



Influence of Post Covid-19 Entrepreneurial Motivation on Small and Medium Scale Business Performance in Minna Metropolis

Ibrahim Musa, Hassan Mohammed, Abdulrahman Salihu,
Muhammad Musa Ibrahim,

*Department of Business Management and Information Technology
Minna Institute of Technology and Innovation, Niger State*

Date of Submission: 01-09-2022

Date of Acceptance: 11-09-2022

Abstract

Since the industry is seen as a promising one for investment by both the wealthy and the poor, small businesses have emerged as the backbone of industrialization not only in Nigeria but across the globe. The average resident of any nation receives a first-hand job chance and a steady career lifestyle. The study's goal is to determine how entrepreneurial motivation affects the success of small businesses in Minna, Niger State. A sample of 297 owners of small businesses in the Minna metropolitan served as the study's subject. A self-administered survey and a probability random sample technique were used to collect the data. The statistical program of SPSS version 23 was used to analyze the data utilizing regression and correlation analysis. The findings suggest a strong relationship between entrepreneurial motivation and small business performance in Minna, Niger State. This finding demonstrates the impact of entrepreneurial motivation on business performance and encourages entrepreneurs to be innovative and creative in their commercial endeavors.

Keywords: Covid-19, Entrepreneurial Motivation, Minna, Small Business, Performance

I. Introduction

The Covid-19 pandemic crisis has produced quite negative social, political and economic impacts on a global scale (Shang, Li and Zhang, 2021). Bretschger and Pittel (2020) emphasise the need for adaptation and learning, primarily justified by globalisation, uncertainty and change, where various problems (economic, social and environmental) can be observed. Ratten (2020) states that there have been several changes in society and the world of entrepreneurship,

unfortunately, properly managing a crisis requires companies' prior preparation, and only a few will be prepared for a crisis of the Covid-19 pandemic (Amzat, Aminu, Kolo, Akinyele, Ogundairo and Danjibo, 2020).

The small and medium scale business has been identified as the backbone to a modern world. This might be due to its enormous impact not only on economic development but also to both ordinary and wealthy citizens in the society (Gherghina, Botezatu, Hosszu and Simionescu, 2020). Nevertheless, there are several small and medium scale businesses around the world due to their contribution to the economic development and growth of a nation.

Despite the contributions of small and medium businesses to every economy, small and medium businesses particularly in Nigeria are facing several challenges that hinder their general performance (Erdin and Ozkaya, (2020). These challenges include low capacity and poor entrepreneurial motivation. Barba-sanchez and Atienza-sahuquillo (2012) suggested that, more studies on the performance of small and medium businesses should be carried out. Similarly, empirical evidence shows that no much study is conducted on entrepreneurial motivation in the developing countries especially after advent of Covid-19. Therefore, this research aims to investigate the appropriate motivational success factors to turn around the negative effects of Covid-19 and simultaneously grow the small and medium scale businesses in Minna metropolis.

1.1 Research Hypothesis

This study proposed the following hypothesis:



H₁: There is a significance relationship between entrepreneurial motivation and small business performance in Nigeria.

II. Methodology

The method of data collected was by means of a self-administered questionnaire which was completed by small business owners using simple random sampling selected from the sampling frame of small business owners in Minna metropolis. The sampling frame is a representation of all small businesses in Minna metropolis. Based on the data of the Niger State Internal Revenue Board (2022), there are 1300 registered small and medium scale businesses in Minna metropolis, Krejcie and Morgan (1970) table for sample size determination is employed. A sample of 297 small and medium

scale business owners was administered with the questionnaire, and 275 usable responses were duly completed and returned, giving a response rate of 92.6%. The response rate was considered adequate, which might be related to the researcher's ability to convince the respondents for them to participate in the survey actively.

III. Result and Discussion

Regression analysis was used to test the relationship between entrepreneurial motivation and small business performance (H₁). The regression analysis result in Table 1 indicates that entrepreneurial motivation is significantly related to performance ($\beta = 0.163$, $t = 2.175268$, $P < 0.031$). This finding is in line with the findings of previous studies (Aftan and Hanapi (2018); Rita, (2021).

Table 1: Regression Analysis of Entrepreneurial Motivation

	Beta	t-value	Sig
Entrepreneurial motivation	0.163	2.175	0.031

Sig $p < 0.05$

This study aimed to examine and evaluate the relationship between small business performance in the Minna metropolitan and entrepreneurial motivation. The results of this study suggest that, among small and medium-sized enterprises, entrepreneurial motivation has a positive and substantial link with small business performance.

Despite the fact that there have been several researches on entrepreneurial behaviour, very few of them have been undertaken in Nigeria. This discovery will assist small business owners in stepping up efforts to promote a better knowledge of the importance of their entrepreneurial motivation, strengthening their company's competitive position and better marketing their firm to higher performance.

This will enable small business owners to be more productive and focused, which will help their company thrive in the extremely competitive business market. Small business owners should also be enthusiastic about their products or services, be willing to work hard and put themselves out there, be able to accurately identify the market, and actively pay attention to details.

IV. Conclusion

This study adds to the body of knowledge concerning the relationship between entrepreneurial motivation and small business performance in the

Nigerian context, specifically Minna. The results, however, will help small business owners improve their company performance through strong entrepreneurial motivation. In order for their companies to succeed, small business owners are advised, according to this study, to concentrate on entrepreneurship motivation.

Additionally, there are other issues raised by this study that demand further investigation. First off, because this study was cross-sectional, cause and effect relationships or the significance of changes over time cannot be determined. To make causal inferences, future studies should think about gathering data throughout time. Second, the study also depends on small business owners'. As a result, data often tend to be more optimistic and may not accurately reflect a situation. Future research should examine the outcomes attained by driven entrepreneurs, in addition to examining additional entrepreneurial characteristic variables as entrepreneurial orientation, entrepreneurial abilities, and others.

References

- [1]. Aftan, Y., & Hanapi, M. (2018). The Impact of Entrepreneurial Motivation on Small Business Performance in Iraq. *International Journal of*



- Academic Research in Business and Social Sciences*, 8(1), 401–411.
- [2]. Amzat, J., Aminu, K., Kolo, V. I, Akinyele, A. A., Ogundairo J. A & Danjibo MC (2020). Coronavirus outbreak in Nigeria: Burden and socio-medical response during the first 100 days. *International Journal of Infectious Disease*, 98:218-224. doi: 10.1016/j.ijid.2020.06.067.
- [3]. Barba-Sánchez, V., Atienza-Sahuquillo, C. (2017). Entrepreneurial motivation and self-employment: evidence from expectancy theory. *Int Entrep Manag J* 13, 1097–1115 (2017). <https://doi.org/10.1007/s11365-017-0441-z>.
- [4]. Bretschger, L., Pittel, K. (2020). Twenty Key Challenges in Environmental and Resource Economics. *Environ Resource Econ* 77, 725–750. <https://doi.org/10.1007/s10640-020-00516-y>.
- [5]. Erdin, C, & Ozkaya, G (2020). Contribution of small and medium enterprises to economic development and quality of life in Turkey. *Heliyon*. 3;6(2):e03215. doi: 10.1016/j.heliyon.2020.e03215.
- [6]. Gherghina, Ș. C., Botezatu, M. A., Hosszu, A., & Simionescu, L. N (2020). Small and Medium-Sized Enterprises (SMEs): The Engine of Economic Growth through Investments and Innovation. *Sustainability*, 12(1):347. <https://doi.org/10.3390/su12010347>.
- [7]. Ratten V. (2020). Coronavirus and international business: An entrepreneurial ecosystem perspective. *Thunderbird International Business Review*, 62 (5), 629–634. doi: 10.1002/tie.22161.
- [8]. Rita, S. (2021). Entrepreneurial Motivation and Venture Performance: an Intensive Review. *THE BATUK : A Peer Reviewed Journal of Interdisciplinary Studies*, 7, 1, 49-62.
- [9]. Shang, Y., Li, H., and Zhang, R. (2021). Effects of Pandemic Outbreak on Economies: Evidence from Business History Context. *Frontiers in Public Health* 9:632043. doi: 10.3389/fpubh.2021.632043.