



Arabian Journal of Business and Management Review (Nigerian Chapter)



Research Article

Homepage: www.arabianjbmr.com

AGJ

MOTIVATIONAL FACTORS INFLUENCING WOMEN ENTREPRENEURS' PERFORMANCE IN ODEDA LOCAL GOVERNMENT AREA, OGUN STATE

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ABSTRACT

This study focused on examining the influence of motivational factors on the performance of women entrepreneurs in Abeokuta. A sample size of 110 respondents was used in the study which was determined by using yards formula. The overall objective was to determine the motivational factors influencing women entrepreneurs' performance. Research questions were derived, alongside with four hypotheses that was formulated and tested; descriptive and inferential statistics were used for the analyses. Statistical Package for Social Sciences (S.P.S.S) was used for the regression which was adopted to test the four hypotheses that were set. The study reveals that there is significance between motivational factors and women entrepreneurs' performance. The researchers concluded by recommending; there ought to be a transparent way put in place by the government for women to access government funds. This is to limit the many enormous procedures and time spent in trying to get these funds. When the procedure is made to take a shorter time to access funds there will be more women involvement in Entrepreneurial ventures, there should be an introduction of vocational trainings to women to enhance their skills in business management. This can be done on weekly basis or weekends so as to equip the women with knowledge of basic business skills like the maintenance of records and balance sheets so as to manage their finances in a good way, there should also be programs put in place by various organizations to encourage women in various professions to engage in entrepreneurial ventures. With these programs in place the women will see the advantage of their engagements in business enterprises.

1. INTRODUCTION

Women entrepreneurs have become important contributors in the entrepreneurial ventures of today's world. Although the number of entrepreneurial ventures owned by women is not as much as compared to men, but this is encouraging because there is a shift in the traditional thinking that only men can be the wage earner of the family and that women are only meant to do the house chores and childcare to the thinking of women can also succeed doing businesses on their own (Alam, 2010). Statistically, women constitute more than half of the Nigerian population of which only thirty five percent (35%) are recorded as entrepreneurs and can be classified as micro, medium and large scale enterprise. Due to the rapid urbanization and change in family structures and settings in Nigeria, women now undertake more practical and functional roles within the society. Also, due to this change women are now involved in the mainstream of Nigeria's economy and business world. (Okafor & Mordi, 2010). Women entrepreneurship has recorded continuous growth. More than twenty five percent (25%) of all companies in the advanced economies are created and owned by women entrepreneurs (Adersua &

Wordie, 2004). Also, women entrepreneurship has an impact in the economic development of developing countries because of its potential to provide jobs for unemployed females (Jumali, 2009).

Unlike recent times that women are just being used as a reproductive and house chores element thereby having no participation in the economic growth and development, women performance in entrepreneurship ventures are now an essential precondition to the economic development of a nation as a whole as their participation in economic activities have now increased (Balhara & Singh, 2015.) Women entrepreneurs have been referred to those who enhance growth and the rising stars of economies in developing countries to bring prosperity and welfare. A variety of researchers have pointed at them as an important untapped source of economic growth and development (Momanyi, 2014.) Until the late 1970s the role of women entrepreneurs was not realized (Hubert et al., 2009). It was realized that small and medium scale enterprise are major forces in job creation, innovation and economic growth of which many are owned by women (Gordon, 2000).

Globally, the impact of women entrepreneurs is gaining recognition intensely; worldwide, as the number of female business owners continues to increase steadily as women entrepreneurs and are making positive impact in the global economy. For instance, women produce over eighty percent (80%) of the food for sub Saharan Africa, fifty to sixty percent (50-60%) for Asia, twenty-six percent (26%) for the Caribbean, percent for North Africa and the Middle East, and more than thirty percent (30%) for Latin America (Ali & Ali, 2013). Women entrepreneurs around the world are major contributors to the economy, as they are making a difference in the socio-economic arena. They contribute numerous ideas and a great deal of energy and capital resources to their communities, and generate employment opportunity. Despite these, there are major factors that restricts women from business venture; mostly gender-based discrimination, lack of shared support, limited or no access to information, not enough education and training facilities, lack of trust in one's capabilities and access to resources (Afza, *et al*, 2010). Nigeria best forum news (2013) said that women entrepreneurs in the country are being under-utilized which has subsequently resulted in their low contribution of the country's economic growth and development although this is a major back drop. Women entrepreneurs have become increasingly important in making influential impact in the global economics and businesses. According to them, women entrepreneurs contribute to high economic growth, as Nigerian women owned about twenty five percent to thirty percent of registered business. According to UNIDO- Nigeria (2012), the industrial sector in Nigeria has come to be dominated by small scale enterprises which constitute sixty-six percent (66%) of all industrial establishments and the majority of this sector is owned by female entrepreneurs. Another report shows that although women constitute more than fifty percent (50) of Nigeria's population, the important roles that women entrepreneurs play in the Nigerian economy has not been fully realized because they are in the informal sector. Some of the challenges faced by women entrepreneurs however include cultural boundaries, lack of access to finance, and inferior educational background.

Also the Nigeria best forum news (2013), recorded that the chief executive office of the Grace Fields multi operations limited, Ms. Regina Amadi said it has remained a tough task for women in the small and medium scale enterprise to access funds from banks. She explained that approaching banks and getting good responses from them has been so difficult. The president of NECA'S Network of Entrepreneurial Women (NNEW), Mrs. Lola Okanlawon, said the greatest challenges facing women entrepreneurs are in the area of financing their businesses. According to her, this is because they are faced with difficult repayment conditions from financial institutions or they are unaware SME scheme that has been put in place to assist them. President of national association of women entrepreneurs, Mrs. Adaesa Ozongu blamed the federal government for not recognizing the impact of women entrepreneurs in economic growth because they are largely in the informal sector. She also talked about the inability of women entrepreneurs not to access intervention funds but the hope of women entrepreneurs in the country seems to on brighter side as there are pledges by some state governments and the central bank of Nigeria (CBN) to come to their aid. The commissioner for poverty affiliation, Dr. Antonia Ashidu, who gave the assurance during the inauguration of Association Of Women Entrepreneurs in Nigeria (AWEN), Delta state chapter, said that the state government through the ministry would give women entrepreneurs in the state such assistance would enable them to improve in their performance. Similarly, the central bank of Nigeria said that it has set one hundred billion naira intervention fund for women enterprises in line with its plan to boost businesses owned and managed by women. The Director General of Nigeria employers association (NECA), Mr. Olusegun Oshinowo who disclosed this said the fund would go a long way in improving the performance of women entrepreneurs.

Despite all these solutions made by government to solving these problems, women entrepreneurs are still faced with some challenges. To be able to solve the problems affecting the performance of women entrepreneurs in Nigeria, knowing the factors associated with the problems is a precondition for a problem well stated is half solved. Therefore, the aim of

this research is to identify the motivational factors that affect the performance of women entrepreneurs in Odeda local government area, Abeokuta, and recommend the appropriate measures to be taken.

1.1 Statement of Research Problem

Women's entrepreneurship is a central aspect of economic development and public policy concern in most countries, scholarly research about their entrepreneurial activities is comparatively scarce (Usman, 2008). Consequently, their activities in the economy have received an outstanding interest of researchers. Examining particular issues that affect and confront women in business is therefore very important (Ozar, 2002; Usman, 2008). The research work of Schuttle, Boshoff & Bennett (1995) suggested that male entrepreneurs have been extensively studied and the focus should now be shifted to the study of female entrepreneurs. Entrepreneurship which is usually seen from the perspective of men driven economy due to its complexity, has recently witnessed an influx of the female gender especially in the area of SMEs (Gelin 2005, Josiane, 1998). Experience has shown that economic development and policy implementation can be fully realized if more women can get involved in entrepreneurship development.

Gender inequality and stereo type are also challenges facing women entrepreneurs in developing economies, Brush (1992) & Orhan *et al.* (2001) reported that entrepreneurship theories have not been revised because these theories were created on the male entrepreneurship research and does not take into account women (Babović, 2012). Promoting women entrepreneurship development demands more attention and focused upon the issues that limit women entrepreneurs. Odoemene (2003) & Mansor (2005) made emphases on the effect of psychological and ecological factors on the entrepreneurial development because women entrepreneurship is more important in developing countries due to their potential to provide jobs.

Nigeria is one of the richest countries in natural resources but due to mismanagement of these resources, there have been draw back in the development of the nation as a whole. One of these drawbacks is unemployment. Women as one of nation's resources have the capacity to boost the economic growth and development of Nigeria, there are challenges facing the nation one of it is unemployment which is majorly common among women in Nigeria, National Bureau of Statistics Nigeria recorded unemployment rate of 19.90% as at February 2016. Based on this fact, there is a need to research on the motivational factors influencing women entrepreneurs' performance (Afza *et al.*, 2010).

1.2 Research Questions

This study attempts to answer the following questions

1. Is there any correlation between access to funding and profitability of women entrepreneurial venture?
2. What influence does self-fulfillment have on business growth?
3. Does education have any effect on customer satisfaction?
4. What is the impact of training on market share?

2. LITERATURE REVIEW

2.1 Conceptual framework

2.1.1 Concept of Women Entrepreneur

Entrepreneurship is an economic activity which is undertaken by an individual or group of individuals. Entrepreneurship can be defined as the making of a "new combination" of already existing materials and forces; that entrepreneurship throws up as innovations, as opposed to inventions and that no one is entrepreneur forever, only when he or she is actually doing the innovative activity Joseph (1964; Afza *et al.* 2010; Akinyele, 2013). Women entrepreneurship is the process where women organize all the factors of production, undertake risks, and provide employment to others. The definition of women entrepreneurship has never been differentiated on the basis of sex and hence could be extended to women entrepreneurs without any restrictions. (Vinze,1998). Thus, a woman entrepreneur is one who starts business and manages it independently and tactfully, takes all the risks, faces the challenges boldly with an iron will to succeed. Women entrepreneurship is an economic activity of those women who think of a business enterprise, initiate it organise and combine the factors of production, operate the enterprise and undertake risk sand handle economic uncertainty involved in running a business enterprise. (Vinze, 1998).

2.1.2 Evolution of Women Entrepreneurship

Although, women form a very large proportion of the self-employed group, their work is often not recognized as “work”. The prevailing ‘household strategy’ catalyses the devaluation of women’s productive activities as secondary and subordinate to men’s work. Women’s contributions vary according to the structure, needs, customs and attitudes of society. Women entered entrepreneurial activities because of poor economic conditions, high unemployment rates and divorce catapult. In Babylonia, about 200 B.C., women were permitted to engage in business and to work as scribes. By 14th century, in England and France, women were frequently accepted on a par with men as carpenters, saddlers, barbers, tailors and spurriers. Dressmaking and lace making guilds were competed more with men for some jobs, but were concentrated primarily in textile mills and clothing factories INFOPIEDIA (1995). In 1950, women made up nearly 25 per cent of both industrial and service sectors of them developing countries. In 1980, it increased to 28 percent and 31 per cent respectively. Meanwhile, in 1950, 53 per cent of females and 65 percent of males of industrialized countries were in non-agricultural sectors Nuss *et al* (2000). As a result of the economic crisis of the 1980s and the commercialization and modernization of the economy, women lost employment in agriculture and industries. This pushed women in urban areas to find out a suitable solution for generating income, which resulted in the emergence of self-employment, largely in micro-businesses in the informal sector. Economic Survey of Europe (1992).

2.1.3 Characteristics of Women Entrepreneurs

Women Entrepreneurship Following Lewis (2006), Mordi *et al* (2010) & Singh *et al* (2010), Entrepreneurs tend to have a number of common traits which include characteristics concerning creativity and innovation, foresight, imagination, and daring. Theories on what makes people entrepreneurs have tended to identify traits internal to the entrepreneur or externally induced or motivated factors, such as a lack of employment opportunities, dissatisfaction at work, and supportive government initiatives. 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, 2001, Ndubusi, 2004). The spectrum of women in entrepreneurship often ranges from home-based businesses (HBB) to micro, small, and medium enterprises (MSEs) (ILO, 1998). Women entrepreneurs generally share the same motivations with their men counterparts (Kerka, 1993; Brunstein, 2005; Brush, 1992, 1998; Gohmann, 2010, Hendricks, 2003; Akinyele, 2013).

2.1.4 Motivational Factors

The growth of the business depends partially on the entrepreneur’s motivation. Although it is agreed that women differ from men in their personal and professional vision of life, there are some researchers who point out that female and male motivations regarding entrepreneurship initiatives are more similar than they are different (Buttner & Moore, 1997; Birley, 1989; Batory, 2004). Buttner & Moore (1997) argue that both genders seek independence, autonomy and higher incomes for their efforts. Berry (1980) avers that the main different factor between genders is self-confidence. The author opines that in the present era, characterized by a strong feminist movement, Berry’s argument has to be challenged. Buttner (1993) asserts that women entrepreneurs are more adaptive, have more social awareness and prefer long-term planning in comparison to men. Several studies have focused on distinguishing between the motivations of male and female entrepreneurs. While men are more likely to strive for monetary rewards (Manolova, Brush, & Edelman 2008), women have a tendency to balance social and economic goals (Holmquist & Sundin, 1988; Cadieux, Lorrain & Hugron, 2002). Some of the more recent studies also indicate that women tend to place greater emphasis on intrinsic goals (McGregor & Tweed, 2000; Cornet, Constantinidis, & Asendei, 2003; Kirkwood, 2003; Manolova, *et al.* 2008). That is, women seek non-financial goals such as independence and work-family balance (Duchéneau & Orhan, 2000; DeMartino & Barbato, 2003). In addition to the diversities indicated above, the author believes that it will be useful to clarify several motivational factors that support female initiatives to become entrepreneurs, although some of them are not specific to women.

1. Generate income – Coughlin & Thomas, (2002) argue that one of the most universal motivators for women to start businesses is the need to generate income. They opine that if they had equal opportunities as men to make money in jobs, the incentive behind this motivator would be much less. These researchers further conduct an interesting typology of economic motivations according to the level of the economy: (a). Economic motivation in developed countries; (b). Economic motivation in countries in transition, and; (c). Motivation in the developing world.

2. Lack of Economic Option- In the developed economies many women enter entrepreneurial activity to achieve those things that the system fails to provide. In countries in transition, the lack of economic options is the major factor for women becoming entrepreneurs. In Hungary, for example, women account for 41.1% of all entrepreneurs in businesses established after 1990 (Coughlin & Thomas, 2002). In the developing world, most women entrepreneurs are pushed to entrepreneurship as a result of poverty.

3. Pride in Achievement - The need for achievement, personal growth and self – determination are high motivating factors among women who have already started some entrepreneurial activities. Although success in business is measured in terms of profit, the need for achievement and the pride in it are paramount objectives among women.

4. Need for Change – Women become entrepreneurs in order to make change. In contrast to men, they want to concentrate more on the client, to act more ethically and to contribute more to the community in addition to their economic aspirations. In cases wherein those goals are not achieved, women search for entrepreneurship.

5. Autonomy and independence – Buttner & Moore, (1997) find that these factors are the most important factors in decisions amongst women to enter entrepreneurship. Their study focuses on a group of women in managerial level positions who left jobs in firms to start new self-owned enterprises. Reflecting on family responsibility expected from women, Simonin (2006) points out that many women enter entrepreneurship activities because of the autonomy and flexibility that are essential to the fulfillment of their family obligations. Social expectations from the female role and responsibilities in the family are still valid (Orhan & Scott, 2001).

6. Family and Career Needs: Women having a motherhood role are less satisfied with their careers and perceive entrepreneurship as a tool to adjust their career needs to their family obligations. Noble (1986) argues that men perceive entrepreneurship as a business decision while women perceive it as an integrating and balancing tool between family and career needs.

7. Frustration and Boredom with the Present Job – These factors highly impact on women to embark on entrepreneurship. A study by Cromie & Hayes, (1991) finds that those factors were perceived by women as the main reasons for entering entrepreneurship. The present era enables women to have an opportunity for an exciting and satisfying journey in their occupation.

8. Dissatisfaction with the present job – Many women are driven to improve and expand new ideas, products and services by self-owned businesses. They fully believe they can do better than they currently do in their present jobs.

9. Work environment - Some women perceive work environments in big firms as not friendly and hence they search for entrepreneurship to change this situation (Orhan & Scott, 2001).

10. "Glass ceiling" (Coughlin & Thomas, 2002) - This factor is a significant motivational factor deriving from the fact that there are many obstacles preventing from women from achieving managerial jobs. A significant number of women take a risky step towards entrepreneurship as a result of situations in which in their actual jobs they hit the "glass ceiling" or feel frustrated and unchallenged. Orhan & Scott, (2001) argue that entrepreneurship motivators can be best explained by push and pull factors, and that entrepreneurship is not a clear choice between the two factors, but a combination of them. Walker & Webster, (2007) argue that women are "pushed" rather than "pulled" into business and that recent studies indicate that many women choose self-employment. According to Simonin (2006) the main components of the pulling factors are independence, self-accomplishment, a passion for initiative, willingness to generate income, social status, and power. He mapped the components of the pushing factors as low family income, lack of satisfaction with salary, difficulties in finding a job, and the necessity to find a flexible job that enables balancing both job and family optimization

2.1.5 Motivational Factors and Performance

The number of women engaged in entrepreneurial activity is increasing gradually over the years. One study conducted in southeast region of Asia, which includes Indonesia, Malaysia, Philippines, Singapore and Thailand, found that 18-30 percent of self-employed workers are women (Licuanan, 1992), in Somalia women now run 80% of petty trade and micro businesses, as well as running their own households (CRD, 2004). The possible factors that influence entrepreneurial behavior are the individual, social and environmental factors. The Social Factors model examines the personal background, family background, stage of career, early life experiences and growth environment (Gibb, 1993). A study of twenty female entrepreneurs indicate that their major motivations to run a business were the need to achieve self fulfillments, the desire to be independent, the need for job satisfaction and economic necessity (Sindhuja, 2009). Apart from that, desire to control, need for achievement, to improve the financial situation, desire to be independent and the need for job satisfaction are also some notable motivating factors (Sindhuja, 2009). According to Foschi (2000) the factors motivated women entrepreneurs is based on suffer from job frustrations

when they were not allowed to perform at the level they were capable of in their work. Hence, women were driven to entrepreneurship because of the independence and sense of achievement which entrepreneurship offers.

Many scholars (Theband 2010, Orhan & Scott, 2001, Moris et al., 2006 and Buaghn et al., 2006), divided motivational factors into pushing and pulling factors. Pushing factors are those factors or conditions that create the need for women to choose for entrepreneurs such as economic necessity as unemployment, family support, and also choose for entrepreneurs because of dissatisfaction of salary employment, divorce, boredom in their previous jobs and frustration (Orhan & Scott, 2001) while, Pulling factors are those factors that create a better situation that women can start their own business such as independence, creativity, social status, economic status and flexibility, education and autonomy (Buaghn et al., 2006). Performance has a multiple dimensional concepts, focus on the relationship between financial factors and non-financial factors. Financial factors include sales growth; return on equity while non-financial factors include strategic goals, customer satisfaction (Sindhuja, 2009). According to Balhara & Singh (2015) viewed that the performance of women entrepreneurs have low quantitative performance (such as job creation, Sales turnover and profitability) compared to men entrepreneurs. Wajcman (2010) found that women entrepreneurs are under performance compared to men in terms of sales turnover and firm size and men owned enterprises are twice as large as women owned enterprises. Women entrepreneurs are seen to be heavily concentrated in few industries most notably are sales and service (Castilla, 2008).

Women are also seen to mainly occupy these service sector in terms of overall labor market concentration (Verheul et al. 2004). Performance measurement framework introduced Ahuja & Lampert in 2010 is called balanced scorecard. They found that more than 1000 company adopted this measurement, and suggested companies instead of measuring anything; firms should measure those things that are directly related to the firm's strategy. Balanced score card is broken down into four sections, called perspective: The financial perspective: address the strategy for development, profitability and risk from the shareholders' perspective while The customer perspective: suggests the strategy for creating value to customers, attracting, retaining and differentiation from the perspectives of the customers. However the internal business process perspective: involves the strategic priorities for various business processes that create customer and shareholders satisfaction. The learning and growth perspective: this is the final perspective of balanced scorecard that addresses the strategies to create a climate that support organizational changes, innovation, survival and growth. Motivational factors of women entrepreneurs in terms of pull factors such as independence and willingness to be free, economic status and social status. According to Cartel et al. (2003) identified that independence and willingness to be free of any control or to become an entrepreneur is major factor that motivates women to become entrepreneurs and these factors may contribute to the performance of female entrepreneurs. Now a day Women are found indulged in every line of businesses. Nigerian Women are becoming increasing visible and successful in all spheres. Knowledge, skill and adaptability in business are main factors for Women to emerge into business enterprises. Women Entrepreneur is a person which accepts challenging role for becoming economically independent and to meet her personal needs. An inner desire to do something positive is an inbuilt quality of women entrepreneurial which helps in contributing values in both social and family life.

3. METHODOLOGY

A survey analysis was ran to ascertain the major determinant of each independent factor towards the growth of and performance of SMEs in Nigeria. A total of 230 sets of questionnaires distributed and collected from some selected SMEs. Data was analyzed and interpreted by using Statistical Package for Social Science (SPSS) computer software program. A logistic regression analysis was employed. In this research, quantitative study research design was adopted. A descriptive survey research design was also employed in the study to assess the key factors that affect the performance of women entrepreneurs in Odeda local government area. The simple random sampling technique was adopted. The sample frame that was used was all women entrepreneurs in Odeda local government area. The study made use of regression analysis to test for hypotheses one –four since they are measuring significance and relationship between variables.

4. DATA ANALYSIS

The research questionnaire was administered to one hundred and ten women entrepreneurs (110) in Odeda local government area, Abeokuta, Ogun State. Of this lot, Ninety three (93) questionnaires representing 84.55% were returned, and Nineteen (19) questionnaires representing 17.27% were not returned. The table below shows the details at a glance.

Table 1 Analysis of Response Rate

Questionnaire	Respondents	Percentage (%)
Returned	93	84.55%
Not-returned	17	15.45%
Total distributed	110	100%

Source: Field Survey 2017

4.1 Test of Hypotheses and Discussion of Results

Regression analysis was used to measure the effect of the independent variable to the dependent variable of hypothesis 1, 2, 3 and hypothesis 4 and proper interpretation and analysis techniques was used to explain the hypotheses testing.

Hypothesis 1:

H₀: There is no significant relationship between access to funding and profitability of women entrepreneurs' venture

H₁: There is a significant relationship between access to funding and profitability of women entrepreneurs' venture

Table 2a: Model Summary

Model	R Square Change	Change Statistics			
		F Change	df1	df2	Sig. F Change
1	.458 ^a	75.314	1	89	.000

a. Predictors: (Constant), access to funding

Source: Field Survey 2017

Table 2b: ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	8.656	1	8.656	75.314	.000 ^a
	Residual	10.229	89	.115		
	Total	18.884	92			

a. Predictors: (Constant), access to funding

b. Dependent Variable: Profitability

Source: Field Survey 2017

The results from the model summary table above revealed that the extent to which the variance in profitability can be explained by access to funding is 45.8% i.e. (R square = 0.458). The ANOVA table shows the Fcal 75.314 at 0.0001 significance level. Access to funding significantly assists women entrepreneurs to increase profitability.

Table 2c: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	T
1	(Constant)	1.895	.266		7.129
	Access to funding	.565	.065	.677	8.678

a. Dependent Variable: profitability

Source: Field Survey 2017

The coefficient table above shows the simple model that expresses how access to funding affects profitability of women entrepreneur's venture. The model is shown mathematically as follows;

$Y = a + bx$ where y is profitability and x is access to funding, a is a constant factor and b is the value of coefficient. From this table therefore, profitability = 1.895 + 0.565access to funding. This means that for every 100% change in profitability, access to funding contributed 56.5%

4.2 Decision

The significance level below 0.01 implies a statistical confidence of above 99%. This implies that Access to funding affect profitability of women entrepreneur's ventures . Thus, the decision would be to reject the null hypothesis (H0), and accept the alternative hypothesis (H1).

Hypothesis 2:

H₀: There is no significant relationship between self-fulfillment and business growth

H₁: There is a significant relationship between self-fulfillment and business growth

Table 3^a Model Summary

Model	RSquare Change	Change Statistics			
		F Change	df1	df2	Sig. F Change
1	.363 ^a	50.623	2	89	.000

a. Predictors: (Constant), Self-fulfillment

Source: Field Survey 2017

Table 3^b ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	6.466	2	6.466	50.623	.000a
	Residual	11.367	89	.128		
	Total	17.833	92			

a. Predictors: (Constant), Self-fulfillment

b. Dependent Variable: Business Growth

Source: Field Survey 2017

The results from the model summary table above revealed that the extent to which the variance in business growth can be explained by self-fulfillment is 36.3% i.e (R square = 0.363). The ANOVA table shows the Fcal 50.623 at 0.0001 significance level. Self-fulfillment significantly assists to increase business growth of women entrepreneurial ventures(ACS, Bardasi, Estrin & Svejnar, 2001).

Table 3c: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.153	.174		18.146	.000
	Self-fulfillment	.269	.044	.545	6.133	.000

a. Dependent Variable: Business Growth

Source: Field Survey 2017

The coefficient table above shows the simple model that expresses how self-fulfillment affects business growth of women entrepreneurial ventures. The model is shown mathematically as follows;

$Y = a + bx$ where y is business growth and x is Self-fulfillment, a is a constant factor and b is the value of coefficient. From this table therefore, self-fulfillment = $3.153 + 0.269 \text{Business Growth}$. This means that for every 100% change in Business growth, self-fulfillment contributed 26.9%

Decision

The significance level below 0.01 implies a statistical confidence of above 99%. This implies that self-fulfillment affect Business growth of women entrepreneurial ventures. Thus, the decision would be to reject the null hypothesis (H0), and accept the alternative hypothesis (H1).

Hypothesis 3:

H₀: There is no significant relationship between education and customer's satisfaction

H₁: There is a significant relationship between education and customer's satisfaction

Table 4a Model Summary

Model	Change Statistics				
	R Square Change	F Change	df1	df2	Sig. F Change
1	.100 ^a	9.871	2	89	.002

a. Predictors: (Constant), education

Source: Field Survey 2017

The results from the model summary table above revealed that the extent to which the variance in customer satisfaction can be explained by education is 10.0% i.e (R square = 0.100). The ANOVA table shows the Fcal 9.871 at 0.0001 significance level.

Table 4b ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.825	2	2.825	9.871	.002 ^a
	Residual	25.473	89	.286		
	Total	28.298	92			

a. Predictors: (Constant), Education

b. Dependent Variable: customer satisfaction

Source: Field Survey 2017

Education significantly assist customers satisfaction of women entrepreneurial ventures.

Table 4 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.127	.309		10.131	.000
	Education	.227	.072	.316	3.142	.002

a. Dependent Variable:

Source: Field Survey 2017

The coefficient table above shows the simple model that expresses how education of women entrepreneur affects customers satisfaction. The model is shown mathematically as follows;

$Y = a + bx$ where y is customers satisfaction and x is education of women entrepreneurs, a is a constant factor and b is the value of coefficient. From this table therefore, customers satisfaction= $3.127 + 0.227 \text{Education of women entrepreneurs}$. This means that for every 100% change customers satisfaction, education of women entrepreneurs contributed 22.7%

Decision

The significance level below 0.01 implies a statistical confidence of above 99%. This implies that Education of women entrepreneur affect customers satisfaction . Thus, the decision would be to reject the null hypothesis (H_0), and accept the alternative hypothesis (H_1).

Hypothesis 4:

H_0 : There is no significant relationship between training and market share

H_1 : There is a significant relationship between training and market share

Table 5a Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.474 ^a	.225	.180	.619

a. Predictors: (Constant), Training

Source survey field 2017

Table 5b ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	9.644	5	1.929	5.042	.000 ^a
Residual	33.281	87	.383		
Total	42.925	92			

a. Predictors: (Constant), Training

The results from the model summary table above revealed that the extent to which the variance

b. Dependent Variable: Market share

In the result, the variance at which market share can be explained by training of women entrepreneur is 22.5% i.e. (R square = 0.225). The ANOVA table shows the F_{cal} 5.042 at 0.0001 significance level. Training significantly increases market share women entrepreneurial venture

Table 5c Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta		
1 (Constant)	1.003	.210		4.787	.000
Training	.237	.070	.336	3.381	.001

a. Dependent Variable:
Market Share

The coefficient table above shows the simple model that expresses how the training of women entrepreneur affects customers satisfaction. The model is shown mathematically as follows;

$Y = a + bx$ where y is market share and x is training of women entrepreneurs, a is a constant factor and b is the value of coefficient. From this table therefore, customers satisfaction= $1.003 + 0.237 \text{Training of women entrepreneurs}$. This means that for every 100% change market share, training of women entrepreneurs contributed 23.7 %

Decision

The significance level below 0.01 implies a statistical confidence of above 99%. This implies

that training of women entrepreneur affect market share of women entrepreneurial ventures. Thus, the decision would be to reject the null hypothesis (H0), and accept the alternative hypothesis (H1).

5. RECOMMENDATIONS

On the basis of the findings and conclusions above, this section presents the recommendations of the study.

1. There ought to be a transparent way put in place by the government for women to access government funds. This is to limit the many enormous procedures and time spent in trying to get these funds. When the procedure is made to take a shorter time to access funds there will be more women involvement in Entrepreneurial ventures.

2. There should be an introduction of vocational trainings to women to enhance their skills in business management. This can be done on weekly basis or weekends so as to equip the women with knowledge of basic business skills like the maintenance of records and balance sheets so as to manage their finances in a good way.

3. There ought to be an introduction of balance in gender roles between men and women. The men should aid the women in Work life balance or hire a helper so as to increase the time women spent in entrepreneurial ventures. The increase in time in business will automatically increase their performance.

4. There should also be programs put in place by various organizations to encourage women in various professions to engage in Entrepreneurial ventures. With these programs in place the women will see the advantage of their engagements in business enterprises.(ACS, 2011; 2012)

6. CONCLUSION

This study seeks to find out the demographics information of women entrepreneurs in odeda local government area, Abeokuta, Ogun state, and the relationship between motivational factors and performance of women entrepreneurs. The findings of the study revealed that majority these women entrepreneurs are married and have a secondary certificate while most of them did not participate in training programs therefore the researchers recommended to go training and other capacity building programs so as to be equipped with required skills for running their business. The findings also showed that there is a correlation among motivational factors and performance of Women entrepreneurs and research hypothesis was confirmed by using regression analysis

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