

Exploring the Dynamics of Women's Entrepreneurship in Kano Metropolis

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Received: 20.11.2023

Accepted: 04.12.2023

Published: 06.01.2024

Abstract: Women entrepreneurs have been more common in recent years, but little is known about how they operate. This research explores the present dynamics of women's entrepreneurship based on a quantitative survey of 300 female business owners in Kano, Nigeria. The study examines the elements influencing women's entrepreneurial activities and the difficulties they encounter using a cross-sectional approach and stratified random sampling. The main findings show that, when analysed with SPSS, entrepreneurial networking, entrepreneurial education, and general self-efficacy have a substantial impact on women's entrepreneurial intention in Kano, Nigeria. Women entrepreneurs exhibit high levels of inventive talents in this moderately favourable entrepreneurial environment. However, limited access to financial inclusion and entrepreneurial support remains a challenge. To address these issues, the study recommends several strategies. First, formal financial institutions should raise awareness about loans, credit, and financial inclusion to attract more customers. Second, encouraging women entrepreneurs to obtain insurance can protect them from risk. Third, providing access to training and mentoring programs can enhance their leadership and management skills. Fourth, developing additional support mechanisms within formal financial institutions can assist female business owners in expanding their operations. Finally, training friends and family members of women entrepreneurs in entrepreneurship best practices can provide effective advice. These findings and recommendations shed light on the multifaceted landscape of women's entrepreneurship in Kano, Nigeria, emphasizing the need for targeted support to foster growth and empowerment within this dynamic community.

Keywords: Women Entrepreneurship, Entrepreneurial Intention, Financial Inclusion, Entrepreneurial Skills, Gender Equality.

Introduction

Women's entrepreneurship, an increasingly significant global phenomenon, has garnered heightened attention in recent years due to its pivotal role in driving economic growth and development. Naude, W. (2021) Women entrepreneurs are vital contributors to job creation and innovation. Yet, they grapple with unique challenges, including restricted access to financial resources, limited social support networks, and constrained market opportunities Dominguez, S., & Watkins, C. (2003). This study embarks on an exploration of the intricate dynamics of women's entrepreneurship within the bustling metropolis of Kano, Nigeria. Situated in the northern region of Nigeria, Kano stands as a vibrant epicenter of commerce, characterized by a burgeoning economy and an expansive market. Despite its economic promise, women entrepreneurs in Kano confront a myriad of formidable challenges, spanning from the formidable financial obstacles to enduring gender discrimination and navigating the demanding terrain of work-life balance Shadare, G. A. (2022).

This study unravels the pivotal factors influencing women's entrepreneurial activity in Kano, Nigeria. Simultaneously, it aims to illuminate the opportunities and challenges that women

entrepreneur's encounter within this dynamic landscape. Furthermore, we aspire to identify and delineate the essential supportive ecosystem required to nurture the entrepreneurial spirit of women in Kano, Nigeria, fostering their success.

The outcomes of this research hold profound significance for policymakers, stakeholders, and researchers invested in advancing women's entrepreneurship, both within the confines of Kano and as a broader global imperative. The insights derived from this study will serve as a compass for the formulation of policies and programs aimed at mitigating the challenges faced by women entrepreneurs, ultimately fostering the growth and resilience of women's entrepreneurship in Kano, Nigeria, and beyond.

Literature Review

In several research, the dynamics of women's entrepreneurship in Nigeria have been looked at. Women entrepreneurs in Nigeria encounter a variety of difficulties, according to Rashid, S., & Ratten, V. (2020), including a lack of access to capital, gender discrimination, and cultural hurdles. However, they also discovered that women business owners in Nigeria are driven by a range of reasons, such as the need to become financially independent, have control over their own destiny, and make a positive impact on their

community. According to Aladejebi, O. (2020), female entrepreneurs in undeveloped nations suffer comparable difficulties as female entrepreneurs in Nigeria. But she also discovered that female company owners in poor nations may use their particular talents and viewpoints to create cutting-edge enterprises that cater to the needs of their communities.

According to Ala, T. (2023), women entrepreneurs in Kano, Nigeria, encounter a variety of difficulties, such as difficulty accessing financing, gender discrimination, and juggling work and personal obligations. She did discover, though, that Kano's female business owners are employing a range of methods to deal with these difficulties, including networking, mentoring, and creativity. According to the results of these research, Kano, Nigerian women entrepreneurs confront a variety of difficulties, but they are also driven and resourceful. By more thoroughly exploring the dynamics of women's entrepreneurship in Kano, this research seeks to add to the body of current information.

As a result, the goal of this study is to better understand the dynamics of female entrepreneurship in Kano, Nigeria. The study will pinpoint the important variables that affect women's entrepreneurial activities as well as the possibilities and difficulties they encounter. The survey will also pinpoint the encouraging surroundings that female business owners in Kano, Nigeria, need to thrive. Policymakers, stakeholders, and academics who are interested in promoting women's entrepreneurship in Kano, Nigeria, and elsewhere would find the study's findings interesting.

The Research Gap

The lack of comprehensive research on the dynamics of women's entrepreneurship in Kano, Nigeria, as well as the challenges and opportunities faced by women entrepreneurs in the region, is the gap that this study aims to fill Oludipe, O. (2019). While there have been some studies on women's entrepreneurship in Nigeria as a whole, more research is needed on the experiences of women entrepreneurs in Kano. D'Silva, R. J., & Bhat, G. (2022) qualitative study of Nigerian women entrepreneurs found that additional research is required to better comprehend the local experiences of women entrepreneurs, despite the fact that there have been some studies on women's entrepreneurship in Nigeria. Neighborhood setting assumes a significant part in forming the encounters of women business visionaries," they contend, "is important to give a more nuanced comprehension of their encounters." Consequently, these studies suggest that additional research on women's entrepreneurship in Nigeria is required, particularly at the local level in Kano state, to provide a more comprehensive understanding of the challenges and opportunities faced by women entrepreneurs in a variety of settings and regions.

Objective of the Study

1. To look at the dynamics of female entrepreneurship in Kano, Nigeria, with a particular emphasis on the kind of enterprises women run and how successful they are.
2. To investigate the challenges that Kano-based female entrepreneurs experience in launching and growing their firms.
3. To determine the elements that impact women in Kano who decide to start their own businesses.
4. To evaluate the mentorship, financing, and training programmes for female entrepreneurs in Kano.

5. To examine how policies and programmes of the government in the Kano metropolitan region assist female entrepreneurs.

Methodology of the Study

In order to evaluate the present dynamics of women's entrepreneurship in Kano metropolis, the study used a cross-sectional survey approach. An entrepreneurial women sample was drawn from the study population, which consists of all Kano's registered female business owners, using stratified random sampling. A minimal sample size of 300 female entrepreneurs was estimated using Cochran's formula with a confidence level of 95% and a 5% error margin. With approval from the relevant authorities, a structured questionnaire was delivered in-person and contained both closed- and open-ended questions. The confidentiality of the respondents' answers was guaranteed. Utilising SPSS for data analysis, it was possible to analyse correlations between research components and summarise demographic data using descriptive statistics and regression analysis.

Table 1: Descriptive Statistics of the study variable

Variable	Mean	Standard deviation
Age	32.7	4.6
Marital status (married)	63.3%	-
Education (completed at least secondary school)	82.7%	-
Entrepreneurial intention	4.12	0.85
Entrepreneurial environment	3.95	0.98
General self-efficacy	4.05	0.91
Entrepreneurship education	2.71	1.05
Entrepreneurial networking	3.41	0.96
Financial inclusion	2.92	1.07
Innovative abilities	3.75	0.81
Entrepreneurial support	2.97	0.96

Demographic and Study Variables Overview

Age: The respondents' age, presented as a mean value of 32.7 years, serves as a pivotal indicator of the age distribution within the sample. This demographic information is vital for understanding the generational dynamics of women entrepreneurs in Kano. Younger entrepreneurs might bring fresh perspectives and technological adaptability, while older entrepreneurs may possess more extensive industry experience.

Marital Status (Married): Expressed as a percentage (63.3%), the variable signifies that a significant portion of the surveyed women entrepreneurs in Kano are married. This implies that many entrepreneurs may need to balance family responsibilities with their business endeavors, highlighting the importance of family support structures. Married entrepreneurs might have added responsibilities but also potentially more extensive social networks.

Education (Completed at least secondary school): Approximately 82.7% of the respondents had completed at least secondary school education. This high educational attainment among women entrepreneurs suggests a potentially higher capacity

for business acumen and adaptability to modern business practices. Well-educated entrepreneurs may be better equipped to navigate complex markets and adopt innovative strategies.

Entrepreneurial Intention: With a mean score of 4.12, the respondents displayed a robust intention to engage in entrepreneurial activities. This result underscores the entrepreneurial spirit and motivation prevalent among women in Kano, indicating a fertile ground for business growth and innovation. High entrepreneurial intention denotes a pro-active mindset when conducting company, which can foster success.

Entrepreneurial Environment: Kano's entrepreneurial environment is shown to be somewhat encouraging by the mean score of 3.95. This includes social norms, governing policies, availability of venture capital, and the culture of innovation and risk-taking. A moderately favorable environment is a sign that the local entrepreneurial ecosystem has room to expand and maybe still has room for improvement. Women can pursue business prospects more boldly in a supportive setting.

General Self-Efficacy: The high mean score of 4.05 indicates that respondents strongly believe they can accomplish their goals. This is encouraging since self-efficacy is frequently linked to entrepreneurship success and resiliency in the face of adversity. High levels of self-efficacy can encourage female entrepreneurs to persevere and face challenges head-on.

Entrepreneurship Education: The variable shows a modest degree of engagement in entrepreneurial education programs, with a mean score of 2.71. Increasing participation in these programs might provide female entrepreneurs even more of the information and abilities they need to succeed in business. Better decision-making and problem-solving skills in business can be attributed to improved education.

Entrepreneurial Networking: The respondents appear to have a modest amount of entrepreneurial networking, as shown by the mean score of 3.41. Effective networking is crucial for resource mobilization and knowledge sharing, which are essential for business growth and innovation. Strengthening networking capabilities can open doors to collaboration and partnerships.

Financial Inclusion: With a mean score of 2.92, the variable reveals a moderate level of financial inclusion among women entrepreneurs. This implies that while access to financial services exists, there is room for improvement in facilitating greater financial inclusion, which can catalyze business expansion. Improved financial inclusion can provide the capital needed for business growth.

Innovative Abilities: The high mean score of 3.75 underscores the entrepreneurial creativity and innovation capabilities of the surveyed women entrepreneurs. High innovative abilities are indicative of the potential for developing unique solutions and staying competitive in the market. Entrepreneurial innovation can drive business differentiation and growth.

Entrepreneurial Support: The mean score of 2.97 indicates a moderate level of support available to women entrepreneurs. While support structures exist, there is scope for enhancing the support ecosystem to facilitate business growth. Improved support mechanisms can provide guidance and resources for overcoming challenges.

Table 2: Regression Analysis - Predictors of Entrepreneurial Intention

Variable	Coefficient	Standard error
Entrepreneurial education	0.29	0.07
Entrepreneurial networking	0.21	0.06
General self-efficacy	0.18	0.05

This table presents the results of a regression analysis conducted to assess the predictors of entrepreneurial intention among women entrepreneurs in Kano, Nigeria. Regression analysis is a statistical technique used to understand the relationships between variables. In this context, we are exploring how certain factors relate to women entrepreneurs' intention to engage in entrepreneurial activities.

Entrepreneurial education: This variable measures the impact of entrepreneurial education on entrepreneurial intention. The coefficient of 0.29 indicates the strength and direction of this relationship. Specifically, a coefficient of 0.29 suggests that for every unit increase in entrepreneurial education (such as completing a course or training), there is, on average, a corresponding increase of 0.29 units in entrepreneurial intention. In simpler terms, it implies that having entrepreneurial education tends to positively influence the desire to engage in entrepreneurship.

Entrepreneurial networking: This variable assesses the role of entrepreneurial networking in predicting entrepreneurial intention. The coefficient of 0.21 demonstrates the degree and direction of this association. Similarly, a coefficient of 0.21 suggests that for every unit increase in entrepreneurial networking activities (like building professional contacts or partnerships), there is, on average, a corresponding increase of 0.21 units in entrepreneurial intention. This implies that effective networking tends to have a positive impact on the intention to pursue entrepreneurial activities.

General self-efficacy: This variable explores the influence of general self-efficacy on entrepreneurial intention. The coefficient of 0.18 reveals the magnitude and direction of this effect. With a coefficient of 0.18, it suggests that for every unit increase in general self-efficacy (a person's belief in their ability to achieve goals), there is, on average, a corresponding increase of 0.18 units in entrepreneurial intention. In essence, higher general self-efficacy tends to be associated with a stronger intention to engage in entrepreneurship.

Because of this, the coefficients in this table show the estimated effects of each independent variable (entrepreneurial education, entrepreneurial networking, and general self-efficacy) on the entrepreneurial intention of women business owners in Kano. The magnitude of the positive coefficients reflects the intensity of the link, whereas the positive coefficients imply a positive relationship.

Discussion

According to the findings of this study, women entrepreneurs in the Kano metropolitan have a high level of entrepreneurial skills, a moderate degree of entrepreneurial assistance, and a moderate level of financial inclusion. The respondents' high degree of entrepreneurial abilities demonstrates that they are knowledgeable

about the foundations of establishing and operating a firm. The moderate degree of assistance for entrepreneurs, however, shows that new support systems are needed for women business owners in Kano. The results also suggest that although there is a reasonably high level of access to financial services, women entrepreneurs still need to take advantage of loans, credit, and insurance coverage. Only a tiny portion of respondents reported having received money from official financial institutions, which implies that these institutions need to do more to connect with female company owners and provide them the support they need to grow their businesses. In conclusion, the study shows the need for more systems of assistance for female entrepreneurs in this field. The study also provides insightful data on Kano's proclivities when it comes to women entrepreneurs.

Findings

The findings of this study indicate that the overall self-efficacy, entrepreneurial network, and entrepreneurial education of Nigerian Kano women have a significant impact on their entrepreneurial intentions. The survey found that female entrepreneurs in Kano possess high levels of creative talent and the business climate is generally positive. However, the survey revealed that financial inclusion and support for female business owners are not widely available. These findings underline how important it is to provide entrepreneurial education, networking, and mentoring initiatives for Kano's female business owners. Expanding women entrepreneurs' access to financial inclusion and business support is also essential.

Recommendations

Based on the research findings, the following recommendations are made:

- To attract more customers, formal financial institutions should create awareness about the benefits and accessibility of loans and credit.
- Encourage women business owners to purchase insurance to avoid risks.
- Provide women entrepreneurs access to training and mentoring programs to improve their leadership and management skills.
- Develop additional support mechanisms within formal financial institutions to assist female business owners in expanding their operations.
- Train friends and family members of women entrepreneurs in entrepreneurship best practices to provide effective advice.

Conclusion

Women's entrepreneurship has the potential to advance social equality, environmental sustainability, and economic success on a worldwide scale. The focus of this study is on the uniqueness and diversity of women's entrepreneurial experiences in Kano, Nigeria,

as well as their major contribution to the local economy's future development. Policymakers, stakeholders, and advocates can utilize the information from this study as a guide to provide workable solutions to the specific issues that women entrepreneurs face. Through the implementation of legislation that are sensitive to gender, increased access to finance, and the development of supportive ecosystems, we have a rare opportunity to empower women, achieve gender equality, and realize the full potential of women's entrepreneurship for the benefit of Kano's society and economy. In the end, our research acts as a catalyst for well-informed decision-making, establishing the groundwork for economic success and revolutionary change led by Kano women's entrepreneurial spirit.

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