

# Attitude of Rural Women towards Entrepreneurial Skill Acquisition in Ogbomosho South Local Government Area

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**Abstract:** This study, evaluated attitude of rural women towards entrepreneurial skill acquisition in Ogbomosho South Local Government Area. Simple random sampling technique was used in selecting 90 respondents for the study. Data collected were analyzed using descriptive statistics and Pearson Product Moment Correlation. The mean age of the respondents was 40.1years. The distribution of respondents by level of education revealed that 25.6% of the respondents had no formal education, 35.6% of the respondents had primary school education, 24.4% of the respondents had secondary school education. 60.0% identified food processing and packaging, 72.2% identified trading while 71.1% of the respondents identified Sales and marketing of various commodities. Also, 28.9% identified restaurant, 10.0% identified bakery, 38.9% identified hair dressing and makeover. Most of the respondents reported that entrepreneurial training makes them to be self-employed and also become employer of labour and was ranked first with WMS of 4.4. It is concluded that, Sales and marketing of various commodity was the skill that respondents were mostly involved in. Therefore, Government and stakeholders in entrepreneurship should make business environment conducive in order for selling and marketing activities of the respondents to thrive.

**Keywords-** Attitude, bakery, restaurants, trading and women

## I. INTRODUCTION

Women entrepreneurship, in particular, is one of the most important inputs in the economic development of a country. Women entrepreneurs have been identified by the Organization for Economic Cooperation and Development (OECD 2002) as a major force for innovation, job creation and economic growth. Women entrepreneurs make an important contribution to the development of the world economy, particularly in developing countries (Allen, Amand, Langowitz and Dean, 2007). They are also the rising stars of the economies in developing countries to bring prosperity and welfare to women folk. The role of women entrepreneurs in economic growth and social change continues to dominate recent policy debates development. The growth of the proportion of women entrepreneurs in formal and informal economy in developing countries has drawn the attention of both the academic and the development sector. Donors like international public institutions, national and local

governments, NGOs, private companies, charities, knowledge institutes and business associations have initiated programmes or policies to promote and develop women's entrepreneurship (OECD, 2007).

Entrepreneurship development is a broad concept that is embedded in formal and informal economy of any nation. The informal economy refers to those enterprises and activities that may not comply with standard business practices, taxation regulations, and/or business reporting requirements, but are otherwise not engaged in overtly criminal activities. The main attraction of the informal economy is financial because this type of activities allows employers, paid employees and self-employed to increase their take-home earnings or reduce costs by evading taxation and social contributions (UNECE, 2004; World Bank, 2007).

The world currently faces societal challenges in economic, physical, social and environmental spheres that need to be tackled and overcome. Such challenges include global recession, terrorism, global warming, unemployment, poverty, economic inequalities and other social ills. These issues have become so topical that they have generated so much furor in the public domain and there is a growing concern into how solutions may be found to some of these challenges. One of such solutions is the increasing awareness about entrepreneurship development and the roles of entrepreneurs in the economic development of a nation. Promoting entrepreneurship development therefore will go a long way in addressing these perceived challenges being experienced globally.

Women entrepreneurship development has been recognized as a way out of poverty for women, especially in developing countries (ILO, 2008). A number of studies have suggested a positive relationship between women's participation in entrepreneurship and economic development (Hisrich and Adams, 2005). In developing countries, while it is clear that the majority of women are coming forward to set up enterprises in the informal economy, the rate of growth of such enterprises is hindered by myriads of problems for any meaningful entrepreneurial development (ILO, 2008). In informal economy, women face time, human, physical and

social constraints that limit their ability to grow their businesses (World Bank, 2007). The global world of business has long entered the technological trajectory. Knowledge management integrated with entrepreneurial flair has become a cornerstone, even on the agricultural farming sector (Mueller, 2001). While Africans are still playing a catch-up game, compared to their developed white counterparts; the African environment is not waiting, even as women entrepreneurship is taking root. Therefore, the study analyzes the Attitude of women towards entrepreneurship skill acquisition in Ogbomosho South Local Government, Oyo state.

The objectives are to;

- Examine the socio-economic characteristics of the respondents in the study area.
- Identify the various entrepreneurial skill acquisition available to the respondents.
- Ascertain the level of involvement of the respondents in entrepreneurial skill acquisition.
- Determine attitude of rural women towards entrepreneurial skill acquisition.

*Hypothesis of the study:*

H<sub>01</sub>: There is no significant relationship between the socioeconomic characteristics of the respondents and their attitude towards entrepreneurship.

## II. METHODOLOGY

The study was carried out in Ogbomosho South local government area. Ogbomosho South is located approximately on the intersection of latitude 8008 North and longitude 4015 East. It is about 105 km North East of Ibadan (State capital), 58 km North West of Osogbo, 53 km South West of Ilorin and 57 km North East of Oyo town. According to NPC (2006) the population was approximately 166,034 as of 2006 census with an area of 3542.82 square kilometers with about 60% of the dwellers being civil servants and also engaged in farming (both crops and animal production). The major economic activities of the people is farming while few of them are artisans. The predominant crop that are usually cultivated in the area are maize, cassava, yam, vegetables, and so on.

The population of the study comprised of all women in Ogbomosho South Local Government of Oyo state. Simple random sampling technique was used in selecting 90 respondents for the study

The tools and procedure that were employed elucidated the objectives of the study: this includes the following.

*Descriptive statistics:*

They are the mean, percentages and frequency distribution. These were used as tools to describe the socioeconomic characteristics of respondents, identify the various entrepreneurial skill acquisition available to the respondents, ascertain the level of involvement of the respondents in

entrepreneurial skill acquisition and determine attitude of rural women towards entrepreneurial skill acquisition.

*Pearson Product Moment Correlation:*

Pearson Product Moment Correlation was used to estimate the test of hypothesis.

## III. RESULTS AND DISCUSSION

The distribution of respondents by age revealed that 20.0% of the respondents were less than equal to 30years of age, 31.1% of the respondents were between 31 and 40 years of age, 31.1% of the respondents were between 40 and 50 years of age, 14.4% of the respondents were between 51 and 60 years of age while 3.3% of the respondents were above 60 years of age. The mean age of the respondents was 40.1years. The results implies that the respondents were of youthful age and still possess ability to innovate and diversify into any worthwhile business enterprise.

The distribution of respondents by marital status revealed that 17.8% of the respondents were single, majority (70.0%) were married, 8.9% were separated, 1.1% were divorced while 2.2% were widowed. The results implies that majority of the respondents were married. This is expected to make them concentrate and their business activities and also make them try out different entrepreneurial skill with the support of the family members in other to improve household income

The distribution of respondents by level of education revealed that 25.6% of the respondents had no formal education, 35.6% of the respondents had primary school education, 24.4% of the respondents had secondary school education while 14.4% of the respondents had tertiary education.

The distribution of respondents by the years spent in school revealed that 25.6% of the respondents did not go to school, 35.6% of the respondents spent between 1 and 6years in school, 24.4% of the respondents spent between 7 and 12 years in school while 14.4% of the respondents spent above 12 years in school. The mean year of schooling was 7.5years. This implies that the respondents were educated to primary school level. This is expected to assist the respondents to read and write to some extent and have an understanding of various opportunities available in entrepreneurial skill acquisition and use it to benefit herself and her household.

Table I: Distribution of the Respondents by their Socio-economic Characteristics

Variable	Frequency	Percentage	Mean
Age			
<=30	18	20.0	
31-40	28	21.1	
41-50	28	31.1	40.1
51-60	13	14.4	
Above 60	3	3.3	
Marital Status			

Single	16	17.8	
Married	63	70.0	
Divorced	1	1.1	
Separated	8	8.9	
Widowed	2	2.2	
Level of Education			
Non formal Education	23	25.6	
Primary Education	32	35.6	
Secondary Education	22	24.4	
Tertiary Education	13	14.4	
Years spent in School			
0	23	25.6	
1-6	32	35.6	7.5
7-12	22	24.4	
Above 12	13	14.4	

Field Survey, 2019

The distribution of respondents by various entrepreneurial skill acquisition revealed that 27.8% of the respondents identified event management, 18.9% identified tye and dye, 60.0% identified food processing and packaging, 72.2% identified trading while 71.1% of the respondents identified Sales and marketing of various commodities. Also, 28.9% identified restaurant, 10.0% identified bakery, 38.9% identified hair dressing and makeover while while 34.4% identified livestock keeping as the available entrepreneurial skill acquisition available to the respondents. The results implies that trading, sales and marketing of various commodities were the entrepreneurial skills the respondents identified as available to them.

Table II: Distribution of Respondents by Various Entrepreneurship Skill Acquisition Available to Women

Various Entrepreneurship skills	Frequency	Percentage
Event Management	25	27.8
Tye and dye	17	18.9
Food processing and packaging	54	60.0
Trading	65	72.2
Sales and marketing of	64	71.1

Table III: Attitude of Rural Women towards Entrepreneurial Skill Acquisition

Attitude	Strongly Agree	Agree	Undecided	Strongly Disagree	Disagree	WMS	Rank
Entrepreneurial training makes me to be self-employed and also become employer of labour	84(93.3)	6(6.7)	-	-	-	4.4	1st
It makes me to command special respect and prestige in the community	19(21.1)	65(72.2)	2(2.2)	4(4.4)		3.6	5 <sup>th</sup>
It gives me opportunity to earn money and support my husband in taking care of the children	71(78.9)	17(18.9)	1(1.1)	1(1.1)		4.3	2 <sup>nd</sup>
It helps the standard of living of our family to improve	30(33.3)	49(54.4)	2(2.2)	9(10.0)		3.5	6 <sup>th</sup>

various commodities		
Restaurants	26	28.9
Bakery	9	10.0
Hair dressing and makeover	35	38.9
Livestock keeping	31	34.4

Field Survey, 2019

\* Multiple Response

The distribution of respondents by their attitude towards entrepreneurial skill acquisition was measured on a 5-point Likert scale of strongly agree, agree, undecided, disagree and strongly disagree. Weighted mean score (WMS) was computed and used in the ranking of the attitudinal statements.

Most of the respondents reported that entrepreneurial training makes them to be self-employed and also become employer of labour and was ranked first with WMS of 4.4. This was closely followed by entrepreneurial training gives them opportunity to earn money and support their husband in taking care of the children and was ranked second with the WMS of 4.3, also, entrepreneurial training gives opportunity to manage their time and do things at their pace without anybody putting them under pressure in meeting unrealistic targets and unreasonable deadlines was ranked third with WMS of 4.1 while some identified household responsibilities might be a limitation to starting the business in the long run was ranked fourth with WMS of 3.7. In addition, entrepreneurial training makes them command special respect and prestige in the community was ranked fifth with WMS of 3.6, entrepreneurial training helps improve the standard of living of their family and the fact that capital to start the business is not always available to them were jointly ranked sixth with WMS of 3.5. Furthermore, some also reported that without adequate provision of infrastructural facilities like electricity, good road network and so on business will not thrive and the fact that getting market for sale of the products is not always easy were jointly ranked eighth with the WMS of 3.3 while lack of appropriate policies and programmes to promote women in entrepreneurship, will make business to suffer setbacks was ranked tenth with the WMS of 3.2. The findings implies that entrepreneurial training makes them to be self-employed and also become employer of labour was the most ranked attitudinal statement of the respondents.

It gives opportunity for me to manage my time and do things at my pace without anybody putting me under pressure, unrealistic targets and unreasonable deadlines	57(63.3)	29(32.2)	3(3.3)	-	1(1.1)	4.1	3 <sup>rd</sup>
The capital to start the business is not always available	37(41.1)	39(43.3)	1(1.1)	4(4.4)	9(10.0)	3.5	6 <sup>th</sup>
Getting market for sale of the products is not always easy	33(36.7)	29(32.2)	5(5.6)	15(16.7)	8(8.8)	3.3	8 <sup>th</sup>
Household responsibilities might be a limitation to starting the business in the long run	36(40.0)	38(42.2)	4(4.4)	8(8.9)	4(4.4)	3.7	4 <sup>th</sup>
Without adequate provision of infrastructural facilities like electricity, good road network and so on, my business will not thrive	39(43.3)	23(25.6)	6(6.7)	13(14.4)	9(9.9)	3.3	8 <sup>th</sup>
Without the appropriate policies and programmes to promote women in entrepreneurship, our business will always suffer setbacks	28(31.1)	37(41.1)	5(5.6)	6(6.7)	14(15.6)	3.2	10 <sup>th</sup>

Field Survey, 2019

*Test of Hypothesis*

There is no significant relationship between the socioeconomic characteristics of the respondents and their attitude towards entrepreneurship

The result of Pearson Product Moment Correlation (PPMC) revealed a significant relationship between some selected socio-economic characteristics such as age( $r=0.364^{**}$ ,  $p=0.000$ ), years spent in school( $r=0.409^{**}$ ,  $p=0.000$ ), household size( $r=0.427^{**}$ ,  $p=0.000$ ), years of business experience( $r=0.880^{**}$ ,  $p=0.000$ ) and the attitude of the respondents towards entrepreneurial skill acquisition. The null hypothesis is hereby rejected and the alternate hypothesis is hereby accepted. The result implies that the significant variables significantly influence the attitude of the respondents towards entrepreneurial skill acquisition.

Table IV: The results of Pearson Product Moment Correlation, showing the relationship between some selected socio-economic Characteristics and the attitude of the respondents towards entrepreneurial skill acquisition.

Variable	r-value	p-value	Remarks
Age	0.364**	0.000	Significant
Years Spent in School	0.409**	0.000	Significant
Household size	0.427**	0.000	Significant
Years of Business Experience	0.880**	0.000	Significant

**IV. CONCLUSIONS AND RECOMMENDATIONS**

Trading and sales and marketing of various commodities were the entrepreneurial skills the respondents identified as available to the respondents. Sales and marketing of various commodities was the skill that respondents were mostly

involved in. Therefore, Government and stakeholders in entrepreneurship should make business environment conducive in order for selling and marketing activities of the respondents to thrive. Credit facilities should be made available to the respondents by government at all level in forms of loans, grants and subsidies in order for the respondents to stay in business.

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