

THE DETERMINANT FACTORS AFFECTING THE PERFORMANCE OF WOMEN ENTREPRENEURIAL BEHAVIOR IN IGBO NIGERIA AND MEDIATION ROLE OF INTENTION

LAWRENCIA KAECHERE OSIGWE ¹ and Dr. SITI AIDA SAMIKON ²

^{1,2} PhD in Management, Aspirant in Limkokwing University of Creative Technology.

Abstract

This research focuses on the determinant factors affect the performance of women entrepreneurial behaviour in Igbo Nigerian and the mediation effect of intention. This study will determine in what extent does self-efficacy, technology, social-cultural affect the women entrepreneurial intention and their behaviour performances in Igbo region Nigeria. The theory of planned behavior and other theories are used. The conceptual framework is built to explained the variables, and also all concepts are briefly explained before emphasizing the relevant concepts of the study. In this study, we used a pilot study of demographic respondent on 70 women entrepreneurs in Imo state and partial least squares structure equation modelling (PLS-SEM) to test hypotheses on the sample of 362 women entrepreneurs in Abia and Imo states in Igbo Nigeria. The results of this study show that attitudes, education, financial capital, perceived family business, social cultural and self-efficacy positively and significantly influence women's outcomes in entrepreneurial behavior and women's entrepreneurial intention, which significantly partially mediates the relationship between all the variables.

INTRODUCTION

The constant pressures competition on globalization business make the study of entrepreneurial activity very important (Ahmad, S., et al. 2022). It is a process of creating value and pursuing opportunities for growth. Women entrepreneurs play a key role in entrepreneurial performance and the economy development by promoting job creation, poverty reduction, wealth creation and nation-builder (Franzk, et al. 2022). It is also there is a driving force that drives female to develop in the global economy. A growing body of evidence supports the link between women's entrepreneurial intentions and performance in entrepreneurial behavior. This helps women start businesses as entrepreneurs (Lakhan, et al, 2021). Recent statistics show that women's participation in this field is very important and also roots in many countries around the world (Sajjad, et al., 2020). Some researchers and scholars have emphasized on this (Setini, et al. 2020; Isag, N.2019; Ali, et al. 2021; Opute, et al, 2020; Sajjad, et al 2020).

In addition, the role of female entrepreneur development has been recognized since the 1990s in many parts of the world. Today in the business world, entrepreneurship has become a mainstream movement in many countries and has been embraced in every field of work. Despite their limitation, obstacles, restriction women are facing in deferent country, they seen entrepreneurship as essential feature of instrument or agent of change (Saif, et al, 2021)

Furthermore, there are intelligent, capable and energetic one's especially women in the Western world, such as Chancellor Angela Merkel, Oprah Winfrey, Sherry, Sandberg, Wan Leejens, Sarah Blakely, Lady Gaga, etc. They captured this new development as a process where women

create ideas, job opportunities and business ventures. They are also made significant contributions to economic growth and poverty reduction worldwide by establishing small and medium enterprises (Arafat, et al, 2019).

Women entrepreneurship in Asia, Asia has witnessed rapid economic development and is often referred to as the engine of growth in today's global economy (Bruton et al., 2015; Tonby et al., 2019). This is evidenced by a growing number of women in this region who are reshaping the business landscape as they rise to the top by forging their own entrepreneurial paths, for instance Malaysia female, they face a lot of limitations, obstacles and roadblocks in the past, society have begun to accept women entrepreneurs and they contributed greatly to a country's economy. The general mind-set has changed so much so that women who juggle family with careers are looked upon as capable and independent women who have the best of both worlds. As such, it is no longer unexpected to see women heading their own companies and being successful at the same time (Franzke, et al., 2022). And in the last decade, record numbers of women are starting their own businesses. According to Xinhua Net, the proportion of female entrepreneurs in China's online sector has reached 55%. As e-commerce continues to grow, more entrepreneurial opportunities for women are set to emerge (Jiany, Cui, 2023). If we want to understand the global women entrepreneurship, we have to start from China. China has been home to more than two-thirds of the world's most successful women entrepreneurs in the past decade, Zhao, Y. (2022).

Despite overwhelming obstacles. Notably, more than half of the 56 women who made Forbes' 2017 list of female self-made billionaires were from Asia: 21 were from mainland China alone, and 5 more—including the world's richest self-made woman, Zhou Qunfei—were from Hong Kong 2018, (Franzke, et al, 2022). China now has over 29 million female entrepreneurs, about 25 percent of the national total, among whom 41 percent are self-employed and private business owners, Meng said, adding that many Chinese women entrepreneurs are engaged in high-tech industries and pay great attention to upgrading and renovating traditional (Zhang, L., 2023). Generally, most female entrepreneurs millions in china, such as Wang Laicham, Wei Sun Christianson, Zhang Mo, Jean Liu, Jane Jie Sun, Pei Chin Tsai, etc. are significantly contributed to the growth of the economic GDP of their countries, and also contribution in entrepreneurial activities which is essential in the case of rural areas where the overall household incomes are low due to lower economic opportunities in rural areas (Afrin et al., 2010). The dominant income source in the rural areas is agriculture and allied activities, where returns are relatively lower when compared with the economic activities of urban areas (Ge, et al, 2022).

Women have dramatically altered the playing field in entrepreneurship (Aljarodi et al., 2022, Dilli and Westerhuis, 2018). Since 2014, female contribution to entrepreneurship has increased each year, reaching an estimated 274 million women starting and running established businesses across the global.

Although female involvement in entrepreneurial activity continues to evolve rapidly in the Western world, over the last few years in the Middle East, there is an increasing percentage of women involved in entrepreneurial activity when compared to men (Aljarodi, et al., 2022; Alshebami & Seraj, 2022). Women in the middle east face three major underlying reason to

not engage in entrepreneurial activity, example, the attractiveness of public sector employment, which provides a stable and sufficient monthly income, compounded with a lack of private sector jobs that are of a high quality and that generate sufficient monthly income, ii) the lack of an entrepreneurial environment, resulting from government dependence on natural resources exploited by massive firms, disincentivising the creation of private and small business, iii) failure to empower women by creating opportunities in formal employment that is adequate to their professions. However, women in the Middle East particularly in Saudi Arabia complain that the element of formal institutions policies and regulations which are created to control the social behaviour of the business environment is affected women entrepreneurial activity and potential entrepreneur's motivation. (Van Stel et al., 2007), for example, rules or policies such as ease steps of register the business for a start-up venture, motivates individuals to engage in entrepreneurial activity, while complex tax and labour force regulations have a negative effect (Alhammad et al., 2021, Van Stel et al., 2007). The government of Saudi place law by banned women from driving cars around the country, is a big barrier to women involved in entrepreneurial activity over many years. It has affected entrepreneurial movement in country for restrict female to traveling around the country they are occupied (Zamberi Ahmad 2011). Female in Saudi find it extremely difficult to access public transportation. The country 2030 Vision, in June 2018, the revocation of the law that previously banned Saudi females from driving was the biggest turning point of the era for the country (SCEDA, 2016), by shedding light on reconstruction of the polices and rules by the government on 2023, has bring a change in the women to support economic contribution and society well-being of the country. This move is therefore one step in a series of sweeping reforms to the policies and rules for social and economic well-being, referred to as Vision 2030. The assumption, therefore, is that this change in organization will lead to an increase in Saudi women engaging in entrepreneurial activity.

Women entrepreneurial activities in African continue to generate socio-economic benefits in many global regions (Cochran, 2019; Henry et al., 2016; Nair, 2020; Ramadani

Ogundana et al., 2021; Ojong et al., 2021), has shown that women make significant social and economic contributions as breadwinners of many households within the developing world. For instance, their entrepreneurial activities within the sub-Saharan African region are credited with the reduction in the rates of prostitution and child trafficking (Ogundana, 2020a). Furthermore, female engagement in entrepreneurship has led to improved rates of child education in Nigeria, Ghana and Niger (Chea, 2008; Otoo et al., 2012); enhanced nutritional status of families in Botswana (Ama et al., 2014); crime reduction in Ogun State Nigeria (Iyiola & Azuh, 2014); and hunger and poverty alleviation in Kenya and in indeed Africa as a whole (Misango & Ongiti, 2013; Ojong et al., 2021). Cameroon country after their independent they still in pre-colonisation till today, despite over five decades of gender development policies and activities, women remain underrepresented among entrepreneurs. We could observe that women in traditional Africa were important economic actors whose role was not limited to reproduction and household chores (Feleu, et al., 2022). But, despite the contribution and benefits of African's women entrepreneurial activity, they face numerous obstacles and which include lack of access to capital opportunities, unyielding cultural, societal restrictions and motherhood

responsibilities (Lincoln, 2012; Ogundana, et al., 2021). In this 21st century, technology accelerates, and life and the new millennium depend on women. It is useful to spend some time thinking about the driving forces driving females into global economic development which is entrepreneurship (Ufua, et al., 2022).

Problem Statement

According to Amadi, (2020), Nigeria's total female population comprises over 50% and only 35% of this population are female entrepreneurs. Such a small percentage shows an imbalance, but the same group of people gives businesses the flexibility and awareness that is important to feed the economy.

Many female entrepreneurs in Nigeria have not reached their destination of accomplishment. They face several cultural and developmental challenges, including self-efficacy, technology, socio-cultural constraints, leading to entrepreneurial failure, early exit, slow growth, and poor return on performance activities. Additionally, there is a need for deeper investigation of these behavioural aspects and proposed recommendations to overcome these challenges (Brown al. et., 2019),

Objective of the Study

RO1 to determine the effect of self-efficacy, technology, knowledge, social cultural on women entrepreneurial behaviour performance.

RO2 To investigate the impact of attitude self-efficacy, Technology, knowledge, and social cultural on women entrepreneurial intention.

RO3 To analyze the effect of women entrepreneurial intention on women entrepreneurial behavior performances

LITERATURE REVIEW

The concept in the field of entrepreneurship caught the researcher's attention in the current time women's entrepreneurial behaviour (Halizah, S. N. 2022). This chapter will highlight some of the previous research conducted in this area, and also review the former literature on women entrepreneurship and performances of women entrepreneurial behavior (PWEB), and women's intention (WEI) which become important to understand the relationship of the constructed base on women entrepreneurs in Nigeria with latest available data. Moreover, the existing literature includes empirical and theoretical will help to synthesize the theories. This literature review assisted to understand the comparison differences of the relevant variables to get knowledge of the context of this study, and the chapter also reported on the framework of the study and the rationality and the reasoning, based on which the hypotheses were developed. In addition, it gives the problem and challenges facing women entrepreneurs in Nigeria. This chapter also describes the theory of planned behavior and social cognitive theory, Ajzen developed subsequent Ajzen I, 1980; Heiny, Jennifer, et al. 2019), arguments, most notably through the inclusion of perceived towards a behavior are evaluated within the context of subjective norms and perceived behavioral control. Concerning perceived behavioral control,

individuals assess their ability regarding the issues /ease in performing a given behavior. This assessment is reflective of experience and is based on perceptions about resource availability. The social cognitive theory (SCT) postulates that individuals' abilities to become entrepreneurs based on their skills and abilities can be seen as self-efficacy, and self-efficacy is the core component of the SCT (Bandura, 2012). Self-efficacy is a psychological mechanism that arouses the individuals' willingness to accomplish tasks or responsibilities in order to achieve their outcome expectations (Veselinovic, et al., 2022).

Concept of Women Entrepreneurs

The concept of (WE), according (Aich, D. 2020; Degen, A. A, 2022), concept of (WE) emphasizes that a woman who takes responsibility to organize and manage the resources of their enterprises and bears all the risks in expectations of deriving gain can be termed a woman entrepreneur. Na, C., Khalid, R., Raza This definition depicts women entrepreneurs to be aware of decision makers and managers (Zohora, F.2022). Females who are selected to pursue the challenging role of an entrepreneur have the ambition to desire the fulfilment of their need to achieve and be independent. Women entrepreneurship creates actions, especially in industry, this activity empowers them economically and helps them to contribute hugely to economic growth. (Simon, & Marathe 2023). (Rastogi, Baral, & Banu, 2022). Whether women are engaged in small or medium-scale business activities or the self-employed or employed areas, female entrepreneurial actions are not only a method for economic continuation. However, they have the positive social consequence that concern female and their social surroundings United Nations Industrial Development Organization (Soomro, Bahadur Ali, Sadia Anwar, & Aftab Hussin Rajar 2019).

Challenges of Female Entrepreneurship in Nigeria

Nigerian Entrepreneurships reported that they have been frequently harassed by government officials who extort money from their businesses (Resnick, et., al. 2023), (Beegle, & Christiaensen 2019), (Driscoll, B, 2020). Poor infrastructure like bad roads, water shortage, and inadequate water supply are some of the issues plaguing the private sector and their business challenges in gaining bank credits and from other financial institutions (Abubakar, Binna, 2019). General government lack interest in the growth of entrepreneurship. Many countries in the world embrace the improvement of entrepreneurship development. A lot of entrepreneurs lack managerial skills to help in planning and organizing their enterprises (Osita-Ejikeme & Amah 2021). Inability to recruit and retain good employees and in turn possibly good employees are reluctant to work with the private sector because they lack job Low average labour productivity Unemployment (Nkansah-Dwamena, E. 2022). Several authors have commented on barriers and challenges facing women entrepreneurs such as (Sagara, Y., 2021), (Das, K. C. 2022), (Wralsen, et. al., 2021), (Selamat, & Endut, 2020), (Politaj, & koza, 2020), (Said, et. al., 2020) (Dana, et. al., 2021), (Krocak, et. al., 2020). The economic activities of most women are based on the self-employed sector of the economy both in rural and urban areas. The reason may be due to entry into the self-employed sector is easy, and it is allowed to all categories of people. It includes hairdressers, fashion designers, beauty and skin sailors, crafts making etc. The self-employed sector is characterized by reliance on indigenous

resources, family ownership of enterprise, labor-intensive and adapted technology, unregulated and competitive markets and skills that can be acquired outside the business professional educational system (Dave, M. et., al. 2022). Most women are predominantly in the self-employed sector because it does not require any minimum level of education as in the business professional areas; second, they can combine their activities with domestic responsibility and third is that it requires little capital to establish most businesses in the self-employed sector (Kenny S, V., 2019). Women entrepreneurs in Nigeria face similar challenges and constraints to their counterparts than other developing countries. Over the last few decades, the significant contribution of women in sustaining the socio-economic well-being of their families had been taken for granted and even neglected by society (Sajjad, et. al., 2020).

Characteristics of Women Entrepreneurs

Female entrepreneurs frequently have a particular personality. They value independence and autonomy (Keling, Yap, & Ho, 2022), (Bastian, et. al., 2023). They acquire energy and a high need for accomplishment. Female entrepreneurs obtain a strong internal position of control. They became aware of the change as an opportunity and willing to take accurate risks. They are commonly having social skills and acquire a balance between insight the ideas (Tonidandel, et. al., 2022), (Hynes, & Block, 2022), (Adaeze Eucheria Ekwochi, 2020), stated that female business mainly has the related typical feature and motivations with male business holders. Females in the economic class find it a problem to have their want in the working position (Bullough, et., al. 2022). (Female needs are ravenous), so far it turning to entrepreneurship, it will help them to bring their favourable circumstances. Entrepreneurship has made females capable of economic actions and increased autonomy resources foundation. This benefit helps women to enhance financial support for themselves and all so improve their social status and make decision ability. Female entrepreneurship appreciates some strength benefits such as ownership of two-fold typical features (entrepreneurial and women characteristics which gives them an amazing ability to carry out their role as entrepreneurs (Chen, et., al., 2022). The following characteristic are Adaptability, Innovativeness/ creativity, Strength, Ability to think fast, Ability to endure, Accountability and credibility and Managerial Skills.

1 Adaptability, female is seen to be easier to adapt to family life work than male matches (Thoits, P. A. 2022), (Naukkarinen, & Gordon, 2022), (Alaei, et. al., 2022), (Jolly, et. al., 2022). They can adjust to the different situations of culture, behavioural averages, skilled networks, and family relationships all affect the attitudes of female entrepreneurship. Hens adaptability improves entrepreneurship and female balance nature makes it possible to adapt to their surroundings better than their male counterparts (Boutkhil, S. 2022).

Benefits of Women Entrepreneurship

Several benefits have been reported about women entrepreneurship, Some of the benefits reported in the literature according to (Meyer and Hamilton, 2020).

It is plentiful vivid that entrepreneurship is significant for economic development, productivity, innovation and employment, and huge nations have made entrepreneurship specific policy first concern.

- 1) Women entrepreneurship activities have been acknowledged as the significant essential feature in managerial, economic growth, performance and wealth generation. According to (Bullough, et. al., 2022).
- 2) Precisely they choose the hours to work as well as how much to pay if he would take a vacation or not (Abuhussein, T., 2022).
- 3) Gives a greater achievement feasibility important revenue rewards than employed by someone else.
- 4) It brings the ability to be engaged in the whole operation of the job to plan the designs and establishment sales and customer feedback.
- 5) They always show importance of being the person in charge.
- 6) They contribute opportunities to build fairness, in the feature or reputation of the next generation.
- 7) It establishes the opportunity for someone to donate.
- 8) Greater pioneers of female entrepreneurs sees their local revenue through innovation of the whole society (Alsheikah, A. 2022), (Mashapure, et. al., 2022). It is an incentive for economic changes and development and also it boosts one's capital output and money. Moreover, it introduces comprise changes in the society of new business structure that result in huge contribution output of nations productivity (Khan, et. al., 2022). Market fulfil human needs by innovation and creativity, developing new products and services which is encouraged by entrepreneurs (Fallah, & Soori, 2022). Entrepreneurship through its method of innovation builders, more ventures created, fresh job opportunity formed, and it reduces the unemployment rate. With all these advantages, the promotion of wealth was distributed (Chatterjee, et. al., 2022). It's not the primary reason someone pursues entrepreneur activities; it also plays important role in nation's economy. The business environment is highly dynamic and hence controls the operations and activities of business ventures (Kang, H.Y. 2022). The understanding of the dynamic and the effect of the environment on women's entrepreneurial development is very important for policymaking (Victor Chidiebere, et. al., 2022), saw family influence as the antecedent of women entrepreneurial developments, included infrastructure, legal, regulatory, economic and socio-cultural variables such as rapid and threatening change, one's family, school and work environment as the environmental factors that can affect women entrepreneurs (Pospisil, & Zavodna, 2022), further classified these factors into 'push' and 'pull' factors. looked at the environmental factors from the perspective of the developmental setting that stimulates the local market.

Self-efficacy

Self-efficacy is defined as a personal value of an individual's cognitive and physical competences in training control over situational demands (McLaughlin, et. al, 2022) and also stated that the level of individuals perform the different roles of entrepreneurship perceived the capability to having achievement. In the meantime, Bandura 1977; Wardana, L.W., et al, (2020), used self-efficacy to signify person's aptitude or capability in executing tasks, attaining goals, and conquering challenges. Self-efficacy is acquired from a psychological construct of Social Cognitive Theory (SCT) which clarifies the approach of people belief in their competences which will effect actions desire that produce outcomes. Self-efficacy has been divided into two by many researchers (Elliott, et al, 2020), (Entrepreneurial Self-efficacy(ESE) and General Self-efficacy(GSE) which they have mentioned as a strengths of an individual's belief that she/he is accomplished as achievement that undertaking numerous entrepreneurial roles and tasks (Sharma, P. K. & Kumar, R. 2022). As each the literature, ESE improves the self-confidence and capabilities to execute commerce that is related to the tasks, which is the main resources for an entrepreneur. However, GSE is defined as person's belief in her/his general capability to execute well in a broad diversity of circumstances. Though GSE, without particular criteria illustrates argument that, entrepreneurial self-efficacy is the desirable quality business individual (Eshuis, et. al, 2022). It also mentions that is someone beliefs that has aptitude to the success that execute several entrepreneurships connected responsibilities. The literature has known several factors presentation of the small organizations that have intentions to start-up a new business and ventures as part of person's successes. Another recommendation has made that the role of self-efficacy in the business should be more investigated since it hind on goals of entrepreneurs and would be different between them (Kieschnick, C.2022). Despite Bandura 1986; (Jones, J. 2022), scholars demanded that self-efficacy was a paramount instrument of behavioural transformation that affected everyday life of the individuals that determines person's achievement. Meanwhile many students have supported the usage of general measure of self-efficacy as an alternative to ESE as it may be domain-particular construct. Nevertheless, recently that researches have begun coincided to build GSE which is comparatively stable, explain like belief of generalized capacity (Chan, C.C., 2020). Even if there are differences between the above mentioned construct in organizations scopes, SEE and GSE were related to the beliefs about person's aptitude to accomplish her/his desire outcome (Ju, D., Huany, et. al., 2019; Cheng, et. al, 2022).

One of the significant developments in entrepreneurship studies is entrepreneurial self-efficacy (Conz et al., 2020; D'Angelo and Presutti, 2019). Bandura (1986) distributed his original work on self-efficacy regarding human office. According to Gist (1987) self-viability can be linked with the administration literature with a conversation of suggestions for hierarchical conduct and cognitive aspects of the people. A few researchers in entrepreneurship studies applied self-efficacy within the business enterprise (e.g., see Baum and Locke, 2004; Markman et al., 2005), Current study provides several insights on the entrepreneurial self-efficacy construct, from the women entrepreneurship perspective. Many researchers have examined entrepreneurial self-efficacy for about four decades (McGee and Peterson, 2019; Bradley and Roberts, 2004; Chen et al., 1998; Bandura, 1986, 1997); however, only a handful of research can be found on women

entrepreneurship (Bamiatzi et al., 2015; Kelley et al., 2015; Coleman and Kariv, 2014). Madawala, K., Foroudi, P., & Palazzo, M. (2023). Exploring the role played by entrepreneurial self-efficacy among women entrepreneurs in tourism sector. *Journal of Retailing and Consumer Services*, 74, 103395.

Technology

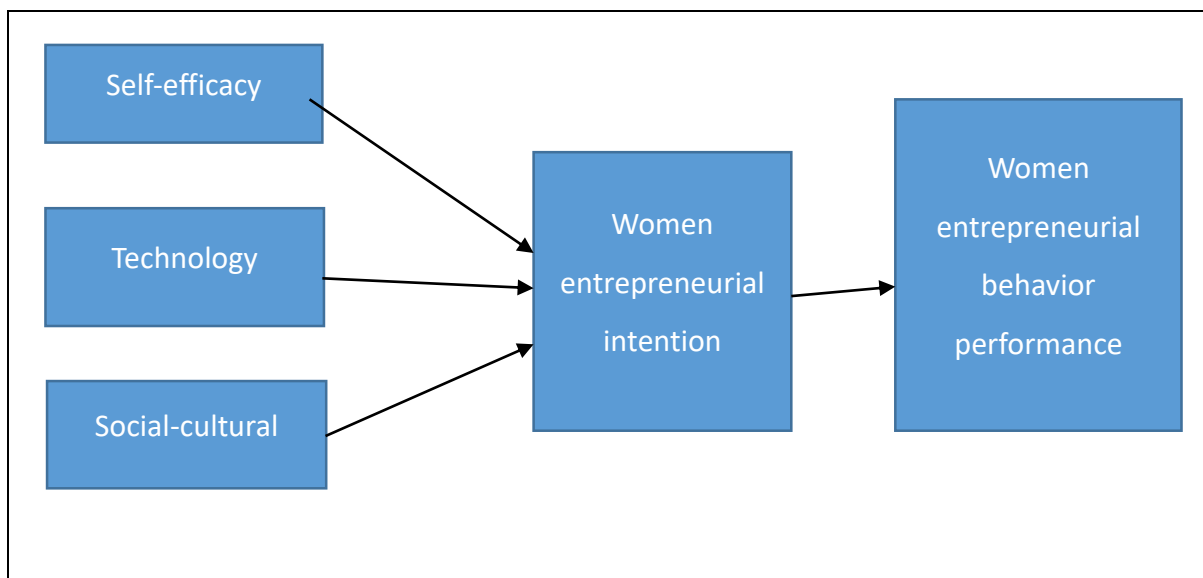
Lack of technical know-how: Administration has become a specialized task that can only be performed by efficient administrators (Van Noordt, & Tangi, 2023). Women entrepreneurs may be inefficient in management functions such as planning, organizing, managing, directing, motivating, recruiting, coordinating and running their businesses (Andriamhery, & Qamruzzaman, 2022; Asghar, et. al, 2022; Kabirigi, et al., 2023); Frei-Landau, & Avidov-undar, 2022). Women entrepreneurs usually use local technologies to manufacture goods and provide services. But to compete with the international products available in the local market these are not productive enough to fulfil market demand, produce quality products. As a consequence, Women entrepreneurs are losing their income due to poor technical know-how. In a study (UNDP 2007A) it is apparently true that women get less access to technological innovation than men due to lack of self-confidence and also lack of utilization of modern technologies. Further (Rahman, 2010, p.22) adds that they have to deal with low quality products and production, inadequate marketing channels to distribute their products, lower investment or capital and low income over and over again. Unavailability of modern technological facilities internet, e-commerce, e-trade, e-banking, mobile, telephone, and so on recurrently hampers the progress of rural women's entrepreneurship. Sufficient information should be made available to them regarding international markets, marketing opportunities, economic conditions, marketing information that will help them predicting the market for their products. • In today's business world use of latest and upgraded technology is also an important factor. In this study we will find out why women entrepreneurs in Igbo Nigeria lack technology information and the uses of it. Women entrepreneurs must possess sound knowledge about the technological advancements and how they will apply these in their business within their ability. For example, they can use computers and internet to search new markets and buyers in different parts of the world. It is an important tool for expansion their business beyond the boundaries.

Social- cultural

Social entrepreneur is an individual who pursues commercial potential to solve region business problems (Geradts, & Alt, 2022). Women are willing to take risk and real effort to create positive change in the society through their initiatives (Yang, et. al, 2023). Social female entrepreneurs perhaps believe that this approach of connecting in life's aim is to help others to know their differences in the world. (e.g. all about is to find something for the leaving (Song, J. H. 2023). Entrepreneurship plays a very important role in the growth and wealth creation of a country (Al-Qudah, et. al., 2022). It could enable women to gain financial autonomy (Socio-Cultural Impact of Women entrepreneurs contribute to reducing the rate of female poverty and improve the social recognition of women (Bridget, & ogechukwu, 2022), estimate that gender disparity in women's participation in entrepreneurship and labour represents an estimated income loss of 27% in the Middle East and North Africa, 19% in South Asia, 14% in Latin

America and the Caribbean, 10% in Europe. For both authors, if all women were excluded from the labour force, the world per capita income would be lower by almost 40%. Every society and or organization is made up of people who originate from different cultural background and these cultures affects their attitude, values, abilities, philosophies and performances in one way or the other. However, since individuals do not exist in a vacuum but social context, the tendency of their attitude being influenced by societal norms is pivotal; That is to say no entrepreneur can survive without an understanding of the environment upon which he/she operates. The socio-cultural factor which constitutes the structure of society plays vital role in the practice of entrepreneurs (Braun, et al.2023) influence the behaviour of people, their values, belief systems, general attitude to work and their roles in organization. (Nieuwenhuizen, C. 2022), argued that culture is indispensable in the study of human social relationship due to its relevance on economic behaviour and entrepreneurship but since society is endowed with different physical environment by nature, entrepreneurs must adopt environmentally relevant patterns of behaviour to achieve success (Bonetto, & Adam-Troia 2022). These patterns of behaviour lead to different cultural values, some of which influences the decision to create new venture. However, both culture and social system influence the development of entrepreneurship and motivation exhibiting values that either improve or reduce entrepreneurship drive and behaviour among individuals (Hui, et. al., 2022; Ihinmoyan, T. 2022; Hasniati, et. al., 2023). Culture has been defined as “values, beliefs, norms, and behavioral patterns of a national group (Leung et al. 2005, p. 357),” and has been conceptualized as levels that range from the deeply embedded, unconscious, basic assumptions that define the essence of a particular culture, to the external manifestations that are tangible and overt and can be seen and felt by outsiders (E. H. Schein 1992). The middle layers that fall within these two extremes are the beliefs, values, norms, and rules of behavior that dictate the basic principles by which the members of a society operate.

Conceptual framework



METHODOLOGY

This chapter describes all methods of conducting research and highlights the approaches researchers use to achieve the goals set at the beginning of the chapter. This study used quantitative methods to observe research. The aim of the current study is to explore the factors that influence the performance of women's entrepreneurial behaviour and intention and the relationships between all variables, the chapter begins with layers of research onion diagrams that describe research philosophies, approaches, method choices, techniques, and procedures. Followed by a strategy that refers to an overall action plan that guides researchers on how to conduct systematic research, a research design framework is divided into stages to describe each stage of the research design framework.

Brief Explanation of Onions Diagram

Research Onions Diagram.

Philosophy- It refers to the set of principles concerning the worldview or stance from which the research is conducted. It is usually studied in terms of ontology and epistemology. Here, ontology refers to the authenticity of the information and how one understands its existence, whereas epistemology refers to the valid information required for the research and how one can obtain it. Philosophical positions used in academic studies are often divided into positivism, interpretivism, pragmatism and realism, where positivism assumes that knowledge is independent of the subject being studied, and interpretivism claims that individual observers have their own perception and understanding of reality. Hence positivist studies are often more scientific and result in testing phenomena, whereas interpretivism studies are often qualitative

Approach of Theory Development- Once the researcher has chosen the appropriate methodology; the research onion suggests that an appropriate research must be picked. The deductive approach is not where you can explain theory by observation, quantitative research should have explained base on empirical observation and theory generated on conceptual and theoretical structure. Deductive method has a lot of benefit in research example, (1) It has feasibility justification in the relationship concepts and variables. (2) It has capacity to measure quantitative to generate research findings to a certain range. Deductive approach investigates a known theory or phenomenon and test if the theory is valid in given or it starts with a specific hypothesis development based on the literature review that has been observed by the researcher, and gradually tries to test this hypothesis and check if it holds in particular contexts. Several researchers on emphases on it (Alturki, R. (2021); (Ng, M. S., Hall, D., Schmailzl, M., Linner, T., & Bock, T. (2022); (Politou, A. S., Pastore, A., & Temussi, P. A. (2022); (Navasardyan, S., & Ohanyan, M. (2022), (Alturki, R. (2021).

Methodological Approach of (Choices of Method)- The research onion suggests mono-method, mixed method and multi-method as possible choices for conducting research. The mono-method comprises only one method for the study. The mixed method is based on the use of two or more methods of research and commonly refers to the use of qualitative and quantitative methodology. Finally, the multi-method uses a wider selection of methods.

Approach of Strategies- After this, the researcher is expected to devise the strategy of the study. The research onion suggests that strategies can include action research, experimental research, interviews, surveys, case study research or a systematic literature review. The strategy is chosen based on the data required for the research and the purpose of the study.

Approach (Time Horizons)- It refers to the time frame of the research. Generally, observations can be of two types based on time horizons, namely cross-sectional and longitudinal. The cross-sectional data is used when all observations are for a single point of time such as in most surveys. Longitudinal data, in contrast, implies the observations for a particular variable that are available for several years, quarters, months or days.

Data Collection and Analysis- This is the final layer of the research onion that consists of the techniques and procedures used. It is used to clearly explain the ways and purposes of the research conducted. At this stage, the researcher is expected to choose between the primary and secondary data and between qualitative and quantitative data collected from different sources. Data is considered the central piece in the research onion framework.

The research onions of Saunders, Lewis, and Thornhill provide high-quality knowledge of how researchers would write their papers, detailing their research goals and the approaches that ultimately led them to arrive at their results.

This current researcher used philosophy - positivist, deductive, quantitative, research experiments, cross-sectional and data collection, and data analysis used variables such as attitudes, financial capital, and perceived family support. To test the determinants that influence the performance of women's entrepreneurial behavior in Igbo Nigeria between business, education/knowledge, sociocultural and self-efficacy, and relationships between all variables (IV & DV) it is also a mediator intended to examine the effects of this diagram is described in detail later in this chapter.

DATA ANALYSIS AND FINDING.

Construct Reliability and Validity

Table 4: Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Self-efficacy	0.602	0.695	0.537	0.217
Technology	0.642	0.692	0.646	0.223
Women entrepreneurial intention	0.679	0.111	0.007	0.014
Women entrepreneurial behavior performance	0.696	0.719	0.679	0.204
Social-cultural	0.684	0.655	0.590	0.218

Shows factor loadings of each item for the purpose of assessing divergent validity. As the self-efficacy factor loadings were more than 0.602, Technology were more than 0.642, Women entrepreneurial intention were more than 0.679, Women entrepreneurial behavior performance were more than 0.696, and Social-cultural were more than 0.684, however. When there are

fewer than 20 items as is the case for each area of the QS4-G, a value of 0.05 is satisfactory". An Alpha score above 0.5 is generally taken to indicate a scale of high reliability. 0.5 to 0.75 is generally accepted as indicating a moderate reliable scale while a figure below this is generally indicates a scale of low reliability. (Hinton, et al., 2004, p. 363 – 364). Similarly, a low value of alpha could be due to a low number of questions, poor inter-relatedness between items (Tavakol & Dennick, 2011).

Construct Reliability and Validity Analysis

Table 4.2: Construct Reliability and Validity Analysis

	Cronbach's Alpha	rho A	Comment
Self-efficacy	0.602	0.695	Acceptable
Technology	0.642	0.692	Acceptable
Institutional Support	0.679	0.111	Acceptable
Women entrepreneurial intention	0.651	0.802	Acceptable
Women entrepreneurial behavior performance	0.696	0.719	Acceptable
Social-cultural	0.684	0.655	Acceptable

DISCUSSION OF THE RESULTS

This research was carried out to recognize core factors that influence women entrepreneurial behavior performances such as attitude, perceived family support business, financial capital, education/ knowledge and self-efficacy and women entrepreneurial intention as a mediating variable in the entrepreneurship industry in Igbo Nigeria. The results of the current research, which have been given in previous work are going to be detailed in this chapter. The results have been narrated and confirmed with further investigations and also focus on the vital findings of a current study. Furthermore, the objective of this section should respond to research questions and also consider the hypothesis that has been formed for this study.

CONCLUSION

The research was fundamentally concerned with investigating the impact of women entrepreneurial intention on the performances of women entrepreneurial behavior in entrepreneurship industry activity in Igbo Nigeria. The results showed that the correlation between performances of women entrepreneurial behavior activities was influenced by women entrepreneurial intention. The primary data were obtained from a female entrepreneur's survey involving 362 females of Abia and Imo states in Igbo Nigeria.

Based on the results of the quantitative analysis of the structural model, performances of women entrepreneurial behavior and women entrepreneurial intention are directly and positively related to all exogenous constructs. In general, these activities will increase the value of entrepreneurship organizations, if women will be more determined, committed, creative, innovative and willing to take risks in their businesses. The finding vividly shows that performances of women entrepreneurial behavior are positively influenced by all exogenous constructs which are attitude, financial capital, perceived family support business, social-cultural, and self-efficacy intention on entrepreneurship activity in Igbo Nigeria.

References

- 1) Ahmad, S., Arshed, N., Salem, S., Khan, Y. A., Hameed, K., & Kam, S. (2022). Role of globalization defining the incidence of entrepreneurship. *Plos one*, 17(3), e0265757
- 2) Abdelwahed, N. A. A., & Al Doghan, M. A. (2022). Entrepreneurs' perceptions towards the Dynamic Role of Entrepreneurship in Overcoming Poverty. *International Journal of Entrepreneurship*, 26(4).
- 3) Epezagne Assamala, I. R., Li, W., Ashraf, S. F., Syed, N., Di, H., & Nazir, M. (2022). Mediation-moderation model: an empirical examination of sustainable women entrepreneurial performance towards agricultural SMEs in Ivory Coast. *Sustainability*, 14(10), 6368.
- 4) Fanaja, R. A., Saputri, M. E., & Pradana, M. (2023). Knowledge as a mediator for innovativeness and risk-taking tolerance of female entrepreneurs in Indonesia. *Cogent Social Sciences*, 9(1), 2185989
- 5) Franzke, S., Wu, J., Froese, F. J., & Chan, Z. X. (2022). Female entrepreneurship in Asia: a critical review and future directions. *Asian Business & Management*, 21(3), 343-372.
- 6) Hagger, M. S., Cheung, M. W. L., Ajzen, I., & Hamilton, K. (2022). Perceived behavioral control moderating effects in the theory of planned behavior: A meta-analysis. *Health Psychology*, 41(2), 155.
- 7) Halizah, S. N. (2022). Development Entrepreneurship Intention as an Effort to Improve the Level of the Consumer Household Economy. *Bulletin of Science, Technology and Society*, 1(1), 30-34.
- 8) Na, C., Khalid, R., Raza, M., Ramirez-Asis, E., Huerta-Soto, R., & Jahanger, A. (2022). The role of age and business coaching in the relationship of lean startup approach and innovative work behavior of women entrepreneurs during COVID-19. *Frontiers in Psychology*, 13, 946918.
- 9) Resnick, D., Sivasubramanian, B., Idiong, I. C., Ojo, M. A., & Tanko, L. (2023). The enabling environment for informal food traders in Nigeria's secondary cities. In *Transforming Urban Food Systems in Secondary Cities in Africa* (pp. 103-131). Cham: Springer International Publishing.
- 10) Degen, A. A. (2022). Indigenous Women in North Africa: Amazigh Women and Argan Oil. In *Women Entrepreneurs in North Africa: Historical Frameworks, Ecosystems and New Perspectives for the Region* (pp. 1-35).
- 11) Keling, W., Yap, C. S., & Ho, P. L. (2022). Enterprising tendency and entrepreneurial performance of indigenous Dayak women entrepreneurs in Sarawak, Malaysia. *Journal of Enterprising Communities: People and Places in the Global Economy*, (ahead-of-print).
- 12) Katoch, P. (2022). Examining the Models based on the Motivation of Women Entrepreneurs. *Academy of Marketing Studies Journal*, 26(S5).
- 13) Tenn, K., Fassett, K. T., Minshew, L. M., White, C., & McLaughlin, J. E. (2023). Exploring Cultural Intelligence Validity and Teaching Self Efficacy in Pharmacy Faculty. *American Journal of Pharmaceutical Education*, 100075.
- 14) Frei-Landau, R., & Avidov-Ungar, O. (2022). Educational equity amidst COVID-19: Exploring the online learning challenges of Bedouin and Jewish Female Preservice Teachers in Israel. *Teaching and Teacher Education*, 111, 103623.
- 15) Kabirigi, M., Sekabira, H., Sun, Z., & Hermans, F. (2023). The use of mobile phones and the heterogeneity of banana farmers in Rwanda. *Environment, Development and Sustainability*, 25(6), 5315-5335.
- 16) Al-Qudah, A. A., Al-Okaily, M., & Alqudah, H. (2022). The Relationship Between Social Entrepreneurship and Sustainable Development from Economic Growth Perspective: 15 'Rcep' countries. *Journal of Sustainable Finance & Investment*, 12(1), 44-61.

- 17) Van Noordt, C., & Tangi, L. (2023). The dynamics of AI capability and its influence on public value creation of AI within public administration. *Government Information Quarterly*, 101860.
- 18) Andriamahery, A., & Qamruzzaman, M. (2022). Do access to finance, technical know-how, and financial literacy offer women empowerment through women's entrepreneurial development frontiers in *Psychology*, 12, 776844.
- 19) Ge, T., Abbas, J., Ullah, R., Abbas, A., Sadiq, I., & Zhang, R. (2022). Women's entrepreneurial contribution to family income: innovative technologies promote females' entrepreneurship amid COVID-19 crisis. *Frontiers in Psychology*, 13, 828040
- 20) Bridget, O. N., & Ogechukwu, A. D. (2022). Exploring Factors Affecting Women Entrepreneurs and Business Performance in Lokoja Metropolis, Kogi State analysing Women Access to Money and Family Commitments. *Best Journal of Innovation in Science, Research and Development*, 1(1), 29-45
- 21) Reshi, I. A., & Sudha, T. (2023). Economic Empowerment of Women: A Review Of Current Research. *International Journal of Educational Review, Law and Social Sciences (Ijerlas)*, 3(2), 601-605.
- 22) Geradts, T. H., & Alt, E. (2022). Social entrepreneurial action in established organizations: Developing the concept of social intrapreneurship. *Journal of Business Research*, 151, 197-206.
- 23) Braun, I., Sieger, P., & Bergmann, H. (2023). Going the whole nine yards: founder social identities and the nascent-active transition. *Entrepreneurship & Regional Development*, 1-29.
- 24) Mittag, T., & Pappu, R. V. (2022). A conceptual framework for understanding phase separation and addressing open questions and challenges. *Molecular cell*, 82(12), 2201-2214.
- 25) Maeda, T., & Yamamoto, S. (2023). Drone Observation for the Quantitative Study of Complex Multilevel Societies. *Animals*, 13(12), 1911.
- 26) HR, G., & Aithal, P. S. (2022). Why is it Called Doctor of Philosophy and Why Choosing Appropriate Research Philosophical Paradigm is Indispensable During Ph. D. Program in India. *International Journal of Philosophy and Languages (IJPL)*, 1(1), 42-58.
- 27) HR, G., & Aithal, P. S. (2022). Why is it Called Doctor of Philosophy and Why Choosing Appropriate Research Philosophical Paradigm is Indispensable During Ph. D. Program in India?. *International Journal of Philosophy and Languages (IJPL)*, 1(1), 42-58.
- 28) Al-Rahmi, A. M., Al-Rahmi, W. M., Alturki, U., Aldraiweesh, A., Almutairy, S., & Al-Adwan, A. S. (2022). Acceptance of mobile technologies and M-learning by university students: An empirical investigation in higher education. *Education and Information Technologies*, 27(6), 7805-7826.
- 29) Price, P. C., Jhangiani, R. S., & Chiang, I. C. A. (2015). Reliability and validity of measurement. *Research methods in psychology*
- 30) Flake, J. K., Davidson, I. J., Wong, O., & Pek, J. (2022). Construct validity and the validity of replication studies: A systematic review. *American Psychologist*, 77(4), 57
- 31) Shaheen, N., & AL-Haddad, S. (2018). Entrepreneurial self-efficacy and entrepreneurial behavior. *International Journal of Development and Sustainability*, 7(10), 2385-2402.
- 32) Jiang, Y., & Cui, Y. (2023). 7. Female tourism entrepreneurs in China: contributing factors to their entrepreneurial journey. *Gender and Entrepreneurship in Tourism*, 90.
- 33) Zhang, L. (2023). *The Labor of Reinvention: Entrepreneurship in the New Chinese Digital Economy*. Columbia University Press
- 34) Warnecke, T. (2014). Are we fostering opportunity entrepreneurship for women? Exploring policies and programmes in China and India. *International Journal of Entrepreneurship and Innovation Management*,

18(2-3), 154-181.

- 35) Bullough, A., Guelich, U., Manolova, T. S., & Schjoedt, L. (2022). Women's entrepreneurship and culture: gender role expectations and identities, societal culture, and the entrepreneurial environment. *Small Business Economics*, 58(2), 985-996.
- 36) Franzke, S., Wu, J., Froese, F. J., & Chan, Z. X. (2022). Female entrepreneurship in Asia: a critical review and future directions. *Asian Business & Management*, 21(3), 343-372.
- 37) Zhao, Y. (2022). A Portrait of the Modern Butler as an Emergent Professional Type in Mainland China. *Comparative Sociology*, 21(5), 536-560.
- 38) Wan, Y. K. P., Zhao, W. M., & Choi, S. H. (2022). Mainland Chinese Expatriates as Tourism Informants of Macao. *Journal of China Tourism Research*, 1-20.
- 39) Franzke, S., Wu, J., Froese, F. J., & Chan, Z. X. (2022). Female entrepreneurship in Asia: a critical review and future directions. *Asian Business & Management*, 21(3), 343-372.