves and their families through the income they receive from their entrepreneurial activities (Kantor, 1999). Women also are more involved in organizing programmes that focused on empowering women and youths for poverty alleviation. In previous study, Ogundele et al. (2012) pinpointed that the Nigerian government also acknowledged the importance of mainstreaming women into the national development process sequel to the failure of most of the poverty alleviation policies, initiatives and programme.
3. **Economic Vitality:** Economic vitality is a necessary condition for achieving social vitality which improves the standard of living of the citizens of nation (Kumari et al., 2010). Important factors that make living attractive are flow of information, education, health, housing and transportation which are developed and sustained through entrepreneurship (Pharm and Sritharan, 2013). It is observed that there is way economic vitality will be achieved without women entrepreneurial engagement. Women have been known for their ability to combine different activities that have the potential to enhance the standards of living and quality of life of the citizenries. Many women have taken up business ownership and are exploiting entrepreneurial opportunities as a means of generating an income and sidestepping the harsh reality and discriminating practices inherent in the corporate sphere (Okezie and Joshua, 2016).
4. **Economic growth:** According to Kantor (1999), the increase of women prominence in entrepreneurship has positive contribution to the country's GDP and Gross National Income (GNI). Kerta (1993) added that more than 30% of the contributions of the country's GDP, comes from women that are self-employed especially in micro and small sized enterprises. Ekong (2003) had emphasized that women contribute to economic growth through their roles in agricultural production included land preparation for farming, planting of crops and vegetables, weeding, harvesting, processing of harvested crops and storage, transportation of agricultural produce by head porter-age, fishing, fish processing and marketing of sea foods, processing and sale of dairy products and homestead livestock husbandry. Obviously, if women make up a large number

of SMEs which add to the growth of the economy, then it only makes sense to promote the development of women entrepreneurs in SME's for this reason (Thomson, 2002).

5. **Wealth Creation:** Wealth creation is pertinent to the economic goals of women entrepreneurs in Kogi State. Despite, their family role, it is observed that women entrepreneurs usually combine their efforts to form a strong base either in the rural or urban areas and channel the same towards economic development. Studies (Reich, 1987;Johannission and Nilsson, 1989; Penrose, 1960) emphasized the need for networking and managerial competence as good promotional strategies that can be adopted by women entrepreneurs to pull their resources together towards best business practices, contacts, and references. Business networks can help women identify and secure partners for future transactions (Thomson, 2002). These are shown by fig 1 below:

**Figure 1. The Multi-facets Roles of Women**



So From Fig 1, it is observed that women entrepreneurship is influenced by socio-economic factors. In addition, women combined roles such as wives and mothers. Women entrepreneurs therefore need to blend these roles of wife and mother in order to operate their businesses successfully (Kpohazounde, 1994). In the process of making substantial contributions to economic growth and development, they often face overt or hidden socio-economic factors in their entrepreneurial engagement.

#### **Constraint Militating against Women Entrepreneurship in Kogi State**

Entrepreneurship shows the path to these women independence and in turn satisfies the needs and aspirations for better living standard (Kumari et al., 2010), but these benefits are still less significant based on the challenges facing the rural women. The study by Kumari et al. (2010) showed that in terms of skill development, women are impeded by their lack of mobility, low literacy levels and prejudiced attitudes towards women. Sunkara (2016) identified that motivational factors, family responsibilities and commitments, awareness about the financial aid, exposed to the different training programs, identifying the available resources, lack of education and illiteracy, establishing their own identity in the society, building self-confidence and developing risk-taking ability influence the women entrepreneur.

However, women entrepreneurs face many other challenges, including government rules and regulations, gaining access to finance, and building an ICT infrastructure that enables efficiency and growth (United Nations, 2006). Women entrepreneurs require confidence, leadership and management skills and must find ways to access new markets. Mayoux (2001) also noted that there are certain factors that limit the ability of women entrepreneurs to take advantage of the opportunities available to them in their environment and these factors have been identified as the reasons why women business fail. Those factors include poor financial management, liquidity problems, management inexperience and incompetence, problems in coping with inflation and other external economic conditions, poor or non-existent books and records, sales and marketing problems, staffing, difficulties with unions, the failure to seek expert advice, limited social and business networks, a low level of demand in the local economy, the value and system of tenure for housing, constraints in access to finance, lack of work experience and skill, and lack of role models (United Nations, 2006). Other barriers to women entrepreneurship development are cultural obstacles, lack of motivation, high crime rates, government regulation and problems during the transition from reliance on government benefits and employment.

However, Gould and Perzen (1990) listed the barriers that women entrepreneurs face as follows:

1. Lack of socialization to entrepreneurship in the home, school and society
2. Exclusion from traditional business networks
3. Lack of access to capital and information
4. Discriminatory attitude of leaders
5. Gender stereotypes and expectation: Such as the attitude that women entrepreneurs are dabblers or hobbyists
6. Socialized ambivalence about competition and profit
7. Lack of self-confidence.
8. Inability to globalize the business: Men are leading in the global market.

Mayoux (2001) summarized the above mentioned constraints facing women entrepreneurs in the following sub headings in a tabular form. urce: Omotayo (2005); Ayadurai et al (2006); United Nations (2006); Usman (2008)



**Table 2. Summary of the Constraints on Women Small Enterprises**

<b>Enterprise Constraints</b>	<b>Micro- Level</b>	<b>Household Level</b>	<b>At Level of Individual</b>
<b>Resources and Property</b>	Unequal inheritance laws, inequality in marriage contract and community access to Land	Male appropriation of household/family property. Women are not usually to participate in property sharing.	Lack of individual property
<b>Income</b>	Legal systems which treat women as dependants rather than individuals, also reflected in tax systems	Male appropriation of income	Limited control of income
	Lack of public welfare provision or recognition of costs of reproduction	Female responsibility for family provision and male withdrawal of income	Prioritization of investment in household
	Low female wages		Low incomes for investment
<b>Credit</b>	Financial system discriminating against women	Male appropriation of credit	Lack of collateral to secure credit
<b>Skills</b>	Lacks of Opportunities for apprenticeship	Lack of investment in female education and skill acquisition	Lack of confidence and ability to enter new areas of business.
	Gender-stereotyped training and education which devalue women	Low valuation of female skills	
	Discrimination in access to education system and training		
<b>Marketing</b>	Lack of access to marketing support scheme.	Concerned with family honour and restrictions on female mobility.	Lack of information and network system.
	Lack of marketing support for female-dominated industries		
<b>Labour</b>	Unwillingness of men to work under a women entrepreneur.	Limited claim to unpaid male family labour.	Lack of network system and authority.
	Harassment of female informal sector workers		
		Women's responsibility for unpaid family labour	Lack of time.
<b>General underlying constraints on change</b>	Institutionalized discrimination and violence	Opposition to female independence and autonomy	Lack of autonomy
	Lack of women's participation in decision-making	Domestic Violence	Lack of confidence.

Sources: Mayoux (2001)

## Theoretical Framework

This study is based on theoretical backgrounds. There are observably different theories which arose based on different views of researchers and scholars about entrepreneurship. Among these theories is Expectancy Theory. The expectancy theory is propounded by Vroom (1964). Based on his proposition, women are likely to be motivated to do things if they believe in the worth of that goal and if they can see that what they do will help them in achieving it (Koontz and Wehrich, 2001). Based on Vroom's expectancy theory, women will be motivated to start business if they have the expectation that the outcome of such business will enable them to achieve a particular set of goals. Motivation is therefore a product of the anticipated worth that women place on a goal and the chances they see of achieving that goal (Koontz and Wehrich, 2001). It is the value people place on the outcome of their effort whether positive or negative, multiplied by the confidence they have that their effort will materially aid achieving a goal that determines their motivation toward doing anything (Vroom, 1964).

Motivation = Perceived Probability of Success (Expectancy) \* Connection of Success and Reward (Instrumentality) \* Value of Obtaining Goal (Valance, Value)

or

$F = v \times e$  where: f = force, v = valance, and e = expectancy

Force = valance X expectancy,

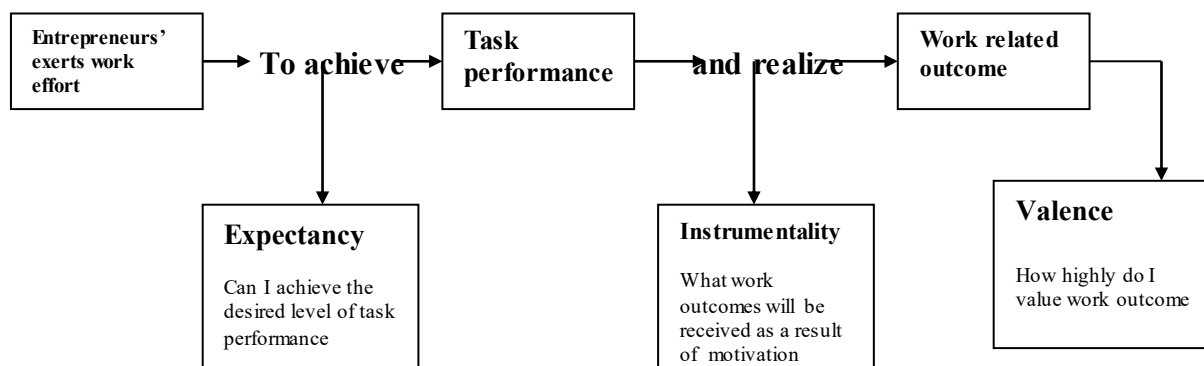
Where Force is the strength of someone's motivation, Valance is the strength of a person's preference for an outcome.

It is observed that expectancy is the drive that leads to result/outcome. Schermerhorn (2004) further argued that expectancy is the probability that a particular action will lead to a desired outcome. Thus, Motivation (M), expectancy (E), instrumentality (I), and valence (V) are related to one another in a multiplicative fashion. That is:

$M = E \times I \times V$ .

It appears that if either E, I, or V is low, motivation of women into entrepreneurial activity will also be low. Since this formula states that the three factors, expectancy, instrumentality, and Valance or Value are to be multiplied by each other, a low value in one will result in a low value of motivation. Therefore, all the three factors must be present in order for motivation to occur. That is, if women do not believe they can be successful at a task or the women do not see a connection between their activities and success or they do not value the results of success, then the probability is lowered that they will engage in the required learning activity. From the perspective of this theory, the three variables must be high for motivation and the resulting entrepreneurial behaviour to be high also (Huitt, 2001).

However, the force women exerted to go into entrepreneurship will depend on their preference for an outcome and the probability that going into business will lead to the desired outcome which will propel action for high performance. Schermerhorn (2004)'s study further revealed three major elements that can affect entrepreneur's performance. Citing from Schermerhorn *ibid*, these include entrepreneurs exerts work effort, task performance and work related outcome. The fig 2.5.1 explains this further;



Source: Schermerhorn (2004). "PowerPoint Presentation to Accompany Chapter 14 of Management, 8/e", Presentation by John Wiley and Sons Inc.

Figure 2.5.1 above can be explained as key expectancy theory variables. Expectancy belief that working hard will result in desired level of performance; Instrumentality belief that successful performance will be followed by rewards and Valence value a woman entrepreneur assigns to rewards and other work related outcomes determines her entrepreneurial motivation (Schermerhorn, 2004). The implications of expectancy theory show that each of the variables in the theory affects the entrepreneurial performance as explained thus:

1. To maximize expectancy, women entrepreneurs should select workers with ability, train workers to use ability, support work efforts and clarify performance goals.
2. To maximize instrumentality, women entrepreneurs should clarify psychological contracts, communicate performance-outcome possibilities, identify rewards that are contingent on performance.
3. To maximize valence in a positive direction, women entrepreneurs should identify individual needs and adjust rewards to match individual needs (Schermerhorn, 2004).

### Empirical Review

Okafor and Mordi (2010) examined the effect of environmental factors on women entrepreneurship development (WED) in Lagos State, Nigeria. Primary and secondary sources were used for their data collection. Their finding revealed that government policy as an environmental factor has negative correlation with women entrepreneurship development and this affects other factors. Their finding led them into recommending that the Government should make policies that will positively enhance the accessibility of women entrepreneurs to the required funds and other resources. The gap in this study is that only one environmental factor was investigated among many others. It was also observed that the sample size of the study is too small to enable the generalization made by the researcher.

Halkias, Nwajiuba, Harkiolakis and Caracatsanis (2011) examined the business and social profiles of 67 women entrepreneurs in three regions of Nigeria in order to identify patterns of entrepreneurship and social and economic challenges facing women business owners in Nigeria. Their aims were to support and encourage sustainable small-scale economic development activities by Nigerian women and determine ways to integrate these small businesses into existing urban economic development projects and strategies for poverty alleviation, expand understanding of the business and social profiles of women entrepreneurs in Nigeria, examine the contextual influences on their work, raise the level of awareness of women entrepreneurs amongst all economically active agents and researchers, influence social and economic policy addressing issues of women entrepreneurs. Data were collected and processed to produce frequency distributions on every question/variable in their survey followed by cross-tabulations between all variables and  $\chi^2$  tests in order to reveal strong associations. They found that there is a strong indication that Africa has sizeable hidden growth potential in its women, and that female entrepreneurship in Nigeria is driven by micro-financing as well as family dynamics that work to shape and influence the birth of a business. Gap exists in there study as investigation is only premised on social and economic challenges facing women business owners in Nigeria. The study did not consider the motivational aspect of social and economic factors in women entrepreneurship in Nigeria. In addition, the sample size of the study is too small for generalization to be made.

Lincoln (2012) investigated the prospects and challenges of women entrepreneurs in Nigeria. The aims of her study were to provide a micro-level perspective of gender related challenges faced by women entrepreneurs in the Nigerian socio-economic context and their future prospects. She study adopted a mixed method approach involving the use of self-administered questionnaires and interviews with women entrepreneurs engaged in diverse sectors in Lagos. Her finding shows that Nigerian women entrepreneurs operate in an unfavourable business environment, characterized by various challenges ranging from infrastructural deficiencies, corruption, low access and high cost of finance and weak institutions. Her finding also highlight that women entrepreneurs are not afforded the same opportunities as their male counterparts, due in part to deep rooted discriminatory socio-cultural norm which perceive them as wives and mothers. Ezeibe et al. (2013) investigated women entrepreneurship as a cutting edge for rural development in Nigeria. They used survey research design. They found that institutions and individuals seem to agree on the urgent need to promote rural enterprises; and that development agencies see rural entrepreneurship as an employment potential, and women see it as an employment possibility near their homes which provides autonomy. They consider developing and promoting of women entrepreneurship as a way for sustainable rural development in Nigeria.

Pounder (2015) conducted a study on entrepreneurship and gender disparity in the Caribbean. The purpose of this paper is to identify areas of gender disparity among entrepreneurs, as well as to identify the means of empowering female entrepreneurs, with special reference to the Caribbean. They found that women comprise half of the world's population and perform two thirds of the work, but only a small percentage considers entrepreneurship in the informal sector or in traditional female sectors. They concluded that education is viewed as the main way of empowering women to be independent, and entrepreneurship comes a close second.

Abeh, Umar and Odekina (2015) investigated the impact of family factors on women entrepreneurship in Kogi State, North Central Nigeria. Their study surveyed women entrepreneurs in three Local Government Areas, LGAs which are Lokoja, Okenne and Kabba in Kogi State. The population of 340 women entrepreneurs were sampled through Yaro Yamane while Bourley's proportion allocation formula was used to determine samples for the various LGAs. Their findings revealed moderate positive coefficient of correlation between desires to be closer to the family; participation in family business; desire to leave legacy to family members; desire to support family members and women entrepreneurial motivation. They concluded that more and more women are starting new business, whether micro, medium or large scale, motivated by mostly family factors and survival in a male predominant societies, and women entrepreneurs are creating employment opportunity and generating income. Sunkara (2016) conducted a study on "Problem and Prospects of Women Entrepreneurs with Special Reference to Guntur District, Andhra Pradesh". He identified that socio-economic factors, motivational factors, family responsibilities and commitments, awareness about the financial aid, exposed to the different training programs, identifying the available resources, lack of education and illiteracy, establishing their own identity in the society, building self-confidence and developing risk-taking ability influence the women entrepreneur in India. He used both primary and secondary data, and analyzed the socio-economic factors facing women entrepreneurs by using Chi-Square Test.

### 3. Methodology

Following the non-empirical nature of this study, qualitative approach was adopted. This involves reviewing relevant literature, theories and past empirical studies related to the subject matter. Thus, these were facilitated by published journals, theses, textbooks and conference proceedings. However, the study is not only subjected to these sources of information. The researcher engaged in interactive session with peers and experts in the area of entrepreneurship. This equips the study with fact which may be difficult to reach during review of the aforementioned sources of information.

### Conclusion

Women are the central focus of the economic development and public policy concern around the globe today. Kogi State is not an exemption. Motivating women entrepreneurs in Kogi State appears to be one of the best approach to enhancing economic development. There are socio-economic factors such as age, education, business experience, marital status, income, social security and technology that may serve as motivators to women entrepreneurs when they appear not less than average level. The disappearance of this factor may actually lead to de-motivation of these women entrepreneurs in Kogi State. However, it is discovered that the male counterpart does not make the totality of any economy. Today, the economy of Kogi State may not have remained sustainable to a reasonable extent without women entrepreneurs. Their contribution to the economic development of Kogi State is indisputable. Sustainable economic growth may be far reaching where women entrepreneurs are not adequately exposed. They are very significant in the aspect of job creation, poverty alleviation, societal standards and expansion in the coast of the economy of Kogi State. Women do not only play the role of mothers, wives and daughters as generally believed. The need to generate income to support the family has made them economic driver and social driver. They have the potentials not only to populate their community, but to contribute to its development. Meanwhile, the procreation of offspring may have led to the economic development presently witnessed today. It is believed that if women are motivated and supported, two roles (economic and social) will be influenced positively. In addition, the motivation of women entrepreneurship may facilitate sustainable entrepreneurship development at the long-run; as the yet unborn entrepreneurs may possess the gene of entrepreneurship from their mothers' womb.

### Recommendations

1. Research effort should be directed towards exposing women for entrepreneurial engagement in Kogi State. These will enable women to see themselves as an important economic icon and will make them more active as their potential will also be unraveled.
2. The prime socio-economic factors motivating women entrepreneurial activities in Kogi State should be identified. This will enable the formulation and implementation of viable policies and programmes that can support and promote the entrepreneurial engagement of women at the long run.
3. The socio-economic factors de-motivating women entrepreneurial activities in Kogi State should also be identified and addressed

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