

PERCEIVED BENEFITS OF ENTREPRENEURSHIP AMONG FEMALE FARMERS IN AKINYELE LOCAL GOVERNMENT AREA, OYO STATE

By

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ABSTRACT

This study was designed to investigate the perceived benefits of entrepreneurship and entrepreneurial information among women farmers in Akinyele Local Government area of Oyo state. The objectives of the study are to identify the perceived benefit of entrepreneurship among female farmers and to investigate the sources of information on the benefit of entrepreneurship among the respondents. A 3 – stage random sampling technique was used to select 200 respondents with the aid of well-structured questionnaire. Descriptive and inferential statistics were used to analyze the data collected.. The study revealed that majority of the respondents were in their active age group ((31-40 years)) and majority (85.5%) of them were married with household size of 5-8 persons. The study also reveals that majority (82.5%) of the respondents strongly agree that entrepreneurship development improves the standard of living of the rural women farmers. Also, 84% of the respondents in the study area believe that entrepreneurship increases ones self-confidence. The mean index (M= 9.07) shows that 59.5% of the respondents in the study area perceived that entrepreneurship is beneficial. The result shows that majority of the respondents 71.5% rely heavily on the information acquired on entrepreneurship and make use of different types of support that are offered. Majority of the respondents strongly believe and perceive entrepreneurship has been beneficial, but they need more information on how to be mega entrepreneurs. It is therefore recommended that extension agents should counsel female farmers, organize action learning workshops, organize awareness and lay out non-formal capacity building programmes, that will help develop the entrepreneurial skills of female farmers which will invariably increase the standard of living of the female farmers.

KEYWORDS: Entrepreneurship, Perceived, Benefit, Female farmers

Introduction

Entrepreneurship is a process through which an individual creates opportunities for innovation leading to additional and novel contributions to society (Stam and Spigel, 2017). Entrepreneurship is a key factor for survival of small scale farming in a complex economy. It remains the gateway to sustainable wealth creation in Nigeria (Ogundele,

Akingbade and Akinlabi, 2012); (Nkpoyen and Bassey, 2012; Nwala, 2013; Idris, 2015). It is commonly believed that attitudes toward women entrepreneurs are gradually changing and the participation of women in different entrepreneurial activities is empowering them in every facet of life. Examples of such activities are; assembling resources, effective planning, excellent marketing, studying human behavior, networking, reading, leveraging creativity, innovation and opportunity.

The role played by women in the economy has led to the development of various programs and interventions intended to support women in enterprise development in form of financing, training and business counseling services. Growing numbers of farming families throughout the world are looking for extra sources of income, as primary production alone no longer pays enough for making a living. They are developing various strategies, such as engaging in off-farm labour, integrating new agricultural or non-agricultural activities and adopting new production methods. In doing so, they are trying to raise enough money to feed their families, to keep their farms going and to survive as farmers. However, farming is not a homogeneous sector; farmers operate in a complex, multi-faceted environment which is tightly constrained and regulated. This environment acts as a significant barrier to entrepreneurial activity (Carter, 2003; McElwee, 2008a).

An important challenge for the agricultural sector consists of facilitating farmers' development of entrepreneurial and organizational capacities, and attitudes; this requires economic support, and a greater emphasis on education and training (McElwee, 2006). Furthermore, Women entrepreneurs play a substantial role in the development of the small business sector and drive enterprise in transition economies (Lerner, Brush, and Histich, 1997).. However, Perceived benefits of entrepreneurship comprise of five dimensions which were adapted from Sheth *et al.* (1991) five-value model and they are; Emotional value, Economic value, Epistemic value, Self-actualization value and Social value. Entrepreneurship benefits are numerous and some of the benefits are:- Economic empowerment, Improved standard of living, Self-confidence, Increased social interaction, Increased participation in different meetings and seminars, Enhance awareness, Sense of achievement, Improved leadership qualities, Improved decision making capacity in family and community expertness in problem solving, matters related to women and community etc. In addition, it is imperative that women farmers are aware of the innumerable benefits of entrepreneurship.

Being aware of the advantages and gain of entrepreneurship is very crucial and important to the growth and development of entrepreneurial skills. It is saddening that marginalization of women is a universal and long-time problem that has immense economic and social implications; however, the intensity and consequences of such marginalization vary across countries and cultures (World Economic Forum, 2015). Marginalization of women is persistent in Nigeria in almost all spheres of the economy (Adegoke, Adegoke, and Oyedele 2016; This has been a major constraint among women in

developing their entrepreneurial skills. It is notable that poverty is a gendered phenomenon worldwide as women, more often than men, are its victims (Jayachandran 2015; UN 2015). According to Boyede (2010) and World Bank (2006), poverty and slow economic growth are associated with gender inequality. Boyede (2010) notes that gender inequality is the major cause of poverty in Africa. It has adverse effects on development, entrepreneur development, productivity, and competitiveness. Hence there is the need to assess the Perceived benefits of entrepreneurship among women farmers in Akinyele Local Government area Oyo state. The objectives of the study are to identify the perceived benefit of entrepreneurship among female farmers and to investigate the sources of information on the benefit of entrepreneurship among the respondents.

Methodology

The study was carried out in Akinyele Local government area which was created in 1976 with the administrative headquarters located at Moniya. The local government shares the same boundaries with Afijo local government to the north, Lagelu local government area to the east, Ido local government area to the west and Ibadan north local government area to the south. It occupies a land area of 464.892square kilometers with a population density of 516 persons per square kilometer. Using 3.2% growth rate from 2006 census figures, the 2010 estimated population for the local government is 239,745. It is dominated by the Yoruba's among other resident tribes such as Ibo, Tiv, Hausa, Nupe, Fulani etc. The residents are of Christianity, Islamic, and traditional religion. The local government area is endowed with fertile agricultural land suitable for the cultivation of crops like orange, mango, banana, pineapple, cassava, yam etc. The area is also notable for palm oil production.

The primary data was collected with the use of interview schedule and structured questionnaire. The secondary data were obtained from journals, periodical and conference materials. The study was carried out in Akinyele local government area of Oyo State .The local government has 12wards of which six wards were randomly selected out of the twelve wards. Twenty villages were purposively selected and 200 copies of questionnaires were randomly administered to the twenty villages based on the concentration of female farmers. Descriptive statistics was used to analyze the data.

Results and Discussion

Socioeconomic Characteristics of the Respondents

Table 1 show that most (45.5%) of the respondents were between the ages of 31-40 years. This implies that most of the women farmers are still in their active age. This agrees with the finding of Odebode (2008) who reported that perception and acceptability of innovation is mainly associated with youthful and active age of farmers. This is in consonance with the findings of Abdulkareem (2000), in which age was found to be a

factor that can significantly affect productivity, and also younger farmers are more productive and achieve higher profitability, investment and engagement in agricultural environmental schemes (Hamilton et al., 2015; Sutherland et al., 2016). On the contrary, older farmers have greater resistance to change and are less likely to promote diversification activity and adopt new technology (Morris *et al.*, 2017). Also, (85.5%) of the respondents were married, this is in line with the findings of Pratt (2004) who reported that married people tend to be responsible for the needs of their family at all times. This implies that majority of the respondents have huge responsibilities as mothers and wives which will make them work harder and not depend solely on farming. This conforms to the findings of Ayoola, *et al.* (2011), Matanmi (2011), and Titus *et al.* (2015) who stated that agriculture is primarily practiced by married people in the rural areas of Nigeria.

Based on their educational level, result reveals that (28.0%) of the respondents had primary education, (23.5%) of the respondents had adult education, (20.0%) of the respondents had no formal education, (19.5%) of the respondents had secondary education, and (9.0%) of the respondents had tertiary education. Education is an essential factor affecting desirable changes in attitude, skills and knowledge of individuals (Unamma, *e al.*, 2004). This implies that, the respondents not been so educated might limit their information acquisition ability which may affect their entrepreneurial skill. According to Amaza, Kwagbe and Amos (2004), and Akinnagbe and Ajayi (2010), education is an important factor influencing adoption of farm innovations. Education negatively influences the decision to become an agricultural entrepreneur comparing with other sectors (Pindado and Sánchez, 2017) but education is a determinant of entrepreneurial quality. Most (52.5%) of the respondents had household size of 5-8 persons). This implies that modern day farmer's family size has reduced drastically, but the mother's still need to support the family the best way they can, to make sure that their children have their basic needs. Also, this family size is relatively large which is good for family labour. This result strengthens the findings of Mustapha *et al.*, (2012) in which the majority of the household size fell within 6-10 members. According to Olumba (2014) citing Onu (2005), large family size could be as a result of polygamous nature of the rural farmers. He further opined that this could be linked to the fact that most rural farmers look at large household size as a good and economical way of maximizing farm returns by using family labour.

Also, majority (73.0%) of the respondents were into trading as their secondary occupation. This implies that the parents (mothers) are not just limiting themselves to farming. Diversification is highly important to the women farmers. The finding is in agreement with Mbam and Nwibo (2013) who reported that farmers engaged in various farm and non-farm activities as a way of income diversification, which helps in reducing poverty among the farming household. Also, the findings revealed that most of the respondents had 11-

15years farming experience. This implies that majority of the women farmers have been farmers for a long time and are married. Being a mother and a wife, the women farmers will be motivated to work more (diversify) for their families, in order to have a high standard of living. They will definitely try all their possible best to get more information about entrepreneurship which will in turn boost their entrepreneurial skills.

Table 1: Socio economic characteristics of the respondents

Variable	Frequency	Percentage
Age		
20-30	14	7.0
31-40	91	45.5
41-50	50	25.0
Above 50	45	22.5
Marital Status		
Single	13	6.5
Married	171	85.5
Divorce	1	0.5
Widow	15	7.5
Educational Level		
Adult education	47	23.5
No formal education	40	20.0
Primary education	53	28.0
Secondary education	39	19.0
Tertiary education	18	9.0
Religion		
Christian	111	55.5
Islam	86	44.5
Traditional	3	1.5
Household size		
1-4	76	38.0
5-8	105	52.5
9 above	19	9.5
Secondary occupation		
Farming	21	10.5
Trading	146	73.0
Teaching	15	7.5
Others	18	9.0

Farming experience		
1-5	8	4.0
6-10	47	23.5
11-15	62	31.0
16 above	83	41.5
Total	200	100

Source: field survey 2018

Perceived benefits of entrepreneurship development among rural women farmers

He perceived benefits of entrepreneurship development among rural women farmers is presented in Table 2. Table 2 shows that majority (62.0%) of the respondents strongly agreed that entrepreneurship development empowered them economically. This is in line with Asmit and Koesrindartoto, (2015) which stated that entrepreneurial activities of farmers have brought economic impacts to society, both for the people who are directly involved in the activities and their surrounding communities. This is an indication that farmers will want to be entrepreneurs because of its economic benefits. Majority (82.5%) of the respondents strongly agreed that entrepreneurship development helped improves their standard of living as a result of their involvement in entrepreneurial activities. This goes in line with Ogundijo, (2013) who reported that the state of the family will change if every member earns a living. Also Amesi, (2011) viewed entrepreneurship as a mission for self-employment and poverty alleviation, which is the hope of many Nigerians in entrepreneurship business. This implies that the farmer's expectations and knowledge on how entrepreneurship improves the standard of living of people will be a driving force for their active involvement in entrepreneurial activities.

Table 2: perceived benefits of entrepreneurship development

Perceived Benefits	SA	A	U	D	SD
Economic empowerment.	62(31.0)	124(62.0)	14(7.0)	0(0.0)	0(0.0)
Improved standard of living.	165(82.5)	30(15.0)	5(2.5)	0(0.0)	0(0.0)
Self-confidence.	168(84.0)	28(14.0)	2(1.0)	1(0.5)	1(0.5)
Sense of achievement.	98(49.0)	95(47.5)	4(2.0)	3(1.5)	0(0.0)
Increased social interaction.	123(61.5)	72(36.0)	3(1.5)	1(0.5)	1(0.5)
Decision making capacity in family and community.	114(57.0)	78(39.0)	8(4.0)	0(0.0)	0(0.0)

Source: Field Survey, 2018. Legend: Strongly Agreed (SA), Agreed (A), Undecided... calculating the mean for each of the variable can also help you make more informed decisions

A large majority (84%) of the respondents in the study area believe that entrepreneurship

increases ones self-confidence. This implies that the women farmers will work so hard as entrepreneurs to become successful and be self-confident. Also, 49.0% and 47.5% of the respondents strongly agree and agree respectively that entrepreneurship development helps in achieving set goals. 61.5% of the respondents perceived that it increases social interaction among individuals. The people in rural areas are homogenous in nature. Social interaction is very key to them, so they will do things that would foster their interaction with other people, like entrepreneurship which is a major social interaction activity. 57.0% of the respondents perceived that it helps in increasing the decision making capacity in family and community.

Lastly, it was deduced from the study that a relatively high percentage of the respondents perceived that entrepreneurship development is beneficial. This is in line with Gop, (2010) which states that agricultural extension service and government policies has improved in creating awareness to the farmers and the benefits attached with entrepreneurship development. This suggests that these respondents are knowledgeable about the numerous benefits of entrepreneurship and are most likely willing to do whatever it takes to be excellent entrepreneurs.

Sources of information to the women farmers

The sources of information to the rural women farmers on entrepreneurship are presented in Table 3.

Table 4: Sources of information to the women farmers

Sources of information	Yes	No
Extension workers	166(83.0)	34(17.0)
Internet	50(25.0)	150(75.0)
Radio	195(97.5)	5(2.5)
Television	182(91.0)	14(7.0)
Farmers meeting	170(85.0)	30(15.0)
Seminar	147(73.5)	53(26.5)
Friends and relatives	180(90.0)	20(4.5)
Newspaper	73(36.5)	124(62.0)
Journals	78(39.0)	119(59.5)
Magazines	74(37.0)	126(63.0)
Extension bulletin	54(27.0)	146(73.0)
Mobile phone	154(77.0)	46(23.0)

Source: field survey, 2018

The result reveals that 83.0% of the respondents got information on entrepreneurship through the extension workers. Also, larger percentage of the respondents 97.5% got information through the radio regularly. Shanaghan (2007, 2011) and Sharma (2008) stated that radio has advantages over the other mass media like television and newspapers in terms of being handy, portable, and easily accessible at home, in the office, in the car, on the street, in the farm, virtually everywhere at any time. Radio has been proved to be an important tool in the enhancement of agriculture in rural areas. According to Ajayi, (2003), radio has been found to be a major source of information to farmers in the South Western Nigeria. Also, 75.0% of the respondents were unable to get information through the internet which may be due to their level of literacy. Furthermore, the result also shows that 91.0% of the respondents in the study area got vital information on entrepreneurial activities through the television. Accordingly, a study by Ahmad *et al.*, (2007) indicated that 74% of the respondents watched television and obtained latest information about different agribusiness programs from this medium. This implies that majority of the women farmers who have television in their homes used it positively. However, 77.0% of the respondents in the study area do get vital information from the use of mobile phones. Use of mobile phones increased access of information among men and women and improved their living standard (Abraham, 2006; Aker, 2008; Galperin and Mariscal, 2007; Jensen, 2007, Bhavnani *et al.*, 2008). Majority of women farmers' use their phone for calling family, friends and not for information seeking and acquisition. In addition, Mobile phone technologies have provided a good platform for farmers to share their knowledge and information among each other on time such as market rates and weather information in developing countries (Munyua, 2007, Lehr, 2007). Also, 90.0% and 85.0% of the respondents got important information from farmers meeting and seminars on entrepreneurship respectively. In many areas of Africa, farmers are using mobile phones where internet services are not good, the farmers are obtaining information about agriculture issues from related officers (Gakuru *et al.*, 2009).

Furthermore, 62.0% of the respondents in the study area do not get information from newspapers and 59.5% of the respondents get information from journals. Majority of these respondents are not well educated, so reading might be something they don't enjoy doing. Also, 63.0% of the respondents get information from magazines and 73.0% of the respondents get information from extension bulletin on entrepreneurship. These magazines and bulletins might be given to them for free by the extension workers and the extension workers must have explained the content to them. This implies that the women farmers are on the right path to success, because knowledge is power.

Conclusion and Recommendations

Entrepreneurship is a key factor for the survival of small-scale farming in an ever-changing and increasing economy. Based on the findings of the study it was deduced that relatively high percentage of the respondents perceived that entrepreneurship development is

beneficial and contribute a lot on improvement of the women standard of living, self-confidence, and sense of achievement. Also it was discovered that most of the women get their information mostly through radio. It is therefore recommended that extension agents should counsel women farmers, organize workshops, lay out non-formal capacity building programmes, organize formal training programmes, organise farm business schools, learning groups, electronic communication, post training follow up and support that will help develop the entrepreneurial skills of women farmers which will invariably increase the standard of living of the women farmers. Also extension agents should do more in reaching out to the women who use radio in sourcing for information.

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