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ATTITUDE OF RURAL WOMEN FARMERS TOWARDS ENTREPRENEURSHIP INFORMATION IN AKINYELE LOCAL GOVERNMENT AREA OYO STATE, NIGERIA

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ABSTRACT

This study was designed to investigate the attitude of rural women farmers towards entrepreneurship information in Akinyele Local Government area Oyo state. Multi-stage sampling technique was used to select the 200 respondents with the aid of well structured questionnaire. Descriptive statistics was used to analyze the data while chi-square was used to analyze the hypothesis. The study reveals that majority of the respondents' belonged to young age group 31-40 years and majority (85.5%) of them are married with household size of 5-8 persons. Results show that the mean score for attitude towards entrepreneurship development is very high with 69.5% and the mean index (4.12). This means that rural women farmers have a good and encouraging attitude towards entrepreneurship. The study also reveals that the attitude of rural women farmers towards developing farm entrepreneurship skills is very favourable in the study area. It also explains that most of the respondents get all their entrepreneurial information from different sources. The chi square result shows that there is significant relationship between marital status, education, religion, household size and attitude towards entrepreneurship information. The study therefore recommended that the various tiers of government should create programs that will catalyze entrepreneurial development with special focus on women in the rural areas.

Keywords: Attitude, Rural, Women farmers, Entrepreneurial information.

INTRODUCTION

Entrepreneurship is any attempt at a venture creation such as a new business start-up, expansion of an existing business by an individual, team, or a corporate body (Odinaka, 2019). Entrepreneurship is a process by which individuals or groups pursue opportunity, leverage resources and initiate change for purpose of creating value (Jerry and Stephen, 2005). Alain (2009) opined that entrepreneurship can also be regarded as the efforts to create purposeful focused change in a firm's economic and social potential. An entrepreneur is one who undertakes innovations, finance and business acumen in an effort to transform innovations into economic goods. It takes special skills, to succeed as an entrepreneur. Farmer-entrepreneurs see their farms as a business. They see their farms as a means of earning profits. They are passionate about their

farm business and are willing to take calculated risks to make their farms profitable and their businesses grow. David (2008) also explained the risk taking by the Farmer-entrepreneurs in order to operate in a complex and dynamic environment.

Entrepreneurial skills are the ability and expertness required to organize and manage a business venture along with any of its positive and negative outcomes. The place of entrepreneurship and its skills in today's business cannot be over emphasized (Odinaka, 2019). The improvement of entrepreneurial skills in agriculture is an important condition to generate sustainable rural development (de Wolf and Schoorlemmer, 2007). If entrepreneurship is an instrument for improving the quality of life for families and communities, and for sustaining a fit economy and environment, fostering

entrepreneurial skills must be regarded as an urgently needed development component (Chandramouli *et al.*, 2007). In a bid to enable farmers have value for money after investing productive resources, there is an increased call to see their enterprise as a business. Attitude towards developing entrepreneurship skills refer to the degree of likeness and dislike of improving, the capacity, efficiency, and willingness to develop, organize and manage a business venture along with any of its risk in order to make a profit. Attitude is one of the most important aspects of an individuals' personality. Having the right attitude makes all the difference. It is important to cultivate positive attitude towards life in order to achieve success in both professional and personal aspirations. Information refers to facts, figures, notice, statistics, data, knowledge, intelligence, advice, report, counsel and statements that help in guiding, directing and enlightening people. Utilization is defined as the effective usage and practical application of something. Effective utilization determines performance efficiency and success. Information utilization refers to the effective usage and practical application of the figures, facts, data, knowledge and counsels gathered. While information acquisition is obviously important, Diamantopoulos and Souchon (1999) contend that any information acquired by entrepreneurs bears little impact on firm performance unless it is put to good use in decision-making. It is not enough to acquire entrepreneurial skills but also to be able to effectively utilize those skills in the smooth running of the enterprise (Odinaka, 2019).

Women entrepreneurs may be defined as a "Woman or a group of women who commences, begins, introduces, creates, establishes, arranges, systemizes, orders, sets up, coordinates and operates an enterprise". According to Tabunan (2009), there are some problems faced by women entrepreneurs: Family ties, Male dominated society, Lack of education, Social barriers, Shortage of raw materials, Problem of finance, Tough competitions, High cost of production, Low risk-bearing capacity, Limited mobility, Lack of entrepreneurial aptitude, Limited managerial ability, Legal formalities, Exploitation by middle men and Lack of self-confidence. All these above mentioned challenges triggered the passion for this research.

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 (WEF 2015). Marginalization refers to an act of prejudice against certain groups in formal and informal settings such as discrimination in job recruitment, promotions, and performance appraisals in organizations and stereotyping in social settings (Collins et al. 2015), thereby keeping or placing such people in disempowered positions.

While women entrepreneurs have demonstrated their potential, the fact remains that they are able to contribute much more than what they already are. Therefore women entrepreneurs are needed to be studied separately. Hence, women can effectively undertake both the production and processing oriented enterprises. Entrepreneurship development among rural women helps to enhance their personal capabilities and increase decision making status in the family and society as a whole. The study therefore, examine the attitude of rural women farmers towards entrepreneurship information in Akinyele Local Government Area Oyo state, with the following specific objectives of the study were to identify the socio economic characteristics of the respondent in the study area, identify the source of entrepreneurship information and assessed the attitude of rural women farmers towards entrepreneurship information in the study area.

MATERIALS AND METHODS

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 L.G.A. 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.

Sampling Procedure and Sample size

Multistage sampling techniques were used to select respondents in the study area. First stage involved randomly selecting six (6) out of twelve wards in

Akinyele local government area, Oyo state, Nigeria. Second stage involved purposively selecting twenty (20) villages/communities from the randomly selected wards. Third stage involved randomly selecting Ten (10) respondents in each of the twenty (20) purposively selected villages/ communities, which account for a total of two hundred (200) respondents used as sample size for the study.

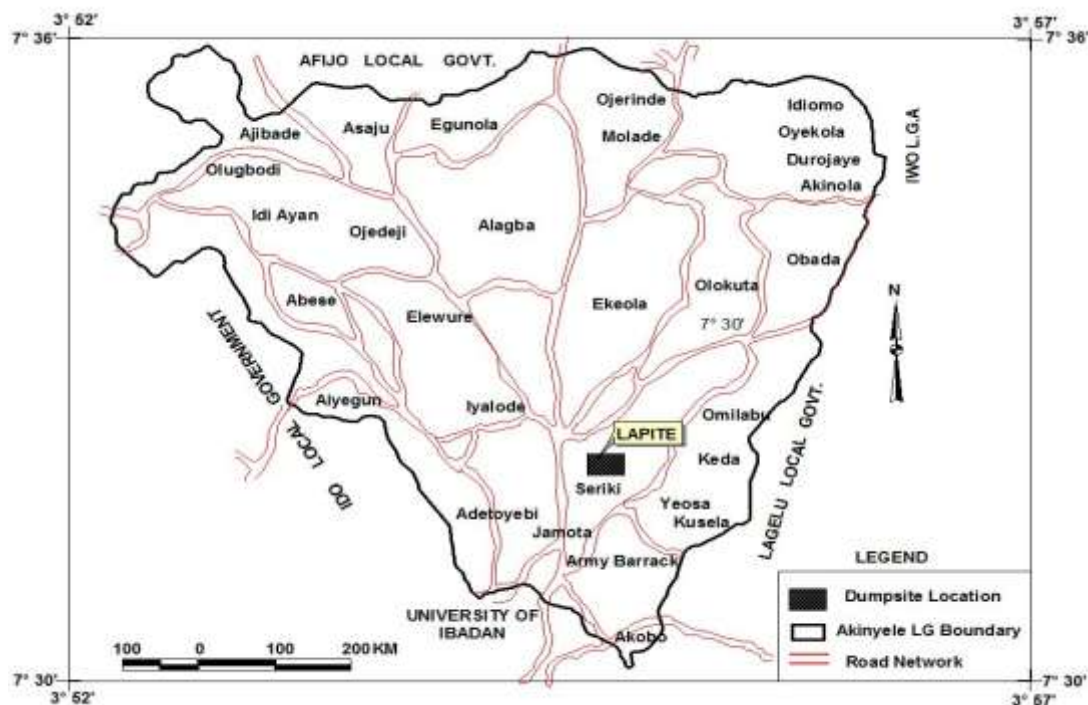


Figure 1: Map showing Akinyele Local Government Area, Oyo State.

Data Analysis

Descriptive statistics such as frequency distribution and percentage was used to analyses all objectives while Chi- Square was used to analyzed the hypothesis.

RESULTS

Table 1 shows that 45.5% of the respondents fall within the age range of 31-40 years age bracket, 25.0% were between the age range of 41-50, 22.5% follows fall between the age range of 50 and above, while only 7.0% between the age range of 20-30. The result shows that the range of 31-40 had the highest percentage. Also, shows that (85.5%) of the respondents were married, (7.5%) were widowed, (6.5%) were single, while (0.5%) were divorced. Based on their educational level, result reveals that

(28.0%) of the respondents has primary education (23.5%) of the respondents has 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. Furthermore, (55.5%) of the respondents were Christians while (44.5%) of the respondents were Muslims, with household size of 1-4 were (38.0%), 5-8 were (52.5%) while 9 and above were (9.5%). Also, (73.0%) Of the respondents had their secondary occupation as trading. (4.0%) of the respondents had farming experience between 1-5years, (23.5%) had farming experience between 6-10years, (31.0%) had farming experience of between 11-15years, while (41.5%) had farming experience between 16 years and above.

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

Table 2 shows that majority of the respondents 52.5% and 47.0% strongly agree and agree respectively that they enjoy entrepreneurship development programs. Also, 47.0% and 46.0% of the respondents strongly agree and agree respectively that entrepreneurship would go a long way in reducing poverty rate. Majority 65.0% of the respondents strongly disagree that entrepreneurship is a waste of time. Furthermore, 49.5%, of the respondents strongly agree that entrepreneurship is money consuming. Also, 57.0% and 60.5% strongly

agree and agree respectively as well that entrepreneurship is energy and time consuming. More so, 63.5% and 35.5% of the respondents strongly agree and agree respectively that entrepreneurship can improve their standard of living while 53.0% and 41.5% of the respondents strongly agree and agree respectively that entrepreneurship requires one being competitive so as to succeed. Also, 52.5%, and 45.5% of the respondents strongly agree and agree respectively that they are happy to have gathered useful

information on entrepreneurship. 55.0% and 34.0% of the respondents strongly agree and agree respectively that an entrepreneur is confronted with various risks, for an entrepreneur to start a business venture she has to be confident of the risk which she will be taking in it. Furthermore, 49.5% and 49.0% of the respondents strongly agree and agree respectively that being an entrepreneur entails more advantages than disadvantages. Also 51.0% and 47.0% of the respondents also strongly agree and agree respectively that being an entrepreneur entails great satisfaction, with 88.0% of the respondents

strongly agree that they have high probability of succeeding as an entrepreneur. 87.0% of the respondents strongly agree that entrepreneurship development provides job security for everyone in search of job. Finally, 84.5% and 85.0% of the respondents respectively are ready to take advantage of being more creative in their field of entrepreneurship and are also ready to do anything to be an entrepreneur. The result in table 2b shows that the attitude of rural women farmers towards entrepreneurship development is very high with 69.5%.

Table 2a: Attitude of women farmers towards entrepreneurship

Attitude	SA	A	U	D	SD
I enjoy entrepreneurship development programs.	105(52.5)	94(47.0)	1(0.5)	0(0.0)	0(0.0)
Entrepreneurship would go a long way in reducing poverty.	94(47.0)	92(46.0)	2(1.0)	8(4.0)	4(2.0)
Entrepreneurship is a waste of time.	7(3.5)	14(7.0)	3(1.5)	46(23.0)	130(65.0)
Entrepreneurship is money consuming.	99(49.5)	36(18.0)	1(0.5)	30(15.0)	34(17.0)
Entrepreneurship is energy consuming.	114(57.0)	30(15.0)	4(2.0)	27(13.5)	25(12.5)
Entrepreneurship is time consuming.	121(60.5)	39(19.5)	5(2.5)	23(11.5)	12(6.0)
Entrepreneurship can improve our livelihood.	127(63.5)	71(35.5)	2(1.0)	0(0.0)	0(0.0)
Entrepreneurship requires me being very competitive.	106(53.0)	83(41.5)	9(4.5)	2(1.0)	0(0.0)
I am happy to have gathered information on entrepreneurship.	105(52.5)	91(45.5)	3(1.5)	0(0.0)	1(0.5)
An entrepreneur is confronted with various risks.	110(55.0)	68(34.0)	21(10.5)	1(0.5)	0(0.0)
Being an entrepreneur implies more advantages than disadvantages.	99(49.5)	98(49.0)	1(0.5)	1(0.5)	1(0.5)
Being an entrepreneur will entail great satisfaction for me.	102(51.0)	94(47.0)	3(1.5)	1(0.5)	0(0.0)
I have a high probability of succeeding as an entrepreneur.	176(88.0)	22(11.0)	2(1.0)	0(0.0)	0(0.0)
Entrepreneurship provides job security.	174(87.0)	25(12.5)	1(0.5)	0(0.0)	0(0.0)
Entrepreneurship helps me take advantage of my creative talent.	169(84.5)	21(10.5)	9(4.5)	1(0.5)	0(0.0)
I am ready to do anything to be an entrepreneur.	170(85.0)	20(10.0)	3(1.5)	6(3.0)	1(0.5)

Table 2: Categorization of respondents based on attitude towards Entrepreneurship information.

Categorization	frequency	percentage	Mean
High (Above mean)	139	69.5	29.1
Low (Below mean)	61	30.5	
Total	200	100	

Table 3 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 from radio regularly. 75.0% of the respondents were unable to get information through the internet due to their level of illiteracy. Furthermore, the results also show that 91.0% and 77.0% of the respondents in the study area get vital information from television via advertisement and mobile phone calls

respectively. However, 90.0% and 85.0% of the respondents got important information from farmers meeting and seminars on entrepreneurship respectively. Also, 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. Also, 63.0% of the respondents get information from magazines and 73.0% of the respondents get information from extension bulletin on entrepreneurship.

Table 3: Sources of information to the rural women farmer

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)

Table 4 revealed the result of PPMC of relationship between the socio economic characteristics of rural women farmers and their attitude towards entrepreneurship information. The result showed that there is no significantly relationship ($P > 0.05$) between age ($x^2 = 0.096$, $p = 0.178$), farming experience ($x^2 = 0.036$, $p = 0.611$) and attitude

towards entrepreneurship information. Nevertheless, the result also showed that there is significant relationship ($p < 0.05$) between marital status ($x^2 = 104.073$, $p = 0.000$), education ($x^2 = 86.135$, $p = 0.000$), religion ($x^2 = 22.403$, $p = 0.000$), household size ($x^2 = 40.638$, $p = 0.000$) and attitude towards entrepreneurship information.

Table 4: chi-square analysis on socio-economic characteristics of the respondents

Variables	X ² Value	P- Value	Decision
Age	0.096	0.178	NS
Marital status	104.073	0.000	S
Education	86.135	0.000	S
Religion	22.403	0.000	S
Household size	40.638	0.000	S
Farming experience	0.036	0.611	NS

DISCUSSION

The result of analysis in Table 1 shows that 45.5% of the respondents fall within the age range of 31-40 years age bracket, 25.0% were between the age range of 41-50, 22.5% follows between the age range of 50 and above, while only 7.0% between the age range of 20-30. The result shows that the range of 31-40 have the highest percentage; this implies that most of 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. Also, the table shows that (85.5%) of the respondents were married, (7.5%) were widowed, (6.5%) were single, while (0.5%) were divorced. This is supported with the findings of *Adelore et al (2006)* that most farmers are married. Based on their educational level, result shows that (28.0%) of the respondents has primary education (23.5%) of the respondents has 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. This implies that majority of the women farmers within the study area are not well educated. Furthermore, Table 1 (55.5%) of the respondents were Christians while (44.5%) of the respondents were Muslims. More so, the result also shows that respondents with household size of 1-4 were (38.0%), 5-8 were (52.5%) while 9 and above were (9.5%). This implies that the larger the household size the more labor availability and the more income requirement to meet household needs. Also, (73.0%) Of the respondents had their secondary occupation as trading. This means they have another job apart from being a farmer which can be used to generate more income into the family. The result above further shows that, (4.0%) of the respondents had farming experience between 1-5years, (23.5%) had farming experience between 6-10years, (31.0%) had

farming experience of between 11-15years, while (41.5%) had farming experience between 16 years and above.

The result analysis in Table 2 revealed that majority of the respondents which is 52.5% and 47.0% strongly agree and agree respectively that they enjoy entrepreneurship development programs. This implies that the attitude of women farmers towards entrepreneurship program is favorable. Also, the table shows that 47.0% and 46.0% of the respondents strongly agree and agree respectively that entrepreneurship would go a long way in reducing poverty rate. This implies that if everyone is an entrepreneur, the rate of poverty in the country will reduce to a minimal level and this will boost the economic state of the country. So also, 65.0% of the respondents strongly disagree that entrepreneurship is a waste of time. Furthermore, 49.5%, of the respondents strongly agree that entrepreneurship is money consuming. This means that an entrepreneur needs money to keep the business alive. Also, 57.0% and 60.5% strongly agree and agree respectively as well that entrepreneurship is energy and time consuming. This implies that business requires every entrepreneur energy and time. More so, 63.5% and 35.5% of the respondents strongly agree and agree respectively that entrepreneurship can improve their standard of living while 53.0% and 41.5% of the respondents strongly agree and agree respectively that entrepreneurship requires one being competitive so as to succeed. Also, 52.5%, and 45.5% of the respondents strongly agree and agree respectively that they are happy to have gathered useful information on entrepreneurship. 55.0% and 34.0% of the respondents strongly agree and agree respectively that an entrepreneur is confronted with various risks, for an entrepreneur to start a business venture she has to be confident of the risk which she will be taking in it. This goes in line with Palmer

and Wise man (1999) who states that every occupation entails risks. More so, 49.5% and 49.0% of the respondents strongly agree and agree respectively that being an entrepreneur entails more advantages than disadvantages. Table 2 also shows that 51.0% and 47.0% of the respondents also strongly agree and agree respectively that being an entrepreneur entails great satisfaction. Also, 88.0% of the respondents strongly agree that they have high probability of succeeding as an entrepreneur. According to Table 2, 87.0% of the respondents strongly agree that entrepreneurship development provides job security for everyone in search of job. Finally, 84.5% and 85.0% of the respondents respectively are ready to take advantage of being more creative in their field of entrepreneurship and are also ready to do anything to be an entrepreneur. The result of analysis in table 2b shows that the attitude of rural women farmers towards entrepreneurship development is very high with 69.5%. This means that rural women farmers have a good and encouraging attitude towards entrepreneurship information.

The result of analysis in table 3 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 from radio regularly. This implies that majority of the respondents regularly acquire information from radio on entrepreneurship and entrepreneurial information. Also, 75.0% of the respondents were unable to get information through the internet due to their level of illiteracy. Furthermore, 91.0% and 77.0% of the respondents in the study area got vital information from television via advertisement and mobile phone calls respectively. However, the result reveals that 90.0% and 85.0% of the respondents got important information from farmers meeting and seminars on entrepreneurship respectively. Also, 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. Also, 63.0% of the respondents get information from magazines and 73.0% of the respondents get information from

extension bulletin on entrepreneurship. This implies that there are few extension agents who help in the disseminating information in the study area. More so, the study further shows that respondents in the study area do not have access to journals and internet service. This study is in line with Clausen (2006) which states that lack of access to internet services and journals as source of information has being the issue farmer's face because of their high level of illiteracy and the location of the farmers in the rural areas.

The result of PPMC in table 4 showed the relationship between the socio economic characteristics of rural women farmers and their attitude towards entrepreneurship information. The result reveals that there is no significantly relationship ($P > 0.05$) between age, farming experience and attitude towards entrepreneurship information. This implies that the age and farming experience of the respondents have no influence on their attitude towards entrepreneurship. Nevertheless, the result also shows that there is significant relationship ($p < 0.05$) between marital status, education, religion, household size and attitude towards entrepreneurship. This implies that marital status, education, and household size have a great influence on the attitude of rural women farmers towards entrepreneurship.

CONCLUSION AND RECOMMENDATIONS

Based on the findings of the study, the following conclusions were drawn: The study reveals that majority of the respondents' belonged to young age group and majority of them are married. The study also reveals that the attitude of rural women farmers towards entrepreneurship development is very high and favorable in the study area. Attitude of respondents towards entrepreneurial information gotten from different sources encouraged willingness to continually learn more about entrepreneurship. It is therefore recommended that Government and extension agents should organize more women empowerment programs that will boost women morale and attitude towards entrepreneurship.

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