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Examining the Social Drivers of Entrepreneurship: A Case of Business Owners in Aboabo Market in Tamale

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ABSTRACT

This research examined the social drivers of entrepreneurship among business owners in Aboabo market in Tamale. A quantitative research approach was adopted and the target population was business owners in Aboabo market in Tamale. It was found that not all social drivers that influence decision to become entrepreneurs motivate entrepreneurs to remain in business. Also, family or close relation, belonging to a social club (social capital), previous work experience and social status positively affect business performance while being a married woman and being a woman does not affect entrepreneurial performance. Access to finance, family and friends involvement are major challenges of entrepreneurship whereas lack of social support, low educational background and gender discrimination are not major challenges of entrepreneurship. Based on these findings, the study recommended entrepreneur education, community support and easy access to finance through government intervention to help entrepreneurs relish their full potential to support economic growth and development significantly.

Key words: Entrepreneurship, Social Drivers, Business Owners

INTRODUCTION

Background of the Study

Economic progress and prosperity are highly desired in all countries, whether developing or developed (Orji, Ogbuabor & Anthony-Orji, 2015). This is simply because progress and prosperity in an economy will translate to better employment opportunities, high-income levels, food security, high standard of living and overall total well-being of citizenry. This has necessitated the identification and collaboration of various factors such as financial development to make funds available for economic activities; education to polish labour and entrepreneurship to make use of available resources for production of goods and services. From a layman view point, an entrepreneur is the person who combines the factors of production (land, labour and capital) to produce goods and services for profit. Although the view of the layman is not wrong, the role and importance of an entrepreneur in the development process of a country is vital. Carree and Thurik (2010) argued that, there is nothing as powerful as a new idea in the hands of a first-class

entrepreneur. This study focuses on the effects of social drivers of entrepreneurship among business owners of Tamale Aboabo market.

Entrepreneurial activity is noted as an important source of innovation, employment and economic growth (Thornton, Ribeiro-Soriano &Urbano, 2011). Hence, entrepreneurship boost economic progress and prosperity at both national and global level (Huurinainen, 2015). For this reasons, it is no surprise that the last three decades marked the era of entrepreneurial revolution or renaissance or what is mostly referred to as "the age of entrepreneurship" (Brajevic, Babic & Jukic, 2015:156). Entrepreneurship has been identified as a drive towards economic development thereby much emphasis is being placed on entrepreneurship (Lucas, 2012). Lucas (2012) identifies that, solving a social need is the dominant motivational factor to entrepreneurs. Hence, from a business perspective, the trade-off between profit and risk motivates entrepreneurs while from a social perspective entrepreneurs identifies and tackle social needs over profit. According to Brajevic et al., (2015), there is high emphasis on social entrepreneurship for example to achieve socio-economic well-being of people. This is because the primary goal of social entrepreneurship is to address social needs and problems and by so doing, the social and economic status of individuals are improved (Brajevic et al., 2015). Therefore, through the activities of the entrepreneur (combining capital, labour and land to produce goods, addressing social problems and needs), entrepreneurs are thought of as drivers of job growth, innovators of solutions to problems and pioneers of technology (Thornton et al., 2011; Brajevic et al., 2015). In an OECD report, entrepreneurs are considered to be sources of new businesses, employment and economic growth (OECD Report, 2014). Based on these arguments the role and importance of entrepreneurship in the development process of any country is justified. However, scholars such as Baumol (1996); Van Stel and Storey (2004) argue differently when they posited that entrepreneurship does not support economic growth at all times. This creates controversy about the causality link between entrepreneurship and economic growth, hence, it is against this backdrop that entrepreneurial researches are conducted.

Problem Statement

The role of entrepreneurship is highly emphasized in Ghana. This is because 92% of all businesses in Ghana are Small and Medium Enterprises (SMEs) privately owned and managed by individual entrepreneurs who contribute about 70% to Gross Domestic Product (GDP) annually (Ahiawodzi & Adade, 2012). However, there is a huge literature gap in entrepreneurial research which does not help stakeholders to formulate and implement decisions that will support entrepreneurship and its continual contribution to economic growth. Lucas (2012) for example revealed that, religious motivation affects people's ability to set-up business but it is mostly ignored in literature. Many scholars including the likes of Fuller et al. (2000); Cardon et al. (2010); Carlsson et al (2013) have criticized entrepreneurial studies for focusing on satisfaction, need and behavior of entrepreneurs with less emphasis on the drivers of entrepreneurship. Hence, these scholars argue that, there is the need to direct entrepreneurial studies towards understanding factors that explain the creation, success and failures of entrepreneurs. This implies that, understanding the drivers of entrepreneurship will help distinguish the type of entrepreneur and the contribution to economic growth and development.

Stephan et al. (2015) retreated that there is evidence suggesting that different entrepreneur drivers result in different firm performance yet there is no substantive research to that regard.

Huurinainen (2015) specified that, the effect of social drivers on entrepreneurship has not been discussed. It is against this background that the research is conducted to examine the social drivers of entrepreneurship in Aboabo market of Tamale Metropolis

Objectives of the Study

The general objective of the study is to examine the social drivers of entrepreneurship in Tamale Aboabo market. Specifically, the following objectives are researched.

i. To examine the nature of social drivers of entrepreneurship in Tamale Aboabo market.
ii. To assess the effect of social drivers on entrepreneurial success among business owners in Tamale Aboabo market

Research Questions

The following research questions are asked;

i. What is the nature of social drivers of entrepreneurship in Tamale Aboabo market?
ii. What is the effect of social drivers on entrepreneurial success among business owners in Tamale Aboabo market?
iii. Are there challenges of entrepreneurship in Tamale Aboabo market?

Significance of the Study

The study examines the social drivers of entrepreneurship. To Thornton et al. (2011), both practitioners and policy makers have expressed great interest in understanding the social drivers that influence entrepreneurial activities. The study would therefore be of useful benefit from community level through to national and global level (Huurinainen, 2015). Also, the study will serve as a reference point for academicians as it will address some literature gap.

Scope of the Study

The subject matter or focus of the study is social drivers of entrepreneurship. The study focuses on the social drivers of entrepreneurship because issues pertaining to this subject matter are missing in literature particularly in Tamale. Whereas information on the social drivers of entrepreneurship is important for decision formulation and implementation that will enable entrepreneurship contribute significantly economic growth and development.

The unit of analysis comprises of all business owners (shop owners) in Tamale Aboabo market . Business owners are identified as the unit of analysis because business owners are entrepreneurs who take part in entrepreneurship. Also, Tamale Aboabo market was chosen as the study area because, it is one of the modest and developing markets in Tamale the capital town of Northern region. In terms of time frame, the study was expected to be completed within 6 months.

Limitations

The researcher experience a limitation of unfriendly reception from business owners sampled to partake in the study. This was expected to occur because, business owners in Aboabo market are very busy most of the time and were reluctant to take part in the study. Hence, convenient sampling was adopted to select only business owners (shop owners) who willingly sacrificed their time and took part in the study. Secondly, the finding of the study could not be generalized because of socio-economic difference between Northern and Southern Ghana.

LITERATURE REVIEW

The Concept Entrepreneurship

Chavez (2016) argues that entrepreneurship can be found everywhere- among the smallest family shops, communities, developing and developed countries. In view of this, Chavez (2016) posits that the whole economy is based on entrepreneurship. Also. Kuratko and Hodgetts (2007), Ahmad (2010) posit that entrepreneurs in the process of carrying out their entrepreneurial activities have changed the trails of markets and economies. This infers that through entrepreneurship, market activities and economic growth have changed. In light of this, Shane (2003) argues that scholars posit that there are a large number of people engaging in entrepreneurial activities. Shane (2003) argument was made clearer by Westhead et al. (2011) when they argued that, entrepreneurship takes many forms- big or small, formal or informal, legal or illegal, new or existing businesses, innovation and conventional businesses thereby make entrepreneurs exist in numerous numbers globally.

There is no universally accepted definition for entrepreneurship (Carland & Carland 1997; Drucker, 2007; Westhead et al., 2011). According to Drucker (2007), the non-existance of a universally accepted definition for entrepreneurship and entrepreneur is because of confusion that existed since the term entrepreneur was invented. Onodugo and Onodugo (2015) presents that there are many definitions of entrepreneurship and entrepreneur even though none has been universally accepted.

To Scarborough (2012), entrepreneurship entails creating a new venture in an uncertain environment with the aim of gaining profit. Doyle and Young (2001) also define entrepreneurship as the economic process of creating wealth. Doyle & Young's definition is much similar to Scarborough (2012) definition and both definition points to the fact that the entrepreneur wish to gain something positive out of whatever was started. Similarly, Barringer and Ireland (2008) allude that, entrepreneurship is beyond profit making and centered on transforming useful ideas and views into reality. Hence, entrepreneurship is about identifying opportunities, pursuing the opportunities and practicalizing useful ideas by an entrepreneur (Mark &Putzschel, 2014).

Onodugo and Onodugo (2015) argued that, the differences in the nature of entrepreneur and entrepreneurship explain the non-availability of a common and universally accepted definition of the term entrepreneurship. In view of entrepreneur differences and the varied definitions of entrepreneurship, Chavez (2016) contends that, though the definitions vary, they are key elements that are common in the definitions. These key elements are uncertainty and opportunity. Therefore, to Chavez (2016), entrepreneurship is about realizing given opportunities and taking advantage of the given opportunities with minimal concern of risk.

Wickham (2006) was of the view that it is challenging trying to define entrepreneurship as the term has attracted many varied definitions that do not agree with each other. Hence, the researcher does not define entrepreneurship but adopts the definition presented by (Onodugo&Onodugo, 2015). To them, entrepreneurship is a broad process, which captures the purpose, aim and functions of an entrepreneur. The researcher believes that this definition is concise and explanatory in itself, therefore, adopting it for the study.

Entrepreneurial Process

Wiklund et al., (2011) argued that the conceptual framework that has been the basis of entrepreneurship was first described by Shane and Venkataraman (2000). According to Shane and Venkataraman (2000), entrepreneurship is about how opportunities are identified, evaluated and explored. Shane and Venkataraman (2000) argued that how, by whom and with what the opportunities are combined with spell out the entrepreneurial process. Thus to say entrepreneurship begins with opportunity identification. Short et al. (2010:40) contended that without opportunities, there is no entrepreneurship. Therefore, Short et al., (2010) define entrepreneur opportunity as a discovered idea by an entrepreneur thorough evaluation and expected to be lucrative. Corner and Ho (2010) also gave similar arguments as Short et al., (2010) when they posited that opportunity identification is the primary basis of entrepreneurship and this have been the basis of many entrepreneurial researches. In short, the conceptual argument presented by Shane and Venkataraman (2000) that has been elaborated by many scholars is that, entrepreneurship is an opportunity-related process. Once an opportunity is identified by an entrepreneur, s/he begins to evaluate the opportunity and take advantage of the opportunity.

To Carlsson et al. (2013), the entrepreneurial process commences with opportunity identification, then evaluation and exploitation for value creation, which affect the environment space within which the opportunity was identified. In addition, entrepreneurs being inventors, they add innovative touch to the value creation which extends the benefit arising from the identified opportunity (Carlsoon et al., 2013). Audretsch (2012) added that the opportunity related process of entrepreneurship which is opportunity recognition, evaluation and exploitation, is affected by resources. Also to Audretsch (2012), resources such as human resource are needed to complete the entrepreneurial process. For example, without financial resources, an entrepreneur can conceive an idea that is lucrative but might not be able to explore such a lucrative idea because of lack of finance. This stresses the need for resources as argued by Audretsch (2012). Although this argument might have not been clear in Shane and Venkataraman (2000) argument, it can be traced back to them. This is because, when Shane and Venkataraman (2000) argued that how, by whom and with what entrepreneurial opportunities are combined with spell out the entrepreneurial process, the how defines the process or the path through which the identified opportunity is actualized; the who refers to the entrepreneur who conceived the idea and explored the opportunity; and thereby what refers to the resources that are used in the entrepreneurial process. Therefore, Wiklund et al. (2011) were right to argue that, all other researchers dwell on the conceptual framework of Shane and Venkataraman (2000) to explain the entrepreneur process.

Scholars such as Bacq and Janssen (2011); Mark and Putzschel (2014); Chavez (2016) have argued that there are motivational factors that are in the form of social, economic, political and cultural factors that inspire the identification of opportunities which begins the entrepreneurial process. Therefore, the researcher inculcates the social motives of entrepreneurship as part of the theoretical framework for the study. Although, there are many motives, only the social aspect is inculcated into the theoretical framework because that is the focus of the study also Figure 1 for the theoretical framework designed by the researcher for the study.

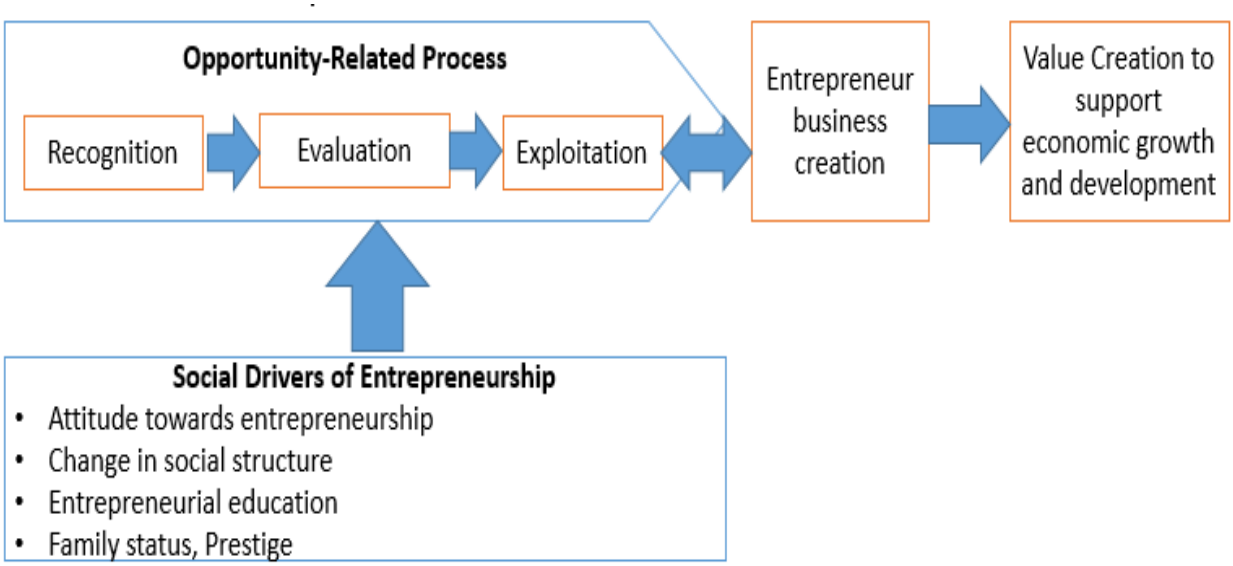


Figure 2: Theoretical Framework of Entrepreneurial Process
Source: Authors Construct, June 2020

Entrepreneur Motivation

Motivation is an individual characteristic within people and differs between people (Kisker, 2016). To Kisker (2016), motivation can be further describe as an internal force that encourages specific actions and determine the direction of the action. Argued differently by Carsrud and Braennback (2011), unmet needs can be the source of motivation when they presented that, satisfied needs do not create tension hence does not motivate but unsatisfied needs create tension and motivate action. Therefore, every action carried by an individual is motivated by the goal of satisfying the individual needs. Hence, motivation can be defined as the propeller of actions to satisfy unmet needs (Carsrud&Braennback, 2011). On this ground, the researcher adds that, the motivation to start a business or be an entrepreneur is to satisfy the need of the entrepreneur. However, the insatiable needs of people causes them to take different actions in attempt to meet their unmet needs. Also due to the subjectivity of people's needs, these actions varies. Hence, the researcher sides with Kisker (2016) when he alludes that motivation is a personal factor within people but varies among people.

Carsrud and Braennback (2011) posits that there are two broad motivation theories inspired by the works of Freud in the 1900 and since then all other theories have been built . They further argued that these two theories when linked better explains the concept of entrepreneur motivation. The two broad theories of motivation are the drive and incentive theories of motivation.

i. **Drive theory**: The drive theory of motivation talks about an internal stimulus that motivate actions to be taken by people to achieve a specific goal or fulfill an unsatisfied need hence the name 'drive'. This infers that the internal stimulus (drive) compels the taking of actions towards a desired outcome. In the light of entrepreneurship, the internal stimulus pushes an individual to look out for opportunities, evaluate and explore those opportunities. The drive theory is also known as the push motivation or necessity. Carsrud & Braennback (2011) argue that push motivation can be social,

political, cultural or economic. An example of social and economic push motivation of entrepreneurship are prestige and unemployment respectively.

ii. **Incentive theory**: this theory presents that motivation is sparked by the end product (incentive) of an action. Taylor (2006) in explaining the incentive theory assumed that human beings are lazy and they can be motivated by financial incentives. Therefore, Taylor in his writing posited that the incentive theory is what brought about many entrepreneurs globally. The researcher partially agrees with Taylor's assertion in that, incentives can be in many forms other than finance. Hence, incentives can help create entrepreneurs but this incentive is not always financial. The incentive theory of motivation is also known as the pull motivation or opportunity.

Hessel et al., (2008) argue that pull motivational factors such as autonomy and freedom give rise to opportunity entrepreneurs while push motivational factors such as income and wealth, status, threat of unemployment and challenges give rise to necessity entrepreneurs. According to Reynolds et al. (2002), opportunity entrepreneurs have high aspirations than necessity entrepreneurs. This is because, necessity entrepreneurs rely on their business for survival, which positively affects their aspiration, but because necessity entrepreneurs are mostly prevalent in low-income countries (Hessel et al., 2008), low access to capital, skilled labour and technology inhibit their innovation and growth. This then affects their contribution to economic growth (Reynolds et al. 2002). Stephan et al. (2015) identified that, entrepreneurial motivation is highly crucial for business performance as it influences entrepreneurial decision. This connote that, different motivational drives of entrepreneurship will give rise to different entrepreneurs, which will influence economic growth differently. This assertion forms part of this study; hence, one objective of the study is to examine the nature of social drivers of entrepreneurship in Aboabo market in Tamale.

Classification of Motivation Factors

Therefore, the research joins Dunkelberg et al. (2013) in their argument that, the motivating factors of entrepreneurs are many. Dunkelberg et al. (2013) added that, though the motivating factors are many, entrepreneurs reveal not all during investigations as the entrepreneurs only focus on immediate motivation factors. Welter (2011) asserts that entrepreneurial environment comprises of economic, social, cultural and political factors that influence entrepreneurial activities. Hence, motivation factors can be grouped into these categories of environmental factors. Kisker (2016) added that the environment factors affect entrepreneurship, as entrepreneurs do not operate in a vacuum. Carlsson et al., (2013) also asserts that as entrepreneurs contribute to societal well-being, therefore the environment is adjusted to promote entrepreneurship. This then calls for the examination theses environmental factors (Carlsson et al., 2013).

From Welter's assertion, motivation factors can be grouped into economic, social, cultural and political drives of entrepreneurship. In addition, per Carlsson et al., (2013) argument, it is important to examine these drivers of entrepreneurship, which equally speaks the idea of Stephan et al., (2015) who asserts that there have been no substantive research on the drivers of entrepreneurship. Huurinainen (2015) specifically points to the social drivers of entrepreneurship as the least researched driver of entrepreneurship as there is not much on

social drivers in literature. Therefore, this study in response to Carlsson et al. (2013), Stephan et al., (2015) and Huurinainen (2015) investigates the social drivers of entrepreneurs in Aboabo market. Some social drivers of entrepreneurship are discussed in the subsequent section.

Nature of Social Drives of Entrepreneurs

Xie (2014) is his paper argued that there is no single approach for analyzing why people venture into entrepreneurship. He supports his argument by saying that, scholars have used trait, demographic, cognitive and environment among other approaches to examine why people become entrepreneurs but each approach is not exhaustive in itself to disclose why people venture into entrepreneurship. Xie (2014) posits that because of the complexity in analyzing the nature of entrepreneurship (reasons why people venture into entrepreneurship), it can be analysed from both individual and environment perspective. Therefore, the researcher analyses the reason why people become entrepreneurs from the entrepreneur viewpoint and the social environment. Therefore, from these perspectives, the following are reasons why people venture into entrepreneurship.

Achievement, Challenges and Learning

People become entrepreneurs because of their personal traits- risk taking propensity, need for achievement, tolerance for ambiguity and internal locus of control (Xie, 2014). This reason emphasis that, people are willing to become entrepreneurs to achieve a need or challenge themselves and in the process learn. To Xie (2014), this nature of entrepreneurship is from an individual perspective and it is based on individual traits. For example, a risk-loving person is likely to venture into entrepreneurship than a risk averse person since entrepreneurs are about risk taking. Jayawarna et al. (2011) suggest that under the achievement, challenge and learning reason, people become entrepreneurs in order to have meaningful jobs and responsibility. Uddin and Kanti (2013) also identify the challenge and need for achievement as reason why people venture into entrepreneurship.

Income Security and Financial Success

One of the major reasons why people venture into entrepreneurship is because of financial gain (Benzing& Chu, 2009). Both an opportunistic and necessity entrepreneurs seek financial success (Uddin&Kanti, 2013). Thus, an opportunist might venture into entrepreneurship in order to increase wealth or amass more wealth for him/herself while a necessity entrepreneur such a spouse with a poor background will become an entrepreneur in order to generate income or more income in the case of multiple jobs in order to support the home. Therefore, Huurinainen (2015) argues that, people venture into entrepreneurial activities to for incentive of which income or finance is part of the incentive even though it might not be the true reason why people choose to be entrepreneurs.

Independence and Autonomy

Entrepreneurs are business owners or managers hence they have the autonomy to make their own decisions (Friedman et al. 2012; Uddin & Kanti, 2013). Accoding to Uddin and Kanti (2013), individuals who do not want to work as employees in order to have control over work life, working hours and decision making prefer to be entrepreneurs rather than an employee. Jayawarna et al. (2011) also believes that, one reason why people choose to be entrepreneurs is to enable them have the flexibility to combine work with personal lifestyle. A vivid example that

supports the argument of Jayawarna et al. (2011) assertion is, a woman (mother) will choose to be an entrepreneur than an employee for an organization in order to be able to work and close on time to manage her home. She being an entrepreneur will give her the power to manage her work and home at the same time.

Recognition and Social Status

Huurinainen (2015) argues that, one reason why people venture into entrepreneurship is gain profit. However, Huurinainen (2015) posit that the true reason for becoming an entrepreneur is to gain social status, which comes with business success, and along with the business success is profit. Therefore, Huurinainen (2015) is of the view that the behaviour of an entrepreneur might be intentional but the reason behind the entrepreneurship might be unintentional and difficult to determine. Akehurst et al. (2012) presents that, recognition and status is major reason why people take advantage of entrepreneurial opportunities in order to be recognized and respected in society. Benzing& Chun (2009), Jayawarna et al. (2013) argued that social status has been found to be a major reason why some people venture into entrepreneurship as the status associated with successful business commands respect and easy identification of the entrepreneur within his/her locality.

Dissatisfaction

Employees who are dissatisfied with job arrangements such as salary and working condition can opt to become entrepreneurs making them their own boss hence do not feel cheated by an employer (Akehurst et al., 2012). Fernandez-Serrano and Romeo (2012) that the necessity or need to address a want pushes people into entrepreneurship.

Family and Role

The immediate institution a person meets is the family. Therefore, the family is likely to influence people's decision. Edelman et al., (2010) asserts that people enter entrepreneurship because of family legacy. What this means is that, families that are into entrepreneurship are influence other family members to move into entrepreneurship, as this will help maintain the family legacy. Jayawarna et al., (2011) and Uddin and Katia (2013) supports the assertion made by Edelman et al., (2010) by adding that through business inheritance family relations become automatic entrepreneurs. This help continue family tradition and legacy. Friedman et al (2012) added that the families act as a role model and other family relatives or outsiders that people can learn from. Thus, a person whose role model in an entrepreneur has high tendency of venturing into entrepreneurship following the knowledge shared and advice received from the entrepreneur.

Community and Social Motivation

Social support and network is vital in decision-making on whether to start or continue a business. In view of this, Short et al., (2010) identified market conditions, social networks, prior knowledge and experience as social factors that influence an individual's decision to become and entrepreneur. Positive social motivation towards entrepreneurship will inspire people to become entrepreneurs. Jayawarna et al., (2011) argue that social entrepreneurs emerge to solve societal needs and this is a reason why one will venture into entrepreneurship.

Effects of Social Drive on Entrepreneurship

Social drivers of entrepreneurship are motivations emanating from society that cause an individual to become an entrepreneur. Social drives can be broadly categorized into push or pull motives (Reynold et al., 2002; Mark &Putzschel, 2014). Some social drivers of entrepreneurship discussed include social status, social capital, social changes and role of close relatives or role model.

Social Status

Social status is defined as the class within which a person identifies him/herself and the society distinguishes the person as such. Social status can influence a person's entrepreneurial exploitation. People with high social status have greater chance of seeking entrepreneurial opportunities in order to maintain their social status than people with low social status (Sabuhilaki, 2016). Huurinainen (2015) argued that social status attainment is associated with business success. Hence, entrepreneurs who seek high social status grow and expand their business (Jayawarna et al., 2011).

Social Capital

Social capital is social networks, which enable a society member to access benefits from the society through social change (Portes, 1998). Through the social network from community relations, people are able access resources in the form of information on business ideas or how to successful manage a business or support service in the form of finance or labour. Thus, the wider the social network, the larger the social capital and the more entrepreneurial activities are affected. Ozgen and Baron (2007) allude that social network is an important driver of entrepreneurship. Hence social capital positive affect entrepreneurship. However, Ozgen and Baron (2007) allude that an entrepreneur must be mindful of social capital available to him/her as it can negatively affect the business success. For example, a successful business strategy adopted by entrepreneur 'A' if applied by entrepreneur 'B' without proper assessment can result in business failure of entrepreneur 'B'.

Social Changes

Society undergoes many changes. For the purposes of this study, social changes are limited to population dynamics, urbanization and educational infrastructure. These social changes are avenues through which entrepreneurs can be motivated (Sabuhilaki, 2016). For example, population dynamics, which talks about population size, growth and mobility, allows people to identify entrepreneurial opportunities. A dense community will signal to people that there is a wide range of consumers that can be targeted. The signal received using population dynamic can have both positive and negative effect on entrepreneurship as a dense population does not infer that people will purchase whatever is being offered by the new entrepreneur (Short et al., 2010).

Educational infrastructure of a society also informs entrepreneurial activities. Through education, knowledge is acquired, new ideas are conceived and innovation is promoted. Hence, a society with high educational infrastructure support entrepreneurship (Verheul et al., 2006). Conversely, a society with low educational infrastructure also supports push entrepreneurs since people with low educational background will rather establish their own business than apply for white color jobs, which they know they will not get (Sabuhilaki, 2016). Verheul et al. (2006) disagree with this assertion when they presented that lack of education can limit ones capability

of identify opportunities yet alone explore those opportunities successfully. Thus, lack of education is likely to have negative effect on entrepreneurship.

Role of Close Relations

Close relations such as family and friends influence people's decision to become an entrepreneur as some people inherit business from their relatives Hayrapetyan (2016). In addition, Noguera et al. (2013) suggest that people most of the time mimic their role model or close relations. Hence, a person who is close to entrepreneurs is likely to become an entrepreneur him/herself. Again, spouse in an attempt to support home upkeep can take up entrepreneurial jobs. In the case of women, due to woman empowerment, both educated and uneducated women engage is entrepreneur activities to maintain their position at home and in the society (Mark &Putzschel, 2014). Vossenberg (2013) warned that parenthood and family burden could hinder a person from becoming an entrepreneur whereas Hayrapetyan (2016) argued differently that family support positive encourage entrepreneurship. Huurinainen (2015) alludes that support from family and friends are likely to positively affect entrepreneurial behaviour and entrepreneurship. However, deducing from Vossenberg (2013) assertion, it opposes that, family and friends can be detriment to entrepreneur success.

Empirical Review

Holienka et al. (2016) in their paper titled "Drivers of women in entrepreneurship in Visegrad countries: GEM evidence" investigated the drivers of entrepreneurship among women in Czech Republic, Slovakia, Hungary and Poland by using the Global Entrepreneurship Monitor (GEM) from 2011 to 2013. Sampling 12,892 respondents and using logistic regression analysis technique, they found that, social capital and attitude are important social drivers in addition to personal characters that influence women entrepreneurship in the four countries selected.

Hayrapetyan (2016) also conducted a similar study using GEM indicators. Within a period of nine years (from 2007-2015) Hayrapetyan (2016) used the GEM indicators to gather data in European Union (EU) countries to identify and quantify personal, social, political and cultural factors that motivate entrepreneurship. The study also aimed at identifying challenges of entrepreneurship. Using panel data analysis technique, Hayrapetyan (2016) reveals that government programs, desired carrier choice and social norms promote entrepreneurship. Parenthood, financial difficulties and lack of managerial skills were identified to hinder entrepreneurship. The findings of Hayrapetyan (2016) and Holienka et al. (2016) suggest that social factors influence entrepreneurship. As well, the findings uncover challenges of entrepreneurship.

Different forms of entrepreneurship vary in their goals and means of achieving those goals. Also there are notable perculiar social factors that influence the decision of people to venture into entrepreneurship. Due to limited research on social drivers of entrepreneurship, the research focused on the social drivers of entrepreneurship in order to fill that gap in literature

RESEARCH METHODOLOGY

Research Design

Therefore, the researcher's decision to adopt quantitative research approach for the study was based on the advantages quantitative research approach has over qualitative research approach and the argument presented by Leedy and Omrad (2010) and Sekaran and Bougie (2013). The

target population of this study is all the business owners in Aboabo (shop owners) market in Tamale which is located at the northern part of Ghana. The researcher investigated business owners in Aboabo market on what social drives have motivated them to start their business and challenges faced in their entrepreneurship. Therefore, every business owner (shop owner) in Aboabo forms part of the sample frame and the target population.

The convenient sampling technique was adopted for drawing participants from the sample frame to partake in the study. This sampling approach was chosen because it enabled the researcher to interact with participants who are willing to take part in the study. Black (2011) presented that, the advantage of using convenient sampling technique over other probability sampling techniques is that, the probability of gathering genuine responses to the questions asked from participants is high and also only business owners who are interested and willing to take part in the study will be sampled for the study. From few enquiries and a walk through the market, it was disclosed that there are about 310 business owners (shop owners) operating in Aboabo market. Hence, the standard sample size calculation adopted from Rea and Packer (2014) who also used the Yamane (1967) formula was used to calculate the appropriate sample size for a population of 310. The formula is give as;

Formula: $n = \frac{N}{1+N(e)^2}$ where

n = sample size,
N = study population = 310
e = level of precision (margin of error). Assuming, a 95% level of confidence and a P-value of 0.05. The sample size is then calculated as;

$$n = \frac{310}{1 + 310(0.05)^2} = 174$$

Thus, a total of 174 business owners will be conveniently selected and used for the study. The research instrument used was a survey questionnaire which was administered personally by the researcher and her two enumerators who willingly accepted to help gather the data. Business owners operating in Aboabo market were approached and gave detail explanation of the purpose of the study and their expected role as participants of the study.

DATA PRESENTATION AND DISCUSSION OF RESULTS

Demographics of Business Owners

This section focuses on the description of gender, age, marital status, educational background, number of years of doing business, type of business and the average monthly earnings of the sampled business owners.

Gender of Business Owners

The gender composition the sampled business owners reflects that 107 (61.5%) are females while 67(38.5%) are males. By this, it infers that in Aboabo market, there is a high proportion of female to male. Arguably, females are more into entrepreneurship than males. However, from descriptive captured in Table 1, males are fairly represented, hence the analysis is void of any gender biases.

Table 1: Gender of Business Owners

Gender	Frequency	Percentage (%)
Female	107	61.5
Male	67	38.5
Total	**174**	**100**

Source: Field Data June, 2020.

Age Distribution

From Figure 2, 39% representing 68 business owners out of 174 are within the age group of 35-44 years while 22% representing 38 business owners are 45 years and above. 14% and 25% of the total sample respectively fall with age group of 18-24 years and 25-34 years. By this statistics, 61.1% of 174 business owners are adults while 38.9% are youth.

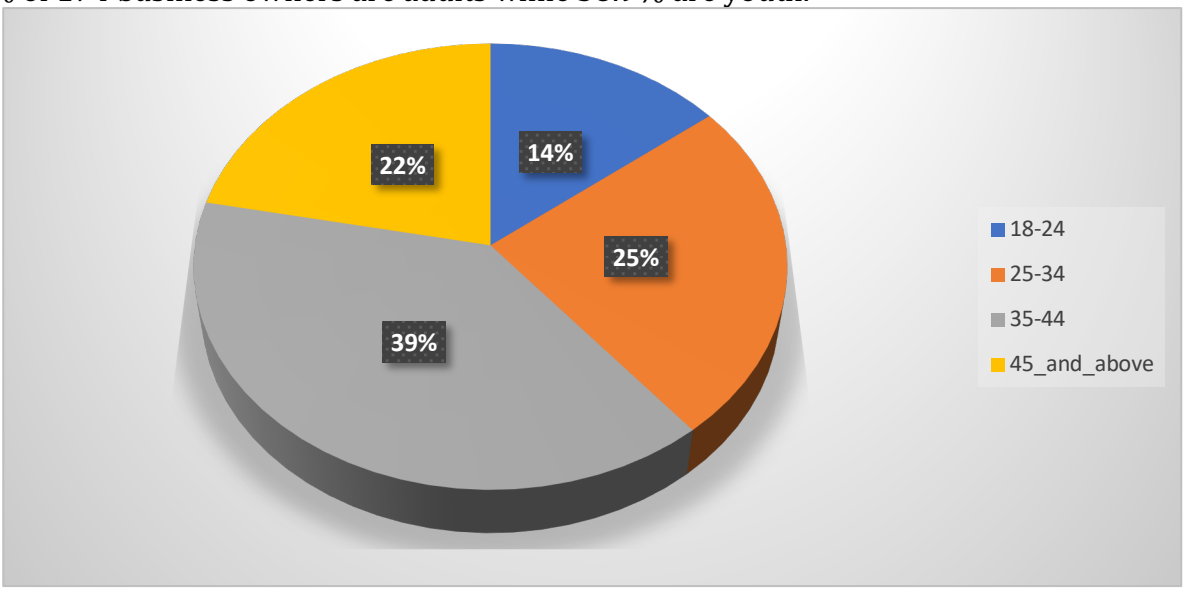


Figure 2: Age Distribution of Sampled Business Owners
Source: Field Data June, 2020.

Marital Status of Sampled Business Owners

The married business owners were more (55.7%) than those not married, as 8.6% are cohabitating, 11.5% are divorced, 6.3% are separated while 17.8% equivalent to 31 business owners are single as shown in Table 4.2. Irrespective of the marital status of business owners, it was found that 118 equivalent to 67.8% of the total sample live with other extended relatives.

Table 2: Marital Status of Sampled Business Owners

Marital status	Frequency	Percentage (%)
Cohabitating	15	8.6
Divorce d	20	11.5
Married	97	55.7
Not married	31	17.8
Separated	11	6.3
Total	**174**	**100.0**

Source: Field Data June, 2020.

Educational Background of Sampled Business Owners

Out of 174 sampled business owners, 97 (55.7%) have no formal education while the remaining 77 (44.3%) have attained some formal education. Out of the 44.3%, 8% had attained degree/diploma, 10.3% and 15.5% had completed Junior and Senior High school respectively, and 2.3% had acquired technical or vocational training. No business owner was found to have obtained masters or higher qualification as shown Table 3.

Table 3: Education Background of Sampled Business Owners

	Highest level of formal education						Total
		Degree/ Diploma	Junior High School	Primary Education	Senior High School	Technical / Vocational Training	
No formal Education	97(55.7%)	0	0	0	0	0	97(55.7%)
Some formal education	0	14(8%)	18(10.3%)	14(8%)	27(15.5%)	4(2.3%)	77(44.3%)
Total	**97(55.7%)**	**14(8%)**	**18(10.3%)**	**14(8%)**	**27(15.5%)**	**4(2.3%)**	**174(100%)**

Source: Field Data June, 2020.

Business Type and Years of Operating

Aboabo market comprises of various entrepreneurs who are into all kinds of business that can be categorized broadly into production/manufacturing (example- dress making, bricks molding, soap making, carpentry and tie and dye) and service rendering (example- food vendors, buying and selling (retailing) which form the largest part of service rendering businesses, hair dressers, barbers, vulganisers and cobblers) businesses. It was found that 31.6% of the samplewere into production or manufacturing business while the remaining 68.4% were into service rendering type of business. (See Table 4)

Table 4: Business Type in Tamale Aboabo Market

Business Type	Frequency	Percent
Manufacturing/ production	55	31.6
Service rendering	119	68.4
Total	**174**	**100.0**

Source: Field Data June, 2020.

In addition, the number of years these businesses had been operating was also analysed. As can be seen from Figure 3 that only 7 business were newly created since these business have been operating for less than 1 year. Large number (99 out 174) of the business have been in existence for more than 3 years. Also, 137 (78.7%) business owners disclosed that they started the business themselves while 37(21.3%) reported that they had inherited the business. By this, it is

believed that the business owners are rightly sampled as they can relate more to the research topic after the many years of experience.

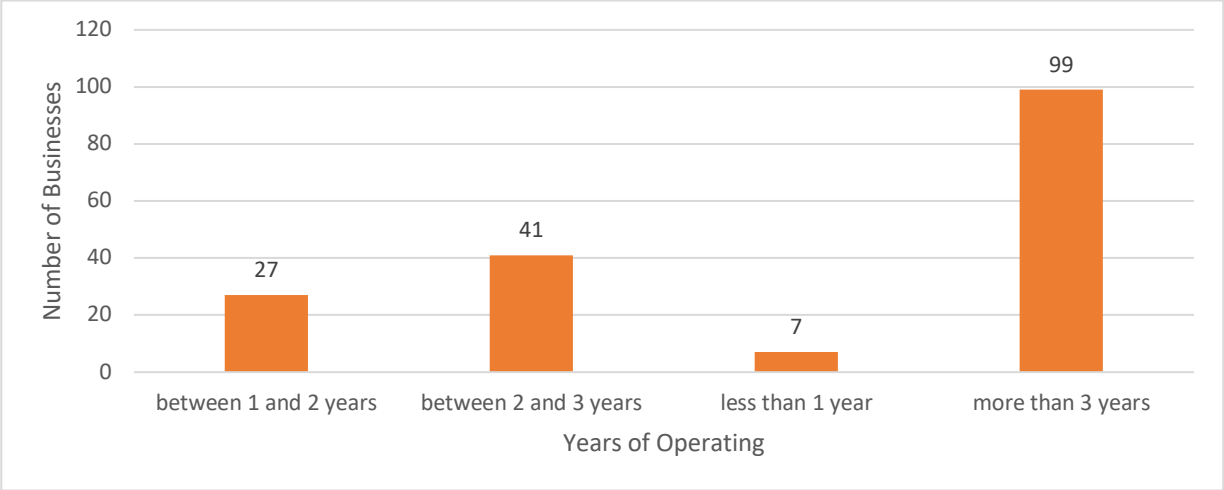


Figure 3: Years of Operating Business
Source: Field Data June, 2020.

Average Monthly Profit (Business Performance) of Sampled Business Owners

The economic gain for operating business in Aboabo market is profit maximization or cost minimization in the case of losses. The competitive market prevailing in Aboabo market does not enable business owners to make abnormal profit. On average, in a month, most (58 out 174) of the sampled business owners make profit between Ghc300-449. Only 31 business owners are able to earn Ghc500 and above as average monthly profit. See Figure 4for other details.

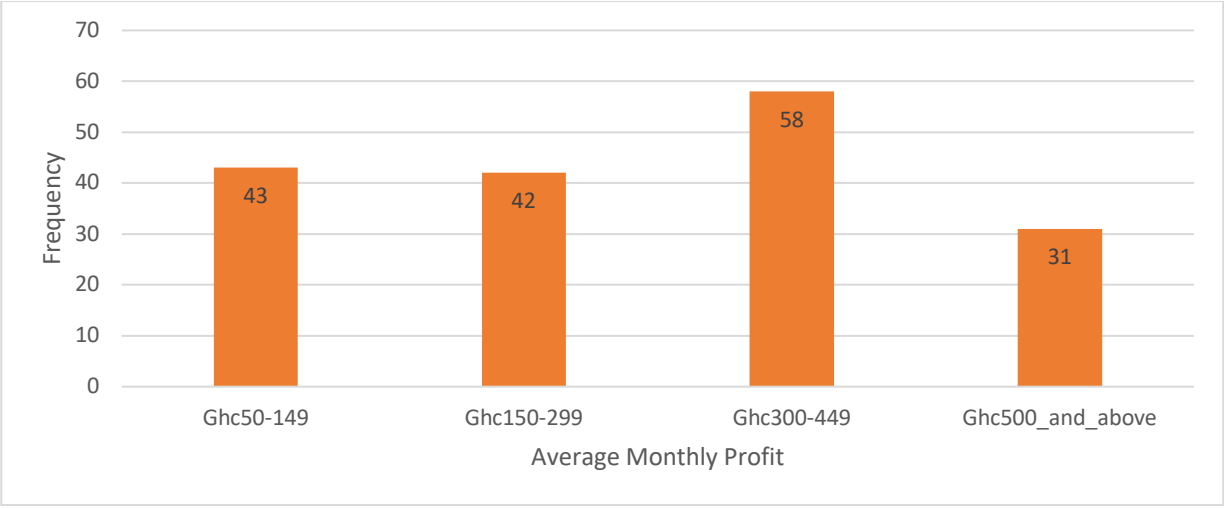


Figure 4: Average Monthly Profit
Source: Field Data June, 2020.

Nature of Social Drivers of Entrepreneurship

This section of the chapter is on the nature of social drivers. Sampled business owners were asked to indicate their agreement to how indicators such as need for achievement, income

security, autonomy, family, role model, community support and social status have affected their decision to become an entrepreneur (business owner).

.From Table 4.5, it can be observed that, majority of the business owners were able to disclose their level of agreement were 89.7% agree that the need to achievement influenced their decision to become entrepreneurs. Similarly, 93.7% agreed that income security or financial success has influence their decision to be entrepreneurs. Also more than half of the respondent thus 111(63.8%) admitted that the desire to be recognized and attain social status influence their decision to become business owners indicating that people feel satisfied and command respect when recognize in society and this motivates them into entrepreneurship.

Therefore, the study confirms the findings of Jayawarna et al. (2011); Uddin and Kanti (2013); Xie (2014) who strongly argued that people are willing to become entrepreneurs to achieve a need. These needs include financial security, autonomy, recognition and social status depending on the personal traits of the individual to become an entrepreneur.

Again from Table 5, 80.5% of total respondent strongly agree that they venture into entrepreneurship because of financial success. It also support Huurinainen (2015) together with scholars such as Benzing and Chun (2009), Jayawarna et al., (2013) that human recognition and attainment of social status is the true reason why people venture into entrepreneurship even though it is linked to business success. It is quite worrying to note that 18.9 % only agree to that community support motivated them to become entrepreneurs and this a cause of concern because in community where there is no or little support for entrepreneurship can the development of that community and affect the nation as a whole.

Interestingly the study disagree with Jayawarna et al., (2011) and Short et al., (2010) who posited that community support influence peoples decision to become entrepreneurs. Again, the study did not agree with Akehurst et al., (2012) on the assertion that dissatisfaction from previous job motivates people become entrepreneurs. Although, 78.7% disclosed that they started their businesses by themselves, it appears that most of the business owners were not inspired by dissatisfaction from previous work as 56.3% were in disagreement.

Table 5: Perspective on factors that influence entrepreneurial decision

Indicators	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Need for Achievement	104(59.8%)	52(29.9%)	12(6.9%)	6(3.4%)	0
Income security/ Financial success	140(80.5%)	23(13.2%)	4(2.3%)	7(4%)	0
Independence and Autonomy	81(46.6)	56(32.2%)	16(9.2%)	18(10.3%)	3(1.7%)
Recognition and social status	55(31.6%)	56(32.2%)	25(14.4%)	35(20.1%)	3(1.7%)
Family Influence	46(26.4%)	38(21.8%)	24(13.8%)	60(34.5%)	6(3.4%)
Role model influence	25(14.4%)	58(33.3%)	22(12.6%)	64(36.8%)	5(2.9%)
Community support	15(8.6%)	18(10.3%)	19(10.9%)	91(52.3%)	31(17.8%)
Dissatisfaction with previous job	19(10.9%)	31(17.8%)	26(15%)	50(28.7%)	48(27.6%)

Source: Field Data June, 2020.

The research further enquired from the sampled business owners their agreement or otherwise on how they were motivated by need for achievement, income security, autonomy, family, role model, community support, dissatisfaction from previous jobs and social status to continue their business. It was revealed that community support, role model influence, dissatisfaction from previous jobs which did not influence the decision of majority to become entrepreneurs did not equally motivate business owners to continue their business. For example, from Table 4.5, 98(56.3%) of the total sample disclosed that their decision to become business owners was not influenced by dissatisfaction from previous jobs and in Table 6, 113(64.9%) disagree to emphasize that they are not motivated by dissatisfaction from previous job to continue their business.

Comparing Table 4.5 and 4.6, it is observed that, need for achievement, financial success, social status attainment and autonomy which influence business owner's decision to become entrepreneurs also serve as motivational drives for entrepreneurs to continue business. It is however alarming to note that, the family influence that is supposed to drive people's decision to become entrepreneurs did not motivate entrepreneurs to continue their business. (See Table 4.6). Therefore, it was found that, not all social drivers that influence decision to become entrepreneurs motivates the entrepreneurs to remain in business which is worrying especially if family influence does not encourage business continuity need to be looked at.

Table 6: Perspective on factors that motivates Entrepreneurs to continue their businesses

Indicators	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Need for Achievement	106(60.9%)	52(29.9%)	10(5.7%)	6(3.4%)	0
Income security/ Financial success	138(79.3%)	30(17.2%)	5(2.9%)	1(0.6%)	0
Independence and Autonomy	58(33.3%)	72(41.4%)	15(8.6%)	28(16.1%)	1(0.6%)
Recognition and social status	46(26.4%)	61(35.1%)	22(12.6%)	43(24.7%)	2(1.1%)
Family Influence	40(23%)	30(17.2%)	19(10.9%)	74(42.5%)	11(6.3%)
Role model influence	19(10.9%)	48(27.6%)	30(17.3%)	73(42%)	4(2.3%)
Community support	16(9.2%)	15(8.6%)	11(6.3)	104(59.8%)	28(16.1%)
Dissatisfaction with previous job	16(9.2%)	21(12.1%)	24(13.8	67(38.5%)	46(26.4)

Source: Field Data June, 2020.

Effect of Social Drivers on Entrepreneurship

Social drivers have an effect on entrepreneurship. Therefore, this sub-section of the chapter used descriptive analysis to analyse how some social drivers affect entrepreneurship. By comparing the estimated mean for each indicator to average mean level of 3 as the benchmark, it is decided whether there is agreement or disagreement when the estimated mean is less than or greater than the average mean respectively. The following analysis and discussions are presented on the effect of social drivers on entrepreneurship.

From Table 7, 129 business owners agree with the assertion that family or close relation affects their business performance positively while 38 business owner also assert that family or close relation does not affect their business performance positively. It was also found that being a married woman as well as being female does not have any effect on business performance. It was also observed form Table 7, 63.3% disagreed that being a married woman does not affect business performance as well 60.3% disagreed being a married woman affect business performance. Hence, it can be deduced that metal life and parenting does not affect business performance. This conforms with average mean level adopted as means for same indicators fell out of the average estimated mean.

There is consensus that, family or close relation, belonging to a social club (social capital), previous work experience and social status positively affect business performance as the estimated means fell within the average mean whiles being a married woman and a woman does not affect entrepreneurial performance.

According to Vossenberg (2013), the role of close relations such as family and friends in the of life an entrepreneur is important as close relations can negatively affect entrepreneur's business performance or can affect entrepreneur's business performance positively (Huurinainen, 2015; Hayrapetyan, 2016). The study finds out the majority (74.1%) of business owners and mean = 2.09 affirms that family and close relation positively affect their business performance. This positive influence can emanate from advice, technical or financial support. Hence, this finding is in agreement with Huurinainen, (2015) and Hayrapetyan, (2016) assertions but disagrees with Vossenberg (2013).

According to Sabuhilaki (2016), high social status seekers are likely to operate successful business than low social status seekers. This connotes that social status affect business performance. Therefore, Huurinainen (2015) associate social status attainment to business success. This study unveils that, these scholars are not wrong in their assertion as it was found that, 65.5% of business owners agree that social status affect their business performance positively. This study also agrees with Ozgen and Baron (2007) on the importance of social capital on business performance. Also, 105 business owners representing 64% agree that belonging to a social club or group positively affect their business performance. This is because members of social group have access to benefits that are not available to non-members. These benefits can be financial or technical support.

Table 7: Descriptive analysis of effects of social drivers on Entrepreneurship

Indicator	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Mean	S.D
The family or close relation positively affect business performance	79 (45.4%)	50 (28.7%)	7(4%)	27 (15.5%)	11 (6.3%)	2.09	1.30
Belonging to a social group/club positively affect business performance	69 (39.7%)	36 (20.7%)	19 (10.9%)	39 (22.4%)	11 (6.3%)	2.35	1.36
Previous work experience positively affect business performance	34 (19.5%)	49 (28.2%)	28 (16.1%)	51 (29.3%)	12 (6.9%)	2.76	1.26
Social status positively affect business performance	56 (32.2%)	58 (33.3%)	37 (21.3%)	20 (11.5%)	3(1.7%)	2.17	1.06
Being a married woman affects my business performance	19 (10.9%)	23 (13.2%)	22 (12.6%)	49 (28.2%)	61 (35.1%)	3.67	1.40
Being a woman affects my business performance	28 (16.1%)	22 (12.6%)	9(5.2%)	39 (22.4%)	66 (37.9%)	3.56	1.50

Source: Field Data June, 2020.

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Introduction

This chapter gives an account of the summary of the study, the conclusions arrived at and recommendations in line with the objectives of the study

Summary of Findings

Nature of Social Drivers of Entrepreneurship

The study reveals that drive and incentive both motivate people to become entrepreneurs. Specifically, it was unmasked that income security or financial success motivates people to become entrepreneurs and enventually stay in business. This was confirmed as majority of the total respondents disclose that because of the need for achievement they are motivated. Hence, it was deduced that, as part of things that people seek to achieve include financial success, independence, recognition and social status which were affirmed by majority of the respondents. Among the factors that influence entrepreneur's decision, family and role model played minimal roll in aspiring people to become entrepreneurs. Furthermore, it was also observed that these factors from business owners' perspective do not motivate entrepreneurs to continue their business. Hence, it is found that not all factors that inspire people to become entrepreneurs inspire entrepreneurs to continue their business.

The study unfolded that social factors such as community support and dissatisfaction with previous jobs does not inspire people to become entrepreneurs neither does it motivate entrepreneurs to stay in business. This is quite interesting especially with regards to the community support.

Effect of Social Drivers on Entrepreneurship

Many social factors affect entrepreneurship positively. Majority of respondents reported that family or close relation, being a member of a social club/group, desire to or attaining social status and experience from past works has positive effect on business performance.

Also, the findings of this study show that, being a woman or married woman does not affect business performance.

Conclusion

It is clear that drive and incentives define the nature of entrepreneurship in Aboabo market in Tamale and the social drivers that motivate them into entrepreneurship were financial success, independence, recognition and social status. Role model, community support and dissatisfaction from previous job did not influence the women venturing into entrepreneurship in Aboabo market in Tamale

Social capital, social status, close relations and experience from previous work positively affect business performance and for that matter, entrepreneurship. Also being a woman or married woman did not affect business performance.

The study therefore concludes that the role of social factors in entrepreneurship is very important as social factors influence entrepreneurial decisions. Entrepreneurship is faced with many challenges; hence, these challenges are concerns that need to be addressed to fully reap the benefits of entrepreneurship in economic growth and development processes especially in Ghana.

Recommendations

The following recommendations are proposed based on the findings to help improve entrepreneurship.

Realizing that there was no enough social support to attract more people into entrepreneurship, there is the need for social support of any kind- technically or financial in order to encourage entrepreneurship which will help in economically empower the women.

Also there should be a policy in place for role models to come together and organize periodic lectures for potential entrepreneurs so that more entrepreneurs are created, excess labour absorbed to reduce unemployment and productivity is increased.

As those indicators that motivated entrepreneurship did not support its continuity, entrepreneurs should be encourage to put strategic plan in place to ensure that their businesses remain significant in the economy even for a long period of time even when those indicated are not available to ensure contuinity of their business

More so social clubs that support entrepreneurship should be encouraged as these group or clubs usually support each other with regards to their businesses sustenance.

Further findings revealed that being a married woman and of being a woman did not affect business performance. Women who are married and doing well in their businesses should acknowleged to motivate other women into entrepreneurship.

Family and friends can have either positive or negative effect on entrepreneurship as at a point these factors served as catalyst motivating people to become entrepreneurs but do not support these entrepreneurs to stay in business. Hence, it is recommended that entrepreneurs are mindful of close relations, which include family members and friend. As the saying goes, "Business is successful when family and friends pay for their products or services".

Finance is a key instrument in the success of every business; therefore, this emerging as the number one challenges of entrepreneurship is unhealthy for business. Hence, it is recommended that government policies are designed to increase financial access especially to small business owners due to their significant contribution to economic growth and development.

Entrepreneurial education should inculcated right from the lower level of education to thehigher level. This will reduce the challenges faced by those with lower level of education and encourage a lot of entrepreneurship venturing to boost the economy.

Recommendations for Future Studies

There is vast difference between Northern and Southern Ghana in terms of culture, resource availability, business opportunities and other socio-economic demographics. Because of this, the study suffers the limitation of not generalizing findings. Therefore, it is recommended that wider studies, which will have samples drawn from both Northern and Southern sectors of Ghana are conducted. This will help uncover differences and similarities for comparison as well as generalization of findings. The researcher also recommends that in determining the effect of social drivers on entrepreneurship, a rigorous regression analysis is conducted so that such findings will not be mere perspectives but have statistical significance.

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