



WOMEN ENTREPRENEURS' CAPABILITIES AND BUSINESS SURVIVAL OF SMALL SCALE ENTERPRISES IN NIGERIA

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Abstract:

The study examined the influence women entrepreneurs' capabilities on business survival of small scale enterprises in Nigeria. The study used correlational research design to determine the relationship between women entrepreneurs' capabilities and business survival of small scale enterprises in Nigeria. The population size of the study consisted of small scale entrepreneurs/managers from manufacturing, commerce and service sectors in Nigeria. Simple random sampling technique was used for the study in 2021. The sample size for the study was 320 business owners/managers. The instrument for data collection was a structured research questionnaire which was validated by three experts in the field of study. The instrument was titled: Women Entrepreneurs' Capabilities and Business Survival (WECBS). A reliability coefficient of .86 was obtained using Cronbach's Alpha Formula for the instrument used for the study. Data collected for this study were analyzed using mean for research questions and hypotheses were tested using Pearson Product-Moment correlation at 0.05 level of significance. It was found in the study that self-confidence, innovation and creativity, and self-reliant are positively related to business survival of small scale enterprises in Nigeria. It was concluded that women entrepreneurs need to increase their entrepreneurial capabilities since they are keys to business survival. However, it was recommended among others that women who want to be an entrepreneur should develop and nurture their entrepreneurial capabilities.

Keywords: women entrepreneurs, business survival, self-confidence, innovation and creativity, self-reliant

1. Introduction

Women entrepreneurship is increasing on daily basis. Jahanshahi and Pitamber (2010) emphasized that economic globalization has supported the development of women

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business ownership. Women owned organizations are profoundly expanding in the economy of practically all nations. The hidden innovative capabilities of women have continuously been changing with the developing affectability to the role and monetary status in the general public. Women's business has been known as a significant unexploited source of financial development in the last few years (Georgeta, 2012).

Women entrepreneurs are significant for creating employment and adding to the social and financial development of their societies, the interchange and subtleties of women's business, development, and culture are understudied (Brush et al. 2018; Hechavarria et al., 2019). Women entrepreneurs can play vital function in the process of economic development if they have equal access to resources and opportunity. Despite the developing number of female entrepreneurs, the portion of female business venture is still altogether low contrasted with their investment rate (Minniti & Arenius, 2003). Women entrepreneurship is progressively significant in job creation and adding to the social and monetary development of their societies (Bullough et al., 2020). Particularly in Less Developed Countries with high female joblessness rate, for certain ladies who need to work at home, business can be a pragmatic answer for procure pay and diminish their joblessness rate and poverty (Sarfaraz et al., 2013). Gender equality is relied upon to increase the help for female business (Baughn et al., 2006). Business venture regularly gives women the adaptability to deal with their homegrown obligations at home, while additionally offering monetary help for their family (Bertaux & Crable, 2007).

According to the Global Entrepreneurship Monitor (GEM), 231 million females dispatched or operated organizations in the 59 economies all throughout the planet that were studied in the most recent 2018/2019 report on women's business (Elam et al., 2019). Numerous associations and administrative organizations (ILO, 2020; UNWomen, 2020) have since a long time ago perceived the significance of women during economic development, individual wellbeing, and cultural progression (Bullough et al. 2019). Women entrepreneurship has increased drastically in the recent years because of globalization and gender equality. However, this study aims to explore women entrepreneurs' capabilities and business survival of small scale enterprises in Rivers State.

2. Literature Review

2.1 Concept of Women Entrepreneurship

Business venture is progressively considered as an imperative mover of innovation, productivity, financial development, employment, and it is significantly consented to be a fundamental part of monetary essentialness (Roy et al., 2017). Women entrepreneurship is a monetary activity that entails thinking about a business endeavor, starting it, put together and consolidate every one of the elements of creation, operate the venture and embrace the dangers and handle the financial vulnerability engaged with maintaining a business undertaking. Women entrepreneurship has crossed the phase of change and it is finally in flight, yet it has a long way to go before emerging as fruitful business.

Ganesamurthy (2007) characterizes women entrepreneurs as a certain, imaginative and innovative women fit for accomplishing self-financial freedom exclusively or in coordinated effort, produces work openings for other people however starting, building up and showing the venture to staying up with her own family and public activity. Stam and Spigel (2017) declared that entrepreneurship is a strategy by which an individual produces possibilities for development prompting more and extraordinary commitments to society. An entrepreneur is seen as one who is gallant, autonomous, a daring individual, and can join assets to launch a benefit making endeavor (Ezibe et al., 2013). Women entrepreneurs all throughout the planet are significant supporters of the economy, as they are having an effect in the financial field. They contribute various thoughts and a lot of energy and capital assets to their networks, and produce occupations just as make extra work for providers and other side project business linkages (Afza, et al., 2010).

2.2 Concept of Self-confidence Woman

Women can build their confidence by just monitoring the issue. When knowledgeable about the fact that it is not capacity as much as confidence that is restricting achievement, women may start to see little, inborn activities that are driving into this inevitable outcome. Self-confidence strongly affects business venture in any event, controlling for psychological abilities, while the impact of general insight is not as articulated while controlling for self-confidence. High confidence individuals have a higher business venture rate both among the most intelligent individuals and the most un-shrewd, yet the generally beneficial outcome of insight is turned around among the low confidence people (Asoni, 2011). The blend of an apparently lower entry rate and a higher survival rate on average builds the stock of business people among the most intelligent people. Self-confidence rather is related with a higher entry rate into business venture and, feebly, with a higher survival rate. This essentially prompts a higher pace of business venture among people (Asoni, 2011). Self-confidence influences business people in their start-up choice, and surprisingly less is perceived about what it means for entrepreneurs' choices and activities in their continuous business (Kirkwood, 2009).

2.3 Concept of Innovative and Creative Woman

Innovativeness and creativity are key components in business venture which women have been occupied with since time immemorial, they frequently come as skill acquisition whereby learners gain the abilities inborn in the family or from handy individuals around them (Alese, 2011). The job of innovation and creativity in an entrepreneurial endeavor is fundamental. Creative individuals steadily endeavor to work on the thoughts and possible solutions. They improve on their work by continuously modifying and refining the products. Innovativeness and creativity are between related and cannot be isolated from business, which is showed in archives of big business (Barringer & Ireland, 2006). Innovativeness and creativity are key variables in business

2.4 Concept of Self-reliant Woman

Onah, Osinem, and Onu (2013) underlined the requirement for entrepreneurs to be creative assuming they need to accomplish their craving of becoming self-reliant. An entrepreneurs must be imaginative and inventive in his abilities to have the option to adjust and react quickly to the cultural requirements. Getting innovative abilities is extremely foremost for a business person to succeed. Entrepreneurship abilities give the entrepreneurs capacity fundamental for confident in the general public. Oliver and Hyacinth (2013) portray enterprising abilities skill as a bunch of accomplishments, understanding and individual ascribes that make people bound to be self-reliant and successful in his chosen vocation.

2.5 Concept of Business Survival

The small business rate of survival is less than the rate of failure (Alsaaty, 2012). To be effective and stay in business, both growth and profitability are significant and fundamental for an organization to survive and stay alluring to investors and experts. Performance is, obviously, basic to an organization's presence, however development is urgent to long haul endurance. Performance can be perceived according to a quantitative viewpoint as proficiency, monetary outcomes, level of creation, number of clients (Anggadwita & Mustafid, 2014), portion of the overall industry, benefit, usefulness, elements of incomes, expenses and liquidity (Gupta & Batra, 2016).

2.6 Empirical Review

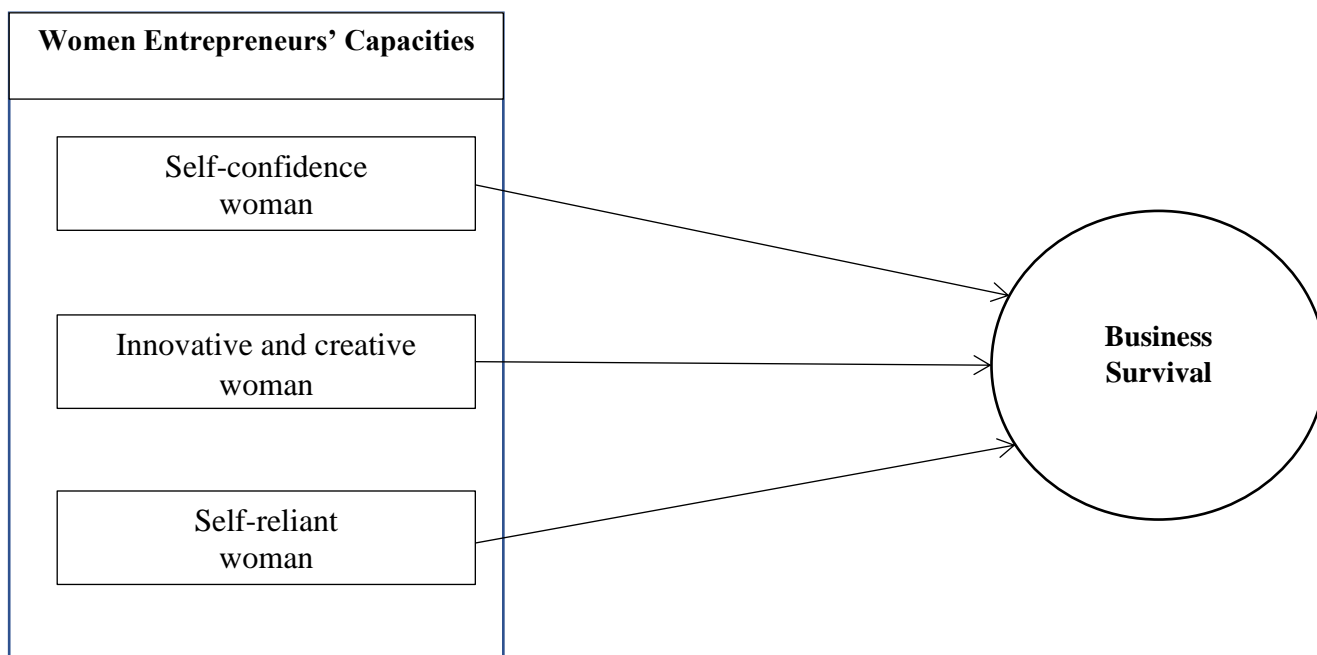
Aladejebi (2020) examined the particular difficulties faced by entrepreneurs in the southwestern territories of Nigeria. 500 and two (502) surveys were utilized using the SPSS package. He found that the primary difficulties confronting entrepreneurs today in South West Nigeria are access to start-up capital, lack of adequate training, and poor family support. Dankimba et al (2019) surveyed the women entrepreneurs and survival of small scale enterprises (SSEs) in Nigeria. One Hundred and Twenty Eight (128) surveys were recovered for examination. Information gathered were examined utilizing multiple regressions. The outcomes uncovered that women entrepreneurs' insight and women entrepreneurs' degree of training have huge impact on the survival of SSEs in Nigeria. The study, therefore, concluded that an increase in training or improvement in the activities of women entrepreneurship will prompt a huge expansion in the upkeep and maintainability of SSEs in Nigeria. Finding show that since, - women entrepreneurs' experience and level of training lead to the survival of SSEs in Nigeria. Hence, the Nigerian government ought to give a road to sufficient preparing on business venture, arrangement of infrastructural offices and empowering climate to upgrade the women enterprising exercises as this would mean expansion in an income generation, provision of employment and reduction of poverty in Nigeria. Ekpe (2011) examined whether Nigerian women entrepreneurs have the vital attributes, and the impact of such highlights on enterprising achievement. 158 respondents were utilized for the descriptive statistical analysis. The study uncovered that larger part of women in miniature ventures

had optional/secondary school instruction, had a mean age of 30 years, mean number of kids as 3, mean long stretches of business experience as 3 years, hitched, comprehended the neighborhood language, had preparing before business and were group members. Motivation, foresight and achievement were also vital characteristics for success. It was additionally found that most of the entrepreneurs were not come up short on work prior to beginning miniature undertakings. This showed that they were new entrants into business which might be occasioned by joblessness circumstance in the country. It additionally depicted absence of ability securing which called for pre-loan training. The consequences of the investigation reasoned that ladies business people in Nigeria have the vital attributes for innovative achievement. This affirms that the vast majority of the bombed ventures have a place with the men.

3. Statement of Problem

The survival rate of small scale enterprises in Nigeria is low. Female owned businesses in Nigeria experience business failure just the same way male owned businesses fail. Some of the female owned businesses windup shortly after startup while some that survived struggle to thrive. Factors such as insufficient fund, high levies from Local and State government, high shop rent have been noted as the major cause of business failure in Nigeria. Though, women capabilities to own and run businesses have been queried over time. Women's lack of capabilities might be one of the reasons female owned businesses failed in Nigeria. However, the researcher resorts to explore women entrepreneurs' capabilities and business survival of small scale enterprises in Nigeria.

4. Research Model



4.1 Research Questions

- 1) What is the relationship between self-confidence woman and business survival of small scale enterprises in Nigeria?
- 2) What is the relationship between innovative and creative woman and business survival of small scale enterprises in Nigeria?
- 3) What is the relationship between self-reliant woman and business survival of small scale enterprises in Nigeria?

4.2 Research Hypotheses

- 1) There is no significant relationship between self-confidence woman and business survival of small scale enterprises in Nigeria.
- 2) There is no significant relationship between innovative and creative woman and business survival of small scale enterprises in Nigeria.
- 3) There is no significant relationship between self-reliant woman and business survival of small scale enterprises in Nigeria.

5. Methodology

The study used correlational research design to determine the relationship between women entrepreneurs' capabilities and business survival of small scale enterprises in Nigeria. The population size of the study consisted of small scale entrepreneurs/managers from manufacturing, commerce and service sectors in Nigeria. Simple random sampling technique was used for the study in 2021. The sample size for the study was 320 business owners/managers. The instrument for data collection was a structured research questionnaire which was validated by three experts in the field of study. The instrument was titled: Women Entrepreneurs' Capabilities and Business Survival (WECBS). A reliability coefficient of .86 was obtained using Cronbach's Alpha Formula for the instrument used for the study. Data collected for this study were analyzed using mean for research questions and hypotheses were tested using Pearson Product-Moment correlation at 0.05 level of significance. SPSS version 22 was used for the statistical analysis.

6. Analysis and Results

Research question 1: What is the relationship between self-confidence woman and business survival of small scale enterprises in Nigeria woman and business survival (N = 320)

As shown in Table 1, 5 items used to answer research question one gave the grand mean of 3.15 which is higher than the criterion mean of 2.5. This indicates that the self-confidence woman has influence on business survival of small scale enterprises in Nigeria.

Table 1:

S/N	Items	\bar{X}	SD	Remarks
1	I can maintain a positive attitude when faced with difficulty in my business.	3.10	0.91	Agreed
2	I usually express confidence in my own ability to complete a task or meet a challenge.	2.72	1.19	Agreed
3	My self-confidence to do business is high irrespective of societal biases.	3.23	0.98	Agreed
4	My self-confidence helped me in my business start-up decision.	3.26	1.03	Agreed
5	I am emotionally tough.	3.43	0.82	Agreed

Source: Field Work, 2021

Grand mean = 3.15

Criterion mean = 2.5

Research question 2: What is the relationship between innovative and creative woman and business survival of small scale enterprises in Nigeria?

Table 2: Innovative and creative woman and business survival (N = 320)

S/N	Items	\bar{X}	SD	Remarks
1	I like experimenting in order to create new ways of doing business.	3.10	0.90	Agreed
2	I treat new problems as opportunity for growth.	2.71	1.19	Agreed
3	I easily generate innovative ideas.	3.21	0.98	Agreed
4	I can convert an idea to something tangible.	3.18	1.07	Agreed
5	I am creative in my style of doing business.	3.42	0.82	Agreed

Source: Field Work, 2021

Grand mean = 3.12

Criterion mean = 2.5

From Table 2, 5 items used to answer research question two is 3.12 which is higher than the criterion mean of 2.5. This indicates that the innovative and creative woman has influence on business survival of small scale enterprises in Nigeria.

Research question 3: What is the relationship between self-reliant woman and business survival of small scale enterprises in Nigeria?

Table 3: Self-reliant woman and business survival (N = 320)

S/N	Items	\bar{X}	SD	Remarks
1	I can think independently.	3.13	0.88	Agreed
2	I started this business because I believe I can do it.	2.68	1.19	Agreed
3	I have the necessary skills needed in my business.	3.24	0.97	Agreed
4	I strive towards my goals on a daily basis.	3.21	1.07	Agreed
5	I can make my own decisions.	3.43	0.81	Agreed

Source: Field Work, 2021

Grand mean = 3.14

Criterion mean = 2.5

From Table 3, 5 items used to answer research question three is 3.14 which is higher than the criterion mean of 2.5. This indicates that the self-reliant woman and business survival of small scale enterprises in Nigeria.

6.1 Hypotheses testing

Hypothesis 1: There is no significant relationship between self-confidence woman and business survival of small scale enterprises in Nigeria.

Table 4: Relationship between self-confidence woman and business survival

		Self-confidence woman	Business survival
Self-confidence woman	Pearson Correlation	1	.835**
	Sig. (2-tailed)		.000
	N	320	320
Business survival	Pearson Correlation	.835**	1
	Sig. (2-tailed)	.000	
	N	320	320

** Correlation is significant at the 0.01 level (2-tailed).

As shown in Table 4, Pearson Product-Moment correlation was conducted to evaluate the relationship between self-confidence woman and business survival of small scale enterprises in Nigeria. The test was statistically significant: $r(320) = .835, p < 0.05$. Hence, there is a positive significant relationship between self-confidence woman and business survival of small scale enterprises in Nigeria.

Hypothesis 2: There is no significant relationship between innovative and creative woman and business survival of small scale enterprises in Nigeria.

Table 5: Relationship between innovative and creative woman and business survival

		Innovative and creative woman	Business survival
Innovative and creative woman	Pearson Correlation	1	.714**
	Sig. (2-tailed)		.000
	N	320	320
Business survival	Pearson Correlation	.714**	1
	Sig. (2-tailed)	.000	
	N	320	320

** Correlation is significant at the 0.01 level (2-tailed).

In Table 5, Pearson Product-Moment correlation was conducted to evaluate the relationship between innovative and creative woman and business survival of small scale enterprises in Nigeria. The test was statistically significant: $r(320) = .714, p < 0.05$. Hence, there is a positive significant relationship innovative and creative woman and business survival of small scale enterprises in Nigeria.

Hypothesis 3: There is no significant relationship between self-reliant woman and business survival of small scale enterprises in Nigeria.

Table 6: Relationship between self-reliant woman and business survival

		Self-reliant	Business survival
Self-reliant	Pearson Correlation	1	.796**
	Sig. (2-tailed)		.000
	N	320	320
Business survival	Pearson Correlation	.796**	1
	Sig. (2-tailed)	.000	
	N	320	320

** Correlation is significant at the 0.01 level (2-tailed).

As shown in Table 6, Pearson Product-Moment correlation was conducted to evaluate the relationship between self-reliant woman and business survival of small scale enterprises in Nigeria. The test was statistically significant: $r(320) = .796, p < 0.05$. Hence, there is a positive significant relationship self-reliant woman and business survival of small scale enterprises in Nigeria.

7. Discussion

It was found in the study that there was a positive significant relationship between self-confidence woman and business survival of small scale enterprises in Nigeria. Self-confidence women are more motivated to start and run businesses. Self-confidence increases the chance of business survival. The findings of this supported the findings of Putra et al (2019) who found that self-confidence has positive and significant effect on SME's business performance. It was also found in this study that innovative and creative woman have a positive relationship with business survival of small scale enterprises in Nigeria. Innovation and creativity lead to survival of small enterprises. The finding of this study is in agreement with the findings of Al-Al-Ansari et al. (2013) who found that there was a significantly positive relationship between innovation and business performance. Similarly, Hsieh and Lin (2010) found that innovative capability has a direct and positive impact on a company's performance results. It was also revealed in this study that there was a positive significant relationship self-reliant woman and business survival of small scale enterprises in Nigeria. Women have to be self-reliant in order to succeed as an entrepreneur. Oliver & Hyacinth (2013) found that entrepreneurial skills help individuals to be self-reliant and successful in entrepreneurial career.

8. Conclusion

Women entrepreneurship is an interesting phenomenon. The result of this study shows that women entrepreneurs in Nigeria possess entrepreneurial capabilities such as self-confidence, innovation and creativity, and self-reliant which have been utilized for their

business survival. However, women entrepreneurs need to increase their entrepreneurial capabilities since they are keys to business survival.

8.1 Recommendations

- 1) Women who want to be an entrepreneur should develop and nurture their entrepreneurial capabilities.
- 2) Women should learn skills that will enable them to become self-reliant individuals.
- 3) Women entrepreneurs should engage in activities that will enable boost their self-confidence.

Conflict of Interest Statement

Cordelia Oba Egwe declares that she has no conflicts of interests.

About the Author

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