



# Influence of Social Entrepreneurship Training on Job Creation in Ilorin's Small Business Sector

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## ABSTRAK

Usaha kecil dan menengah, khususnya usaha mikro telah menjadi platform penyelamat bagi kelangsungan hidup dan keberlanjutan masyarakat miskin, pemuda dan perempuan yang menganggur, serta menjadi tempat berkembangnya kewirausahaan di negara ini. Studi ini menganalisis pengaruh pelatihan kewirausahaan sosial terhadap penciptaan lapangan kerja di sektor usaha kecil Ilorin. Studi ini berfokus pada pemahaman dampak program pelatihan kewirausahaan sosial terhadap kemampuan pemilik usaha kecil di Ilorin dalam menciptakan peluang kerja. Penelitian ini mengadopsi desain penelitian survei deskriptif. Penelitian ini mengambil sampel 226 usaha kecil dari 520 usaha dengan menggunakan rumus Koefisien Variasi Taro Yamane. Instrumen pengumpulan data yang digunakan peneliti adalah kuesioner skala Likert lima poin yang terstruktur dengan baik yang diberikan kepada pengusaha dari setiap jenis usaha wirausaha terpilih yang terdiri dari peternakan unggas, peternakan bekicot, peternakan kelinci, dan 58 peternakan ikan. Penelitian ini menggunakan analisis regresi dan koefisien korelasi product moment Pearson untuk menguji hipotesis. Temuan mengungkapkan bahwa pelatihan kewirausahaan sosial mempunyai pengaruh positif yang signifikan terhadap penciptaan lapangan kerja di sektor usaha kecil Ilorin. Pemilik usaha kecil yang telah mendapatkan pelatihan mempunyai peluang lebih besar untuk menciptakan lapangan kerja dibandingkan dengan mereka yang tidak mendapatkan pelatihan. Temuan penelitian ini menyimpulkan bahwa program pengembangan kewirausahaan sosial telah memberikan kontribusi besar terhadap laju pertumbuhan usaha kecil di Ilorin.

## ABSTRACT

Small and medium enterprises, particularly micro-businesses have been the rescue platform for the survival and sustainability of the poor, unemployed youths and women as well as being the nursery-bed of entrepreneurship development in the nation. The study analyzes the influence of social entrepreneurship training on job creation in Ilorin's small business sector. The study focuses on understanding the impact of social entrepreneurship training programs on the ability of small business owners in Ilorin to create employment opportunities. The study adopted a descriptive survey research design. The study sampled 226 small business enterprises out of 520 using the Taro Yamane Coefficient of Variation formula. The researcher's instrument for data collection was a well-structured five-point Likert scale questionnaire which was administered to entrepreneurs from each selected entrepreneurial business type comprised of poultry farming, snail rearing, Rabbit rearing and 58 fish farming. The study adopted regression analysis and Pearson product moment correlation coefficient to test the hypotheses. The findings reveal that social entrepreneurship training has a significant positive influence on job creation in Ilorin's small business sector. Small business owners who have received training are more likely to create employment opportunities compared to those who have not undergone any training. It was concluded from the findings of the study that the social entrepreneurship development programs have greatly contributed to the rate of growth of small business enterprises in Ilorin.

## 1. INTRODUCTION

Social entrepreneurship has gained significant attention in recent years due to its potential to address social and economic challenges. Small business enterprises play a crucial role in job creation and economic development (Atakpa, 2016; Rita, 2016). It is commendable that the government has tried to

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provide self-employment and anti-poverty programmes at various level which involves some entrepreneurial qualities. The sceptical attitude of entrepreneurs in taking risk serve as an impediment to the growth of small business enterprises which the entrepreneurship development programmes stand to address (Saidi & Olushola, 2016; Zira & Charles, 2017). Previous study state there must be effective and efficient entrepreneurship development programmes whose responsibility is to help in the selection of projects and products, searching and exploiting opportunities, capital formation, formulations of projects, development of entrepreneurial qualities, enhance organization and managerial abilities of an entrepreneur and creating employment opportunities among others (Himani, 2017). Several policy interventions introduced by the government of various levels aimed at stimulating entrepreneurship development have failed to achieve the desired goals as it led to most indigenous entrepreneurs becoming distribution agents of imported products as against building in-country entrepreneurial capacity for manufacturing, mechanized agriculture and expert services (Alvord, 2014; Deesomsak et al., 2004; Thaddeus, 2012).

According to previous study eradicating poverty is considered the most important goal of human development (Iganiga & Unemhilin, 2011). There is no certainty that Nigeria as a country has understood the fact that small business enterprises can be used to reduce poverty, create wealth, generate employment and enhance the development of infrastructures as the nation focuses much on crude oil and pays less attention to the real development of small business enterprises. Small and medium enterprises, particularly micro-businesses have been the rescue platform for the survival and sustainability of the poor, unemployed youths and women as well as being the nursery-bed of entrepreneurship development in the nation (Kehinde et al., 2016; Umar, 2015). The small-scale businesses have, over time served as an opportunity not only for the poor to generate their revenue but also for skills acquisition and application to increase productivity for local private sector expansion, thus, providing more earning opportunities for the majority of people while also increasing the income of the country (Afolabi, 2015; Peter & Geertjan, 2013; Yusuf & Kabiru, 2014). The failure of large-scale industries to achieve the necessary improvement in the economy of developing nations led to the promotion of small-scale businesses and the sequel to this, the government established some institutions to provide financial, managerial and technical assistance to small-scale businesses. To promote the small-scale business as identified by previous study include the Nigeria Bank for Commerce and Industry (NBCI), Micro-credit schemes, Small and Medium-Scale Enterprises Development Agency of Nigeria (SMEDAN) and National Directorate of Employment (NDE) (Kehinde et al., 2016).

Despite all these efforts of the government through various financial and technical interventions, small business enterprises still face several challenges, among which are inadequate finance, entrepreneurship mentoring, training, product marketing challenges and other structural factors, the growth of small business enterprises is yet to record satisfactory results (Ukko et al., 2019; Yusoff et al., 2019). This prompted the involvement of Private individuals and other non-governmental organizations in the enlightenment and empowerment programmes for small business entrepreneurs (Adebayo et al., 2013; Mercy, 2016). Given the above, this research work intends to study the Effect of Social Entrepreneurship Development Programmes on the growth of Small Business Enterprises (SBEs) in Ilorin, Nigeria. The research aims to provide a better understanding of the changing roles of Social entrepreneurs (NGOs) in promoting the growth of small business enterprises in Ilorin. One of the key success factors for entrepreneurship development is the compelling commitment of the private sector to facilitating entrepreneurship. This includes private vocational and entrepreneurship skills development centres, entrepreneurship mentorship and provision of soft loans to entrepreneurs by or through independent private bodies (NGOs) (Amofah & Agyare, 2022; Ogundele et al., 2012). More so, it has been observed that the majority of the research on the effects of entrepreneurship development programmes on the growth of small business enterprises focused on the government and did not catch the non-governmental providers, especially in Ilorin and their submission is that these government entrepreneurship development programmes has failed to promote the growth of the small business enterprises as expected (Henrekson et al., 2014; Shinnar et al., 2018). Consequently, this study aims to analyze the degree to which the social entrepreneurship development programs have added to the development of Small Business Enterprises in Ilorin.

## 2. METHOD

The study adopted a descriptive survey research design. This approach was adopted to enable the researcher to get and analyze relevant information from the respondents and to know from their viewpoint what their perceptions and impressions are about the effect of social entrepreneurship development programmes on the growth of Small Business Enterprises (SBEs) in Ilorin, Nigeria. The study

was conducted on a sample of 226 small business enterprises out of 520 using the Taro Yamane Coefficient of Variation formula (Yamane, 1967; Yunus et al., 2017). The variables used for the questionnaire items; Marketing Strategy, Training and Mentorship were used as the independent variables to measure entrepreneurship development programmes and another two variables (expansion and job creation) were used to measure the growth of small business enterprises. The researcher instrument for data collection for this study is a well-structured five-point Likert scale questionnaire, which was administered to the selected entrepreneurs to capture and answer the research questions. The questionnaire was divided into two sections in which the first section obtained the bio-data of the respondents while the second section obtained the operational data for the study. Ten demographic characteristics of respondents were studied. These were gender, age, academic qualification, Nature of enterprise, Location of the enterprise, ownership structure, years of operation, attendance of the program, type of program attended and assessment of the program. The Cronbach's Alpha method of testing for reliability was used to test for the consistency of the instrument and the value of 0.79 was obtained. The data was collected from the field, coded and analyzed using Statistical Package for Social Science (SPSS) software version 22. The descriptive and inferential methods of data analyses were adopted to test the hypotheses. Descriptive statistics such as table, mean, percentages and frequency counts were used. Inferential statistics involve the use of statistical techniques to test the hypotheses of the study. The study adopted Regression Analysis and Pearson Product Moment Correlation Coefficient to test the hypotheses. This study adopted correlation to test the hypotheses and determine the relationship between social entrepreneurship development programmes and the growth of Small Business Enterprises (SBEs) in Ilorin, Nigeria. Then, when the calculated value of R is greater than the critical value or tabulated value, we reject the null hypothesis and accept the alternative which is significance (If  $t\text{-cal} \geq t\text{-tab}$  then, reject the null hypothesis).

### 3. RESULT AND DISCUSSION

#### Result

Social Entrepreneurship marketing system effect on business expansion of small business enterprises (SBEs) in Ilorin, Kwara State

**Table 1.** Relationship Between Entrepreneurship Marketing System and Expansion of Small Business Enterprises (SBEs) in Ilorin, Kwara State

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.875	0.153		12.286	0.000
	EMS1	0.614	0.032	0.788	19.138	0.000

The analysis of Table 1 shows that there is a strong positive relationship between the entrepreneurship marketing system and the expansion of small business enterprises (SBEs). This implies that the entrepreneurship marketing system has a significant effect on the expansion of small business enterprises (SBEs) in Ilorin metropolis. The R-value represents the simple correlation and is 0.788 (79%). This shows that there is a very strong positive correlation between the independent variable, entrepreneurship marketing system (EMS1) and the dependent variable, expansion of small business enterprises (SBEs). The coefficient table above reveals the relative contribution of the independent variable (EMS1) to the dependent variable (SBEs) has better weight. Using the standard regression coefficient of the independent variable, EMIs ( $B=0.32$ ,  $t=19.138$ ,  $p>0.05$ )  $f=366$  has a significant effect on the dependent variable (SBEs). This implies that entrepreneurship marketing systems positively and effectively affect Small business enterprises.

#### *Social entrepreneurship training affect job creation of selected small business enterprises (SBEs) in Ilorin metropolis*

**Table 12.** The Relationship Between Training and Small Business Enterprises' Job Creation

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.580	0.118		4.895	0.000
	ENTT3	0.881	0.025	0.921	35.316	0.000

Base on [Table 2](#) a linear regression conducted on ascertaining the extent to which Social entrepreneurship training (ENTT3) affects small business enterprises' job creation shows a positive relationship. This indicates that Social entrepreneurship training contributes greatly to the job creation by small business enterprises (SBEs) in Ilorin metropolis. The R-value represents the simple correlation and is 0.921(92%). This shows that there is a very strong correlation between the independent variable (Training) and the dependent variable (small business enterprises' job creation). The coefficient table above shows the relative contribution (ENTTT3) which is the independent variable to the (EJC5), the dependent variable has better weight. Using the standard regression coefficient, ENTTs ( $B=0.025$ ,  $t=35.32$ ,  $p<0.05$ ), have a significant effect on the dependent variable (EJC5). This implies that ENTT3 positively and effectively affect EJC5.

## Discussion

Small business enterprises in terms of annual sales, asset valuation, net profit, balance sheet totals and the size of the business including the number of employees available in the business ([Kehinde et al., 2016](#); [Shinnar et al., 2018](#)). Previous study state the concept of the small-size firm is a relative one and it depends mainly on both the geographical location and the nature of the economic activity being performed ([Umar, 2015](#)). However, the small-scale enterprise is usually a privately owned and operated business, characterized by a few employees and low turnover. Small-scale enterprises (also known as small-scale businesses) are essential to the economy for industrial growth and diversification ([Hoque & Zainudin, 2016](#); [Oladipupo & Obazee, 2016](#)). However, growth also encompasses job creation. This is evident in the submission of previous study who stressed in their research on entrepreneurs' ideas on growth that increase sales, increase the number of employees, increase profit, increase assets, increase in number of branches, increase firm's value and internal development are all dimensions of small business enterprises' growth ([Isenberg, 2011](#)). Hypothesis one shows that there was a significant effect of the social marketing system on the expansion of small business enterprises (SBEs). From the findings of the study, it was shown that the marketing system of small business enterprises has a strong positive effect on the expansion of small business enterprises ([Giri & Joshi, 2017](#); [Zaenab et al., 2020](#)). This finding is in line with the findings of previous researchers who all found in their respective studies that a significant relationship existed between entrepreneurship marketing systems and sales growth of small business enterprises ([Ebitu, 2016](#); [Hoque & Zainudin, 2016](#); [Kwesi & Adjololo, 2018](#)). This implies that the entrepreneurship marketing system is not a single factor that could determine the expansion of small business enterprises (SBEs) as other entrepreneurial issues could also boost the expansion of small business enterprises (SBEs).

Hypothesis two also purported that there was a significant effect of social training on small business enterprises (SBEs) job creation. From the findings of the study, it was shown that entrepreneurial training conducted for entrepreneurs exposed them to various ways of selling their products at profitable rates which is one of the major challenges facing small business enterprises at Ilorin in particular and Nigeria in general and solving this predicament will strengthens small enterprises more thereby creating more employment opportunities. This finding corresponds with the submissions of previous study who established in their studies that youth empowerment is influenced by their acquired technical skill through various programmes ([Ogundele et al., 2012](#); [Yusuf & Kabiru, 2014](#)). Potential entrepreneurs should be encouraged to attend training and take a calculated risk by establishing small business enterprises instead of seeking white-collar jobs that are not feasible in our society. Small business enterprise owners should also be encouraged to get mentors who can guide them from time to time in the better ways of doing business instead of relying on their basic knowledge alone. Considering our society where access to funds is practically impossible without having befitting collateral, the government should enact laws that will help potential entrepreneurs access sufficient funds with affordable collateral such as guarantors and with low or no interest rates because the result of the findings has shown that one of the major obstacles to the growth of small business enterprises is lack of access to fund to kickstart and to expand the enterprise.

## 4. CONCLUSION

The result of the investigation established that the majority of respondents either agreed or strongly agreed that the involvement of social entrepreneurship development programme providers has contributed to the growth of small business enterprises in Ilorin. It was also concluded in the study that the level of provision of various programmes for the entrepreneurs determines the rate of growth of the small business enterprises in Ilorin.



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