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COMPARATIVE ANALYSIS OF SOCIAL-CULTURAL DICHOTOMY AND ENTREPRENEURIAL PERFORMANCE: A STUDY OF WOMEN OWNED MICRO-ENTERPRISES IN LAGOS, NIGERIA.

Chinazor Franca OBUNIKE (Ph.D.)

*Federal University Ndufu-Alike, Ikwo, Faculty of Social Sciences and Management
Department of Business Administration. P.M.B. 1010, Abakaliki, Ebonyi State, Nigeria.*

Abstract

The general objective of this study is to examine the relationship between social-cultural factors and performance of women entrepreneurs within the context of a developing country. The study specifically investigates whether socio-cultural variables significantly predict performance. This is a correlation study whereby survey was done on a total sample size of 400 women micro-business randomly selected across the selected business line (saloon, restaurant, school proprietress, and retailer, seamstress) in the 20 L.GA selected among the population of 3,224,324 micro enterprises in Lagos state. The analysis was done using 180 returned questionnaires. The data gathered was analyzed using Pearson Moment Correlation Analysis. The result shows that religion, skill/education, and social values have a negative effect on women entrepreneurial performance while social roles, social custom, and social norms have a positive effect on women entrepreneurial performance. The study, therefore, suggests that there is need to change those socio-cultures variables that bring glass ceiling among women. Change is difficult but is constant. This can be achieved through the establishment of socio-cultural orientation and change agencies that can design and implement relevant and effective values of re-engineering and reorientation programmers through promulgating laws and enforcing it using government agencies.

Keywords: *social-cultural variables, women entrepreneurship, micro enterprises and entrepreneurial performance.*

1. INTRODUCTION

Although there are many women owned enterprise, but the contributions of these businesses to the growth of Nigeria economy were in doubt today. One of the reasons for this might be attributed to the socio-cultural dichotomies experienced by these women in the course of business operations. In Africa especially in Nigeria, the cultural expectation and societal structure rooted in the concept of patriarchy ideology and the belief that women’s domain is the “kitchen and the other room” influences women entrepreneurs. As a result, many women materially and psychologically depend on men for their needs and that of their children. Besides,

Corresponding Author: +2348133703310 or +2349097774777

E-mail Address: ladyfranca8@gmail.com

women are limited at homes playing roles of wives and taking care of children. They also must play subordinate roles in the economy and public affairs. Hence, their achievement and fulfillments in life solely depends on the extent to which these roles are successfully achieved. Moreover, Nigeria socio-cultural environment is saturated with norms, values, attitudes and beliefs that undervalue women contributions and entrepreneurial achievements (Olusoji and Akaighe, 2016). Unfortunately, these do not influence male and female entrepreneurs in the same ways (Satyajit, Tripathy and Tripath, 2017). This socio-cultural environment placed glass ceiling on the position and status of women. In African especially in Nigeria, the range of acceptance of status of women is severely restricted and the workplaces and other social institutions have not been modified meaningful to account for the new status women occupy in world after the Beijing conference in China in September, 1995. As a result, women's freedom of action, communication and business performances are often compromised, limited and denied on the basis of gender inequalities (Felicia, George, Owoyemi and Adegboye, 2014). These kinds of ideologies marginalized women and have depreciated women's contribution to economic well-being of their home and society. Socio-cultural factors have both positive and negative influences on the development of entrepreneurs in Nigeria. It is based on these perceived problems that the researcher deems it fit to comparatively analyses how socio-cultural dichotomy variables hinder women entrepreneurial performance using selected women owned micro enterprise in Lagos state. The paper proceeds as follows: in the next section, a review of the related literature, followed by the methodology section. The result and discussion section presents statistical analysis of the data in which conclusion will be made and suggestions also provided.

Research Hypotheses

H₀₁: Religious belief and practice does not positively relate to the performance of the business understudy

H₀₂: Degree of acquired skill/Education does not positively relate to the performance of the business understudy

H₀₃: Social roles expectations do not positively relate to the performance of the business understudy

H₀₄: Social customs do not positively relate to the performance of the business understudy.

H₀₅: Social values do not positively relate to the performance of the business understudy

H₀₆: Social norms do not positively relate to the performance of the business understudy

2. LITERATURE REVIEW

The concept of women entrepreneurship is a complex dynamism since it is assumed that being a woman and business owner involves been able to carry out business activities and objectives (growth, performance, networking, managerial roles and functions, creativities, innovations, risk bearer, etc.) while manifesting the feminine characteristics as a wife and mother. Technically, a woman entrepreneur goes beyond the roles of wife and mother in satisfying the needs of society and nation. A woman entrepreneur, therefore, occupies threefold role instead of two that determines her achievement and success in life. The wife and the motherhood are earned as a result of feminism gender characteristics not necessarily as a result of marriage or childbearing.

Corresponding Author: +2348133703310 or +2349097774777

E-mail Address: ladyfranca8@gmail.com

A woman irrespective of her statute is a potential wife and mother but not all women are the entrepreneur. An entrepreneurial woman is a woman business owner who adopts entrepreneurial characteristics (risk-taking propensity, innovativeness, and proactiveness) in her business. These characteristics differentiate a business owned by a trader and an entrepreneur. Iyiola and Azuh, (2014) define women entrepreneur as any woman who organizes and manages any enterprises, usually with considerable initiative and risk. Women entrepreneurs are radical opportunities who have innovative business ideas, create and initiate businesses. They immensely contribute their quotas to the creation of employment and financial needs of their families while upholding their dual roles of wife and mother. In Nigeria, women entrepreneurs are commonly found in micro and small businesses in informal sectors. OECD (2017) observes that seventy percent (70%) of women-owned businesses start as micro-businesses.

Socio-cultural environment as a multifaceted whole is a broad term comprising of socio and cultural aspects of the life of people. “Social” refers to the collaboration of people in a group or among people in a group or among people while “Culture” is virtually synonymous with “tradition” or “customary ways of behaving” (Spencer-Oatey, 2012). It is made up of the collection of activities and relationships through which people engage in their personal and private lives. People grow up in a particular society with some cultural backgrounds which shape a worldview that defines the way and manner of living of the people. A deviation within this boundary is not accepted. Such deviation, therefore, is seen as adopting cross-cultural behaviors and may be considered by the immediate society or group as divergent or different from others. Socio-cultural factors consist among others the following: knowledge, population, age, ethnicity, religion, attitude, festivity, class, lifestyle, associations, belief, value, law, morals, customs, language, dressing, traditions, music, art, technology, work patterns, products and behaviors that characterized a society (Olusoji and Akaighe, 2016). Some of these Socio-cultural factors have contributed to the low level of women involved in entrepreneurship. It influences the pattern of one’s thinking, behaviors, and beliefs. It is transmitted through the agents of socialization like parents, family, peers, teachers, religious leaders, the media, society, reference groups, etc. The socio-cultural factors considered in this study are religion, skill/education, family roles, socio-custom, socio-values, and socio-norms.

Religion is a unified system of beliefs and practices relative to sacred things. Nigeria has being a multi-religious country has different religious groups which have influences on the life pattern and behavior of their members, women in particular. There are orthodox religion, churches, and Muslims. Weber (1930) argues in the paper titled, Protestant Ethic and the Spirit of Capitalism that there is a strong connection between religion and entrepreneurship. He observes that certain religious teaching could breed entrepreneurial intention. Religious belief orders the daily practices and thought of its members: it is central in their everyday lives through provisions the moral codes of conducts which many differently influence the propensity to be an entrepreneur (Abdullahi and Zainol, 2016).). Today in Nigeria, most popular private schools primary, secondary and even tertiary institutions including many MSMEs are owned and managed by different religious groups. The religious institutions referred to as ministries have gradually turned to the business enterprise with some of them operating powerful NGOs that are highly recognized worldwide. As a result, the major essence of establishing this ministry especially the Pentecostal churches are in doubt.

Corresponding Author: +2348133703310 or +2349097774777
E-mail Address: ladyfranca8@gmail.com

Religious belief influence consumption behavior and ways of business operations of its members. It affects the purchasing behaviors of women in particulars. Religious belief directly or indirectly impacts entrepreneurial operations, for instance, some Muslim women are restricted at home with hijab. Muslims do not eat pork, hence limiting the selling of such in the Muslim community. Kumar, Page and Spalt (2011) find that religion affects investors' portfolio choices, corporate decisions, stock returns and moreover demands quite a lot of time. The total religious fanatics' shape the mindset and behavioral pattern of an entrepreneurial woman (Nikolova and Simroth, 2013). This implies that the more fanaticism a woman entrepreneur is, the more likely she should be risk aversion affecting managerial decision making and organizational behavior of their business. Religious belief and practices, therefore, influence the competitive aggressiveness and advantages, limits decisions options, networking relationship and type, managerial style etc. of a woman. All the same, Onodugo and Onodugo (2015) find a positive impact of religion on entrepreneurship development in Imo state, Nigeria. Isa and Shitu (2015) also establish a positive impact of religion at Kano state. Zekeha, Avnimelech, and Sharabi (2014) concludes that different religious group have a different impact on the entrepreneurship

Education has linked with entrepreneurial emergency and performance in a country, so the higher the level of education, the higher the entrepreneurial activity in a country (Yeboah, 2014). Although many of the first generation entrepreneurs were not highly educated, yet they were able to achieve greater performances. Today, due to advancement in science and technology, globalization and increased knowledge and information: entrepreneurial education is almost becoming mandatory. However, scholars observe that women entrepreneurs' level of education in Nigeria is low, they lack technical and saleable skills or exposure training that could enable them to exploit opportunities and exhibit high managerial acumen that should boost their performance (Obi, 2015). As a result of this, women are predominant in the informal sector of the economy through MSMEs. The belief that "women education ends in the kitchen" as the general saying goes has rubbed many women of attending to the desired level of education. The entrepreneurial education of women is much less developed than that of men due to traditional belief and prejudices held in African society, for instance, among the Igbo ethnic group, male child is given entrepreneurial orientation mindset through exposure and marketing induction strategy from childhood while the female child is trained at home as maiden which helps for future supportive and dual roles women are known for and men are also more exposed to apprenticeship training than women (Obi and Agha, 2016).

Akpor-Rabaro (2012) also observes that entrepreneurs with the high level of education perform better than others. Although Birley, Moss, and Saunders (1986) cited in (Darush and Saeid, 2015) founds no significant differences in the level of education between men and women entrepreneurs. However, Yusuf (2013) founds the difference with regards to the kind of education and exposure they received. Isidore and Razak (2011) argue that women entrepreneurs in developed countries of the world like U.S.A, Japan, etc., have great performance due to higher educational achievement.

Roles refer to the set of characters expected of a person in a particular social position. Family roles define the right and responsibilities of family members and prescribe which qualities and

Corresponding Author: +2348133703310 or +2349097774777
E-mail Address: ladyfranca8@gmail.com

behaviors are appropriate or ideal for each family member and which are unacceptable, Cultures typically define distinct roles of male and females. It has been assumed culturally that male and female should perform different roles and possess different personality traits that enhance their roles. Family roles determine how families divided responsibilities for the provision of the economic and domestic well-being of the family unit. The men are giving the total role of breadwinners and the women restricted to home keeping, in other societies the breadwinner role is borne by both the man and women, thus allowing the women to engage in entrepreneurial activities (Kapinga and Monetero, 2017). The dual roles of women are time demanding and needs a great commitment that hinders business performances. Besides most women, entrepreneurs do not have any paid employees to assist in their businesses neither do they have enough time for their businesses due to family-related roles.

Customs are something that people always do in a particular way as prescribed by tradition (Onodugo and Onodugo, 2015). Social custom serves as an instrument for social control which ensures conformity or uniformity in behaviors. The customs of “first son syndrome” among the Eastern community of Nigeria in particular transfer control of the family wealth to the male children constitute great barriers to female entrepreneurs. The patriarchal perception put the female child at a disadvantage. Women among this ethnic group have no part or share of the family wealth or properties. In fact, it is a taboo for a woman to get involved in land issues as compared to other ethnic groups in the Southern and Northern part of the county where a female child has the equal right with their male counterparts over the family wealth or properties. This enables their female child to start up or invest in their businesses. Akpor-Robaro (2012) also notices low level of women participation in entrepreneurship due to the general stereotyped belief that high potential women entrepreneurs are exposed to sexual abuse by men. These customs, tradition, and values mount to the marginalization of the female which has been the main cause of non-business performance among women.

It is also observed the traditions of the particular ethnic group in Nigeria influences the level of entrepreneurship of girl child. For instance, while Yoruba adores education for both male and female child, this has given the Yoruba women better options and positions in the formal sector of the economy in the country than any of their counterparts, while the Igbo's are more entrepreneurial activity, however, their Hausa women counterparts are more of housewives.

These are criterions by which people judge goals and behaviors. Values refer to convictions about what is right and wrong. Value is the belief that something is good and worthwhile or that something is bad and not worthwhile. It defines what is worth having and what striving. They provide the general guidelines for social conduct. They are the criteria people use in assessing their daily lives: arrange their priorities and choosing between alternative courses of action. Weber comments that the socio-culture environment shapes the values' perception. Thinking and behavior of a person and this can positively or negatively have the effect on the performance of entrepreneurs. For instance, the value places on male child over female child especially among the Eastern part of Nigeria as a result of fear and belief of who will inherit the family properties in the absence of the man has dragged many marriages to failure and many women are being subjected to all kinds of maltreatment and marginalization in their husbands' house that eventually has effects on the performance of their businesses.

Corresponding Author: +2348133703310 or +2349097774777
E-mail Address: ladyfranca8@gmail.com

Norms are standard pattern of individual's behavior that is considered normal in the society. The social norms serve as the instrument for social control which ensures conformity or uniformity in behaviors (Olusoji and Akaighe, 2016). Social norms are rules that guide the behaviors and beliefs of a particular group of people. For instance, in many societies today, a man's honor in the community is reduced if the wife is richer than the husband. Some communities consider highly potential women entrepreneurship as abnormal and a woman been rivals to men (GEDI, 2013). They see it as a woman wielding power and authority above man. Other has stereotyped belief that high potential women entrepreneurs are exposed to sexual abuse by men, as a result, women entrepreneur should is not allowed to be immersed with their businesses. Furthermore, some social norms frown at women owning properties with their names rather than their husband's names, hence, making it difficult for a woman to have collateral for obtaining funds from external sources on her own. Ghiant (2017) also notes that many men find it abnormal being under the managerial leadership of women in the organizations, hence constituting difficulties for women managers. The social norms give men more opportunities to participate in group tasks, group decision making, more influence over others, and have their performances evaluated more positively than women. This explains the reason behind the kind of networking that women traditionally engage in which revolve around the family related tasks.

The micro-business definition varies particularly with respect to industry, country, size, and number of employees. Lawal, Ajonbadi and Otokiti (2014) see micro/cottage business as enterprises whose total project cost excluding the cost of land but including working capital is not more than N500, 000.00. This study views cottage/micro business as a business whose total cost including working capital but excluding the cost of land is not more than one million naira (N1,000,000.00) and a labor size of not more than nine (0-9) which does not include apprentices and unpaid family members. It can be independently owned and is not leading in its field of operation and hence has a small volume of sales.

The concept of performance measurement derives from the fact that every firm achieves a variety of different performances. Hence, the measurement could be related to just about any activity or part of the firm, such as financial and non-financial measures. Andersen and Samuelsson (2016) view performance as the overall activities and operations performed by women entrepreneurs in strengthening their enterprises. Performance is very difficult to measure with micro businesses due to its size, intention and non-record keeping. The study does not decompose performance. The essence of this is to help the researcher to get and use primary generated data through subjective questionnaire from the business owners as it is difficult to get micro business data of financial statement and using measures like customer satisfaction and service quality are also difficult to measure due to the nature of the business. The performance measures used in this study include:

Competition: this involves differentiation, focal strategy, and low price strategy. A woman entrepreneur involves in these strategies to ensure the performance of her business

Expansion: this includes the increase in the business operations. It may include increasing the current business or instituting a new business different from the existing one. It may be diversification

Sales growth: this is an increase in the sales volume. It reveals the rate at which organizational products are purchased by customers

Networking: this involves relating with other entrepreneurs to acquire knowledge and information that would boost the business. Entrepreneurial business demands that a woman gets into the world and creates, maintains and utilized business relationships. Micro businesses rely on traditionally strong socio networks like trade associations, chamber of commerce and extended friends and family to share information.

Market Share: SSFE Market shares reveal how well SSFE is doing when compare with its competitors.

2.1. THEORETICAL FRAMEWORK

Table 1: Summary of Theoretical Framework

Theoretical Perspective	Major Assumptions	Implications of the Theory
Functionalism Émile Durkheim (1858–1917),	Functionalism, also known as “Structural functionalism is based on the premise that society is made up of interdependent parts, each of which contributes to the functioning of the whole society. Society’s social institutions perform important functions to help ensure social stability. Slow social change is desirable, but rapid social change threatens social order. Values surrounding gender roles, marriage, and the family are central to functionalist assertions regarding social equilibrium.	Social problems weaken society’s stability but do not reflect fundamental faults in how the society is structured. Solutions to social problems should take the form of gradual social reform rather than sudden and far-reaching change. Despite their negative effects, social problems often also serve important functions in society.
Social-Conflict Theory Karl Marx (1818–1883)	Society is characterized by pervasive inequality based on social class, race, gender, and other factors. Far-reaching social change is needed to reduce or eliminate social inequality and to create an egalitarian society.	Social problems arise from fundamental faults in the structure of a society and both reflect and reinforce inequalities based on social class, race, gender, and other dimensions. Successful solutions to social problems must involve a far-reaching change in the structure of society.
Symbolic Interactionism Herbert Blumer (1969),	People construct their roles as they interact; they do not merely learn the roles that society has set out for them. Reality is what members agree to be a reality. People interact according to how they perceive a situation, how they understand the social encounter, and the meanings they bring to it.	Social problems arise from the interaction of individuals. People who engage in socially problematic behaviors often learn these behaviors from other people. Individuals also learn their perceptions of social problems from other people.

Survey Research, 2018

3. METHODOLOGY

Lagos state as the main focus of this study is the most important populous conurbation in Nigeria. It is currently the second most populous city in Africa, behind Cairo and is currently estimated to be the second fastest growing city in Africa and the 7th fastest in the world (UNPD, 2008). Otunaiya, Ambali and Idowu (2013) note that Lagos has land areas of 999.6km² (385.9m²) and the population density of 7941km² (20,569.9m²). Therefore, women from different ethnic groups are represented in this scope of the study. The population of micro businesses in Lagos state is estimated at 3,224,324 according to SMEAN and NBS (2013). Yamane's (1967, p.886) simplified formula was employed to calculate the sample size which gives of four hundred (400) from this population size.

$$n = \frac{N}{1 + N(e)^2}$$

Where n = Sample size, N = Population = 3,224,324 and e = Standard error = 0.05

While Neyman allocation formulae were used to distribute sample size among the strata and employing simple random sampling technique. The first independent variable socio-cultural was decomposed into 6 variables. To measure these variables 18 items of three items each. The reliability test was tested using Alpha Cronbach. Socio-cultural dichotomies show .779 acceptances indicating sampling adequacy. The firm performance was assessed using subjective measures which serve as a good substitute in the absence of hard data. The firm performance Cronbach Alpha is .732 with 10 items indicating sampling adequacy for the performance variables used. The performance variables used are all loaded as a single construct during the Principal Component Analysis (PCA) test for factor loading. All these indicate that the sample size used to derive the factorial loadings was adequate and the expected scale for measurement of dependent variables was met. The overall distribution method shows that 400 questionnaires were distributed among the selected businesses comprises of (saloon, restaurant, school proprietress, and retailer, seamstress) in each of the 20 L.G.A. This shows that in each of these 20 L.G.A, 4 questionnaires each were distributed to the selected lines of business. The questionnaire respondents include women micro business owners from Igbo, Hausa, Yoruba and Minority tribes in Nigeria. Out of the four hundred questionnaires distributed, 180 respondents' questionnaires were retrieved in all. Primary data was collected using questionnaires. The questionnaire used a three-point Likert-type scales as follows 1= disagree, 2 = agree and 3 = undecided. The data were analyzed using both descriptive and inferential statistic that includes the measure of central tendency like mean and measures of dispersion standard deviation and Pearson Product Moment Correlation. The results that appeared positive but low helped the study to reject the alternative hypotheses; also the results that appeared positive and high aided the acceptance of alternative hypotheses.

4. FINDINGS AND DISCUSSION

4.1.1. Respondents Demographic Characteristics

This aspect shows that out of the 180 respondents, 28 were of the age below 30 while 97 were between 31-40 years of age. 32 respondents were between 41-50 years of age while 23 respondents were 51 years and above. Respondents' distribution of marital status reviews that 38

Corresponding Author: +2348133703310 or +2349097774777
E-mail Address: ladyfranca8@gmail.com

respondents were single, 68 respondents were married, 55 respondents were divorced and 19 respondents were widow, Respondents' distribution of educational qualification from table 1 shows that 30 respondents have First School Leaving Certificate/Drop Out, 89 respondents have WAEC/GCE/SSCE, 37 respondents have OND/NCE, 21 respondents have BSC/HND and 30 respondents have M.Sc./Professional. This indicates a low level of education among these women. Respondents' distribution of tribe in the table above shows that 19 respondents are Hausa, 35 respondents are Igbo while 51 respondents are Yoruba and other tribe are 75. Respondents' distribution of religion shows that 63 respondents are Christianity, 79 respondents are Islamic, 20 respondents are tradition and 18 respondents are none.

4.1. 2. Respondents Responses on Socio-Cultural Variables (Independent Variable Y)

Table 2: Responses on Socio-Cultural Variables (Independent Variable Y)

	<i>Sum</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Variance</i>	<i>Scenes</i>	<i>Kurtosis</i>	<i>Ranking</i>
X11	315.00	1.7500	.67580	.457	.350	-.814	11 th
X12	373.00	2.0722	.79123	.626	-.129	-1.389	1 st
X13	306.00	1.7000	.71613	.513	.515	-.917	13 th
X21	315.00	1.7500	.67580	.457	.350	-.814	11 th
X22	373.00	2.0722	.79123	.626	-.129	-1.389	1 st
X23	336.00	1.8667	.53273	.284	-.122	.305	9 th
X31	369.00	2.0500	.32192	.104	1.049	6.353	3 rd
X32	360.00	2.0000	.25892	.067	.000	12.374	4 th
X33	327.00	1.8167	.40216	.162	-1.387	.758	10 th
X41	296.00	1.6444	.67371	.454	.568	-.717	15 th
X42	283.00	1.5722	.76246	.581	.900	-.699	16 th
X43	194.00	1.0778	.26857	.072	3.180	8.201	18 th
X51	218.00	1.2111	.56912	.324	2.562	5.074	17 th
X52	338.00	1.8778	.45655	.208	-.474	1.298	8 th
X53	356.00	1.9778	.34987	.122	-.335	5.319	6 th
X61	304.00	1.6889	.62792	.394	.349	-.659	14 th
X62	359.00	1.9944	.70511	.497	.008	-.971	5 th
X63	354.00	1.9667	.53795	.289	-.030	.505	7 th

Survey Research, 2018

Table 2 is the respondents' responses on socio-cultural variables (Independent Variable Y), the table indicates that religion teaching encourages business and high exhibitions of management acumen as these have the greatest ranked opinion (1st) from the list. These are followed by the majority of women admitted that family roles give me time for their businesses that occupy 3rd positions followed by women entrepreneurs engaging the members of their family in the business that has 4th while family placing high value my business carrier is 5th. Freedom to take the business decision without family interferences is 6th ranked. However, the majority of the women's value in the society improved vis-à-vis after creating the business, this has the 7th position. The 8th position is most women agreed they are often harassed by men is 8th while many also agreed that maintaining membership of religious faith requires money while 10th ranked is occupied by many agreeing that feminine gender does not pose any problems to their business but that society perceives positively the position of high woman entrepreneur that is ranked 11th. Impact of gender sensitivity on the business are felt by many has 11th positions.

Corresponding Author: +2348133703310 or +2349097774777

E-mail Address: ladyfranca8@gmail.com

Many also have exposure training that them to exploit opportunities as it is ranked 13th while limitation to business network relationship has the 14th position. Many women also agreed that their husband honor improved due to their high potential entrepreneur with 15th ranked. Many women also have their husband and family support to travel outside the country for business, seminar, training, etc. is ranked 16th while having an equal right with men in the business occupies the 17th position as public acceptance to be headed by a woman is ranked 18th.

4.1.3. Respondents Responses on Performance (Dependent Variable X)

Table 3: Responses on Performance Variables (Dependent Variable X)

	<i>Sum</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Variance</i>	<i>Scenes</i>	<i>Kurtosis</i>	<i>Ranking</i>
Y1	375.00	2.0833	1.57804	2.490	11.333	143.583	2 nd
Y2	355.00	1.9722	.42846	.184	-.162	2.537	6 th
Y3	397.00	2.2056	.51456	.265	.258	.044	1 st
Y4	360.00	2.0000	.25892	.067	.000	12.374	4 th
Y5	347.00	1.9278	.54956	.302	-.041	.303	10 th
Y6	369.00	2.0500	.77873	.606	-.087	-1.341	3 rd
Y7	356.00	1.9778	.46021	.212	-.085	1.812	5 th
Y8	354.00	1.9667	.50583	.256	-.062	.965	7 th
Y9	349.00	1.9389	.61783	.382	.038	-.361	9 th
Y10	354.00	1.9667	.79734	.636	.060	-1.422	7 th

Survey Research, 2018

Respondents Responses on Performance (Dependent Variable X) in table 3 below shows that many women can offer cheaper price in order to retain and attract customers as this occupies 1st in the descending ranking order. This is followed by the extent of women engaged in a competition which is 2nd while the introduction of new changes that boost my performance every day is 3rd. Being a full member of a business union is 4th while differentiation of service/products is 5th. knowledge gathered from business networking help business to grow is 6th and increased market shares due to good customer relationship is 7th while daily sales increases due to high commitment is 7th. Business operations have increased in size is 9th and establishing other branch is 10th.

4.1.4 Test of Hypotheses

Table 4: Correlations of Dependent and Independent Variables

	Mean	Std dev.	1	2	3	4	5	6	7
Religion	5.5222	1.40810	1						
Education	1.8963	.37337	.745**	1					
Family Roles	1.9556	.21548	.022	.050	1				
Social Custom	1.4315	.36395	.052	.030	.064	1			
Social Values	5.0667	.86908	-.134	.027	-.113	-.062	1		
Social Norms	5.6500	1.04360	.098	.074	.063	.022	-.122	1	
Performance	20.0889	2.79922	.352**	.474**	.497**	.044	-.039	-.112	1

Survey Research, 2018 ** Correlation is significant at the 0.01 level (2-tailed).

The result from the analysis of this study reveals that generally, socio-cultural factors (religion, skill/education, family roles, socio-custom, socio-values and socio-norms) mixed relationship with performance (competition, expansion, sales growth, networking and market share). All items used for dependent variables of socio-cultural factors are 18 with (means=21.3833 and Std. Dev. = 2.26502) and performance has (mean= 20.0889 and SD of 2.79922). Initial analysis on the data revealed no violations in all assumptions of normality, test for linearity and as well as test for homoscedasticity for all the dependent and independent variables used.

From the Pearson Product Moment Correlation conducted using SPSS2.3 in table four, above, to evaluate the null hypotheses that there is no relationship between religion and the performance of the business understudy, the analysis shows a significant evidence to reject the null hypothesis, it was therefore concluded that there was a weak, positive and significant relationship between religion (Mean= 5.5222, SD= 1.40810) and performance (at $r=.352^{**}$, $p<0.01$). This implies that weak level of business performance is associated with a weak level of religious practices and belief. With the coefficient of determination $r^2= .124$, that is religion practices and belief helps to explain 12.4% variance of business performance of women micro businesses in Lagos state.

Also, the same method was used to test hypothesis two. Initial analysis on the data revealed no violations in all assumptions of normality, test for linearity and as well as test for homoscedasticity. The analysis also shows a significant evidence to reject the null hypothesis and accept the alternative hypothesis which state there is a significant moderate positive relationship between the degree of acquired skill/education and the performance of the business understudy. The acquired skill/education has (Mean=1.8963 and SD=.37337) while the correlation between the acquired skill/education and performance ($r=.474$ $p<0.05$). This implies that moderate level of business performance is associated with a moderate level of acquired skill/education. With the coefficient of determination $r^2= .225$, that is acquired skill/education helps explain 22.5% variance of business performance of women micro businesses in Lagos state.

The analysis of hypothesis three from the correlations of dependent and independent variables of the study indicates a significant evidence to reject the null hypothesis that there is no significant positive relationship between family roles expectations and the performance of the business

Corresponding Author: +2348133703310 or +2349097774777

E-mail Address: ladyfranca8@gmail.com

understudy and accept the alternative hypothesis which state there is a significant positive relationship between family roles expectations and the performance of the business understudy. The family roles expectations have (Mean=1.4315 and SD=.36395) while the correlation between the family roles expectations and performance ($r=.497^{**}$, $p<0.05$). This implies that moderate level of business performance is associated with the moderate level of family roles expectations. With the coefficient of determination $r^2=.247$, that is family roles expectations helps explain 24.7% variance of business performance of women micro businesses in Lagos state.

The same method was employed in an analysis of hypothesis four as shown in the correlations of dependent and independent variables of the study. The result reveals that there is a weak positive relationship between social custom and the performance of the business understudy in Lagos State. The relationship which is represented by 'r' equals to 0.044 is positively weak, showing a positive association; this showed that variable 'X' (social custom with mean=1.4315 and SD=.36395) had a weak positive relationship with variable 'Y' (performance). Also, the P-value, which is greater than the significant of 0.05, suggested that there is not enough evidence to show that the correlation is significant. We, therefore, reject the alternative hypothesis and accept the null hypothesis that there is no significant positive relationship between social custom and the performance of the business understudy. With the coefficient of determination $r^2=.0002$, that is social custom helps explain .2% variance of business performance of women micro businesses in Lagos state.

The same method was used to analysis of hypothesis five as shown in the correlations of dependent and independent variables of the study. The result reveals that there is a weak negative relationship between social value and the performance of the business understudy in Lagos State. The relationship which is represented by 'r' equals to -.039 is negatively weak, showing is negative association; this showed that variable 'X' (social value with mean= 5.0667 and SD=.86908) had a weak negative relationship with variable 'Y' (performance). Also, the P-value, which is greater than the significant of 0.05, suggested that there is not enough evidence to show that the correlation is significant. We, therefore, reject the alternative hypothesis and accept the null hypothesis that there is no significant positive relationship between social values and the performance of the business understudy. With the coefficient of determination $r^2=0.002$, that is social values helps explain .2% variance of business performance of women micro businesses in Lagos state.

The same method was used to analysis of hypothesis six as shown in the correlations of dependent and independent variables of the study. The result reveals that there is a weak negative relationship between social norms and the performance of the business understudy in Lagos State. The relationship which is represented by 'r' equals to -.112 is negatively weak, showing is negative association; this showed that variable 'X' (social norms with mean= 5.6500 and SD=1.04360) had a weak negative relationship with variable 'Y' (performance). Also, the P-value, which is greater than the significant of 0.05, suggested that there is not enough evidence to show that the correlation is significant. With the coefficient of determination $r^2=0.012$, that is social custom helps explain 1.2% variance of business performance of women micro businesses in Lagos state. We, therefore, reject the alternative hypothesis and accept the null hypothesis that

Corresponding Author: +2348133703310 or +2349097774777
E-mail Address: ladyfranca8@gmail.com

there is no significant positive relationship between social values and the performance of the business understudy.

5. CONCLUSIONS AND RECOMMENDATIONS

The general objective of this study is to examine the socio-cultural dichotomies that constitute barriers to the performance of women entrepreneurs in Nigeria. The socio-cultural environment in Nigeria creates negative influences that result to gender biased about the position and roles of women which hinders the engagement of serious economic activities, thus, a limitation on the performance drive of women entrepreneurs. The socio-cultural environment consists of all the forces, factors, elements, conditions and influences which form individuals' personalities and influences individuals' attitudes, dispositions, behaviors, decisions, and activities. Lagos state as the main focus of this study is the most populous conurbation in Nigeria, hence women from the different ethnic group as the target group can be found at Lagos state.

The result of these findings indicates that there are some socio-cultural factors (religion, skill/education, family roles, and socio-custom) that do place dichotomy on women entrepreneurial performance (competition, expansion, sales growth, networking and market share) in Lagos state. There is a mixed relationship between socio-cultural factors and micro business performance. The moderate positive low negative relationship between socio-cultural factors and micro business performance depends on the nature of the socio-cultural factors as these socio-cultural variables do not equally impact on performance. The study concludes, therefore, a weak, positive and significant relationship between religion and micro-business performance. Also, there is a significant moderate positive relationship between the degree of acquired skill/education and the performance of the business understudy. There is a significant moderate positive relationship between family roles and the performance of the business understudy. The study also establishes a weak positive relationship between socio-custom and the performance of the business understudy and finally, a weak negative relationship was established between social value and socio-norms and the performance of the business understudy in Lagos State

Based on the conclusion discussed above, the following recommendations were made in view of this:

- i. The entire Nigeria society, states, tribes, families, organizations, groups, and individuals have to re-examine the importance of existing socio-cultural variables especially relate to women generally. Those socio-cultural variables that impede women entrepreneurial performance should be filtered and discontinued. There is need to change those cultures that bring a glass ceiling among women. Chang is difficult but is constant. This can be achieved through the establishment of socio-cultural orientation and change agencies that can design and implement relevant and effective value re-engineering and reorientation programmers through promulgating laws and enforcing it using government agencies. Besides, the traditional rulers and communities leaders should assist the government to campaign against those socio-cultural variables that hinder women entrepreneurs' performance.

- ii. The challenge about the need for the Nigerian society to have new values and orientation favorable to woman entrepreneurship that will enhance increasing business network thereby increasing the performance of women entrepreneurs need to be solidified. A re-engineering of societal values which create a gap in the women entrepreneurial performance should, therefore, be undertaken to get people out of the traditional ties, negative attitudes and behavioral pattern, to develop a new set of positive values that attract and facilitate increasing business network entrepreneurial performance among Nigerians women
- iii. The Government through their policies and laws should create enabling environment that would encourage women entrepreneurs in the generation of employment and entrepreneurship.
- iv. Women entrepreneurs should be exposed to entrepreneurship orientation and training, modern technology, effort should be made to encourage entrepreneurial activities especially where it is restricted through religious and ethnic practices.

5.1 IMPLICATION OF THE STUDY

The study contributes to the existing literature by providing statistical support of the study of Isidore and Razak (2011), Namdari, Raz and Hajsr (2012) and Kapinga and Montero (2017) as they found a similar finding to the study. The findings of Isa and Shitu, (2015) were not far from the study as they establish a positive relationship between religion and entrepreneurship. The study of Yusuf, 2013 does not deviate so much from our finding. To this effect, therefore, we conclude that certain socio-cultural factors affect women entrepreneurial performance.

Weber comments that the socio-cultural factors shape the values, customs, perceptions, thinking, and behaviors of people and this can positively or negatively affect the performance of women entrepreneurs. This study concentrates on the factors that hinder the performance of women entrepreneurs in Nigeria has seen the importance and roles of women entrepreneurs in the economic growth of the nation. Understanding these socio-cultural factors that place dichotomy on women entrepreneurs through the institutional and feminist theories is very essential in bringing gender equality and boost the entrepreneurial performance of women. These performance blockages factors vary from one culture to another, so the problems lie with the socio-cultural variables as it relates to female gender.

5.2 LIMITATIONS OF THE STUDY

The scope of the study is limited. This type of research work would produce excellent result had it been was conducted in different tribal areas. This would have given room for an equal larger number of sample sizes as this can limit the scope of the results, their extension to other tribal contexts, and thereafter the external validity of the research. The fact that this research is based largely on the perception of different managers of firms covered with subjectivity, leads to more generalized results. This approach could cause some bias since most of the data required to measure the variables are intangible in nature, therefore it would be difficult and even impossible, to collect the data objectively. Cross-sectional study was used in this study. The longitudinal study from different states of Nigeria would have been best for the study of this type.

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Corresponding Author: +2348133703310 or +2349097774777

E-mail Address: ladyfranca8@gmail.com

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