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ARTICLE

Effect of Entrepreneurship on Attitude and Self- Employment Intention of Youths in Imo State

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Abstract

The world needs youths who are innovative, dynamic, smart, daring, efficient, determined, modern and employable or, in one word entrepreneurial. The study is on the effect of entrepreneurship on attitude and self-employment of youths in Imo State (A study of Owerri Municipal Area). The paper is a descriptive study and adopted the survey research design. A sample size of 94 was determined from a population of 120 using the Taro Yamme formula. The product moment correlation and simple regression analysis was used in analyzing the research questions and hypotheses with the aid of SPSS version 20. Result shows that the attitude toward entrepreneurship, socio-economic factor and demographic factors all have significant effect on self-employment intention of young people in Owerri Municipal Area of Imo state. The study however, recommend among others that government and study institutions should make for an entrepreneurial environment that could take care of exogenous factors that indirectly influences intentions and behavior of intending entrepreneurs. The study concludes that attitude, socio-economic factors and demographic factors are synonymous with entrepreneurship and thus have significant effect on self-employment intention of youths.

Key words: Entrepreneurship, Attitude, Self- Employment, Skill Acquisition, Employment.

1 | INTRODUCTION

The perception of the Nigerian youths towards entrepreneurial skill acquisition is that it is relegated and meant to cater for those who could not make it in school. Innovation and entrepreneurial skill acquisition in Nigeria entails focusing on what should be done to bridge the gap

between the school and labour market, where the learner will work probably after graduation from school or apprenticeship, so as to be self-reliant in the society. Entrepreneurship creates employment, produce creativity and innovation, and increase the total production of a country to promotes economic growth and wealth creation (Shane 2003). In some developed economies of the world,

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entrepreneurship has contributed immensely in reducing the extent of unemployment among the youths. Similarly, in the developing nations such as Nigeria, unemployment has become a recurrent ailment that desire urgent cure (Dabo, 2018). Globally, entrepreneurship programs introduced into educational institutions were meant to provide the level of education or knowledge needed to exploit entrepreneurial opportunity which could help the economic development of such countries. Hence, entrepreneurship through entrepreneurship skill acquisition is the most critical factor in the utilization of entrepreneurship opportunity for self-employment (Ekpe, Razak, & Mat, 2012). Entrepreneurship has become a fundamental aspect in promoting economic success, steadiness and contributed immensely in reducing the extent of unemployment and thereby promoting employment opportunities among the youths in the country.

The development and economic stability of every nation has been shaped and carved by men and women who have taken their 4m's resources (Money, Machines, Material, Men) in establishing and operating their own business (Kuye, Oghojafor, Sulaimon, & Okonji, 2009) cited in Salau (2014). This is collaborated by Adeboye & Olubela (2009) that entrepreneurship is a systematic process of identifying needs and satisfying those needs with creative thinking and values with the aim of acquiring wealth and promoting the sense of self-reliance, self-determination, independence and life or personal satisfaction. The survival of every society (developed or developing) is a dependent factor on the level of entrepreneurial abilities undertaken. Amadasun cited in Salau (2014) adduced that countries with less attention to entrepreneurship are likely to be surrounded with the daunting problem of unemployment, poverty, oppression and undue exploitation from the owner of the means of production.

In Nigeria, today the geometric progression and trend of the unemployed has revealed that as a result of attitude, so many Nigerians do not have the necessary entrepreneurial abilities, competences, exposures and values that will help them to adapt and integrate to the world of business. Okwuanaso (1992) cited in Salau (2014)

also argued that many youths including graduates who tend to establish and be independent in their own little way often failed in the world of work and this can be associated to their attitude and little knowledge of what it takes to be entrepreneurial.

Similarly, Timmons and Spinelli (2009) also pointed out that attitude serves as a contributory factor in the life of a flourishing entrepreneur. The attitude an entrepreneur places on his business, will determine the level of his profit. However, Anerua & Obiazi (2009) insist that successful entrepreneurs must have core values, be consistent, relentless and not weary of any circumstances. Invariably, the understanding of these attitudes will go a long way in determining and encouraging entrepreneurship within a particular environment (Bosma & Levie 2009). A thorough understanding of 'how' and 'why' entrepreneurship or skill acquisition is important for enhancing self-employment among the (youth) Citizen will be of immense contribution to the study state. It is to this end that this paper seeks to examine the effect of entrepreneurship on attitude and self-employment of youth in Imo State, Nigeria.

2. | STATEMENT OF THE PROBLEM

Studies indicate that Nigeria is beleaguered and overwhelmed with high levels of unemployment, crime rate, and poverty influenced by very poor attitude among the youths towards entrepreneurship. Youths and specifically students in institutions may have different attitude and can react differently on the expected self-employment behavior. Perhaps they can exhibit positive or negative attitude towards self-employment depending on their background and other traits. Studies on the entrepreneurial attitude have focused mainly on developed countries.

However, in developing countries such as Nigeria, most youths and particularly fresh graduates prefer to get a white collar job after their youth service year. Experiences over the years have revealed that seventy percent of these graduates end up roaming about the street seeking for job that will earn them "fat salaries" that will never come. The perception of the Nigerian

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youths towards entrepreneurship is that is relegated and needs to cater for those who could not make it in school. The study therefore sought to examine the effect of entrepreneurship on attitude and self-employment of youths in Imo State.

Objectives of the study

The objective of the study is to examine the effect of entrepreneurship on attitude and self-employment of youths in Imo State. Specifically, the study is to:

1. Examine if higher level of attitudes towards entrepreneurship is associated with self-employment intention.
2. Evaluate if socio-economic factors (parent's occupation, means of finance, clear business idea, business background and discouragement by external environments) are positively associated with self-employment intention.
3. Assess if demographic factors have influence (gender, age, marital status) on self-employment intention.

Research Questions

1. To what extent does attitude towards entrepreneurship associate with self-employment Intention of youths in Imo State?
2. What is the effect of socio-economic factors on self-employment intention of youths in Imo State?
3. To what extent does demographic factors influence self-employment intention of youths in Imo State?

Research Hypotheses

1. There is no significant association between attitude towards entrepreneurship and self-employment intention of youths in Imo State.
2. Socio-economic factors have no significant effect on self-employment intention of youths in Imo State.
3. Demographic factors have no significant influence on self-employment intention of youths in Imo State.

Review of Related Literature

The concept of entrepreneurship has become a fundamental and valuable way to promote self-reliance and self-employment among young people. The success of an entrepreneur lies on his ability to identify needs, create value and exploit innovations (Salau, 2014). When the young people lack the basic entrepreneurial abilities and attitude, it therefore becomes difficult for them to succeed and triumph in the world of business (Sasaki 2006 cited in Salau 2014). Entrepreneurship is an attitude and represents how you think and act. Self-employment is working for oneself as a freelancer or the owner of a business rather than for an employer. Similarly, an entrepreneur is a person who organizes and operates a business or businesses, taking on greater than normal financial risk in order to do so (Ayelew & Zeleke 2018).

Self-employment attitude has been defined in different ways: as the attitude to start a new business (Zaho, Hills & Seibert, 2005), the attitude to own a business or the attitude to be self-employed (Douglas & Shepherd, 2002). Making youths more employable is a global challenge, and the decision for an individual to become self-employed or to remain as an employee depends on some factors (Moreno, Castillo & Triguero, 2012). Many studies pointed out how these factors play an important role in motivating and restraining people to become self-employed. Motivating factors makes self-employment to be attractive. Self-employment is being considered synonymous with entrepreneurship. In fact, many studies used self-employment as a proxy for measuring entrepreneurship (Rietveld, Hessels, & Zwan, 2014). Davey, Plewa & Struwig, (2011) pointed out that, the higher experience or skill in entrepreneurial, the higher interest for self-employment and the perceived feasibility of self-employment.

Social factors have an encouraging or impeding effect on the attitude of individuals for entrepreneurial career. Family background, education, previous work experience, risk attitude, over-optimism, preference for independence and the norms and value of a society influence the choice of individual's life choice of individual's life careers, ie, entrepreneurship

or salaried employment (Sanditov & Verspagen, 2011). The educational system has a capacity to generate and disseminate knowledge, transform to practices and sources of alternative career choices, and thus, broaden the horizon of individuals in fulfilling economic and social needs. However, the success of an entrepreneur lies on his ability to identify needs, create value, and exploit innovations.

2. | ATTITUDE

Attitude refers to a feeling or evaluative reaction to an idea, objective or situation. Attitude depicts the negativity or positivity of an individual's feeling toward a particular idea, object or situation. Mayer & Sutton (1996) cited in Dionco-Adetayo (2006) maintain that the attitude of an individual is a function of: the strength of each of a number of beliefs, the person holds about the various aspects or attributes of an idea, or object or situation and the evaluation the person gives to each belief as it relates to the idea or object. In view of this, Adebayo & kavoo (2016) posited that attitude plays vital role in youth perception towards entrepreneurial skill acquisition, thus, investigating attitude is a common research to deduce entrepreneurial interest and intention among the youths.

Contributing, Luthans (1989) cited in Dinco-Adetayo (2006) posit that among many factors that influence attitude, culture makes a significant contribution to personality. Considering personality as a psychological process of perception, learning and motivation, culture dictates what a person will learn. Attitude of youths in Nigeria and more precisely Imo state, need to be tailored toward entrepreneurial skill acquisition so that the growing rate of unemployment could be reduced. However, youths that change their attitude toward being entrepreneurial have more chance of becoming self-employed and employing others, and can be able to provide for their needs and that of their family, thus building a better society.

Self-Motivation

Weihrich, Cannice & Koontz (2008) refers to motivation as a general term applying to the entire class of drives, desires, needs, wishes, and similar forces. Therefore, one can be motivated by personal/self-drive or desire to achieve success. Attitude towards behavior means the degree to which an individual has a favorable or unfavorable evaluation of their behavior (Ajzen, 1991). For entrepreneurial intentions to be translated into self-employment, it depends on entrepreneurial personality and abilities (Majumdas, 2008).

Social Influence

Asikhia, (2009); Shastri & Sinha (2010) opined that acquired skill may not lead to self-employment if there is a negative social influence. Social influence involves the social ties, the influence of friends and family, role models and advisors. This actually could affect aspiring entrepreneur's decision for self-employment. According to Mayer et al (2007) society is a perception about and attitude towards entrepreneurship which is poor, whereas social networks was found to be positively related to entrepreneurial opportunity for self-employment in most countries like USA, UK, and Nigeria respectively (carter & Shaw 2006). Ajzen, (1991); kruger, (2004) insist that a weak relation was found to exist between social norms and entrepreneurial intention. On the other hand, Vob and Muller (2009) concluded that entrepreneur's behavior towards entrepreneurial activity is influenced by a set of factors such as personality in form of attitude, resources and environment.

Theoretical Review

The study is linked with McClelland (1961) Psychological theory of entrepreneurship, theory of Planned behavior (1991) and Blau (1964) social exchange theory cited in Salau (2014). For example,

Social exchange theory (Blau, 1964) explains that Social change and stability results from negotiated exchanges between parties. That is, human relationships are formed through subjective cost-benefit analysis. It could be argued that the country’s investment in giving entrepreneurial education to the youths should be reciprocated with self-employment and employment generation among the citizenry.

Psychological theory of entrepreneurship put forward by David McClelland offers that entrepreneurs possess a need for achievement that drives their activity. Psychological theory of entrepreneurship focuses on the individual and the mental or emotional elements that drive individuals entrepreneurially. The psychological characteristics of entrepreneurs are the need for achievement, foresight, and ability to face challenges. These characteristics are developed during the upbringing of the individual and geared towards achieving self-reliance and excellence.

Theory of Planned Behavior (TPB)

The theory of Planned behavior has emerged as one of the most dominant and popular conceptual framework for the study of human action (Ajzen, 2001) and in particular the individual’s intentions to engage in various activities. The central construct of the TPB is the individual’s intention to perform a given behavior (Ajzen, 2001). Accordingly, intention is best predicted by attitude towards the behavior, subjective norms and perceived behavioral control. Therefore, exogenous factors (such as traits, demographics, skill, social, cultural and financial support) indirectly influence intention and behavior. The TPB postulates the following three predictors of intention:

Attitude towards the behavior: Responds to the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behavior in question.

Subjective Norm: A social factor that refers to the perceived social pressure to perform or not to perform the behavior.

Perceived behavioral control: Refers to the perceived ease or difficulty of performing the behavior and is assumed to reflect past experience as well as anticipated impediment and obstacles. According to Ajzen (2001), the more favourable the attitude and subjective norm and the greater the perceived behavioral control is, the stronger should be the intention of an individual to perform the attitude under consideration. However, it might be found that the significance of attitude, subjective norm, and perceived behavioral control vary, depending on the different behaviors. Hence, perceived behavioral control plays a pivotal in the theory of planned behavior, and can be used directly to predict behavioral achievements.

3. | METHODOLOGY

The study employed the survey research design with a sample size of 94 determined using the Taro Yamme formula from a population of 105 youths in Owerri Municipal Area of Imo State. The simple regression analysis was used to test the hypotheses at 0.05%, with the aid of SPSS version 20 which used P-value as basis for decision making.

4. | RESULTS

Research Question.1: To what extent does attitude towards entrepreneurship associate with self-employment intention of youths in Imo State?

Table 1: Responses on Research Question 1.

S/N	SA	A	U	D	SD	TOTAL
1	50	34	9	1	0	94
2	45	35	8	4	2	94
3	42	33	14	3	3	94
4	43	37	13	1	1	94

Source: Field survey 2022

Ho1: There is no significant association between attitude towards entrepreneurship and self-employment intention of youths in Imo State.

$$ATE = 2.95 + 0.83 SEI$$

The R2 which is the coefficient of determination measures the proportion of variation in the dependent variables which is explained by the independent variables. The value of R2 which is 0.89 shows that 89% of the variation in attitude towards entrepreneurship is explained by the self-employment intention of youths in Owerri Municipal Area of Imo State. (See table.3). Since the F-calculated 66.09 > F-tabulated at n-1 degree of freedom, reject Ho1 and accept the alternative hypothesis and conclude that there is a significant association between attitude towards entrepreneurship and self-employment intention of youths in Owerri Municipal Area Imo State. Result from the output of the SPSS software Analysis;

Table 2: ANOVAa

Model	Sum of squares	Df	Mean square	F	Sig.
Regression	1901.80	1	1901.80	66.09	.0006
1 Residual		8	28.76		
Total		9			

- a. Dependent variable: self-employment intention.
- b. Predictors (constant): attitude towards entrepreneurship.

Table 3: Model Summary

Model	R	R. square	Adjusted R. Square	Std. Error of the estimate	R. Square	F - Cal	Df.1	Df.2	Sig.
1.	.94	.89	.88	5.36	.89	66.09	1	8	.000

Predictors: (constant) attitude towards entrepreneurship.

Since the P-value or Sig. (0.000) < the alpha level (0.05), reject the null hypothesis and accept the alternative hypothesis which states that there is a significant association between attitude towards entrepreneurship and self-employment intention of youths in Owerri Municipal Area.

Research question two

What is the effect of Socio- economic factors on self-employment intention of youths in Owerri Municipal Area Imo State?

Table 4: Response on Research Question 2

S/N	SA	A	U	D	SD	TOTAL
5	42	30	15	6	3	94
6	37	31	21	4	1	94
7	34	32	20	6	2	94
8	36	34	19	2	1	94

Source: field survey 2022

Ho2: Socio-economic factors have no significant effect on self-employment intention of youths in Owerri Municipal Area Imo State.

The relationship of the model is SCF- 13.77+ 0.83 SEI

The value of R2=0.46 shows that 46% of the variation in socio-economic factors is explained by self-employment intention. See table, 5. The adjusted R2 is 39% and is also significant as F-cal (6.83) > F-tabulated (0.03). Thus, reject null hypothesis and conclude that socio economic factors have a significant effect on self-employment intention.

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Table 5: ANOVAa =

Model	Sum of squares	Df	Mean square	F-cal	Sig.
Regression	1577.87	1	1577.87	6.83	.031 ^b
Residual	1849.03	8	231.13		
Total	3426.90	9			

a. *Dependent variable: self-employment intention*

b. *Predictors: (constant) socio economic factors*

Since the P-value or sig (0.031) < the alpha level (0.05) reject the Ho2 and accept H2 and conclude that socio economic have a significant effect on self-employment intention of youths in Owerri Municipal Imo State.

Research Question Three

To what extent does demographic factors influence self-employment intention of youths in Owerri Municipal Area Imo State?

Table.6: Responses on Research Question.3

S/N	SA	A	U	D	SD	TOTAL
9	40	35	28	18	7	94
10	38	31	16	7	3	94
11	39	30	23	3	0	94
12	42	32	11	7	2	94

Source: field survey 2022

Ho3: demographic factors have no significant influence on self-employment intention of youths in Owerri Municipal Area Imo State.

Table 7: Descriptive statistics

	Mean	Std derivation	N
Demographic factors	21.50	17.74	10
Self-employment intention	22.40	17.64	10

Table 8: Correlations

	Objective feedback	Self-employment intention
Pearson correlation	1	.831
Objective feedback sig (2tailed)		.020
N	10	10
Pearson correlation	.831	1
Self-employment intention sig.(2tailed)	.020	
N	10	10

Since the P-value or Sig (0.02) < 0.05 level of significance, reject Ho3 and accept H3 and conclude that demographic factors have a significant influence on self-employment intention of youths in Owerri Municipal Area Imo State.

5. | DISCUSSION OF FINDINGS

Findings shows that the concept of entrepreneurship has become the fundamental and valuable way to promote self-reliance and self-employment among young people and economies. The result of hypothesis one showed that the p-value 0.000 < 0.05 significance level proved that there is a significant association between attitude towards entrepreneurship and self-employment intention of youths. In testing hypothesis two, result shows a 0.031 p-value and hence, the rejection of the Ho2 and acceptance of H2, confirming that socio economic factors have a significant effect on self-employment intention of youths. Hypothesis three result analyzed with regression analysis reports that p-value 0.02 < 0.05 significance level which led to the conclusion that demographic factors have a significant influence on self-employment intention of youths in Owerri Municipal Area Imo State.

6. | CONCLUSION

Entrepreneurship creates employment, promotes economic growth, produce creativity, enhance

innovation, and increase the total production of a country. The success of becoming an entrepreneur or developing self-employment intention lies on the ability to identify needs, create value and exploit innovations. Self-employment is being considered synonymous with entrepreneurship. Social and demographic factors have an encouraging or impeding effect on the attitude of an individual for entrepreneurial career. The three hypotheses of the study were tested and result shows that the hypotheses, attitude towards entrepreneurship, socio-economic factors and demographic factors, all have significant effect on self-employment intention of youths.

RECOMMENDATIONS

- i. The government and study institutions should make for an entrepreneurial environment that could take care of exogenous factors that indirectly influence intentions and behavior.
- ii. Institutions and systems that could provide for adequate entrepreneurial behavior development should be created to reduce the influence resulting from set of factors such as personality in form of attitude, resources, and environment.
- iii. The educational system should improve its capacity to generate and disseminate knowledge, transform to practices, create sources of alternative career and thus broaden the horizon of individuals fulfilling economic and social needs.

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