



THE IMPERATIVE OF CULTURE ON LOCATION DECISION OF HOME- BASED ENTERPRISES IN NEIGHBORHOOD OF BAUCHI TOWN, NIGERIA

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Abstract

The imperative of Culture on location decision of home businesses cannot be overemphasized in Nigerian society. Hence it is on this backdrop that the study sought to identify culture variable of location decision of home-based enterprises in Bauchi town neighborhoods. Explorative and questionnaire survey methods were used to obtain data from literatures and interview. The data collected recorded 99% response. Data obtained were analyzed using descriptive and inferential statistics. The descriptive were tables and percentage while inferential statistic was Principal component analysis. The finding revealed that, Bartlett's test of sphericity at .001 significant level by $\chi^2 (153) = 247.128$, indicated $p < .05$, affirmed correlation existed between the factored cultural variables. the Principal component analysis

Introduction

Culture is a multifaceted way of life of people living in a society and it comprises of different elements such as: belief, values, custom, attitudes, religion, language, artefacts, ideas, law, morals, customs, and others (Wintranslation, 2011). The imperative of these culture is hard to see and

determine religion as a key variable at Kaiser-Meyer-Olkin (KMO).05 significance level to be .740 which is greater than KMO .335, this indicated that a major factor of location decision of home-based enterprises

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Cultural influence,
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in the study area is culture. Thus the study recommended that people's religious culture should be factored in formulating physical planning policy regulation to guide the development of informal sector of the urban economy especially home-based enterprises (HBES).

understand if only one takes a cursory glance, but are deep and hidden under the surface, much like an iceberg often influences perceptions on location of home-based enterprises (Akhter & Sumi, 2014). People ignore the implications of cultural elements on business and its distinct relevance on the economic development of home-based enterprises (Shapero, Sokol, 1982; & Shane, 1993). Despite the argument of Griffin and Pustay (1999) that cultural elements determines business location decision to an extent. Various studies on culture explicitly put it that ‘culture’ is an antecedent to human thought and behavior (Berry et al, 1992; Triandis, 1994). Shweder, (1990) reported that cultural tradition regulate...the human psyche, resulting ...in ethnic divergence in mind, self, and emotion. This assume that social behavior is a function not only of prior habits but also of self-instruction (intentions) to act in specific ways in particular social situation and such self-instruction are determined by cultural norms about the appropriate behavior, expectation about possible consequence of performing the behavior and its effective reaction.

Location decision of micro businesses in homes competes with living spaces for man. This is because “home” according to Lawrence (1993) in Marsoyo (2012), evoke wide range of divergent views reflective of multidimensional nature. This means that they are not only complex and elusive but it vary from person to person, ethnic social groups, and across religious cultures on a complex line and boundary of reproduction and production activities Boris (1988) in (Smit and Donaldson 2011). Some people considers home-based enterprises activities (HBEs) as a threat contributing to the decay and degradation of family units and moral values. For instance HBE such as selling of alcohol and brothels at home and around the home are highly risky, because when people get drunk they fight using bottles or other dangerous weapons as well as use of abusive language as result of drunkenness which has the tendency to corrupt children’s behaviour in every society (Nguluma & Kachenje, 2015). On the other hand, Ofosuhene (2005) reported that some people are regarding HBEs in homes as a way in which some families augment their incomes. Implying that home could provide protection for domestic business activities and where such protection is sought, it’s physically distinguishes the public and private spheres of live, expressed in various forms. Smit and Donaldson (2011), refer HBEs as a business operating from a house that also serves as residence. Lawanson and Olarenwaju (2012) define HBEs as income generating activities which take place within a dwelling and their broader physical context. Egbu, Kalu and Eze (2016) highlighted that Lawanson and Olarenwaju

(2012) assertion imply that the arrangement of spaces that is involved in the activities of HBEs include, the dwelling (house), the courtyard, the street (immediate to the given house) as well as the available spaces in the broader neighborhoods.

According to Akhter and Sumi (2014), cultural environment in broad terms consists of the social and the culture of people, and both affect people's behavior, relationship, perception, their survival and existence. Cultural environmental elements, conditions and influences personality of an individual and potentially affect disposition, behavior, decisions and activities and are shared and transmitted from generation to generation within society (Bennett and Kassarian, 1972; Adeleke et.al, 2003). Entrepreneurial culture is "a set of values, beliefs and attitudes commonly held in society which support the notion that an entrepreneurial life system is desirable, and in turn, strongly support the search for effective entrepreneurial (Gibb, 1996). The religion however, embedded in the culture determines person's basic values which in turn affect entrepreneurship and creates attitudes and values among people which are effective on their consumption and purchasing patterns (Ajekwe, 2017). Dominant cultural attitudes, values and beliefs of a population at one particular point in time result to particular common mind set relative to the degree to which entrepreneurship is supported by the society (Gilder, 1971). Home-based enterprises (HBEs) in the urban fabric neighborhoods are often seen in physical planning perspective as undesirable because it conflicts with the goal of planning zoning ordinance (Rukmana 2015). Nevertheless, it is difficult to ignore its contributions that have been part of the cultural traditional economic system of running micro business at homes and the role it is playing in the socio-economic development of the people (Ezeadichie, 2013; Lawson and Olarenwaju, 2013; Adekun, and Ibem , 2013; Rukmana, 2015).

The entrepreneurs, and the enterprises activities do not exist in vacuum but in a specific cultural environment (Nieto, 1999). location decision of these enterprise are necessary but the shared process is not easy in a diverse, and pluralistic setting where differences occur in race, gender, sexual orientation, shared belief and ethnic composition every variable is awarded pride of place or position (Nieto, 1999). Culture being a concept rooted in anthropology and sociology it is a key term in explaining the existence and nature of social order (Aluko, 2003). Cotgrove (1978) defined culture as the shared norms and values of social system which are important. Hofstede (1991) refers it as...the collective programming of the mind

that distinguishes the members of a group from another. Nieto (1999) sees 'culture' as ... the ever-changing values, tradition, social and political relationship, created, shared and transformed by a group of people bound together by a combination of factors that include a common history, geographic location, language, social class and religion. This is characterized as dynamic; multifaceted. Goodenough (1957) in Wardhaugh, (2002) reported that a society's culture is made up of whatever one has to know or believe in order to operate in a manner acceptable to its members. Stern (2009) views society's culture in three perspectives: the basic needs of the individual, the instrumental needs of the society, and the symbolic and integrative needs of both the individual and the society. This is somewhat of more interactive design as a response to need and believes of individual and the society.

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Literature review

Impact of Culture on Entrepreneurship Development

Pedagogy of factors have been used to explain the impact of culture on entrepreneurial location (Akhter & Sumi, 2014). Although it is established that there is no single distinct factor of location, rather combination of various factors (Czohara, Melkers & Dagawa, 2004). Cultural religious in Nigeria is a known fact that it encourages hard work toward commercial activities but strictly prohibits and discourages certain businesses example alcohol, gambling and other related businesses operating in the societies, creating obstacles in the development of the business ideas. This space "society" is however, a social system that is wide and multidimensional (Aluko, 2003), and it varies from one society to society. In recognition of this fact that culture varies from one society to another, George and Jones (1996) in Aluko (2003) came up with the concept of 'National Culture'.

According to them, a “national culture” is the particular set of economic, political and social values that exist in a particular society characterizing the way people therein live and work.

In examining this fact, Aluko, (2003) reported that sociologically, “Nigeria does not have a ‘national culture’ similar to what is obtainable in the Western world”. This is because Nigeria is made up of over three hundred ethnic groups and (Nnoli, 1980) reported that one cannot expect a multicultural, multiethnic, multi-religious and pluralistic nation like Nigeria to have a homogeneous culture that will promote entrepreneurship the same way. In recognition of this diversity, the three dominant ethnic groups, Ibo, Hausa and Yoruba, often used as the major ethnic groups, Hausa culture is however, peculiar in the structure of entrepreneurships because it places a high premium on deference to authority, loyalty, obedience and sensitivity to the interests, opinions, views and demands of one’s superiors and are not given to querying authority except on matters concerning their religion (Aluko, 2003). In view of these characterization disposition, the cultural environmental elements that include beliefs, values, attitudes, habits, forms of behavior and life styles of persons as developed from cultural, religious, educational and social conditioning, (Bennett and Kassarian, 1972; Adeleke et.al, 2003)., shapes the personality of the individual entrepreneur to an extent, it has potential effect to his attitude, disposition, behavior, decisions and activities (Akhter and Sumi 2014).

Cultural environment, in relation to entrepreneurship, can be seen consisting of all the elements of the social system and culture of people which positively or negatively affect and influence entrepreneurial emergence, behavior and performance, and entrepreneurship development in general (Akhter and Sumi 2014). All these elements which condition the values, thinking and action of an individual with respect to entrepreneurship comprise the social-cultural environment of entrepreneurship. Thus, culture, as distinct from political, social, technological or economic contexts, has relevance for economic behavior and entrepreneurship (Shane, 1993; Shapero and Sokol, 1982). Several studies have stressed the influence of cultural factors on entrepreneurship from different perspectives. For instance, when an individual creates a business in a specific cultural environment, this business reflects that cultural environment, for example characteristics such as strategic orientation and growth expectations for the business. Scholars view culture as fragmented by institutional orders which may or may not align with national culture (Busenitz et al., 2000; DiMaggio, 1997).

According to this view, the major domains of life and how they affect entrepreneurial behavior are conceptualized and measured within the context of distinct cultural institutional orders.

Theoretical Concept of Location Decision

Various theories have been used to explain location decision however, theory of economic geography developed by Pred 1967 postulated that location decision of economic activities on space is fundamentally based on geographical theory of site and situation (Rodrique, 2017). The site and situation explain and predict locational logic and the behavioral considerations. This “behavioral considerations” involve many factors (Rodrique, 2017). For instance, Ubogu et al. (2011) in their study determinants of location decisions of informal sector entrepreneurs in urban Zaria, found out that, entrepreneurs locate their activities on the basis of sub-optimal behavior as well as personal factors with peculiarity that vary from one environment to another. Similarly, Ogbu (1998) reported that, personal factors are the imperative in explaining actual location decisions of enterprises.

Pellenberg, Van-Wissen and Van-Dijk (n.d) in their study of firm locational adjustment: state of the art and research prospects in Groningen Netherlands, reported that location decision factors are: change in market; preference of consumers; environmental regulations and technological progress.

Srabani (2011) in a study redefining “enterprising selves” exploring the negotiation of south Asian immigrants women working as home-based enclave entrepreneurs in Ontario, Toronto. Found out that their location decisions are based on two processes. On one hand, there is neoliberal hegemonic discourse of “enterprising self” that encourage individual to become productive, self-responsible, citizen-subjects without depending on state help or welfare to succeed in the labor markets that systematically devalues the previous education and skills of non-indigene immigrants and pushes them towards jobs that are low-paid, temporary and precarious in nature.

Rogier (2015) in a study exploring the location decision of pop-up fashion retailers in Amsterdam, found out that the location decisions of pop-up fashion retailers are inevitably led by sub-optimal behaviors. Similarly, marthinus (2000) in his study, residential-based business as an alternative location decision for small micro, medium and small enterprises (SMMEs) in Pretoria, South Africa, found out

that location decisions are based on three factors these include: growth and expansion, cost and personal advantages.

Pratt (2008) in a study titled: Revisioning the home-based business: an exploratory model of home based location choice in the United States of America found out that the location decisions of the home-based business are distillation of sub-optimal behaviors and personal factors the led priority goals that the individual entrepreneurs uses together with his perception of prevailing markets opportunities.

Declan et al. (2015) in their study on the role of personal factors in location decisions of soft-ware start-up firms in Dublin city, Ireland, found out that the business location decisions are based on personal factors as well as sub-optimal factors. While Al-attar (2015) in a study of IRADA: its impact on the development and enhancing the legitimacy of home-based business in key poverty areas in Jordan found out that location decisions of HBBs is based on gender and ethnic culture the distinct view of appropriate trade and its acceptance in local society.

Location decisions appear to be based on well-defined criteria, the “behavioral approach” however, the decision makers (e.g. a corporation or an individual entrepreneur) are not entirely rational (Pred 1967; Lund 1967; Lund 1969). This inability to be fully rational is based on two criteria. The availability of locational information, since all suitable information required to make an optimal decision may not be fully available or expensive and time consuming to acquire. The second is the ability to use the information on hand to make a locational decision. These are the reasons why many locational recommendations are based on socioeconomic context of a region.

In considering the complexity of behavioral factors in locational decisions, Pred (1967) developed a representation based upon a behavioral matrix where one axis represented the available information and the other the capacity to use it. This construct takes into consideration that even if a lot of information may be available, this information may not be necessarily used properly or could even be analyzed incorrectly. Reason, some decision makers are thus better than others. This representation assumes that most locational decision are not optimal, but acceptable, that is profitable. A profitable location is within a spatial margin of profitability, which is simply a set of locations (often conterminous) where the incomes derived from an activity are superior to the incurred costs of that location (rent, labor, etc.) adopted in Rodrique (2016). Pred's behavioral matrix is almost impossible to apply to the real world, it underlines the possibility of sub-optimal

locational decisions, which is a good reflection of a complex reality. Uncertainty is implicitly assumed because the decision maker is not certain that a locational choice would be profitable (within the spatial margins of profitability) until the choice has been made and figures about income and expenses become available. Even if all the necessary information was at hand, it is not guaranteed that the chosen location will be profitable.

Methodology

The study population were the home-based entrepreneurs. Their activities were categorized into three (3) retails, manufacturing or processing and service. The study adopted mixed research method. Thus, both qualitative and quantitative data was collected through review of literatures, and questionnaire survey. The survey was done by the delineation of Bauchi town into clusters of Low, Medium, and High density zones. The cluster zones were further delineated into 12 cluster unites based on circulation within the neighborhoods namely; Old GRA, New GRA, Fadama-mada, Yelwa, Dan,iya, Makama Ibrahim-bako, Nassarawa, Dankade, Dawaki, Dan’amar and Hardo. Saifudden (2009) asserted that sampling in more than one stage is described as multi-stage sampling. This was done with a view that each sample population have an equal, or at least, a known, chance (probability) of being selected (De Vaus, 1991) in drawing 381 HBEs entrepreneurs’ the target population in the neighborhoods as the sample size. The sampling technique used for drawing the samples was snowballing and simple random techniques. The snowball was to cover for those operating in homes while simple random sampling technique was used for drawing those outside the homes. 99% of the data collected was analyzed using both descriptive statistics of tables and percentage distribution and inferential statistics, standard deviation and principal component factor analysis was used using Statistical Package for Social Sciences (SPSS).

Results and Discussion

Socio-Demographic Structure of the Respondents

The socio demographic data of gender of the respondents in the study area, revealed that female gender 58% while male counterpart 48% (see table 1). This is affirmation to the various studies claimed. Meaning women tend to consider HBE because of their family responsibilities. Probably men tend to have other employment outside the HBEs compared with women. Evidence in the literature

supports these claims (Gurstein, 1996; Nanaimo CEDO, 1995; Horvath, 1986). While the ages of the respondents revealed that most of the respondents are within the working ages of 18 to 48 years, making up over 80% of the population (see table 1). This implies that HBEs are now becoming more attractive to people below 50 years of age or “an option for people who would not have considered it in the past (Standen, 2000).

Heck, *et al.* (1995) contended that educational status of HBE entrepreneurs’ influences their choice of the occupation. In affirmation to this disposition, 74% of the respondents have up to secondary education and 26% have tertiary education (see table 1). However, according to UNESCO standards recognizes anyone with at least secondary education as relatively being literate. Implying that the respondents are literates with above 70% having minimum of primary school and above education.

Gurstein (1995) observed that working at home is strongly related to the ability to control time and space especially to married men and women. Implying men regarded Home-based work as an opportunity to control their work and daily schedule, while women perceived it as an opportunity to maintain family responsibilities. In affirmation to the disposition, the result revealed that, 79% of the respondents are married men and women skewing to the fact that that married men want to control time and space and women see it as an opportunity to maintain family responsibilities (see table 1).

The result of modal monthly income of the respondents revealed that majority earn ≤ N30,000. This accounts to 78% of respondents. With 38% of the respondents earn less than N18,000 average national monthly minimum wage while 40% earn between N19,000 – N30,000 national minimum wage see table 1. Implying that, these set of people earning below national minimum wage automatically fall under the absolute poor category.

Table 1. Socio-demographic Profile of the Respondents

S/N	Characteristics	Variables	N = 365	Percentage
1	Gender	Male	152	42 %
		Female	213	58 %
2	Age	18 – 28yrs	57	16 %
		29 – 38yrs	141	39 %
		39 – 48yrs	114	31 %
		49 – 58yrs	46	13 %

		59 & above	7	2 %
3	Education	None literate	47	13 %
		Vocational education	41	11 %
		Primary education	68	18 %
		Secondary education	115	32 %
		Tertiary education	94	26 %
4	Ethnic composition	Hausa/Fulani	168	46 %
		Sayawa	91	25 %
		Yoruba	44	12 %
		Igbo	29	8 %
		Others	33	9 %
5	Marital status	Single	54	15 %
		Married	284	79 %
		Divorced	11	3 %
		Widow/widower	13	4 %
6	Family size	Bachelor/spencers	62	17 %
		2 persons	226	62 %
		2-8 persons	55	15 %
		9-15 persons	18	5 %
		16-22 persons	4	1 %
7	Average monthly income	≤ ₦ 18,000	140	38 %
		₦19,000- ₦30,000	145	40 %
		₦31,000- ₦40,000	43	12 %
		₦41,000 – 50,000	25	7 %
		₦51,000 & above	12	3 %

Sources: Author (2018)

Note = N is numbers of samples

Determinants of Home-Based Location Decision in Bauchi Town

Various studies on determinants of HBEs location decisions, revealed that there are diverse variables determining location choices (Czohara, Melkers & Dagawa, 2004). In affirmation to this study in Bauchi town, the result revealed that the first (1st) 10 variable of location decision in Bauchi are based on subjective factor of culture (see table 2). This is in affirmation to Galbraith and De Noble (1988) with average mean value of the factors ranged between 4.64 – 3.72 and their respective

standard deviation between 0.625 – 0.944 respectively (see table 2) indicative of culture of local conditions in Bauchi to be a very strong variable that influences the respondent’s perception and decision.

The Determinants of HBEs Location Decision in Bauchi Town

S/N	Determinants variables	Mean	SD	Ranks
1	Religion orientation on family & children	3.81	0.847	6
2	Religion desires of HBEs at in the area	4.64	0.625	1
3	Level of education attainment	3.91	0.835	5
4	Inherited business	3.72	0.944	10
5	Influence of ethnic composition	4.26	0.661	2
6	Influence of family & friends	3.75	1.009	14
7	Emotional attachment to the area	3.98	0.811	3
8	Attractive culture of HBEs in the area	3.40	1.178	24
9	Demographic need of the HBEs product	3.85	0.935	9
10	Security structure in the area for HBEs	3.81	0.962	11
11	Dwindling family income	3.93	0.821	4
12	None of such HBEs in the area	3.86	0.929	8
13	Available of spaces for HBEs at home	3.48	1.051	17
14	Tax on HBEs in the area	3.62	1.159	23
15	Complimentary businesses	3.29	1.168	21
16	Availability of water & electricity	3.39	1.177	22
17	Accessibility to raw material in area	3.47	1.149	19
18	Inadequate funds to be elsewhere	3.72	1.006	12
19	Cost of rent in the area	3.95	0.906	7
20	Zoning restriction	3.13	1.128	20
21	Consumer’s patronage of the HBEs	3.59	1.021	15
22	Value of the HBEs product	3.61	1.008	13
23	Cheap labour	3.74	1.043	18
24	Reliable transport in the area	3.78	1.035	16

Sources: Author (2018)

Component Factors Analysis of Home-Based Location Decision Variables

Twenty four (24) location decision variables were factored for the, principle component factorial analysis based on interrelationship of economic (Optimal) and subjective (sub-optimal) factors using Likert Scale of 1strongly disagree to 5

strongly agree. The shared variance of the sub-optimal variable were used in defining critical cultural factors of home base enterprise location decision as strongly grounded in the reviewed literatures. These 24 locational variances were factored as the determinants of the respondent location decision factors of home-based enterprise for the principle component analysis (PCA) conducted with oblique rotation (direct oblimin) in affirmation with (Hutcheson & Sofroniou, 1999).

Kaiser–Meyer–Olkin measure (KMO) was used to verify the analysis, with a view to determine the sample inadequacy as indicated in table 3. This is with the view to ensure that value obtained should not to be less than KMO = .335 to be accepted as sample size (Hutcheson & Sofroniou, 1999). Then Bartlett’s test of sphericity at .001 significant level $\chi^2 (153) = 247.128, p < .05$, proved that correlations between the items factored was sufficient and large enough for the PCA analysis. The initial analysis was run to obtain the eigenvalues for each component in the data. The result revealed four components had eigenvalues over Kaiser’s criterion expressed to be above 70%. The Kaiser’s criterion was then used to retain the components in the final analysis to shows the factor loadings after rotations were retained. The items that cluster on the same components suggest that component 1 represents the optimal factors, while component 2, 3, 4 are the share variance relationship of cultural factors measured in the questionnaires and the identified cultural factors which religion is a variable at Kaiser-Meyer-Olkin measure at .01 significance level was .759 greater than KMO =.335 (see table 4). Indicating that religion is a major factor of location decision in the study area. The use of factor analysis here is purely exploratory; it was used only to reveal sub-optimal scales of what the questionnaires measured and to inform the patterns within the data sets.

**Table 3: Kaiser–Meyer–Olkin Measure of Sample Adequacy
KMO and Bartlett’s Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	Approx. Chi Square .335
Barlett’s Test of Sphericity	.717.2
df	153
Sig.	.001

Sources: Author (2018)

Table 4: Principal Component Factor Analysis of Home-Based Enterprises Location Decision Variables in Bauchi Town

Structure Matrix Analysis					Components
	1	2	3	4	
1	Religious culture orientation on family and children				.755
2	Religious culture desires HBEs at home in the areas				.759
3	Level of HBEs entrepreneurs education attainment				.730
4	Inherited business				.556
5	Influence of ethnic composition				.740
6	Influence of family and friends				.677
7	Emotional attachment to the area				.512
8	Attractive culture of HBEs in the area				.436
9	Demographic need of the HBEs product				.462
10	Security structure in the area for HBEs				.709
11	Alternative source of extra income to the family				.729
12	No such type of HBE in the area				.558
13	Availability of spaces for the HBE at home				.458
14	Tax on the HBE in the area				.534
15	Complimentary businesses in the area				.512
16	Availability of water and electricity				.507
17	Accessibility to raw materials in the area				.500
18	Lack of money to rent space elsewhere				.534
19	Cost of rent in the area				.403
20	Zoning restriction in the area				.633
21	Consumer patronage of the HBE in the area				.501
22	Value of the HBE products in the area				.450
23	Cheap labor in the area				.556
24	Reliable transport in the area				.615

Sources: Author (2018)

Conclusion and Recommendation

The study found out that religion have a major influence on location decision of HBEs in Bauchi town. However, there are other significant factors such as: cultural orientation on family and children, influence of family and friends and alternative source of extra income to families. HBEs in Bauchi town is an indicative that it is guided consciously on the religious cultural environment of the state that

conditioned and influenced HBEs operators' mindset that guided and sharpen their mindsets on location of home-based enterprise. Similarly, due to the cultural environment really affect their attitude, disposition, and behavior, as affirmed by (Akhter and Sumi 2014). In examining this fact it was found out that Hausa/Fulani are not given to querying authority except on matters concerning their religion belief. This is in affirmation to the theory, who posits that "factors such as family background and orientation are imbedded in peoples Religion and in fact it impact on entrepreneurship in several ways". For instance, both the major religious culture Islam and Christianity, are known to encourage hard work and commercial activities but strictly prohibits and discourages women in doing certain businesses outside their domain, creating obstacles in the development of some business ideas. This behavior positively or negatively affect and influence HBEs emergence as affirmed by (Czohara, Melkers & Dagawa, 2004). In considering this disposition and in general the peculiarity of cultural environment, it is recommended that it is very necessary to develop physical planning regulation in line with entrepreneur's cultural environment in regulating micro businesses in Bauchi.

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