

## Demographic Variables and Entrepreneurial Intention for Sustainable Enterprise Development among Undergraduate Students in Lagos State, Nigeria

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**Abstract :** This study examined impact of demographic variables on entrepreneurial intention for sustainable enterprise development, while focusing on selected undergraduate students in Lagos state, Nigeria. Researchers globally have attempted to explore the factors that motivate individuals in pursuing entrepreneurial career. However, attention has not been paid to the impact of demographic variables like gender, age and marital status when discussing entrepreneurial intention. Therefore, this study aims at filling this gap in literature. The target population were 8,644 final year students in three selected universities in Lagos state, 882 formed the sample size, of which 807 responded. Data was collected and analysed with well-structured questionnaire and multiple linear regression respectively. Result of the analysis revealed that gender and marital status significantly impact entrepreneurial intention while age did not significantly impact entrepreneurial intention ( $R^2 = 0.29$ ,  $Adj R^2 = 0.26$ ,  $p = 0.000 < 0.05$ ). Hence, the study recommends the need to encourage both male and female (married or unmarried) students to pursue entrepreneurial career on graduation. Consequently, entrepreneurship education is imperative for sustainable enterprise development.

**Keywords:** Demographic variables, Enterprise development, Entrepreneurship education, Entrepreneurial intention.

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### I. Introduction

In recent times, acquisition of entrepreneurial skill has been widely accepted as a viable key capable of unlocking economic potentials of a nation. Entrepreneurship supports innovation, improves standard of living and enhances capacity building of nations by means of transferring knowledge to grow and develop small businesses which promotes economic growth and development (Kelly, Singer & Herrington, 2016; Muhammad, Aliyu & Ahmed, 2015). In addition, entrepreneurship helps in creating jobs for the teeming population with a view to reducing unemployment rate (Abdullah, Annum, Mohsin & Asma, 2010).

Attributable to this positive impact of entrepreneurship, government of many developing countries including Nigeria have paid more attention towards development of entrepreneurship. Nigeria, over the years have had to contend with problems of unemployment among school leavers (Hassan, 2013; Ogunyomi & Oginni, 2013), which has resulted to series of social and economic crisis (Akanbi, 2013). In attempt to combat these challenges of youth unemployment, the government introduced entrepreneurship education into Nigerian University's curriculum and as a prerequisite for graduation (Akhuemonkhan, Raimi & Sofoluwe, 2013; Akuegwu & Udida, 2008). The course is expected to equip prospective graduates with needed skills for self-empowerment, capable of increasing production of goods and services needed for output expansion in a country. (Akpan, Effiong & Ele, 2012; Arogundade, 2011).

Despite the inclusion of entrepreneurship training into University curriculum, many graduates are not willing to be entrepreneurs after school (Bambale & Shika, 2016), it therefore suggests that, acquisition of entrepreneurial skill is necessary, but not a sufficient condition for being an entrepreneur, hence, intention to practice entrepreneurship is also very key (Krueger, Reilly & Carsrud, 2000). Thus, it becomes necessary to find out factors that affect entrepreneurial intention among Nigerian graduates.

### **1.1 Statement of the problem**

The crucial step towards predicting and developing sustainable enterprises is to know the factors that influence entrepreneurial intention. While some researchers established a relationship between personal traits and entrepreneurial intention (Khuong & An 2016; Liang, Chia, & Liang, 2015; Ramoni, 2016; Yusuf & Kamil, 2015), others showed the influence of social norms and role model on entrepreneurial intention Aktar (2015); Ambad & Damit, 2016; Kunday, 2014; Sata, 2013). However, there are still limited studies on how demographic factors determine entrepreneurship intention to unveil and promote new businesses among Nigerian undergraduates, therefore, this paper focuses on the effect of demographic factors (age, gender and Marital statuses) on entrepreneurial intention for sustainable enterprise development among prospective university graduates in Lagos State, Nigeria.

## **II. Literature Review**

### **Conceptual Framework**

Nimalathan and Achchuthan (2013) define demographic variables as personal characteristics that are used to collect and evaluate information about people which includes age, sex, level of education, marital status, occupation, religion, marriage age and family size. The study by Ismail, Khalid, Othman, Jusoff, Rahman, Kassim and Zain (2009); Gurel, Altinay and Daniele (2010) reveal that demographic variables like age, sex, education and work experience are the major demographic factors that affect entrepreneurship practice. For this study, emphasis is on age, gender and marital status. Age is the length of time during which a person has lived, it denotes the period of a man's life but much more than that, Sanderson and Scherbov (2013), suggest that age has to do with characteristics such as life expectancy, health, cognitive function, disability rates and other measures which can be used by researcher for better understanding of the aging societies. According to American Psychological Association and National Association of School Psychologists (2015), gender is the differences between male and female which is based on biological sex, as well as the roles and expectations of the male and female in the family and the society. Aaijaz and Ibrahim (2013), state that marital status is the condition of being married or not married which are mostly used for official purposes, it can also be said to be the current status of individual with respect to marriage law and custom of a country.

### **Entrepreneurial Intention**

According to Saeed, Yousafzai, Yani-De-Soriano and Muffatto (2015), entrepreneurial intention is the degree at which people are willing, motivated, interested in performing a desired behaviour. It is the intent to implement an entrepreneurial activity (Kiiru Iravo & Kamau (2015). Tshikovhi and Shambare (2015), define entrepreneurial intention as the ability and willingness to start and run a business venture successfully. Entrepreneurship intention can also be described as a conscious state of mind that directs a person's desire to establish a new enterprise or create new core value in an existing organization (Obschonka, Silbereisen & Schmitt-Rodermund, 2010).

### **Theoretical Foundation and Conceptual Model**

This study is anchored on Theory of Planned Behaviour (TPB) by Ajzen (1991). Theory of planned behaviour (TPB) is a popular theory that aims at predicting and explaining why some people behave in certain ways and how intentions can predict actual behavior (Ayuo & Kubasu, 2014). Ajzen (1991), presents three antecedences of intentions: First is Attitude Toward Behaviour (ATB) which helps to appraise behaviour to ascertain if it is favourable or unfavourable attitude towards the achievement of a desired behaviour, that is, it reflects individuals' desirability and assessment of initiating a new business (Ajzen, 1991). Second determinant is the Subjective Norm, (SN), which is the social pressure to perform a particular behaviour. It has to do with an individual giving prominence to the perceptions and beliefs of other people who are important to him to influence the desire in carrying out specific behaviour (Saeed et al., 2015). Third element is Perceived Behaviour Control (PBC) which reflects individual's perception of their personal ability to start a new business successfully (Ajzen, 1991), it refers to the perception of the ease or difficulty of becoming an entrepreneur or perform entrepreneurial behaviour (Baron, 2004; Maes, Leroy & Sels, 2014).

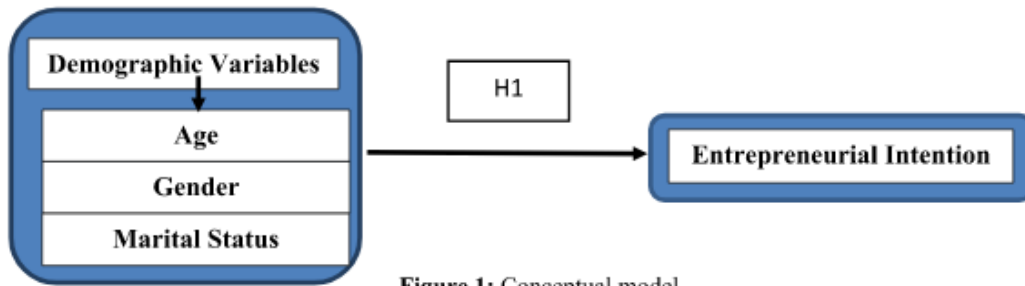


Figure 1: Conceptual model

**Hypothesis Development**

Studies have shown that demographic variables are predictors of students’ intention to take up entrepreneurial activities (Katundu & Gabagambi, 2014; Peter & Munyithya, 2015; Ramoni, 2016; Santos, Roomi & Linan, 2016; Singh, 2014). On the contrary, demographic variables do not have influence on graduates’ intention about entrepreneurship career. (Ayodele, 2013; Ghazali, Ibrahim & Zainol, 2013; Marksman, Balkin & Baron, 2002). Surprisingly, age has been identified to have impacted on entrepreneurial intention (Levesque & Minniti, 2006; Singh, 2014). Furthermore, it has been argued that male graduates show more willingness than female graduates to own personal business upon graduation (Achterhager & Welter, 2007; Friedmanard & Tribunella, 2009; Ramoni, 2016), however, the study by Santos, Roomi and Linan (2016) show that the formation of entrepreneurial intentions is similar for men and women, while the study by Katundu and Gabagambi (2014) establish that males and married graduates have stronger desire of becoming entrepreneurs than females and singles. Therefore, based on the above argument, it is hypothesized that demographic variables (age, gender, marital status) do not have significant effect on entrepreneurial intention for sustainable enterprise development among university students in Lagos State.

H<sub>01</sub>: Demographic variables do not have significant effects on entrepreneurial intention for sustainable enterprise development among university students in Lagos State.

**III. Methodology**

A descriptive survey research design was used to collect data from the participants on the variables of the study. Purposive sampling technique was adopted for the selection of eight hundred and eighty-two (882) sample size from the total population of eight thousand six hundred and forty-four (8,644) final year students in three selected universities in Lagos State. The three universities selected are University of Lagos (Federal), Lagos State University (State) and Caleb University (Private). The sample size was derived using Krejcie and Morgan’s table. A self-developed questionnaire was self-administered to 882 respondents but only 807 were deemed usable. To ascertain the validity of the instrument, content and construct validity were adopted which was established through exploratory factor analysis using principal component extraction method and average variance explained for all the major constructs. The reliability of the study was determined through the interpretation of Cronbach’s alpha which helped to show how well the items of the questionnaire were positively correlated to each other and the accepted value of 0.7 was used as a cut-off of reliability.

Model Specification is:

$$Y = f(X)$$

Y = Entrepreneurial Intention

X = Demographic Variables

$$Y = a_0 + \beta_1 X_1 + e_i \text{ ----- (1)}$$

$$EI = a_0 + \beta_1 DV + e_i \text{ ----- (2)}$$

$$EI = a_0 + \beta_1 A + \beta_1 G + \beta_1 M + e_i \text{ ----- (3)}$$

Where: Y = Entrepreneurial Intention (EI), X = Demographic variables (DV), A = Age of students, G = Gender of students, M = Marital status of students

**IV. Results and Discussion**

**Table 1:** Distribution of the Respondents Demographic Information

Demographic Information		Population of Respondents	
Variable	Information	Frequency (N)	Percentage (%)
Gender	Male	298	36.9
	Female	509	63.1
Age	19 - 25 years	742	91.9
	26- 30 years	62	7.7
	31- 35 years	3	0.4

	36- 40 years	-	-
	41-45 years	-	-
	46 -50 years	-	-
Marital Status	Single	770	95.4
	Married	32	4.0
	Divorced	5	0.6
	Others	-	-

Source: Field Survey, 2017

The demographic data of the respondents by age shows that 742 (91.9%) of the respondents are in the age group of 19 – 25 years, 62 (7.7%) are in the age group of 26-30 years, 3 (0.4%) are between the ages of 31-35, none of the respondents fall in the age categories of 36 -50 years. The age that participated more in the survey falls between 19 - 25 years which implies that the age bracket of final year students in the three Universities is between 19years and 25 years. For gender, the study reveals that 298 (36.9%) of respondents are male, while 509 (63.1%) are female. It implies female students are than male students in the three selected universities in Lagos State. By marital status shows that 770 (95.4%) of the respondent surveyed are single, while 32 (4.02%) surveyed are married, and 5 (0.6%) are divorced, by implication most respondents are singles.

**Table 2:** Multiple Linear Regression Analysis between Demographic Variables and Entrepreneurial Intention

2 (a): Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.171 <sup>a</sup>	.029	.026	7.165

a. Predictors: (Constant), Age of students, Gender and Marital Status

2 (b): ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1246.302	3	415.434	8.087	.000 <sup>b</sup>
	Residual	41250.085	803	51.370		
	Total	42496.387	806			

a. Dependent Variable: Entrepreneurial Intention

b. Predictors: (Constant), Age of students, Gender and Marital Status

2 (c): Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	42.809	1.601		26.741	.000
	Gender of students	2.225	.528	.148	4.216	.000 <sup>Sig</sup>
	Age of students	.910	.910	.036	1.000	.318 <sup>NS</sup>
	Marital status of students	2.511	1.075	.086	2.337	.020 <sup>Sig</sup>

a. Dependent Variable: Entrepreneurial Intention

2 (d): Coefficients for gender

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	46.701	.893		52.311	.000
	Gender of students	2.064	.525	.137	3.932	.000 <sup>Sig</sup>

a. Dependent Variable: Entrepreneurial Intention

4.8 (e): Coefficients of marital status

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	49.949	.261		191.723	.000
	Marital status of students	2.272	1.026	.078	2.214	.027 <sup>Sig</sup>

a. Dependent Variable: Entrepreneurial Intention

\*Sig = Significant at 5%, NS = Not Significant at 5%

Source: Field Survey, 2017

## Interpretation and Discussion

Table 2 (a – b) presents the result of the multiply linear regression analysis conducted for the study. The result shows that there is significant effect of demographic variables (gender, age and marital status of students) on entrepreneurial intention which implies that demographic variables contribute significantly to changes in the entrepreneurial intention ( $F_{(3, 803)} = 8.087$ ,  $p = 0.000$  where  $p < 0.05$ ). This indicates that demographic variables of students contribute to predicting entrepreneurial decisions for the establishment and sustainability of entrepreneurial activities. This result is consistent with the findings of Da Costa and Mares (2016), Friedmanard and Tribunella (2009), Katundu and Gabagambi (2014), Kristiansen and Indarti (2004), Peter and Muniyithya (2015), Ramoni (2016), Samuel, Ernest and Awuah (2013) and Santos, Roomi and Linan (2016).

Table 2 (c - e) shows the best predictor of entrepreneurial intention among the demographic variables. Table 2 (c) reveals that gender of students and marital status significantly predict entrepreneurial intention but age of students is statistically not significant to entrepreneurial intention ( $\beta_1 = 0.910$ ,  $p = 0.318$ ,  $> 0.05$ ;  $\beta_2 = 2.225GN$ ,  $p = 0.000$ ,  $< 0.05$ ;  $\beta_3 = 2.511MS$ ,  $p = 0.020$ ,  $< 0.05$ ), which corroborate with the study by Umukoro and Okurame (2017). Furthermore, Table 2 (d) analyzes the best predictor of entrepreneurial intention between gender and marital status and the result shows  $t = 3.932$ ,  $p = 0.000$ , which indicates that both female and males' students make statistically significant contribution to entrepreneurial intention, but female students have higher entrepreneurial intention than males. This implies that female students are more ambitious in starting their own business than their male counterparts. This result contradicted sharply with the finding of Da Costa and Mares (2016), Katundu and Gabagambi (2014) and Santos, et al. (2016), who predict that male students exhibit higher entrepreneurial intention than female students. For Table 2 (e), the result of the t-test ( $t = 191.723$ ,  $p = 0.027$ ) indicates that even though both single and married students significantly contribute to entrepreneurial intention, married students makes statistical contribution than single students, this implies that the married students have greater desire and willingness to own and run their business after graduation than singles. This might be due to the facts that married people have greater responsibilities than the singles and as such cannot afford to be failures. This result agrees with the finding of Katundu and Gabagambi (2014); Peter and Muniyithya (2015); Tamizharasi and Panchanatham (2010). In addition, this study reveals the coefficient results of age and entrepreneurial intention at  $\beta_1 = 0.910$ ,  $p = 0.318$ ,  $> 0.05$  (Table 2c), which indicates that age of students does not significantly predict entrepreneurial intention. This implies that the age of the students either young or old does not determine the intention of becoming entrepreneurs, this supports the findings of Ayodele (2013), Hatak, Harms and Fink (2015), Yaghmaei and Ghasemi (2015) but contradict the findings of Samuel, Ernest and Awuah (2013), Singh (2014) and Tran and Tran (2018) who predict that age contributes to the willingness to take up entrepreneurial activities.

## V. Conclusion

The study examines the effect of demographic variables (age, gender and marital status) on entrepreneurial intention for sustainable enterprise development among university students in Lagos State. On the basis of our finding, we came to a conclusion that: First, demographic variables predict entrepreneurial intention of university students. Second, out of the three demographic variables under study, only gender and marital status of the students are statistically significant to entrepreneurial intention. Third, female students have higher entrepreneurial intention than males. Fourth, married students have greater desire and willingness to own and run their business after graduation than singles.

## VI. Recommendations

Despite the increasing interest of female students in entrepreneurial activities, it is important that their male counterpart should as a matter of necessity demonstrate considerable interest in entrepreneurial activities as well, owing to their increasing domestic responsibilities. Finally, it is recommended that both single and married should be adequately motivated and encouraged with a view to owning and running their private businesses.

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