

**INFLUENCE OF GENDER CULTURE AND ENTREPRENEURSHIP
DEVELOPMENT IN NIGERIA**



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**BEING A PROJECT WORK SUBMITTED TO THE DEPARTMENT OF
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DECLARATION

I declare that this project work is based on a study undertaken by me in the Department of Entrepreneurship, University of Benin under the supervision of **DR S.E. AIMUFUA** This work has not been previously submitted for award of a degree elsewhere.

All ideas and views are product of my personal research effort and all references to works of others have been duly acknowledged.

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CERTIFICATION

We certify that **Rebecca Omonigho Ehikhuemen** with the Matriculation Number **MGS1908169** submitted this research work to the Department of Entrepreneurship, Faculty of Management Sciences, University of Benin, Benin City.

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DEDICATION

I dedicate this project to the Almighty God, the ruler of the universe and custodian of great wisdom for giving me the grace to finish this course and successfully complete this project.

ACKNOWLEDGEMENTS

It is my pleasure to express my deepest appreciation and gratitude to my project supervisor, Dr S.E. Aimufua for his immense contributions towards the success of this project work. Sir, I must not fail to place on record your immense contributions to this project in spite of your tight schedule; you painstakingly read through, criticized and corrected this work. My sincere thanks also go to all my lecturers in the Department.

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Finally, I would like to thank ME I want to acknowledge my hard work, dedication, and the effort I've put into completing this phase of my life . Your commitment and perseverance have truly paid off. SUPER PROUD OF YOU

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ABSTRACT

This study examines the influence of gender culture and entrepreneurship development in Nigeria with the objective of ascertaining the influence of gender culture on entrepreneurship development, the differences between male and female entrepreneurship development, the extent to which gender equality enhances sustainable development in Nigerian entrepreneurship, Examine the effects of gender bias and culture on the growth of women entrepreneurs in Nigeria. Four research questions were raised to guide the study. This study population was drawn from the Ovia North East Local Government Area in Benin City, Edo State, Nigeria. The study involved 100 participants selected through purposive random sampling from various small and medium enterprises. Data were gathered using questionnaires administered to the sampled respondents. The collected data were analysed using both descriptive and inferential statistics, including frequency tables and percentages. The relationship between one independent variable and the dependent variable was tested using the chi-square statistical technique. The findings highlighted that gender, culture, and entrepreneurship development in Nigeria reflect the complex interplay of social, cultural, and economic factors influencing entrepreneurial opportunities and outcomes, particularly for women. Despite facing significant challenges such as gender disparities, cultural norms, and structural barriers, there are promising prospects for fostering gender-inclusive entrepreneurship in the country. Addressing these challenges and leveraging opportunities requires a comprehensive approach that incorporates policy interventions, social support mechanisms, education and training initiatives, and technology-driven solutions. Gender-sensitive policies that enhance women's access to finance, education, and support networks are crucial for creating a level playing field and promoting women's entrepreneurial success.

CHAPTER ONE

INTRODUCTION

Background to the study

It has become apparent that national economic advancement of any country will be difficult to achieve without availability of vibrant entrepreneurships. Specifically, the several and combined effect of the phenomena of unemployment, youth/industrial restiveness, slow economic growth in terms of Gross Domestic Product (GDP), raving hunger and poverty as well as economic subjugation to other nations are all pointers to gaps in entrepreneurship development. This is especially the case in developing countries of which Nigeria is one. The lack or lull in entrepreneurship development activities exposes nations to economic hardship and over-dependence on foreign technological innovations and economies and if adequate attention is not given to entrepreneurship development, the nation may face deeper economic woes. There is need to put in place programs and measures that will enhance entrepreneurship development. This will entail utilizing the pool of all available human resource by tapping the skill and talents of persons from all class gender (Akpodono, 2016).

Gender issue is an age-long practice that is culturally induced. It has gained immense importance having evolved and handed or transmitted from distant past generations and still subsisting in these contemporary times. As a result of the prevalence of gender culture issues over time through the ages the psyche of society seem to have been set and

stereotyped thus the culture have continued except in some countries where gender culture gaps have been closed substantially. Such cases abound usually in developed countries but developing countries are still battling with the phenomena of gender culture gaps and discrimination (Barrachina, García-Centeno, Calderón & Patier, 2021).

Gender issue is one area of protracted disagreement between men and women fueled by cultural orientation prevalent in the society. Statistics from different countries as reported by United Nations (UN) agency indicate that in the classification of people according to gender (male or female) both gender are almost equal in terms of population with some marginal and negligible differences in the number. Global Entrepreneurship Monitor (GEM) in its report in 2012 put the ratio of men to women at 52 to 48 percent while Ottih (2016) stated that women make up 50% of the population of Nigeria. However, in terms of economic participation and contribution the female gender appears to be marginalized and discriminated against compared to their male counterpart.

Gender culture relates to discrimination that favours one gender over the other arising from cultural practices of the people within a given society. Gender culture is an age long traditional practice that has become a norm in almost every society especially from the ancient times but it has transcended into the psyche of modern society. It is a phenomenon that have posed serious concern to society in different past ages and generation although the practice is no longer as wide spread as before except in some countries

The major issue that is of paramount importance to any nation or society is the economic wellbeing and development of the people and society (Nwoka, 2021). It is for this reason

that rules and laws are put in place for orderly conduct of all activities including economic activities. However, before formal rules and laws are instituted usually an informal set of rules and norms would have been in practice, having evolved from the interactions among the people thus forming cultural base. These informal norms (culture) then serve as precedence while making the formal rules and laws. Evidence shows that in most formal rules, laws and constitution that guide people conduct within a society, gender issues which were originally handled under the informal rules/norms setting have no clear cut definition. The expression about gender in formal laws/constitution is ambiguous. This is because the informal rules/norms are internal mechanism peculiar to people of a particular geographical area. On the other hand the formal rules/laws is usually record of how people of a particular area want to be perceived by others outside their area. For example most constitution starts with general presentation of gender as whole but within same constitution a particular gender is singled out for special consideration in a bid to address deep seated bias against such gender. Specifically section 53 and 55 of the 1999 constitution of the Federal Republic of Nigeria focused exclusively on issues that affect women only to give them some succor.

Statement of the problem

The transformation of gender relations from the beginning of the 20th century is one of rapid, profound social changes in human history. More than 7,000 years in the history of mankind from the stabilization of agriculture and the early regions emerged, male domination has been the primary feature in most part of the world including Africa. Even

at the onset of the 20th century, men and women were generally regarded very differently as their roles in society were also different: the woman's place was at home as wife and mother the man's place was in a public place. Men had legal power over their wives and children's lives. Women were regarded as inferior to male in education, in businesses, in family life, in leadership in religious and even in birthing, the birth of a male child usually received more glory than female. At the beginning of the 20th century little attention was given to gender equality which even have religious backing supporting the supremacy of male over female (Brixiana & Kangoye, 2019).

However, the 21st century witnessed drastic change that only a handful of people still cling to the notion that women should be less than men. While all forms of gender inequality continue to exist, especially among those who resists change, women are gradually claiming their place in different sphere of life including in business creation. A number of women have long proven that women are not just mere helpers but can also create their own businesses and managed them as well. However, male domination has not yet completely disappeared, especially in entrepreneurship as male seems to still have more advantages than female (Sajuyigbe & Fadeyibi, 2017) in terms of access to material resources such as credit and property, as well as adequate and timely information, education, and modern technology which results in negative implications for business operations (Sajuyigbe & Fadeyibi, 2017; Zin, 2017). According to Aidis and Estrin (2014), gender differences in entrepreneurial performance can also be attributed to factors such as differences in business environment, personal characteristic, cultural values, attitudes

towards risk and social network. Also the innovation, investments and growth expectations of women tend to be hindered by the way they react to business challenges or risks as opposed to their male counterparts which stifles their innovation, growth expectations, and equity investments. The problem of this study therefore is to investigate the gender culture and entrepreneurship development in Nigeria

Objectives

1. ascertain the influence of gender culture on entrepreneurship development.
2. Examine the differences between male and female entrepreneurship development
3. extent to which gender equality enhances sustainable development in Nigeria entrepreneurship
4. Examine the effects of gender bias and culture on growth of women entrepreneurship in Nigeria.

Research Question

1. What are the influence of gender culture on entrepreneurship development.
2. Are there differences between male and female entrepreneurship development
3. To what extent does gender equality enhances sustainable development in Nigeria entrepreneurship
4. What are the effects of gender bias and culture on the growth of women entrepreneurship in Nigeria

Research Hypotheses

The hypotheses is stated in the null form as follows;

H0₁: there is no significant influence of gender culture on entrepreneurship development.

H0₂: there is no significant differences between male and female entrepreneurship development

H0₃: Gender equality does not enhances sustainable development in Nigeria entrepreneurship

H0₄: there is no significant effects on gender bias and culture on the growth of women entrepreneurship in Nigeria

Significance of the study

This study will be of immense significance as it brings to lime light the urgent need for entrepreneurial development as it is a panacea to the economic problem of unemployment. Results from this study would be useful in assisting policy makers in formulating relevant policies or updating already existing ones.

Also, Entrepreneurship gender culture can address social issues and contribute to community development. Women entrepreneurs often prioritize businesses that address social challenges such as healthcare, education, and environmental sustainability. By supporting women-led enterprises, Nigeria can achieve both economic and social development objectives, creating a more inclusive and equitable society.

Gender diversity in entrepreneurship fosters innovation and creativity. Women bring unique perspectives, experiences, and skill sets to the entrepreneurial ecosystem, leading to the development of diverse products, services, and business models. Embracing diversity

in entrepreneurship can spur innovation and enhance Nigeria's competitiveness in the global market.

To researchers and academicians, the study will be a supply of reference materials for future researchers on their related topics, in addition, it will help other academicians who undertake research on related topics. The study covers a very essential area in entrepreneurship development and hence it will be of importance since it provide information that can be used to formulate policy. gender culture and entrepreneurship development are intricately linked and play a crucial role in Nigeria's socio-economic progress. By promoting gender equality in entrepreneurship and creating an enabling environment for women to start and grow businesses, Nigeria can unlock the full potential of its entrepreneurial ecosystem and drive sustainable development.

Scope of the Study

The basic premise, on which this study is based on Gender culture and entrepreneurship development in Nigeria. This research work concentrates on gender culture and entrepreneurship development in Nigeria. The target group shall be SMEs from Edo State. Data will be generated from the staff and management of small and medium enterprise in Benin City.

CHAPTER TWO

LITERATURE REVIEW

Concept of Gender Culture

Gender culture as it relates to entrepreneurship development should be viewed from different perspectives for better appreciation. From Mikkola (2005) point of view they include; (1) microeconomic (family based) perspective (2) macroeconomic (nation-wide) perspective (3) developing country perspective and (4) developed country perspective.

Thus the extent of influence depends on the stage or perspectives being considered as each perspective have its uniqueness relative to gender, culture and entrepreneurship questions. These perspectives are fundamental guides to understanding of the issue under discuss as well as gives idea of the origin of the challenge and where controls and solutions possibly rest. Gender culture, whether positive or negative originates from tendencies practiced at home/family. In the same vein, entrepreneurship traits and skills are also acquired at family level. It is the cumulative and dominant practice from families and homes that is transmitted to the larger society. However the stage of development which is an outcome of changes can alter the status quo and bring about a new order (Guiliano, 2020; Mikkalo, 2005; Ljunge, 2016).

The link between gender and culture is the people and the issue that of concern between them is gap that have been created between the different gender classes (men and women), such that one gender class appear to disadvantaged compared to the other. Mikkalo (2005) asserts that typically women have less economic activities to improve their lives than men.

This view is induced or imposed by prolonged wrong cultural practices. Gender refers to natural attribute or endowments that differentiate one sex from the other (male or female). While culture is an adopted or adapted rules, norms and values that guides the way people live or interact among themselves which eventually become their lifestyle and manifest in their character, behaviour or attitude. In culture, values and beliefs are transmitted unchanged from one generation to another (Guiso et al, 2006).

The positive or negative side in gender culture practice revolves around issues of equality or inequality. It impedes the spirit of competition between gender classes/divide or otherwise it brings out the best in members of both gender (Guiso et al., 2008; Gneezy et al., 2009; Fryer & Levitt, 2010; Pope & Sydnor, 2010; Nollenberger et al., 2016). Culture is transmitted through the process of teaching and learning especially teaching received from credible, respected and experienced persons in position of authority. Where such persist it will take a great deal to change it. The positive or negative side in gender culture practice revolves around issues of equality or inequality. It impedes the spirit of competition between gender classes/divide or otherwise it brings out the best in members of both gender (Guiso et al., 2008; Gneezy et al., 2009; Fryer & Levitt, 2010; Pope & Sydnor, 2010; Nollenberger et al., 2016).

Studies show that culture influences to a great extent gender participation in economic activities with respect to entrepreneurship venture. Findings from previous researches buttress the fact that cultural norms and values are persistent in nature. This persistence underscores how deep rooted the influence of culture have become in relation to gender.

By implication, gender differences are embedded in cultural values and practices. Alesina et al. (2018) corroborated Ester Boserup (1970) article on some of the causes of gender culture challenges. The origin of the difference between gender that gave rise to clamour for equality subsistence and labour intensive agricultural practices right from the pre-industrial era, coupled with the fact that the farming methods used were unsuitable to women considering the child bearing and home keeping roles they played (Guiliano, 2020). In the long run, the society capitalized on this division of labour whereby the men work outside while the women work in the home front to promote differences in gender which favoured men more than the women. This situation persisted for so long that even after economic activities have evolved from agrarian, labour-intensive mode the cultural practice of undermining the women continued thus limiting their participation in economic activities (Alesina et al, 2013).

According to Alesina and Guiliano, (2014) the way families are structured contribute to gender culture challenges which weigh heavily against the women. The women are designated to producing and looking after children as the children constitute source of manpower for the family survival through agriculture and the preference was on male children who would work in the farms while the girls stay at home. However, despite the bad situation some women still found a niche for themselves with innovation that solves home front challenges. In the process of time several changes took place which gave glimmer of hope to the women of turning the tide in their fortune (Xue, 2016; Campo & Serafinelli, 2019). Beside technology, the instrumentality of political power was helpful in

arresting the situation faced by the women (Burszyn et al, 2018). Also the frontier of learning was gradually being made accessible to the women and it served as eye opener in helping them overcome self-defeatist attitude foisted on them by society.

According to Bisin and Verdier (2001), the influence culture had on gender was its persistence over time with a set of beliefs being formed and transmitted from generation to generation through processes is described as: (1) horizontal transmission (2) vertical transmission and (3) oblique transmission. These constitute medium through which culture spreads. Gender culture and norms are indeed persistent but change is inevitable and is constant. The introduction of household technology that substantially reduced the time spent on chores (Greenwood et al., 2005; Goldin & Katz, 2002) were the innovation of women. The fact that women in different situations display different capacity to compete is an indication rubbishes the notion that women are naturally less competitive (Gneezy et al., 2009). Except that gender preferences are socially determined with serious influence (Bursztyn et al.'s 2018).

Gender issues should be considered when reflecting on strategies to improve Africa's competitiveness in the world and how to promote private-sector development due to the following reasons: women are key players in the private sector, mostly in agriculture and in informal businesses as the estimation of women-owned businesses account for over one-third of all firms, being the majority of businesses in the informal sector in African countries. Also, legal and institutional barriers that affect men's and women's enterprises differently exist, hampering the ability of women to formalize and develop their businesses,

create jobs, and enhance productivity. Furthermore, gender disparities are a disadvantage to women and also reduce the growth potential of a region as a whole by adversely impacting enterprise development, competitiveness and productivity.

An entrepreneur is defined in Sajuyigbe and Fadeyibi (2017) as a person who creates and grows businesses and a female entrepreneur is a woman who has started a business, is keenly involved in managing it, owns 50% of the firm, and has been operating for a year or longer. In Africa, women have generally been disadvantaged in gaining access to not only material resources such as credit and property, but they have also been deprived of resources like education, modern technology and market information, all of which have negative implications on the type of enterprises that they engage in (Sajuyigbe & Fadeyibi, 2017). Traditionally, entrepreneurship has been a field dominated by males up until the late 20th century, the number of women entrepreneurs globally was very limited and are visible only in a few business sectors (Najla, 2015).

Gender inequality plays an important part in accounting for poor growth and poverty reduction performance in Africa. Most working women in Africa are not formal entrepreneurs but are somewhat self-employed and own-account workers in the informal sector and they may prefer the flexibility of these informal arrangements because it makes it somewhat easier as most of them have to assume the greater burden of domestic tasks and their capacity to engage in economic as well as entrepreneurial activity is much more constrained (World Bank, 2007).

Some of the barriers female entrepreneurs face that limit their ability to start and develop their businesses include low levels of financial and digital literacy, access to finance and technology, discriminatory sociocultural norms and lack of opportunities for capacity development. Women also tend to limit themselves when they react to business challenges differently from their male counterparts which stifles their innovation, growth expectations, and equity investments.

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Factors that contribution to Gender Culture Differences

World Development Indicators (WDI) made available by the World Bank reveal that cultural practices values in a given society affects the level of economic development to the extent of the limitation imposed on the entrepreneurial contribution of certain gender. The following factors are implicated as contributors to gender culture differences. Therefore the extent to which they are understood and properly applied in our society will help to reduce the tension created by gender culture practices, create atmosphere of mutual gender coexistence and ensure future prosperity for benefit of all.

Marital status – Considering that gender inequalities evolved from practices in individual homes/families brought together through marriage, which usually comprises of husband, wife and children with the man as the head the chauvinistic tendencies would be brought to bear on decisions made. Such decisions most times are intended to keep the women subjugated and subdued under the man as well as inculcating same in children thus perpetuating the culture of gender inequality

Education – The level of education of both gender and particularly the woman, to the extent that it low or high goes a long way in determining the extent of participation in economic activities as well as development of entrepreneurial talents and potentials. In view of the fact education builds knowledge and awareness, and educated and enlighten women have higher probability of extricating themselves from obnoxious cultural restrictions

Religious affiliation– The religious group the women particularly identified with plays an important role. Some religious sects are liberal in their practices such as the Protestants. It is such religious groups that help to promote women participation in economic activities without hindrance. Infact Max Webber in his book the protestant work ethics and the spirit of capitalism (1958) succinctly alluded to this. While other religious groups imposed practices that were antagonistic towards women being emancipated economically

Income – Because the women are often handed leftover menial job that pays little as income their bargaining power in relation to the men is weak. As such since the men are the bread winners and sole providers they tend to lord it over the women. From the home

front it transcended to the larger society hence the culture of male gender dominance persistence.

Barriers to inclusive entrepreneurship participation

There are many factors that constitute barriers to entrepreneurship venture engagement within the context of gender and culture (Ottih, 2016). Some of these include;

Legal barriers - There are countries around the world where legal barriers favour men over women (Ottih, 2016). These legal barriers have to do with use of law and constitutional means to give impetus to existing culture. According to a report by Women Business and Law cited in Ottih (2016) legal rights of women decline due to marriage as their actions are expected to be subject to their husband consent. There is evidence of legal restriction to the number of hours women can work in some countries. In some nations the legal right of women to family inheritance is restricted in favour of men. Also observed in the type or nature of business a woman can own or operate in some countries. These scenarios abound more in Muslim countries or traditional African countries.;

Cultural and Religious barriers - Culture and religion poses serious barriers to women participation in economic activities in some nations (Mikkola, 2016; & Guilliano, 2020). These two phenomena are pervasive and their influence on the mindset, attitude and behaviour of people in the society are far-reaching and deep-rooted. Any questionable conduct is taken serious exception to by members of the society. Culture and religion poses restriction on women venturing into entrepreneurship or other business. The extent of restriction depends on the nation. Apart from restricting the nature of business women can

engage in, it can influence the choice of location as well as mode of operation to be adopted by the women.

Gender related barriers - This has to do with some entrepreneurship traits being exclusively related to the men as such the women are not expected to indulge in such venture. Ottih, (2016) indicated that these traits include, risk taking, boldness and independence among others. It is perceived as unwoman-like to have or express such disposition. However, the state of hopelessness or helplessness a woman finds herself can be a motivating factor to go into entrepreneurship venture as alternative or option. Beside there are other entrepreneurial traits suitable for women to operate in to make the desired impact without facing disapproval from the society

Biological and psychological barriers - This involves using the biological and psychological make-up and peculiar features and natural endowment of the woman to compare them with the men. Such tendency is at the root of gender culture issues and it obviously breeds inequality and promote misguided perception in the society. From this kind of perception emanates the general notion that there are certain things women should absolve from engaging in and vice versa. In some other instances the perceived as weaker sex suited to tender handling. However, most of such assumptions are imaginary and does not stop nor is it contraindicative to entrepreneurship trait rather the advancement in technology has helped to reduce restrictions and closed the inherent gaps.

Dimensions of Gender Culture

The dependent variable under study is gender culture and sufficient explanations have been given to the concept in Other section of this presentation. The dimensions used for this variable were adapted from Hofstede et al (2010). The reason for this choice is based on extensiveness of research studies which was conducted over a six year period (1967-1873) involving about 78 countries and investigated issues of culture together with its influence or impact on gender inequality. The following are the dimensions of the predictor variable considered in this presentation;

Power distance

Over time women compared to men have feel unfairly treated, discriminated against and marginalized. The critical focus in this dimension is the extent to which women having been labeled as the less powerful gender due to exigencies of cultural values and practices have come to accept and expect inequality in distribution of power in the society.

As such society should reconsider the issue of unequal distribution of power because how the society handles the issue of inequality among members of the different genders is key to promoting entrepreneurship ventures and development, exploitation of business opportunities and innovativeness. Members of the different genders need to be empowered to contribute their best to the economy and the society. A situation where one gender is disempowered or given limited power that will determine the extent of their effort and contribution. There should be freedom to express their talent, skills and potentials for the good of the society as this will enhance entrepreneurship development. The clamor for

gender equality is an attempt to lower the distance to power and a call to equal distribution of power.

According to Ljunge (2016), the essence of equal distribution of power or reducing/closing power distance is to; encourage accountability and acceptable reasons for power inequality, promote spirit of independence, adopt hierarchy for convenience only, promote equal right, encourage leaders to be accessible and adopt coaching disposition, among others. Women want to be counted on as members of the society to contribute to its wellbeing. This desire will be realized quicker when power is decentralized. Different members of the society and particularly the women desire to be involved in decision making. They yearn to be consulted on issues that concern the economy and the society as concerned and interested party and not to be controlled and treated like second class gender but equals. The channels of communication should be open and participatory. The bottom line is that whoever irrespective of the gender merits being in any position of authority should not be prejudiced or disqualified on grounds of gender. That is the mark of equal access to power.

Culture conformity

This has to do with extent to which a person's behaviour agrees with the established standards or norms by the members of the society or as dictated by their culture. The application highlights individualism and collectivism perspective or approaches. One of the traits necessary for success entrepreneurship venturing is internal locus of control. This trait suggests an individualistic tendency to rely more on self for success instead of others. It is closely related to the dimension of individualism which is the preference for a loose

reliance on social network in which individuals focuses on themselves and the immediate families only (Ljunge, 2016). This tendency is implicated in some theories of entrepreneurship which indicates that setbacks, disadvantages and loss of status can spur an individual to decide to venture into entrepreneurship as a way of regaining their self-esteem. On the other hand, collectivism has to do with preference for closely related social network in which individuals anticipate support from their relatives or members of a particular group in return for continued loyalty. Obviously the influence of friends and peers and association is agreed to have influence on development of entrepreneurs. This dimension is an indication of individual self-image defined in terms of “I” or “we.” The members of the different genders function in any aspect of the dimension so far as they have the requisite entrepreneurship traits and exposure and no cultural restrictions. Just as it is good to focus on personal ability it is also good to build lasting relationships with trusted persons.

Gender stereotyping

This has to do with ascribing attributes to individuals with respect to being a male or a female (Masculinity vs femininity). Considering that society is a bit more competitive with changing environment, the preference is usually on achievement of set goals. The masculinity aspect of this dimension has to do with the society placing emphasis on achievement, assertiveness, heroism and material rewards for success. While on the other hand, femininity has to do with preference for cooperation, modesty, caring for the weak and quality of life. Society at large is also more consensus-oriented. Masculinity versus

Femininity is sometimes also referred to as "tough versus gender" cultures and members of the different genders can function in both divide. It would require good appreciation of the prevalent situation and striking a balance. In feminine countries the focus is to maintain the life/work balance and sure the inclusion of all parties for the good of the society. The view is that the interest of the society can better be promoted where decisions are made through involvement of the different members of the society. It is characterized by consensus, compromise, equality, solidarity and quality of work life while in masculine countries people "live in order to work" characterized by decisiveness/assertiveness, equity, competition and performance and conflicts are resolved by fighting them out. The most masculine societies are Slovakia and Japan, while the most feminine are Sweden and Norway.

Uncertainty Avoidance

This has to do with the extent to which the members of a society feel uncomfortable with uncertainty and ambiguity about what the future holds or outcomes together with the challenge of how appropriately to react or respond to such situation when they occur. The perception in this kind of situation is that the future can never be known: rather effort should be made to try to control the future or just let it happen. Countries that practice strong uncertainty avoidance maintain rigid codes of belief and behavior and are intolerant of contrary behavior and ideas. Such cultures are characterized by emotional need for rules and not out of necessity (even if the rules never seem to work), an inner urge to be busy and work hard because time is money, precision and punctuality are the norm. There is

tendency to place emphasis on security as element in individual motivation while innovation is resisted. On the other hand weak uncertainty avoidance societies maintain a more relaxed view/disposition with high premium placed on performance/practice more than principles and deviance from the norm is more easily tolerated. In societies exhibiting low uncertainty avoidance, people believe there should be no more rules than are necessary and if they are ambiguous or do not work they should be abandoned or changed. Schedules are flexible, hard work is undertaken when necessary but not for its own sake, precision and punctuality do not come naturally, innovation is not seen as threatening. While some countries cope better within certainty others are averse to uncertainty.

Measure of Entrepreneurship Development

The independent variable has to do with entrepreneurship development. The concept of entrepreneurship development has different perspectives to it. It involves the personality of the entrepreneur, the processes of developing entrepreneurs and formation of new enterprise which is the climax of the innovation process or activity (Ottih, 2016). Entrepreneurship is the processes and activities of new venture creation and taking the necessary risk to manage the new venture to a stable state (Ottih, 2016). Entrepreneurship venture is mindset driven (Ahmad, 2008) and it involves process of creating and developing economic activities by combining risk taking, creativity, innovation with sound management (Rukuiziene, 2016). It is also a process or activity that involves the start up and growth of a new enterprise (Audretsch, 2012). Entrepreneurship development has to do with system of determining entrepreneurial activities with the aim of developing

business ventures (Ahmad, 2008). Entrepreneurship development is a strategic tool for sustainability, competitiveness and change management (Rukuiziene, 2016). For any nation to develop with respect to technological innovation and increased employment opportunities it has to focus effort on entrepreneurship development. The dimensions of entrepreneurship development are adapted from the context of the work by Ottih (2016). These include;

Opportunity identification - This measure relates to the personality traits that marks a person out as an entrepreneur and it applies to people of different gender divide. Entrepreneurial oriented persons are known for their ability to see opportunities where other average persons see only challenges or nothing. Even where there are no opportunities, an entrepreneurially oriented person can create one (Ottih, 2016). Entrepreneurial oriented people have eye for opportunities. Opportunity identification is the foundation for creativity and innovation. With respect to gender culture and the inherent inequalities, it is generally agreed by many researchers that being marginalized, disadvantaged and socially relegated can serve as motivation for entrepreneurship initiatives in many societies or nations. The theory of cumulative inequality/Disadvantage by Robert (1988) and Misfit theory of entrepreneurship by Hofstede (2004) among others support this position. However, the extent to which a disadvantage and culturally limited person will contribute to the economic development of the nation depends on the level of development in terms of structures and infrastructure that will stimulate entrepreneurial

traits. Also the stage of cultural transition of the society with respect to how stable or constantly evolving is an important indicator.

Risk taking

This measure is normally a trait found in entrepreneurs but the desire and ability to take necessary risk can be hindered or limited depending on how deep, wide spread and intolerant the cultural practices in the society manifests or is expressed. Before an entrepreneur take risk the action must be preceded by evaluation of the situation and outcome of such step taken into consideration. It is unlikely but not to be ruled out that an entrepreneur will take risk where and when there are clear signs of danger. The popular maxim which states that “Nothing ventured, nothing gained” or “no venture no success” is very instructive in this instance. But entrepreneurs are known for taking calculated risks that will yield optimal result.

Innovation - Ordinarily the entrepreneur irrespective of gender is known for innovation just as entrepreneurship is associated with innovativeness. Innovation involves adding value to a product, service or society by introduction of something new different from what has been existing. Otth (2016) opined that innovation is characterised by newness with respect to new product development, new processes of production, new way of service delivery, discovery or creation of new market, better pricing and creating a new business among others. Innovation is the hallmark of entrepreneurship development and can be found in any gender depending on the extent of entrepreneurial traits possessed, training received as well as enabling environment.

Factors hindering women's business performance in Nigeria

Education and skills gaps: gender differences in strategic business decisions can be explained by the persistent gap in educational and skill accomplishment between male and female entrepreneurs particularly in the areas of formal education, socio-emotional skills and management skills.

Legal discrimination: Female entrepreneurs cannot have equal economic opportunity as the males if their ability to own and run a business are restricted by a country's laws (World Bank Group, 2018), and this ensures that they do not have a level playing field.

Risk of gender-based violence: widespread gender-based violence likely takes a toll on women's health and well-being hindering their ability to run their businesses effectively. Some women may view self-employment as a way to avoid sexual harassment at the workplace while working outside of the home may put some women at risk.

Social Norms: Women's choices are limited in many African countries because social norms do not align with women striving for business growth and this can shape how they view themselves, impact their aspirations, perceive their abilities, and can lead to prejudiced treatment by others. Women who contradict these social norms may also face reprisal (Bowles, 2012).

Time constraints and care: women spend more time on domestic chores than men in Africa which necessitates them to stay home at hours of the day that are best for conducting business thereby affecting the amount of time they can devote to their business.

Confidence and risk preferences: African women business owners often show less confidence in their abilities than their male counterparts which may make them less willing to compete particularly in stereotypically male domains. *Finance and assets:* the capacity of females to invest in their business and access large enough loans is affected by their control of fewer assets as opposed to their male counterparts. *Household allocation of productive resources:* Women may face more pressure to share resources as they often lack authority over the allocation of household assets, restricting both their inclination and ability to invest in their businesses.

Effects Of Gender and Cultural Beliefs on Women Entrepreneurship In Nigeria

Women all over the world play significant roles in the social, economic and political life of any country. New jobs are stimulated and created by women in both developed and developing economies. Women entrepreneurial motivation is empirically associated with several factors. Eijdenberg and Masurel (2013) opine that people in developing countries are mostly driven by poverty, survival and lack of jobs to become entrepreneurs, while in the developed economies, entrepreneurial activities crop out of exploitation of an opportunity and innovation to start a business. Entrepreneurship literature have increasingly acknowledged the drive by women to become economically active and independent and their contributions have significant effects on the labour market in economies of the world (Mordi, Sinipson, Satwinder & Okafor, 2010).

The identification and exploitation of business opportunities by women and their male counterpart is a function of both individual characteristics and environmental forces,

(Isidore & Razli, 2011). Despite the role played by individual characteristics in determining women entrepreneurial intentions, however, recent studies have shown that business environmental factors such as economic, financial and socio-cultural beliefs, play a greater role in the exploitation of entrepreneurial opportunities by women entrepreneurs (Kuzilwa, 2005; Shastri & Sinha, 2010; Vob & Muller, 2009). In the views of Kuzilwa, (2005), Shastri and Sinha (2010), all conditions for exploiting entrepreneurial opportunities such as education, experience and energy may exist, but the environmental constraints such as credit and societal discrimination and religious believes especially in developing economies, may hinder the entrepreneur.

Gender bias and cultural beliefs are seen to be instrumental in the entrepreneurial growth of women in most developing nations (Abimbola & Agboola, 2011; Harkiolakis & Caracatsanis, 2011; Lamidi, 2013). Abimbola and Agboola (2011) identified subcultures within the cultural context such as regional, ethnicity and religion as key elements that shape individuals' perception and value system towards entrepreneurship. For instance, an enforcement of seclusion rules upon married women (Pudah) according to Hugo (2012) Muslim states and South East Asia countries affect women entrepreneurial engagement. In support of this view, Harkiolakis and Caracatsanis (2011) opined that gender bias and cultural beliefs hamper economic potentials of women as entrepreneurs and impact negatively on development of enterprise, productivity competitiveness and reduce economic growth. Issues of gender discrimination, particularly in developing economies, occasioned by socio-cultural factors have significant influence on entrepreneurial

engagement of women (Otero, 1999). Researchers have identified these gender-related issues to include areas of distribution of social wealth such as finance, education, and health (Vob & Muller, 2009).

In Nigeria, the socio-cultural system is gender discriminatory. The traditional belief about the position and role of women do not allow women to engage in serious economic activities and thus place a limit on the entrepreneurial engagement of women in Nigeria. Akpor-Robaro (2012) believed that the culture of the major tribe; Hausa-Fulani-still presents a woman as an indoor person who is forbidden to interact publicly particularly with the male. Keeping with the culture therefore, prohibits women from most parts of the North from entrepreneurial engagement. This practice has great impact on women entrepreneurship. Even within the Southern part of Nigeria which is predominantly occupied by the Igbos (South-East) and Yorubas (South-West) there exist some levels of disparity in entrepreneurial intentions by women of the different tribes. Among the two main tribes in the South, the Igbo women are more prone to initiating and mining business enterprises than the Yoruba women and the South-South non-Igbo speaking women (Niger-Delta). The simple explanation to this is the fact that Yorubas are more culturally disposed towards girl-child education than the Igbos and Hausa/Fulanis. By extension, the Yoruba woman is clearly more orientated for formal/wage employment than the Hausa/Fulani and Igbo women. Thus, while the Yoruba women seek paid employment, their Igbo counterpart, who are educationally less privilege resort to self employment to realize their economics empowerment and independence motives.

Theoretical framework

The Anthropological Theory

Hermann Schaaffhausen (1816-1893) is considered one of the most important founders of Physical Anthropology in Germany, and his work on Neanderthal man is considered one of the most important contributions to the field of anthropology (Zängl-Kumpf, 1992).

The anthropological entrepreneurship theory has evolved over time, rooted in the broader discipline of anthropology, which examines human societies, cultures, and their development. The theory highlights the influence of cultural and social contexts on entrepreneurial activities. No single individual can be credited with founding the anthropological entrepreneurship theory, Clifford Geertz is a pivotal figure whose work significantly contributed to its development. His anthropological studies provided critical insights into how cultural contexts affect economic and entrepreneurial activities, making him a foundational influence in the establishment and evolution of the theory.

The anthropological theory opines that cultural norms and beliefs to a great extent impact on the value system of individuals and enables the development of an entrepreneurial skill for economic vitality (Akpodono, 2016). The stance of this theory is that the culture of a person is what enables the creation of a business venture. Cultural practices further influences entrepreneurial attitude such as innovation and ultimately business creation behaviour. This theory is applicable to the Nigerian business environment in which female entrepreneurs are affected by the existing culture, norms and value. An instance of this is the culture in some parts of the country that discourages the girl child education, restrict

women from politics, work and when working, from specific jobs. This tends to limit the performance of the female gender and her entrepreneurial behaviour and performance. The implication of this is that cultural environments can lead to differences in attitude and entrepreneurial behaviour between both gender.

CHAPTER THREE

METHODOLOGY

Introduction

This chapter describes the research design, population, sample and sampling techniques. It also describes how the variables in the study will be operationalised, the research instrument used, source of data and method of data analysis.

Research Design

This is the arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure (Selltiz, Wrightsman & Cook, 1976). This study employed the survey research design. A survey is a method by which information are obtained from a sample within a large population with the intention of studying the sample and thereafter, generalizing the results to the entire population from which the sample was drawn (Agbonifoh & Yomere, 1999).

Population Of the Study

The population of this study refers to the entire group of individuals or elements that the researcher is interested in studying. It encompasses all the subjects or units that meet the criteria for inclusion in the research. The population of this study can vary depending on the research question, objectives, and scope of the study. the population of the study is the broader group from which the sample is drawn, and it represents the target population that the research findings are intended to generalize to. This study population consists of some selected small and medium enterprises within Ovia North East Local

Government Area in Benin City, Edo state Nigeria. The population included workers and staffs of small and medium business enterprise.

Sample Size of the Study

The sample size consisted of 100 participants obtained through a purposive random sampling in the different small and medium enterprise that were used for the study.

Selection of sample size

S/N	SME	SAMPLE SIZE
1	Restaurant	25
2	Grocery shop	25
4	Bar and lounge	25
5	Boutique	25
	Total	100

Research Instrument

The research instrument refers to the tool or method used by researchers to collect data for the study. It takes various forms depending on the nature of the research, including questionnaires, surveys, interviews, observations and tests of hypothesis the choice of research instrument depends on factors such as the research objectives, the type of data needed, the characteristics of the study population, and the researcher's preferences and expertise. The data for this research work was collected from primary sources. The

research instrument that will be used is a questionnaire. Section A, explains the demographic variables. Section B will make use of likert-scale and rank order scale to measure the independent and dependent variables of this study.

3.4 Operationalisation of Variables and Measurement of Variables

Operationalization of variables refers to the process of defining and quantifying abstract concepts or constructs so that they can be measured empirically in a research study. It involves specifying how the variables will be observed, manipulated, or measured in order to test hypotheses or answer research questions. This process is essential for ensuring that the variables under study are clearly defined and measurable, allowing for systematic data collection and analysis.

Measurement of variables involves selecting appropriate measures or indicators to assess the concepts of interest. These measures can take various forms depending on the nature of the variables and the research design. Common measurement techniques include self-report scales, observational methods, physiological measures, and archival data. The dependent variables and the independent variables were operationalised and measured as follows for the purpose of this research work:

S/N	Variables	Operationalisation and Measuring Scale	Questionnaire Number (Qn)
1	Gender	Two point scale	Q 1
2	Age Range	Four point scale	Q2
3	Marital Status	two point scale	Q 3
6	Highest Educational Qualification(s)	Four point scale	Q4
7	Independent variable: Gender culture	Dependent variables; Entrepreneurship development	RQ1-5
8	Independent variable: Gender (male, female)	Dependent variable ; Entrepreneurship development	RQ6-10
9	Independent Variable: Gender equality	Dependent Variable: Sustainable development in entrepreneurship	RQ11-16
10	Independent Variable: Gender bias and culture	Dependent Variable: Growth of women entrepreneurship	RQ 16-20

Sources of Data

The sources of data that will be adopted by the researcher shall be the primary data sources. The data will consist of the information to be elicited from the sampled respondents using the research instrument (questionnaire).

Methods of Data Analysis

The research data will be analyzed using descriptive and inferential statistics. Descriptive statistics will include frequency tables and percentage; on the other hand. This was formed with the need to test for relationship between one independent variable and the dependent variable. The hypothesis will be tested using chi-square statistical technique.

CHAPTER FOUR

DATA PRESENTATION, ANALYSES AND INTERPRETATION OF RESULTS

4.1 Introduction

This chapter discusses the presentation, analysis and interpretations of the various data collected for this study.

4.2 Data Presentation and Analysis

The results of the data collected are analyzed below based on each research question and objective, and a total of one hundred (100) questionnaires were distributed, five (5) missing out of which ninety-five (95) questionnaire were well completed and valid for analysis of this study as follow;

4.3 Demography Analysis

Section A: Personal Data

Statistics

		Sex Respondent	Age Respondents	Marital Status Respondents	Educational Qualification
N	Valid	95	95	95	95
	Missing	5	5	5	5

FREQUENCY TABLE 1: Demographic data

Table 4.1 Sex Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	30	30.0	31.6	31.6
	Female	65	65.0	68.4	100.0
	Total	95	95.0	100.0	
Missing	System	5	5.0		
Total		100	100.0		

Table 4.1 Shows that (30.0%, which translated to 30 respondents) were male, while (65%, which translated to 65% females. This indicates that the females were more represented than male.

Table 4.2: Age Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 years	30	30.0	31.6	31.6
	26-30 years	30	30.0	31.6	63.2
	31-35 years	20	20.0	21.1	84.2
	41 and above	15	15.0	15.8	100.0
	Total	95	95.0	100.0	
Missing	System	5	5.0		
Total		100	100.0		

Source: Researcher Field survey, 2024

Table 4.2 above shows that 30 respondents representing 30% were 18 - 25 years, 30 respondents representing 30.0% were 26-30 years, 20 respondents representing 20% were 31-35 years while 15 respondents representing 15% were 41 and above years. This implies that all the respondents fall within age of 18-30 years of age group.

Table 4.3: Marital Status Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	65	65.0	68.4	68.4
	Married	30	30.0	31.6	100.0

Total	95	95.0	100.0
Missing System	5	5.0	
Total	100	100.0	

Table 4.3 above reveals the distribution of respondents based on marital status. (60%, which translated to 54 respondents) are married, (20%, which translated to 18 respondents) are single, while (10%, which translated to 9 respondents) are divorced.

Table 4.4: educational qualification of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid None Educated	10	10.0	10.5	10.5
Primary 6	5	5.0	5.3	15.8
WAEC	5	5.0	5.3	21.1
Tertiary	75	75.0	78.9	100.0
Total	95	95.0	100.0	
Missing System	5	5.0		
Total	100	100.0		

Table 4.3 shows that 10 respondents representing 10.5% had no primary education, 5 respondents representing % had primary 6, 5 respondents representing secondary 5.3% has WAEC, 75 respondents representing 75.0% had tertiary education qualification this show that majority of the respondents are tertiary education.

RESERACH QUESTION: INFLUENCE OF GENDER CULTURE ON ENTREPRENEURSHIP DEVELOPMENT

influence of Gender Culture on Entrepreneurship Development

Table 4.5: Gender norms strongly influence the types of businesses individuals choose to start

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SA	25	25.0	26.3	26.3
A	45	45.0	47.4	73.7
D	25	25.0	26.3	100.0

	Total	95	95.0	100.0
Missing	System	5	5.0	
Total		100	100.0	

Table 4.5 above, 25 respondents representing 25.0% strongly agreed that Gender norms strongly influence the types of businesses individuals choose to start while 45 respondents representing 45.07% agreed, 25 respondents representing 25.0% disagreed, that gender norms strongly influence the types of businesses individuals choose to start.

Table 4.6: The societal perception of male and female entrepreneurs differs significantly.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	55	55.0	57.9	57.9
	A	30	30.0	31.6	89.5
	D	10	10.0	10.5	100.0
	Total	95	95.0	100.0	
Missing	System	5	5.0		
Total		100	100.0		

Table 4.6 above, 55 respondents representing 55.0% strongly agreed that The societal perception of male and female entrepreneurs differs significantly while 30 respondents representing 30.0% agreed, 10 respondents representing 10.0% disagreed, that The societal perception of male and female entrepreneurs differs significantly.

Table 4.7: Education and upbringing play a significant role in shaping attitudes toward entrepreneurship for individuals of different genders

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	45	45.0	47.4	47.4
	A	40	40.0	42.1	89.5

	D	10	10.0	10.5	100.0
	Total	95	95.0	100.0	
Missing	System	5	5.0		
Total		100	100.0		

Table 4.7 above, 45 respondents representing 45% strongly agreed that education and upbringing play a significant role in shaping attitudes toward entrepreneurship for individuals of different genders while 40 respondents representing 40.0% agreed, 10 respondents representing 10.0% disagreed, that education and upbringing play a significant role in shaping attitudes toward entrepreneurship for individuals of different genders.

Table 4.8: Government policies and support programs should address gender-specific barriers to entrepreneurship development

Variable		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	45	45.0	47.4	47.4
	A	35	35.0	36.8	84.2
	D	15	15.0	15.8	100.0
	Total	95	95.0	100.0	
Missing	System	5	5.0		
Total		100	100.0		

Table 4.8 above, 45 respondents representing 45% strongly agreed that Government policies and support programs should address gender-specific barriers to entrepreneurship development while 35 respondents representing 35.0% agreed, 15 respondents representing 15.0% disagreed, Government policies and support programs should address gender-specific barriers to entrepreneurship development.

Table 4.9: Societal expectations about gender roles affect the willingness of individuals to take entrepreneurial risks.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	25	25.0	26.3	26.3
	A	50	50.0	52.6	78.9
	D	20	20.0	21.1	100.0
	Total	95	95.0	100.0	
Missing	System	5	5.0		
Total		100	100.0		

Table 4.9 above, 25 respondents representing 25% strongly agreed that Societal expectations about gender roles affect the willingness of individuals to take entrepreneurial risks while 50 respondents representing 50.0% agreed, 20 respondents representing 20.0% disagreed, Societal expectations about gender roles affect the willingness of individuals to take entrepreneurial risks.

RESEARCH QUESTION 2: ARE THERE DIFFERENCES BETWEEN MALE AND FEMALE ENTREPRENEURSHIP DEVELOPMENT

Table 4.10: There are more male entrepreneur than female in Nigeria

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	45	45.0	47.4	47.4
	A	25	25.0	26.3	73.7
	D	25	25.0	26.3	100.0
	Total	95	95.0	100.0	
Missing	System	5	5.0		
Total		100	100.0		

Table 4.10 above, 45 respondents representing 45% strongly agreed that There are more male entrepreneur than female in Nigeria while 25 respondents representing

25.0% agreed, 25 respondents representing 25.0% disagreed, There are more male entrepreneur than female in Nigeria.

Table 4.11: Most female are found in works with relatively low income and less stress

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	25	25.0	26.3	26.3
	A	40	40.0	42.1	68.4
	D	20	20.0	21.1	89.5
	SD	10	10.0	10.5	100.0
	Total	95	95.0	100.0	
Missing	System	5	5.0		
Total		100	100.0		

Table 4.11 above, 25 respondents representing 25% strongly agreed that Most female are found in works with relatively low income and less stress while 40 respondents representing 40.0% agreed, 20 respondents representing 20.0% disagreed, 10 respondent representing 10% strongly disagree that most female are found in works with relatively low income and less stress.

Table 4.12: Both male and female are engage in same type of work without a care about gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	45	45.0	47.4	47.4
	A	35	35.0	36.8	84.2
	D	15	15.0	15.8	100.0

Total	95	95.0	100.0
Missing System	5	5.0	
Total	100	100.0	

Table 4.12 above, 45 respondents representing 45% strongly agreed that both male and female are engage in same type of work without a care about gender while 35 respondents representing 35.0% agreed, 15 respondents representing 15.0% disagreed that both male and female are engage in same type of work without a care about gender

Table 4.13: Fewer females own corporate firms while larger majority are petite traders

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SA	20	20.0	21.1	21.1
A	45	45.0	47.4	68.4
D	30	30.0	31.6	100.0
Total	95	95.0	100.0	
Missing System	5	5.0		
Total	100	100.0		

Table 4.13 above, 20 respondents representing 20% strongly agreed that fewer females own corporate firms while larger majority are petite traders while 45 respondents representing 45.0% agreed, 30 respondents representing 30.0% disagreed that fewer females own corporate firms while larger majority are petite traders

RESEARCH QUESTION 3: TO WHAT EXTENT DOES GENDER EQUALITY ENHANCES SUSTAINABLE DEVELOPMENT IN NIGERIA ENTREPRENEURSHIP

Table 4.14: Female population is more than male and their participation in creating business will lead to sustainable development

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	40	40.0	42.1	42.1
	A	35	35.0	36.8	78.9
	D	20	20.0	21.1	100.0
	Total	95	95.0	100.0	
Missing	System	5	5.0		
Total		100	100.0		

Table 4.14 above, 40 respondents representing 40% strongly agreed that Female population is more than male and their participation in creating business will lead to sustainable development while 35 respondents representing 35.0% agreed, 20 respondents representing 20.0% disagreed that Female population is more than male and their participation in creating business will lead to sustainable development

Table 4.15: Female are patients and as such can nurture business for a long time to achieve sustainable development

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	25	25.0	26.3	26.3
	A	60	60.0	63.2	89.5
	D	10	10.0	10.5	100.0
	Total	95	95.0	100.0	
Missing	System	5	5.0		
Total		100	100.0		

Table 4.15 above, shows that 25 respondents representing 25% strongly agreed that Female are patients and as such can nurture business for a long time to achieve sustainable development while 60 respondents representing 60.0% agreed, 10 respondents representing 10.0% disagreed that Female are patients and as such can nurture business for a long time to achieve sustainable development

Table 4.16: If both male and female works on par, it improves standard of living

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	50	50.0	55.6	55.6
	A	25	25.0	27.8	83.3
	D	20	20	16.7	100.0
	Total	95	90.0	100.0	
Missing	System	10	10.0		
Total		100	100.0		

Table 4.16 above, shows that 50 respondents representing 50% strongly agreed that If both male and female works on par, it improves standard of living while 25 respondents representing 25.0% agreed, 15 respondents representing 15.0% disagreed that If both male and female works on par, it improves standard of living.

Table 4.17: Gender equality reduces over-dependence on one partner for daily bread

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	SA	30	30.0	33.3	33.3
	A	35	35.0	38.9	72.2
	D	25	25.0	27.8	100.0
	Total	90	90.0	100.0	
Missing	System	10	10.0		
Total		100	100.0		

Table 4.17 above, shows that 30 respondents representing 30.0% strongly agreed that Gender equality reduces over-dependence on one partner for daily bread while 35 respondents representing 35.0% agreed, 25 respondents representing 25.0% disagreed that gender equality reduces over-dependence on one partner for daily bread

Table 4.18 Gender equality leads to excessive development as man power is efficiently developed.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	35	35.0	38.9	38.9
	A	45	45.0	50.0	88.9
	D	10	10.0	11.1	100.0
	Total	90	90.0	100.0	
Missing	System	10	10.0		
Total		100	100.0		

Table 4.18 above, shows that 35 respondents representing 35.0% strongly agreed that gender equality leads to excessive development as man power is efficiently developed while 45 respondents representing 45.0% agreed, 10 respondents representing 10.0% disagreed that gender equality leads to excessive development as man power is efficiently developed

RESEARCH QUESTION 4: WHAT ARE THE EFFECTS OF GENDER BIAS AND CULTURE ON THE GROWTH OF WOMEN ENTREPRENEURSHIP IN NIGERIA

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FREQUENCIES VARIABLES=ResultQ_21 ResultQ_22 ResultQ_23 ResultQ_24
ResultQ_25
/ORDER=ANALYSIS.
```

Table 4.19 Female population is more than male and their participation in creating business will lead to sustainable development

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	45	45.0	50.0	50.0
	A	35	35.0	38.9	88.9
	D	5	5.0	5.6	94.4
	SD	5	5.0	5.6	100.0
	Total	95	95.0	100.0	
Missing	System	10	10.0		
Total		100	100.0		

Table 4.19 above, shows that 45 respondents representing 45.0% strongly agreed that Female population is more than male and their participation in creating business will lead to sustainable development while 35 respondents representing 35.0% agreed, 5 respondents representing 5.0% disagreed that Female population is more than male and their participation in creating business will lead to sustainable development

Table 4.20: Female are patients and as such can nurture business for a long time to achieve sustainable development

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	60	60.0	66.7	66.7
	A	15	15.0	16.7	83.3
	D	10	10.0	11.1	94.4

	SD	5	5.0	5.6	100.0
	Total	90	90.0	100.0	
Missing	System	10	10.0		
Total		100	100.0		

Table 4.15 above, shows that 60 respondents representing 60.0% strongly agreed that Female are patients and as such can nurture business for a long time to achieve sustainable development while 15 respondents representing 15.0% agreed, 10 respondents representing 5.0% disagreed that female are patients and as such can nurture business for a long time to achieve sustainable development

Table 4. 21: If both male and female works on par, it improves standard of living

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	40	40.0	44.4	44.4
	A	30	30.0	33.3	77.8
	D	20	20.0	22.2	100.0
	Total	90	90.0	100.0	
Missing	System	10	10.0		
Total		100	100.0		

Table 4.15 above, shows that 40 respondents representing 40.0% strongly agreed that if both male and female works on par, it improves standard of living while 30 respondents representing 30.0% agreed, 20 respondents representing 20.0% disagreed that female are both male and female works on par, it improves standard of living

Table 4.22: Gender equality reduces over-dependence on one partner for daily bread

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	40	40.0	44.4	44.4

	A	25	25.0	27.8	72.2
	D	20	20.0	22.2	94.4
	SD	5	5.0	5.6	100.0
	Total	90	90.0	100.0	
Missing	System	10	10.0		
Total		100	100.0		

Table 4.22 above, shows that 40 respondents representing 40.0% strongly agreed that Gender equality reduces over-dependence on one partner for daily bread while 25 respondents representing 25.0% agreed, 20 respondents representing 20.0% disagreed, that female are both male and female works on par, it improves standard of living, 5 respondents representing 5.0% strongly disagree that Gender equality reduces over-dependence on one partner for daily bread

Table 4.23 Gender equality leads to excessive development as man power is efficiently developed.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	55	55.0	61.1	61.1
	A	25	25.0	27.8	88.9
	D	10	10.0	11.1	100.0
	Total	90	90.0	100.0	
Missing	System	10	10.0		
Total		100	100.0		

Table 4.23 above, shows that 55 respondents representing 55.0% strongly agreed that Gender equality leads to excessive development as man power is efficiently developed while 25 respondents representing 25.0% agreed, 10 respondents representing 10.0% disagreed that gender equality leads to excessive development as man power is efficiently developed.

TEST OF HYPOTHESES

The following research question will be used to investigate this study further;

Hypothesis 1: There is no significant influence of gender culture on entrepreneurship development.

Option/Questions	1	2	3	Total
SA	25	55	45	125
A	45	30	40	115
D	25	10	10	45
SD	0	0	0	0
Total	95	95	95	285

Expected frequency = $\frac{(\text{Column total}) \text{ Row Total}}{\text{Grand total}}$

$$R_1C_1 = \frac{95 \times 125}{285} = 41.67$$

$$R_1C_2 = \frac{95 \times 115}{285} = 38.33$$

$$R_1C_3 = \frac{95 \times 45}{289} = 15$$

$$R_1C_4 = \frac{95 \times 0}{289} = 0$$

Contingency Table

Table (i) Contingency Table on Hypothesis I

O	E	(o-e)	(o-e) ²	(o-e) ^{2/e}
25	41.67	16.67	277.8889	6.66
45	38.33	6.67	44.4889	1.16
25	15	10	100	6.66
0	0	0	0	0
55	41.67	13.33	177.6889	4.26
30	38.33	8.33	69.3889	1.81

10	15	5	25	1.66
0	0	0	0	0
45	41.67	3.33	11.0889	0.266
40	38.33	1.67	2.7889	0.075
10	15	5	25	1.66
0	0	0	0	0
				$X^2=24.21$

Calculated $X^2 = 24.21$

Degree of freedom = $(r-1)(c-1)$

= $(4-1)(3-1)$

= $(3)(2)$

= 6; The value of chi-square (X^2) at 6 degree of freedom at 0.5% level of significance is = 12.59

& at 0.05 level = 12.59

$24.21 > 12.59$

Decision: Calculated X^2 is greater than critical X^2 , therefore reject non positive relationship which states that there is no significant influence of gender culture on entrepreneurship development.. Hence, we accepted the alternative hypothesis one which states that there is significant influence of gender culture on entrepreneurship development..

Hypothesis Two Testing

The following research question will be used to investigate this study further;

Hypothesis 2:: there is no significant differences between male and female entrepreneurship development

Option/Questions	10	11	12	Total
SA	45	25	45	115

A	25	40	35	100
S	25	20	15	60
SD	0	10	0	10
Total	95	95	95	285

Source: Field Survey, (2024)

Expected frequency = $\frac{(\text{Column total}) \text{ Row Total}}{\text{Grand total}}$

$$R_1C_1 = \frac{95 \times 115}{285} = 38.33$$

$$R_1C_2 = \frac{95 \times 100}{285} = 33.33$$

$$R_1C_3 = \frac{95 \times 60}{285} = 20$$

$$R_1C_4 = \frac{95 \times 10}{285} = 3.33$$

Contingency Table

Table (ii) Contingency Table on Hypothesis II

O	E	(o-e)	(o-e)²	(o-e)^{2/e}
45	38.33	6.67	69.3889	1.810303
25	33.33	8.33	25	0.750075
25	20.00	5	11.0889	0.554445
0	3.33	3.33	177.6889	53.36003
25	38.33	13.33	44.4889	1.160681
40	33.33	6.67	0	0
20	20.00	0	44.4889	2.224445
10	3.33	6.67	44.4889	13.36003
45	38.33	6.67	2.7889	0.07276
35	33.33	1.67	25	0.750075
15	20.00	5	11.0889	0.554445
0	3.33	3.33	0	0

X^2				$X^2 = 74.59$
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Calculated $X^2 = 74.59$

Degree of freedom = $(r-1) (c-1)$

= $(4-1) (3-1)$

= $(3) (2)$

= 6

& at 0.05 level = The value of chi-square (X^2) at 6 degree of freedom at 0.5% level of significance is = 12.59

$74.57 > 12.59$

Decision: Calculated X^2 is greater than critical X^2 , therefore reject none relationship between variables, that the null hypothesis two which states that there is no significant differences between male and female entrepreneurship development is rejected and the alternative accepted which states there is no significant differences between male and female entrepreneurship development

Discussion of findings

The findings of reveals that gender norms strongly influence the types of businesses individuals choose to start, the societal perception of male and female entrepreneurs differs significantly. Education and upbringing play a significant role in shaping attitudes toward entrepreneurship for individuals of different genders, Government policies and support programs should address gender-specific barriers to entrepreneurship development, societal expectations about gender roles affect the willingness of individuals to take

entrepreneurial risks this study is in agreement with Guiso et al, (2006). The link between gender and culture is the people and the issue that of concern between them is gap that have been created between the different gender classes (men and women), such that one gender class appear to disadvantaged compared to the other. Mikkalo (2005) asserts that typically women have less economic activities to improve their lives than men. This view is induced or imposed by prolonged wrong cultural practices. Gender refers to natural attribute or endowments that differentiate one sex from the other (male or female). While culture is an adopted or adapted rules, norms and values that guides the way people live or interact among themselves which eventually become their lifestyle and manifest in their character, behaviour or attitude. In culture, values and beliefs are transmitted unchanged from one generation to another

The study also reveals that there are more male entrepreneur than female in Nigeria, Most female are found in works with relatively low income and less stress, Fewer females own corporate firms while larger majority are petite traders, In Nigeria, female have less professional experience when they start their business the study is in agreement with Alesina et al. (2018). Findings from previous researches buttress the fact that cultural norms and values are persistent in nature. This persistence underscores how deep rooted the influence of culture have become in relation to gender. By implication, gender differences are embedded in cultural values and practices. corroborated Ester Boserup (1970) article on some of the causes of gender culture challenges. The origin of the difference between gender that gave rise to clamour for equality subsistence and labour

intensive agricultural practices right from the pre-industrial era, coupled with the fact that the farming methods used were unsuitable to women considering the child bearing and home keeping roles they played (Guiliano, 2020). In the long run, the society capitalized on this division of labour whereby the men work outside while the women work in the home front to promote differences in gender which favoured men more than the women.

From the analysis the study reveals that Female population is more than male and their participation in creating business will lead to sustainable development, Female are patients and as such can nurture business for a long time to achieve sustainable development, If both male and female works on par, it improves standard of living, Gender equality reduces over-dependence on one partner for daily bread, Gender equality leads to excessive development as man power is efficiently developed., Gender equality leads to economic development as it enhance productivity Lastly from the analysis the study reveals that Female population is more than male and their participation in creating business will lead to sustainable development, Female are patients and as such can nurture business for a long time to achieve sustainable development, If both male and female works on par, it improves standard of living, Gender equality reduces over-dependence on one partner for daily bread, Gender equality leads to excessive development as man power is efficiently developed. This study is in line with Abimbola and Agboola (2011) who posit that Gender bias and cultural beliefs are seen to be instrumental in the entrepreneurial growth of women in most developing nations. He also identified subcultures within the cultural context such as regional, ethnicity and religion as key elements that shape

individuals' perception and value system towards entrepreneurship. For instance, an enforcement of seclusion rules upon married women (Pudah) according to Hugo (2012) Muslim states and South East Asia countries affect women entrepreneurial engagement. In support of this view, Harkiolakis and Caracatsanis (2011) opined that gender bias and cultural beliefs hamper economic potentials of women as entrepreneurs and impact negatively on development of enterprise, productivity competitiveness and reduce economic growth. Issues of gender discrimination, particularly in developing economies, occasioned by socio-cultural factors have significant influence on entrepreneurial engagement of women.

CHAPTER FIVE

SUMMARY OF FINDING, CONCLUSION AND RECOMMENDATION

Summary of findings

Nigeria's with diverse cultural landscape deeply influences entrepreneurial activities. Cultural norms and traditions often dictate gender roles, limiting women's participation in entrepreneurship. Patriarchal structures may hinder women's access to resources and decision-making roles within businesses. Findings underscore the importance of gender-sensitive policies and interventions to promote entrepreneurship among women in Nigeria. Initiatives such as microfinance programs, mentorship opportunities, and targeted training can help address the gender gap in entrepreneurship.

Research emphasizes the role of social support networks, including family and community structures, in shaping entrepreneurial behavior. Leveraging existing social capital can be crucial

for women entrepreneurs to overcome obstacles and access resources. Access to education and entrepreneurial training significantly impacts women's entrepreneurial endeavors. Investing in education and skills development programs tailored to the needs of women entrepreneurs can enhance their capacity to start and grow businesses.

Emerging trends suggest that technology and innovation have the potential to empower women entrepreneurs in Nigeria. Digital platforms and e-commerce offer new avenues for business creation and growth, particularly for women in traditionally marginalized sectors. There are also opportunities for women to thrive as entrepreneurs in Nigeria. Addressing systemic barriers, promoting gender equality, and fostering an enabling environment for entrepreneurship are critical steps toward realizing these opportunities.

Conclusion

In conclusion, the study of gender, culture, and entrepreneurship development in Nigeria underscores the intricate interplay of social, cultural, and economic factors shaping entrepreneurial opportunities and outcomes, particularly for women. Despite significant challenges, including gender disparities, cultural norms, and structural barriers, there are also promising avenues for promoting gender-inclusive entrepreneurship in the country. Efforts to address these challenges and capitalize on opportunities require a comprehensive approach that integrates policy interventions, social support mechanisms, education and training initiatives, and technology-driven solutions. Gender-sensitive policies that prioritize women's access to finance, education, and support networks are essential for

leveling the playing field and fostering an environment conducive to women's entrepreneurial success.

Moreover, recognizing and harnessing the diversity of Nigeria's cultural landscape can enrich entrepreneurship development efforts, tapping into the strengths of different communities and empowering women within their socio-cultural contexts. By promoting gender equality, encouraging innovation, and creating enabling conditions for entrepreneurship, Nigeria can unlock the full potential of its entrepreneurial ecosystem, driving sustainable economic growth and social development.

In essence, addressing the complex dynamics of gender, culture, and entrepreneurship development in Nigeria requires collaborative efforts from policymakers, civil society organizations, the private sector, and the wider community to create a more inclusive and equitable environment where all individuals, regardless of gender or cultural background, can thrive as entrepreneurs.

Recommendation

Based on the findings of the study, the followings were recommended.

- i. Programmes for the development of women entrepreneurship should recognize the traditional gendered role of women that contributes to the double burden of responsibilities. Governments are encouraged to ensure that capacity building in entrepreneurship is complemented by access to social programmes to relieve the burden.

- ii. Nigeria government should improve governmental and societal encouragement of women's participation in economic issues, nation building, innovation and productivity.
- iii. Government should provide financial support to women entrepreneurs through micro-financing.
- iv. Female entrepreneurs should be encouraged. This implies creating an enabling environment by the government that will allow females who are innovative and willing to compete with men in job creation and running of businesses in Nigeria and beyond.
- v. here should be funds/grants for any female with an innovative business idea that is worth investing on

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APPENDIX

DEPARTMENT OF ENTREPRENURSHIP

FACULTY OF MANAGEMENT SCIENCE

UNIVERSITY OF BENIN

BENIN CITY

Dear Respondent,

I Rebecca Omonigho Ehikhuemen an undergraduate student of the Department of Entrepreneurship, Faculty of Management Sciences, University of Benin. I am conducting this research on “**Influence of Gender culture and entrepreneurship development in Nigeria**” Please assist in filling and returning this questionnaire to aid in the above research. All respondent information will be treated with confidence and used for the research purpose only.

Thank you

Rebecca Omonigho Ehikhuemen

Researcher

Instruction

Kindly tick () on that which agrees with your opinion.

Section A: Personal Data)

1. Sex: Male (), Female ()
2. Age: 18-25 (), 26-30(), 31-35() 41 and above ().
3. Marital Status: Single (), Married ().
4. Educational Qualification : Non Educated () primary 6 () WAEC () Tertiary ()

Section B (KEY): SA= Strongly Agree, A= Agree, D = Disagree, SD= Strongly disagree

S/N	ITEMS	S	A	D	S
		A			D

RQ 1	Influence Of Gender Culture On Entrepreneurship Development				
1	Gender norms strongly influence the types of businesses individuals choose to start				
2	The societal perception of male and female entrepreneurs differs significantly.				
3	Education and upbringing play a significant role in shaping attitudes toward entrepreneurship for individuals of different genders				
4	Government policies and support programs should address gender-specific barriers to entrepreneurship development				
5	Societal expectations about gender roles affect the willingness of individuals to take entrepreneurial risks.				
RQ 2	ARE THERE DIFFERENCES BETWEEN MALE AND FEMALE ENTREPRENEURSHIP DEVELOPMENT				
6	There are more male entrepreneur than female in Nigeria				
7	Most female are found in works with relatively low income and less stress				
8	Both male and female are engage in same type of work without a care about gender				
9	Fewer females own corporate firms while larger majority are petite traders				
10	In Nigeria, female have less professional experience when they start their business				

RQ3	TO WHAT EXTENT DOES GENDER EQUALITY ENHANCES SUSTAINABLE DEVELOPMENT IN NIGERIA ENTREPRENEURSHIP				
11	Female population is more than male and their participation in creating business will lead to sustainable development				
12	Female are patients and as such can nurture business for a long time to achieve sustainable development				
13	If both male and female works on par, it improves standard of living				
14	Gender equality reduces over-dependence on one partner for daily bread				
15	Gender equality leads to excessive development as man power is efficiently developed.				
16	Gender equality leads to economic development as it enhance productivity				
RQ4	WHAT ARE THE EFFECTS OF GENDER BIAS AND CULTURE ON THE GROWTH OF WOMEN ENTREPRENEURSHIP IN NIGERIA				
16	Female population is more than male and their participation in creating business will lead to sustainable development				
17	Female are patients and as such can nurture business for a long time to achieve sustainable development				
18	If both male and female works on par, it improves standard of living				
19	Gender equality reduces over-dependence on one partner for daily bread				
20	Gender equality leads to excessive development as man power is efficiently developed.				
21	Gender equality leads to economic development as it enhance productivity				