

Utilization of entrepreneurial information among rural women farmers in Akinyele Local Government Area Oyo State

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Abstracts— *Entrepreneurship on a small scale is the only solution to the problems of unemployment and proper utilization of both human and non-human resources and improving the living conditions of the poor masses. Therefore, Utilization of entrepreneurial information among rural women farmers in Akinyele Local Government Area Oyo State was investigated. 200 respondents with the aid of well structured questionnaire were selected through Multi-stage sampling technique. Data were analyzed using frequency counts, percentage and means and PPMC at 0.05% level of significance. The result of analysis revealed that most 45.5% of respondents are in their active age, married with majority (41.5%) had farming experience between 16 years and above. Also, utilization of entrepreneurial information among women farmers is high. However, Securing working capital, lack of transportation, lack of information and delay of payment, high cost of labor and high cost of inputs are major constraints faced by rural women farmers in the study area. PPMC Analysis reveals that there is significant relationship between constraints faced by rural women farmers and utilization of entrepreneurial information ($r\text{-value} = 0.365$ and $p\text{-value} = 0.000$). It is therefore recommended that Rural women farmers should be introduced to the internet, in order to get more information on entrepreneurship. And also, various tiers of government should create programs that will catalyze entrepreneurial development with the aid entrepreneurial information (with special focus for women) in the rural areas.*

Keywords— *Utilization, Rural, Women farmers, Entrepreneurial information.*

I. INTRODUCTION

Rural women are active agents of economic and social change and environmental protection who are, in many ways and to various degrees, constrained in their roles as farmers, producers, investors, caregivers and consumers. They play crucial roles ensuring food and nutrition security, eradicating rural poverty and improving the well-being of their families yet continue to face serious challenges as a result of gender based stereotypes and discrimination that deny them equitable access to opportunities, resources, assets and services. Women are the backbone of the rural economy, especially in the developing world. Yet they receive only a fraction of the land, credit, inputs (such as improved seeds and fertilizers), agricultural training and information

compare to men. Empowering and investing in rural women as been shown to significantly increase productivity, reduce hunger, and malnutrition and improve rural livelihood.

Information utilization is particularly important to entrepreneur's final decision because information is deemed to be worthless if it is not put to good use (Ottun and Moore 1997), Suggest that information utilization be conceptualized in terms of type and extent of usage in the decision making process. Information is the powerful knowledge resource that can enhance competitive advantage. In particular information pertaining to customers and competitors are crucial towards the development of market orientation. Information acquisition and utilization is an important activity particularly salient for firms that have high levels of

entrepreneurial orientation. Information on entrepreneurship should not just be gathered, but should be well used. Utilization and acquisition of entrepreneurial information is very important for an excellent performance in business.

(According to Pleter (2005), the entrepreneurs are business people who build (start), develop and manage a business, risking time, efforts and money to this purpose. The entrepreneurship as a concept refers to an ability of the individual to put into practice an idea possessing some qualities such as creativity, innovation, risk taking, and ability to plan and manage the activities in view of fulfilling the proposed goals. This term knows different approaches at the level of each state, being influenced by certain elements such as education, culture, and environment, legislative and political system (Piti, 2010). The managerial and self-control qualities of the entrepreneur have evolved as two new major dimensions of their personality, in addition to the traditional concept that the entrepreneurs are involved in risk taking, that is, they are innovative and creative (Biswas, 2000). The recognition and evaluation of business opportunities represents the beginning of the entrepreneurial process (Baron and Henry, 2010). The individual entrepreneur detects or creates business opportunities that he then exploits by small and medium size enterprises, usually taking part in the financing of capital for that company, or merely, "he sells" the idea of the business project (Cuervo et al, 2010). It is against this backdrop that this research investigated the extent of Utilization of entrepreneurial information among rural women farmers in Akinyele Local Government Area Oyo State with the following specific objectives;

1. To identify the socio economic characteristics of the respondent in the study area.
2. To assess the utilization of entrepreneurial information among rural women farmers in the study area.
3. To ascertain the constraint faced by rural women farmers in the utilization of entrepreneurial information in the study area.

Hypothesis of the study

H₀₁ – There is no significant relationship between constraints faced by rural women farmers and utilization of entrepreneurial information in the study area.

II. MATERIALS AND METHODS

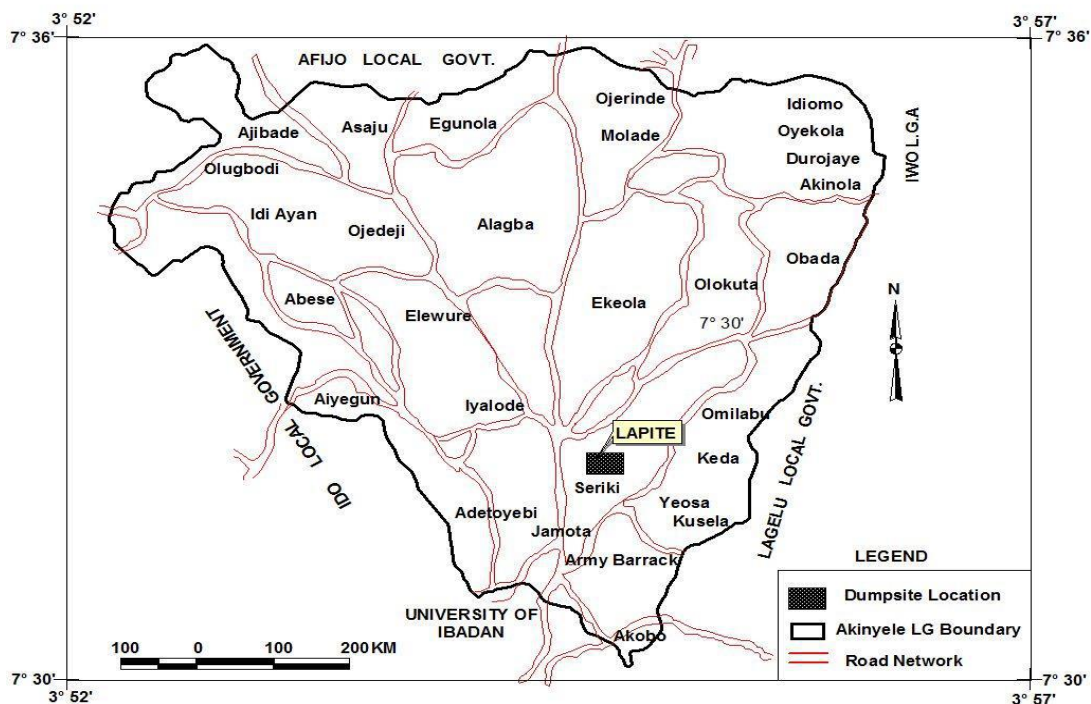
The study was carried out in Akinyele Local government area which was created in 1976 with the administrative headquarters located at Moniya. The local government shares the same boundaries with Afijo local government to the north, Lagelu local government area to the east, Ido local government area to 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.

Data Analysis

Descriptive statistics such as frequency distribution, percentage was used to analyses all objectives while PPMC for hypothesis of the study.



III. RESULTS AND DISCUSSION

Socio-economic characteristics of respondents

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.

Table 1: Socio economic characteristics of the respondents

Variable	Frequency	Percentage
Age		
20-30	14	7.0
31-40	91	45.5

41-50	50	25.0
Above 50	45	22.5
Marital Status		
Single	13	6.5
Married	171	85.5
Divorce	1	0.5
Widow	15	7.5
Educational Level		
Adult education	47	23.5
No formal education	40	20.0
Primary education	53	28.0
Secondary education	39	19.0
Tertiary education	18	9.0
Religion		
Christian	111	55.5
Islam	86	44.5
Traditional	3	1.5
Household size		
1-4	76	38.0
5-8	105	52.5
9 above	19	9.5
Secondary occupation		
Farming	21	10.5
Trading	146	73.0
Teaching	15	7.5
Others	18	9.0
Farming experience		
1-5	8	4.0
6-10	47	23.5
11-15	62	31.0
16 above	83	41.5
Total	200	100

Source: field survey 2018

The result shows that majority of the respondents 71.5% and 59.5% respectively rely heavily on the information acquired on entrepreneurship and make use of different types of support that is offered to people who want to start their own business respectively. This implies that knowledge is shared

out so as to acquire more because no man is an island of knowledge. Also, the table shows that 29.5% of the respondents never delegates tasks and responsibilities to their employees. Also, 85.5% of the respondents persist in the face of their adversity because an entrepreneur is confronted with

various risks and an entrepreneur that cannot persist in the face of adversity may likely not succeed. So also, 48.5% and 46.0% of the respondents manage the financial records of their business and maintain the record respectively. This implies that it will be easier to identify if they are running at lose or making profit. Also, 69.0% of the respondents were able to determine the competitive price of their products. More so, 83.5% of the respondents had effective advertising skills for their products. Gorman et al (2004) observed that for every entrepreneur to succeed in business, such entrepreneur must have effective marketing skills. Again, 86.5% of the respondents had effective marketing skills. Marketing is the process of getting consumers interested in your company's product or service. This goes in line with Mazur (2005) marketing is the delivery of a standard of living to the society. Furthermore, 31.0% of the respondents exchange entrepreneurial information with others. 35.0% and 32.0% of the respondents respectively develop and maintain favorable relationship with successful entrepreneurs. Also, 89.0% of the respondents have excellent communication ability. Nwagwugwu and Okoye (2009) good communication

planning promotes every business ventures thereby, making such a business to be successful. This also goes in line with what Denyer (2011) perceived that communication ability is dependent on one's ability and skill to listen, read, write and speak. 82.5% of the respondents are committed to their work. Also, 90.0% of the respondents are of great confidence. 65.0% of the respondents are risk taker. This goes in line with David (2008) that every business entails great risk. 69.0% of the respondents have a high energy level for entrepreneurship. Furthermore, 85.5% of the respondents are willing to learn about entrepreneurship development. These in line with the findings of Amesi (2009), if we can control and coordinate ourselves effectively in attending to entrepreneurs programs, then we are sure of achieving success. Finally 73.0% of the respondents embrace new innovations.

The table 2b above shows that utilization of entrepreneurial information among women farmers is high with 55.0%. This means that majority of the women farmers in the study area are utilizing the information they get from entrepreneurship development to boost the economy.

Table 2a: Utilization of Entrepreneurial Information among Rural Women Farmers

UTILIZATION OF INFORMATION	ALWAYS	OFTEN	SOMETIMES	RARELY	NEVER
I rely heavily on the information acquired on entrepreneurship.	143(71.5)	27(13.5)	19(9.5)	7(3.5)	4(2.0)
I make use of the different types of support that is offered to people who want to start their own businesses.	119(59.5)	48(24.0)	32(16.0)	1(0.5)	0(0.0)
I delegates tasks and responsibilities to employees in my business.	48(24.0)	45(22.5)	3(1.5)	45(22.5)	59(29.5)
I persist in the face of my adversity.	171(85.5)	18(9.0)	10(5.0)	1(0.5)	0(0.0)
I am able to maintain the financial record of my business.	97(48.5)	92(46.0)	5(2.5)	4(2.0)	2(1.0)
I am able to manage the financial assets of my business.	97(48.5)	90(45.0)	13(6.5)	0(0.0)	0(0.0)
I am able to determine the competitive price of my products.	138(69.0)	51(25.5)	11(5.5)	0(0.0)	0(0.0)
I have effective advertising skills.	167(83.5)	21(10.5)	9(4.5)	2(1.0)	1(0.5)
I have effective marketing skills.	173(86.5)	21(10.5)	3(1.5)	2(1.0)	1(0.5)
I exchange entrepreneurial information with others.	49(24.5)	48(24.0)	62(31.0)	37(18.5)	4(2.0)

I develop and maintain favorable relationship with successful entrepreneurs.	70(35.0)	64(32.0)	43(21.5)	21(10.5)	2(1.0)
I have excellent communication ability.	178(89.0)	18(9.0)	4(2.0)	0(0.0)	0(0.0)
I am very committed to my work.	165(82.5)	30(15.0)	4(2.0)	1(0.5)	0(0.0)
I am very self-confident.	180(90.0)	12(6.0)	5(2.5)	2(1.0)	1(0.5)
I am a risk taker.	130(65.0)	66(33.0)	3(1.5)	1(0.5)	0(0.0)
I have a high energy level.	138(69.0)	49(24.5)	13(6.5)	0(0.0)	0(0.0)
I am willing to learn about entrepreneurial information continually.	171(85.5)	21(10.5)	5(2.5)	3(1.5)	0(0.0)
I embrace new innovations.	146(73.0)	35(17.5)	18(9.0)	1(0.5)	0(0.0)

Source: Field Survey, 2018.

Table 2b: Categorization of Respondents based on Utilization of Entrepreneurial Information among Rural Woman farmers.

Categorization	Frequency	Percentage
High (Above mean)	110	55.0
Low (Below mean)	90	45.0
Total	200	100

Mean =27.0

Source; Computed from Researcher's Survey, 2018.

The result in table 3 shows that 87.0% and 86.5% of the respondents respectively stated that securing working capital and insufficient financial assistance by financial institution has been a major constraint in utilizing entrepreneurial information in the study area. This implies that there is no adequate funding either by government or cooperative societies and it makes farmers unable to utilize entrepreneurial information. Also, 48.0% of the respondents stated that lack of transportation facilities is a major constraint they face. This implies that there is bad transportation network in our rural areas and this always leads to spoilage of products in the process of transporting it to the urban areas while 41.0% of the respondents also lack market information. Furthermore, the high cost of labor 78.0% has been a major constraint in utilizing entrepreneurial information. This implies that there is limited number of labors or sometimes limited skilled labor to perform the practice effectively. Also, 71.0% of the respondents in the study area are faced with gender

inequality problems. This implies that, in many cases the women entrepreneurs also faced non acceptance from domestic front. Their family members especially the males of the family were not ready to digest the fact that the women were earning more than them and stepping out of the house. Gender inequality exists in terms of economic development as well as the rates of entrepreneurial activity. This goes in line with the findings of Kelley (2011) A GEM study of 18 economies from 2002 to 2010 suggests that women's entrepreneurial activity is lower than that of their male counterparts at different stages of development. 83.5% of the respondents in the study area deduced that unfavorable policies made by the government are major constraints. Lastly, 74.0% of the respondent had low education. This implies that the illiteracy of the farmers has hindered them from effectively utilizing entrepreneurial information.

The table 3b shows that majority 55.0% of the respondents are faced with high constraints while 45.0% of the respondents with low constraints.

Table 3a: Constraints Faced by Rural Women Farmers in Utilizing Entrepreneurial Information.

Constraints	Major constraints	Minor constraints	Not a constraints
FINANCIAL			
Securing working capital.	174(87.0)	24(12.0)	2(1.0)
Insufficient financial assistance by financial institutions.	173(86.5)	19(9.5)	8(4.0)
Inadequate loan.	167(83.5)	31(15.5)	2(1.0)
Entire loan is not given at a time.	167(83.5)	25(12.5)	8(4.0)
Low price for the produce.	90(45.0)	105(53.0)	4(2.0)
Lack of means of production.	119(59.5)	78(39.0)	3(1.5)
MARKETING			
Lack of information and network.	82(41.0)	74(37.0)	44(22.0)
Lack of transportation facilities.	96(48.0)	50(25.0)	54(27.0)
Lack of market information.	82(41.0)	44(22.0)	74(37.0)
Delay of payments.	95(47.5)	69(34.5)	36(18.0)
PRODUCTION AND LABOR			
High labor cost	156(78.0)	40(20.0)	4(2.0)
Non availability of skilled workers.	138(69.0)	61(30.5)	1(0.5)
High cost of inputs.	155(77.5)	39(19.5)	6(3.0)
PERSONAL/ GENERAL			
Gender inequalities.	142(71.0)	33(16.5)	25(12.5)
Unfavorably policies.	167(83.5)	32(16.0)	1(0.5)
Health problem	143(71.5)	50(25.0)	7(3.5)
Unfriendly institution that governs the everyday business and generally in accessibility of policies.	160(80.0)	33(16.5)	7(3.5)
Low education.	148(74.0)	38(19.0)	14(7.0)

Source: Computed From Researcher's Survey, 2018.

Table 3b: Categorization of Respondents Based on Constraints Faced by Rural Women Farmers in Utilizing Entrepreneurial Information

Categorization	Frequency	Percentage
High (Above mean)	110	55.0
Low (Below mean)	90	45.0
Total	200	100

Mean= 26.5

Source: Computed From Researcher's Survey, 2018.

Table 4.10: Ho3: Relationship between constraints faced by rural women farmers and utilization of entrepreneurial information.

VARIABLES	r-VALUE	p-VALUE	DECISION
Constraints faced by rural women farmers and utilization of entrepreneurial information.	0.365	0.000	S

Source: Computed From field Survey, 2018.

The table 4 above shows that there is significant relationship between constraints faced by rural women farmers and utilization of entrepreneurial information (R-value =0.365 and p-value = 0.000). This is in line with the report findings of (Aculai et al., 2006; Aidis, 2006) when necessary resources are available to women entrepreneurs, women still hesitate to set up units or do not succeed in their ventures due to constraint imposed on them by their immediate environment such as family commitments and lack of market opportunity.

IV. 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 have highest percentage of married women. It also explains that most of the respondents utilized every information they got on entrepreneurial development and are willing to learn about entrepreneurship information continually. However, Securing working capital, lack of transportation, lack of information and delay of payment, high cost of labor and high cost of inputs are major constraints faced by rural women farmers in the study area. Conclusively, it can be deduced from the study that most of the women farmers are

familiar with what entrepreneurship is, but they are hindered, hampered, and incapacitated due to the above mentioned constraints. It is therefore recommended that Rural women farmers should be introduced to the internet, in order to get more information on entrepreneurship. And also, Various tiers of government should create programs that will catalyze entrepreneurial development with the aid entrepreneur information (with special focus for women) in the rural areas.

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