



## EXPOSURE LEVEL AND ENTREPRENEURIAL NETWORKING AMONG PIG FARMERS IN BADAGRY, LAGOS STATE

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### Abstract

The study investigates the relationship between exposure level and entrepreneurial networking among pig farmers in Badagry, Lagos State. Adopting a cross sectional survey research design, utilizing a census sampling technique, the entire population of sixty pig farmers located in Badagry was surveyed. A questionnaire was employed to elicit data from the respondents while correlation and regression analyses were utilized to analyze the data collected. The findings demonstrated that: (i) the exposure level does not in any way affect the entrepreneurial networking of the pig farmers in Badagry ( $p > 0.05$ ;  $p = 0.167$ ); (ii) exposure level is not significantly related to entrepreneurial networking among the pig farmers in Badagry. The study recommends that entrepreneurial networking be given proper attention to ensure stronger relationship among pig farmers which could enhance economic growth via increase in agriculture and gross domestic product (GDP). The study also offers suggestion for future studies.

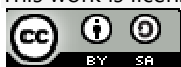
**Keywords:** Exposure Level, Entrepreneurial, Networking, Pig Farmers, Badagry, Lagos.

### Introduction

The phenomenon under investigation here is pig farming or piggery. Not many people seem to be aware of this critical aspect of farming as an emerging enterprise sector in Nigeria. So, such a discourse and insight may be of vital interest to many stakeholders in particular and to the wider Nigerian society and beyond, in general. Directly or indirectly, for the purpose of constructive informed choice making, it might be helpful to study this phenomenon and analyse what pig farming actually meant to people who might develop interest in it sometime in the future. This is important because piggery as an industrial sector in Nigeria appears to be an emerging market and a phenomenon which is relatively new in Nigeria. This is what makes this conversation so critical to many potential readers that they would probably want to have a much deeper insight. It is therefore vital to undertake an in-depth empirical study on this narrow aspect of the subject

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matter, while it is impossible to cover the whole aspects of pig farming in a single research effort of this kind. It is hoped that this insight will be useful to those potential entrepreneurs who may want to engage pig farming in due course.

## Research Problem & Gap

There have been a few studies in this area (Ajala & Adesehinwa, 2007; Obavelu, Ogunmola & Sowande, 2017). However, the scope, sample sizes and location of three studies were isolated and different. Despite the enormous contributions of pigs farming to the Gross Domestic Product (GDP) to the Lagos state in particular and Nigeria in general over these years, there appears to have been a dearth in literature in this area (Adim, Adelaiye & Adubasim, 2018). It is yet to be explored both in practice and academic research more deeply. Only a few studies on entrepreneurial networking is still considered a crucial feature in entrepreneurship research (Chell & Baines (2000) and more recently by Slotte–Kock & Coviello (2010). Consequently, extant literature and relevant data in this specific area of study is similarly scarce. In fact, this gap makes this study imperative, particularly in a developing country such as Nigeria, which relies heavily on agriculture. Thus, the paucity of research in the area of exposure level and entrepreneurial networking has propelled the present study to investigate the relationship between exposure level and entrepreneurial networking among pig farmers in Badagry, Lagos State, Nigeria. It is believed that this would make substantial contributions towards the nascent literature and data in the sector.

Badagry is a Local Government Area in Lagos State, Nigeria; whereas Lagos is the financial, commercial and capital of Nigeria, as well as the most populous city in Nigeria and Africa, with a population of about 21 million (Campbell, 2012; National Bureau of Statistics, 2015) and it became a model city in Nigeria (New York Times, 2014). Between 1914 and 12 December 1991, Lagos was the capital of Nigeria. The capital of Nigeria was moved to Abuja on 12 December, 1992(Ibid). One of the ironies about Lagos is that, whereas it may have the appearance of the most enterprising, bubbling, successful model city in Nigeria, paradoxically, more than 60% of Lagos inhabitants are experiencing extreme poverty, live in slums that lack



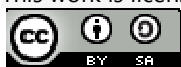


decent sanitation, drinking water, electricity and other essentials that are required for proper welfare and well being of the people, which means that they are living less than about \$1.75-\$2 (US dollars per day)(Ogunseli, 2016; Cunningham, 2020).

### **The Nigerian Economy and Agriculture**

As a former colony of Britain, Nigeria and became independent in October 1960 (Eguruze, 1996; Ake, 1996; Olomola, 2007). Until then, agriculture was the largest source of foreign exchange earnings for Nigeria (FAO, 2020). In fact, Nigeria was self sufficient in food production before the Nigerian Civil war. However, it began to import food thereafter, which is a huge concern(ibid, Nigerian Bureau of Statistics, 2010; Nationsencyclopedia.com, 2021). Unfortunately, agriculture is no longer the leading source of foreign earnings, instead Nigeria now finds itself importing food to sustain its fast growing population (Ibid). In fact, instead, Nigeria is said to have spent N40 trillion on food importation over the past 21 years (Iloani, 2019). Despite these disadvantages, agriculture is still a formidable sector in the Nigerian economy as it provides significant source of livelihood for a greater proportion of Nigerians (FAO, 2020). As at 2010, about 30% of Nigerians were employed in agriculture (Labour Force Statistics, 2010; Nigerian Bureau of Statistics, 2010; Nationsencyclopedia.com, 2021).

Around 70% of the labour force is employed at the agricultural sector, and this is mainly small-size farmers collectively producing over 80% of the country's food, and this proportion of agricultural contribution represents about 30% of the country's economy as at 2010, which was a decrease from 2001 when agriculture contributed about 32% to the GDP (Pasquini & Alexander, 2005; FAO, 2020; Nationencyclopedia.com, 2021). These statistics reflect the fact that there are obvious challenges facing the agricultural sector which needs to be explored further. The major produce of agriculture in Nigeria include coca, groundnuts, rice, cassava, beans, plantain, gum Arabic, yam, kola nuts, rice, rubber, beans, sesame, soybeans, maize or corn, rubber, millet, melon, sorghum, palm kernels, etc. Among these, cocoa in the leading non-oil foreign exchange earners (next to petroleum), while rubber is the next or third largest non-oil foreign exchange earner (Omolola, 2007). As noted from this list of major crops in Nigeria, that

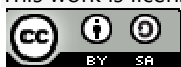




pig farming does not feature and this indicates inherent implications, as it suggests huge potentials, prospects and opportunities for prospective pig farmers who may be interested in joining the sector. This suggests that there may be both challenges and opportunities in relation to pig farming itself which need to be explored further. This is one of the reasons for focusing on pig farming in this study, to help highlight the vital contributions being made by pig farmers towards the nation's economy and the challenges they may be facing.

Apart from being the most populous black country in Africa, Nigeria is also the largest economy in Africa with a Gross Domestic Product, GDP of \$397 billion (2017 figures) in comparison to that of South Africa's \$371 (2017 figures which is the 2<sup>nd</sup> largest economy in the continent (World Bank, 2018; Eguruze, 2019), which are reductions from previous statistics (GDP \$510 billion (2013) figures, Nigeria) as opposed to that of South Africa's \$370 billion (2013 figures). Nigeria is still Africa's leading oil producer and exporter; the world's 12<sup>th</sup> producer of petroleum and has the 10<sup>th</sup> largest petroleum reserves that account for 40% of her GDP, and over 80% of her foreign earnings (World Bank, 2011; Eguruze, 2017:4", 2019: 74).

However, the economy has been in shambles since the discovery of crude oil in the late 1960s (Minai & Lucky, 2012). The economy is based primarily on the petroleum industry as the major source of foreign earnings to the detriment of agriculture. For example, oil accounts for 80% of government's revenue and 90% of foreign exchange earnings (World Bank, 2012; Eguruze, 2017:4; Eguruze, 2019:74). Its decision to rely solely on crude oil is regarded as one of the most provocative policies of the Nigerian government. Even as the government has continued to struggle to revive the economy amidst dwindling oil revenues compounded by unemployment, poverty and insurgency, the fact remains that the government needs to redirect the economy back to agriculture. It means that the current economic situation of Nigeria needs diversification as the only option left for development and growth, including addressing the issue of unemployment and poverty among the populace. It has been observed that no country can totally depend on only one economic sector, especially a country that is blessed with a lot of natural resources like Nigeria (FAO, 2020). This no doubt, has several implications for the Nigerian economy: the more agricultural sector reduces in capacity and scope, the more Nigeria relies on





external supply to meet the country's food requirement . This in turn means loss of self sufficiency in food security, which in turn would have a negative effect in the balance of trade payments. Thus, as previously noted, this research aims to try to save Nigerian economy by highlighting the significant benefits it may derives from this study by critically examining and anlysing the relationship between exposure level and entrepreneurial networking among pig farmers in Badagry, Lagos State.

The several efforts of the government (e.g. the establishment of the Bank of Industry (BOI), Nigeria Agricultural Co-operative and Rural Development Bank (NACRDB) (Chinonye, 2015) to redirect the economy back to agriculture appears to be showing some green lights as many people are now being encouraged to venture into many areas of agriculture such as poultry, piggery, crop planting , plantations ,etc. (ibid). Key to these areas is pig rearing also called piggery or pig farming. Pig farming is a lucrative aspect of farming in Nigeria that can pull cash to your bank account on a daily basis (Ajala & Adesehinwa, 2007; Obavelu, Ogunmola & Sowande, 2017). For example, just one pig can give birth to as much as 12 piglets at a time, making it one of the most reproducing farm animals in the world (ibid). Pig farming has the potential to create value and change the agricultural ecosystem for good. Apart from that, pig farming has the capacity to eradicate unemployment, poverty, mal nutrition and many more (ibid). By raising pigs commercially, one can meet his family's nutritional demands and also earn some extra cash. In recent time, this area of agribusiness is becoming very popular day by day. However, it is yet to be explored both in practice and academic research, as previously stated.

### Literature Review

The theoretical framework of this review constitutes three main aspects: the paucity of the literature on the phenomenon being researched (pigs farming), its linkage with agriculture generally, poverty reduction, unemployment, development, as well as its relationship with exposure level and entrepreneurial networking or social network theory (SNT). This then forms the theoretical framework of this review.





*The Paucity of the literature:* One major issue confronting pig farmers in Nigeria is lack of networking among them. Adim, Adelaiye & Adubasim (2018), observed that entrepreneurs generally lack networking ability or attitude. Among these entrepreneurs are the pig farmers in Badagry, as their poor exposure appears to restrict the expansion of their businesses. In fact, cooperation among them is considered poor and is affecting the popularity of the business. Hence, there is little or no entrepreneurial networking among them. The studies by Chell & Baines, 2000; Slotte-Kock & Coviello (2010) claimed that entrepreneurial networking is considered a crucial feature in entrepreneurship research, however, there appears to be paucity of entrepreneurial networking research in developing countries such as Nigeria. For example, much of the studies appear to be Western based. This may explain the current research context particularly due to cultural differences. Entrepreneurial networking deals with all the relationships or entrepreneurs that are established around them, which are useful in obtaining resources and gaining information such as market strategy and competitors which will in turn enhance entrepreneurs' decision making (Elfring & Hulsink, 2003). Entrepreneurs' networking is not only considered important in the process of business information but also functions to support business growth and development (Elfring *ibid*).

It has also been observed that among all the researches by scholars on entrepreneurial networking, exposure level in relations to entrepreneurial networking appears not to be considered. Apart from that, prior research on level of exposure has provided inconsistent findings. For example, while many believe that prior exposure predicts intention, some argue that level of exposure has nothing to do with intention. Carsrud, Gaglio & Olm (1987) found that existence of role models was not necessarily associated with entrepreneurial intentions, yet, Brockhaus & Horwitz (1986) demonstrated that majority of entrepreneurs have entrepreneurial parents, suggesting that further examination should be conducted, particularly between exposure level and entrepreneurial networking. In line with this, the study proposed a relationship between exposure level and entrepreneurial networking among pig farmers in Badagry, Lagos State, Nigeria.





### **Impact of Agriculture on Poverty reduction, employment and development**

In fact, several studies have shared this insight that boosting the agricultural- industrial sector in Nigeria would be a positive step in relation to how it could impact upon other aspects of development: economic growth, poverty, unemployment, etc. In Uddin & Uddin (2013), they found that supporting the agriculture sector could help tackle the problem of youth unemployment, which in turn could spur economic growth and enhance GDP. It is believed that entrepreneurial networking should be given proper attention and support. More younger people may be attracted to engage in agriculture through exposure to such empirical insights. By contrast, Eguruze, Emeti & Ogriki (2020) in their research paper equally found that boosting entrepreneurial networking could generate further impetus for economic growth and development. In fact, this supports the narrative argues that ensuring strong coordination and better relationship among pig farmers in Badagry would boost their entrepreneurial performance. Further, in India as in other developing nations, the phenomena of applying entrepreneurship skill as a tool for promoting rural development and agriculture was suggested (Patel & Chavdad, 2013; Subaru, 2016) and social entrepreneurship as a tool for making money and change the world was also considered (Ashton, 2011). Indeed, Badagry pig farmers could learn positively from some of these insights. Hence, by so engaging their collective contributions to the economic growth would spur on or motivate others such as new set of entrepreneurs to join the industry. Ultimately, this development could trickle down spring and further enhance or increase agricultural contribution to the GDP.

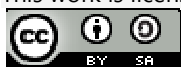
It is also important to note that similar findings were made in several previous studies in which young people and community organizations had advocated similar theory in support of the need for Nigeria to encourage the agricultural sector. The point is that agriculture could add impetus and value to economic growth, which would in turn spur increase in the GDP was emphasized in other recent studies too. In his Doctoral thesis, this study also argues for improving agriculture as a tool for alleviating rural poverty in rural Mozambique (Cunguara, 2011). Similarly, in their previous studies, the emphasis on 'kirigboro' meaning farming as an enterprise, was strongly perceived as a powerful tool for tackling economic growth by young people and community





organizations from the perspective of young people and community organization in rural areas of Bayelsa State (Eguruze, 2016:116, Eguruze, 2017: 131). Additionally, in a subsequent post doctoral study, it was similarly argued that ‘boosting agricultural capacities and capabilities not only alleviate poverty but also increases economic growth in Nigeria from the perspective of NYSC national organizations (Eguruze, 2017; 134; and Eguruze, 2017:153). In fact, in this study, a good degree of interest appears to have been generated based on the narratives/experiences of some of the respondents, who were members of the NYSC . Furthermore, in their studies “Achieving the millennium development goals through fisheries faming in others”, he stressed the need to boost agriculture through fishery farming as means of tackling poverty in Bayelsa State of Nigeria (Kingdom & Alfred-Ockiya, 2009). These various outcomes are in fact limited to their specific geographical areas and therefore, should not be generalized. The argument may however make a powerful persuasive case and be relevant to this current study.

As noted from the above review, although there have been some level of empirical studies previously conducted in pig farming across Nigeria, however, the scope, sample sizes and location of these studies were isolated and different. Ajala & Adesehinwa (2007) in their studies concentrated on exploring the extent to which the efficacy of pig marketing in Kano area in the northern part of Nigeria was feasible and/or viable. In fact, in that study, they found a number of factors that inhibit or impede pig farming: inadequate technological equipment and technical knowhow, poor road and transportation facilities, difficulties in accessing micro finance for the small or medium enterprise (SMEs) size pig farmers, potential cost factors, etc. On the other hand, in Obavelu, Ogunmola & Sowande (2017), they focused their study on the feasibility and/or logistics, including the micro-economics, challenges and opportunities that determine the pig farming phenomenon in Ogun State of Nigeria, which is a location much closer to Lagos. Similarly, in this study, it was found that cost of maintaining livestock, experience, marketing, operational as well as financial constraints were among the major problems. Although there might be differences in the specialized areas of studies, scope, samples sizes and locations, the findings may be persuasive and relevant to this literature and insight. In this current study, the





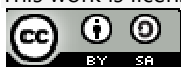


focus is on examining the relationship between exposure level and entrepreneurial networking, which has not been studied in previously as we noted.

### **Relationship between Exposure level and Entrepreneurial Networking**

With regard to how one measures the relationship between exposure level and entrepreneurial networking, Carr & Sequeira (2007) in their study cited a number of crucial factors: previous experience (prior family business exposures), values, attitudes, behaviours, etc. They argued that prior family business exposure was critical and unavoidable as it would have had some impact on intergenerational influence and entrepreneurial intent, such as possible inherent implications relating to potential succession planning. This might be with a view to determining who takes over when the current owners who may be parents are gone. . In addition, the researchers argued that family experiences constitute a powerful socializing influence on the values, attitudes and behaviors people adopt in their lives . They tested the mediating effects of attitudes towards business startup, perceived family support and entrepreneurial self-efficacy (ESE) and intent. Using a sample of 308 individuals, it was found that there is both direct and indirect effects of prior family business exposure on entrepreneurial intent, through the mediation variables of attitudes towards business ownership, perceived family support and ESE. It suffices to say that it is hard to build a successful business, and it's even harder if you are not plugged into a community of people who can become mentors, partners, investors, developers, customers and friends. For example, many entrepreneurs claimed that networking among people is the backbone of their business success. Take for instance, their relationship with various local and international industry experts, companies, CEO's, managing directors, academic institutions, innovators, the media, service providers, government entities, NGO's, etc., has led to a vast support and expertise that our entrepreneurs can directly tap from .. (Flat6Labs, 2018).

To this Baylor University (2007), examined the impact of prior entrepreneurial exposure on perceptions of new venture feasibility and desirability. The study argued that Ajzen-type models assume that prior experiences have the tendency to indirectly predict intentions through attitude (including social norms) and perceived controllability. A similar belief is shared by Shapero

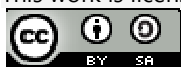




(1975) which claimed that prior exposure to entrepreneurial activity functions indirectly through feasibility and desirability perceptions. Also, McCall, Lombardo & McCauley (1988), reported that past management research suggests that top managers share both breadth and quality of business experiences which assist them to achieve success. Krueger (1993) concurs that early exposure to a family business leads to attitudes and intentions toward entrepreneurship. In this line of argument, Brockhaus & Horwitz (1986) demonstrated that majority of entrepreneurs have entrepreneurial parents, but entrepreneurs' children do not disproportionately become entrepreneurs themselves, suggesting that exposure may not actually affect intention. This is supported by Carsrud, Gaglio & Olm (1987), which found that the existence of role models is not necessarily associated with entrepreneurial intentions.

Slotte-Kock & Coviello (2010), focused on network process rather than issues pertaining to network content, governance and structure. Therefore, the paper takes a critical review on how the entrepreneurship literature interprets and applies the concept of the process to the study of networks with the aim of identifying important areas of future studies in networking. The paper made use of social network theory and research on dyadic interactions in business networks to drive its arguments. Finally it offered a theoretical framework for conceptualizing and studying the various processes associated with network development.

Adim, Adelaiye & Adubasim (2018), examined the relationship between entrepreneurial networking and women entrepreneurs' contribution in the area of generating employment in Rivers State, Nigeria. The study adopted a cross sectional survey design by using simple random method where the target population covered 329 women entrepreneurs in Rivers State, obtained from the 2017 Directory of the Rivers State Ministry of Women Affairs and Rivers State Ministry of Commerce and Industry. Out of the data obtained, only 153 data is usable, with a sample size of 181 determined through Taro Yamen's formula. The study found through Descriptive statistics and Spearman's rank correlation analysis techniques that entrepreneurial networking has a significant relationship with women entrepreneurs to employment, making the study to conclude that entrepreneurial networking bears a positive and significant influence on women entrepreneurs' contribution to employment creation. Although the study touched on the



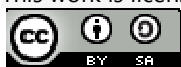


issue of entrepreneurial networking, however, only the female gender was covered ,thereby ignoring the male gender.

A grounded theory approach was adopted by Tarling, Jones & Murphy (2016) to investigate the influence of early exposure to family business experience on developing entrepreneurs. It focused on how those influences actively impacted on the business start-up. Thus, stories, interviews, experiences and insights from the nascent entrepreneurs were employed. The findings provide proof on family role models and contribution to the development of enterprise education pedagogy. It was revealed that individuals attachment to business and family business and values are strongly related to steer and motivate entrepreneurial direction.

Chell & Baines (2000), looked into the methodological difficulties in the networking among the managers in micro- businesses. It argued that networking by owner-managers of small businesses have the potential of enhancing business performance. However, defining the concept of networking among the managers appears problematic. Thus, the major objective of the research was to disentangle some of these difficulties. Based on this, the paper utilises quantitative data from 104 owner-managers and qualitative data from 34 critical incident interviews from a study of micro -businesses to assess the nature and extent of networking activity. It was found that a large number of owner-managers use their trading contacts as sources of useful additional information. For example ,it was noticed that the managers use ‘weak ties’ for theses purposes, such as recruitment, a sparse use of institutional networksand association between networking activity and business performance.

Malebana & Swanepoel (2014) ,related exposure to entrepreneurship education and entrepreneurial self-efficacy, the major aim of the study was to determine whether students with different levels of exposure to entrepreneurship education would perceive their own entrepreneurial self-efficacy differently from those without such exposure, and whether there is a relationship between perceived entrepreneurial self-efficacy and entrepreneurial intent. In this case, questionnaire survey was conducted on 355 final-year commerce students from two South African universities based in rural provinces, namely the Eastern Cape and Limpopo. The





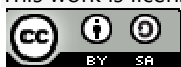
questionnaire data was analysed and using SPSS, it was found that students who had exposure to entrepreneurship education were statistically significantly different from those who had not in terms of the way in which they perceived their own entrepreneurial self-efficacy. Entrepreneurial self-efficacy had a statistically significant relationship with entrepreneurial intent. Although these studies are important and relevant to the present study, however, their focus is quite different from the present study. For example, the present study relates exposure to entrepreneurial networking and intention as prior studies did.

### Social Network Theory (SNT)

Another critical tool that this study adopted towards achieving the research objective is the use of **the social network theory (SNT)**. SNT is an important part of the whole theoretical framework being reviewed in relation to this research. This is because; it is believed that the SNT supports the proposed relationship approach being deployed in this research. In fact, the narrative that networking plays is crucial in exposing or connecting individuals has been widely supported by several scholars (Elfring & Hulsink, 2003; Burt, 2004; Slotte-Kock & Coviello, 2010; Borgatti & Halgin (2011). First, Borgatti & Halgin (2011) ,described SNT as “a set of actors or nodes along with a set of ties of a specified type that link them. The theory emphasizes on the role of social relationships in transmitting information, channeling personal or media influence, and enabling attitudinal or behavioral change. By contrast, Burt (2004), opines that people who stay close to others in a group are more likely to have good ideas, benefit and obtain what they want, because they are exposed to different ways of thinking, and consequently have greater influence. Additionally, Burt (2004) noted that the ideas they obtained from networking are more homogenous within their tie network. Therefore, people who have weak ties and bridge into other networks will have access to more variable options (different ideas and behaviours) from which they synthesize new ideas. Again, as already stated, Borgatti & Halgin (2011) believe that networking plays a crucial role in exposing or connecting individuals. Moreover, while illustrating the **Structural Hole theory** which is also related to SNT, they further explained that if an individual is connected to others who are themselves all inter-connected, it is unlikely that any of these individual will be a party to any novel information not already shared with others

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in the network. However, if an individual is connected to distinct and separated clusters within a network, then that individual will be exposed to non-redundant information not available to others in the network. Similarly, Slotte-Kock & Coviello (2010), also emphasized the importance of social network theory in which they illustrated that it was used to explain the network process in their study. In fact, they noted that their study was informed by social network theory which explains the dyadic interactions in business networks.

In line with the above, Ajzen (1987) and Ajzen & Fishbein (1980) ,claimed that social behaviours are well predicted by certain factors. For example, networking is a social behaviour among the pig farmers and it is assumed in this study to be predicted by exposure level. Thus, theories of action reasoning as well as the theory of planned action are used in this study to support the prediction of exposure level on the entrepreneurial networking. In essence, what these several scholars have concluded through their various studies is that, **SNT** points at prevalence or existence of social ties among the groups for the purpose of connecting and linking them to resources. In fact, it is believed that this review (of literature) has helped people realize the need to create relationships or ties that are established around them. More crucially, this review (of literature) has been useful in highlighting the need for obtaining resources and gaining information such as market strategy and competitors with a view to enhancing entrepreneurs' decision making capabilities and processes. Finally, in the light of the critical outcome of the review above, it could be deduced that entrepreneurs' networking is not only considered important in the process of business information, but also functions to support business growth and the development process (Elfring & Hulsink, 2003). In fact, this finding supports the already existing theory as noted above.

In view of this summary/ conclusion, the study now progresses to the analysis of the hypothesis and methodology stage of the research with the aims of achieving the study objective.

### Hypothesis Development

**H0:** There is no significant relationship between level of exposure and entrepreneurial working among pig farmers in Badagry, Lagos State, Nigeria

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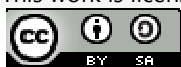


## Research Method

This is a quantitative study (which is a quant-qual approach). To achieve the research objective, this research adopted a cross sectional research design, while a survey questionnaire was utilized, as a quantitative study. This strategy (quant-qual approach) enables the researcher generate a quantitative data, while also obtaining some qualitative data to support the quantitative analysis. This approach was justified by the fastness and easiness of data collection at a particular point in time (Compbell, Machine & Walters, 2007).

A questionnaire survey was deployed to elicit data from the respondents while correlation and regression analyses were utilized to analyse the data collected. Additionally, the use of a census sampling techniques made it possible for the study to have surveyed the entire population of sixty pig farmers all located in Badagry as the sample size. In order words, the use of census sampling approach was appropriate in this research, since all of the population of the study was included in the study. Hence, the sampling is therefore census in nature. Most importantly, a primary data source was used due to the fact that there has been lack of data, which arose from the dearth of literature as previously highlighted in the research problem and gap analysis relating to this study.

As it is a quantitative study, the researcher included a wide ranging likert type scaling. This is to enable the researcher to objectively evaluate and/or measure the opinions, perceptions, attitudes and behaviour of the responses, which allowed the generation of both quantitative and qualitative data, as previously stated. The extent of the likert scaling variables ranged from 1-5 with 1 being the least, while 5 representing the maximum or highest scale as follows: 1 Strongly Disagree; 2 Disagree; 3 Neither disagree nor agree; 4 Agree; 5 Strongly Agree. These variables were needed to bring to operation the following relationship and development Exposure level as prior experiences and family background in business activities while entrepreneurial networking as all the relationships or tie entrepreneurs established around them, which are useful in obtaining resources and gaining information such as market strategy and competitors and then enhance entrepreneurs' decision making.





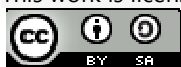
## Data Analysis

The study employed the following analysis techniques such as Descriptive, Validity, Reliability and Correlation with regression analysis which was used to test the hypothesis. Details and explanations of the outcomes are provided in Tables 2.1, 2.2 and 2.3 .

*Descriptive analysis result (Discussions of the Descriptive Data):* The descriptive study result revealed the age, gender, religion and educational background of the respondents. For example, the age characteristic shows that 17 of the respondents fall within the age bracket of 30-35 years, accounting for 28 percent; there are 13 respondents of 46 years and above, representing 21 percent ;while 12 respondents fall within 36-40 years and 41-45 years, accounting for 20 percent . Just only 6 of them accounted for 10 percent. Also, it shows that 45 of them are males, representing 75 percent, while only 15 of them are females, accounting for 25 percent. Their religious backgrounds revealed that 42 of them , representing 70 percent are of the traditional religion, 11 of them accounting for 18.3 percent are Christians, while the rest 7 are Muslims, indicating the religious norms forbidding Muslims from eating pig. The result of the educational qualification shows that a large number of them ,about 22, representing 36.7 percent have Higher National Diploma (HND)/ B.Sc. degree, while 18 of them , representing 30 percent have National Certificate of Education (NCE). Their experiences revealed that many of them have more than 5 to 10 years experience in the business.

Table 2.1

Variables	Frequency	Percentage
<b>AGE:</b>		
LESS THAN 30 YEARS	6	10
30-35YEARS	17	28.3
36-340YEARS	12	20.0
41-45 YEARS	12	20.0
46 YEARS AND ABOVE	13	21.7





## GENDER:

Male	45	75.0
Female	15	25.0

## RELIGION

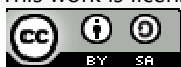
Traditional	7	11.7
Christianity	42	70.0
Islam	11	18.3

## MARITAL STATUS:

SINGLE	8	13.3
MARRIED	52	86.7

## QUALIFICATIONS:

No Formal Education	3	5
Secondary school	4	6.7
NCE/OND	18	30.0
HND/BSc.	22	36.7
Others	13	21.7







## YEARS OF EXPERIENCE:

1-5 YEARS	18	30.0
6-10 YEARS	17	28.3
11-15 YEARS	8	13.3
16 YEARS AND ABOVE	17	28.3
<b>Total</b>	<b>60</b>	<b>100.0</b>

Source: Field Survey

## 4.2 Validity, Reliability and Correlation Analysis (Explanation on Validity, Reliability and Correlation)

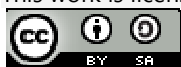
The result for validity of instruments shows that items were valid through the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (KMO) of 0.5 and 0.69 respectively, while the reliability proved that items are reliable through the Cronbach's Alpha Coefficient of 0.60 and 0.81 for both exposure level and entrepreneurial networking respectively. The correlation confirmed that there is insignificant positive correlation between exposure level and entrepreneurial networking at  $r = 0.167$ . It also indicates a low and weak positive correlation between the variables.

**Table 2.2: Validity, Reliability and Correlation Analyses Results**

Variables	KMO	Cronbach alpha	Correlation	
			Exposure Level	Entrepreneurial Networking
Exposure Level	0.530	0.570		
Entrepreneurial Networking	0.689	0.81		

0.167

Correlation is significant at the 0.01 level (2-tailed).





## Hypothesis Testing

This was conducted using the regression analysis technique otherwise called Ordinary Least Square (OLS). This was done to establish the relationship between exposure level and entrepreneurial networking among the pig farmers in Badagry, Lagos State, Nigeria.

Table 2.3: Result of Regression analysis

Variables	R	R Square	Beta	T	F value	Sig. Value
Exposure Level	0.203 <sup>a</sup>	0.041	0.203	1.404	1.971	<b>0.167</b>

a. Dependent Variable: Entrepreneurial Networking

## Interpretation of the Findings

The study focused on how the level of exposure affects the entrepreneurial networking of the Pig Farmers in Badagry, Lagos State, Nigeria. In other words, it investigated the relationship between exposure level and entrepreneurial networking among the Pig Farmers. To that effect, a survey questionnaire data was generated and then analysed, using SPSS. Practically speaking, the finding of the present study provides an interesting result. It shows that exposure level is not statistically and significantly related to entrepreneurial networking among the Pig Farmers. This implies that exposure level does not in any way predict or affect the entrepreneurial networking of the Pig Farmers. Thus, the hypothesis is supported in this respect.

Furthermore, it also suggests that exposure level has no significance impact on entrepreneurial networking of pig farmers. This contradicts similar previous finding by Tarling, Jones & Murphy (2016), which found that exposure level in terms of personal exposure, individual attachment to business and family business value strongly affected developing entrepreneurship. Also, in a previous study, Carr & Sequeira (2007) had found that exposure to prior family business serves as an Intergenerational influence (IG) on entrepreneurial intent, and this influence is mediated through the individual's attitude towards business start-up, their perceived family support, and





entrepreneurial self-efficacy (ESE). The findings equally point to the fact that the Pig farmers appear not to be networking among themselves, meaning that every one of them operates on his own without consultation or contacting their other colleagues. It shows that there is no form of any dyadic interactions among the pig farmers investigated, suggesting that the emphasis on social interactions as stated in social network theory may not be necessary among this group of people. In this view, the study concludes that exposure level is not in any way related to entrepreneurial networking. Hence, exposure level appears immaterial in determining the entrepreneurial networking of the farmers in Badagry.

Ultimately, what is most desirable to all stakeholders to this study: the researchers or author, the pigs farmers themselves, and indeed the country in general, is to ensure positive improvements in food security for consumers in the country. More broadly, the enhancement of the contribution of the agricultural sector for a greater and more robust economic growth and advancement in the overall development of the country is equally important. Crucially, it is believed that improved agricultural production potentials and capabilities may save lives through further creation of employment and poverty reduction. All of these progressive developments measures would help save lives, which is a good cause. In fact, a study that promotes advocacy on food sufficiency or increased food or agricultural productivity is directly or inadvertently is promoting or advocating for poverty reduction in Nigeria, which is a critical social marketing concern and a good cause. This can even alleviate the plight of slum dwellers in Badagry, Lagos. There is a lot of poverty in Lagos and across Nigeria. As the statistics earlier stated, over 60% of Lagosians are living below poverty lines and/or in cumulative poverty (Kingdom and Alfred-Ockiya 2009; Campbell 2012; Ogunlesi2016; Iloani (Daily Trust 2019; Cunningham2020; Food and Agriculture Organisation (FAO) in Nigeria 2020). This is a large number to ignore if Nigeria is to take tackling of poverty seriously. So, as previous scholars of social marketing had often argued from social marketing perspective, saving lives and/or improving the quality of conditions of living is always a win-win for all stakeholders (Eguruze, 2014, 2015, 2016, 2019, 2020, 2021). The author also believe hopefully, that a better food security through increased pig farming would help save lives. Reducing poverty through pigs farming will be a good achievement for





Lagosians and Nigeria. This assertion is supported by a recent research by scholars (Eguruze & Kumari, 2021).

### Limitations and Suggestion for future research

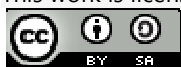
There are several limitations to any study of this nature. However, two key limitations relevant to this study would be highlighted. First, the literacy level of the respondents about the Pig Farmers was a major limitation as many of them found it very difficult to read and interpret the questionnaire and this in a way could affect the finding of this study in terms of generalising the findings. In this case, future study should attempt to design questionnaires using the local language of the respondents for more robust finding.

Second, the sample size is considered small. For example, the sample for this study is just 60. Giving a larger sample size could offer additional robust finding that could be generalized. Future studies should increase the sample size beyond the sample size of this study. Let say, 100 to 200 sample size would be a good one.

### Conclusions

As noted above, the study focused on how the level of exposure affects the entrepreneurial networking of the Pig Farmers in Badagry, Lagos State, Nigeria. Accordingly, the study did carry out a critical examination and analysis of the said relationships between exposure level and entrepreneurial networking among pig farmers as desired.

Similarly, a quantitative data was gathered apparently from all of the 60 farmers that were located in Badagry, the study area. Though still a relatively small sample size comparatively speaking, these were analysed using the appropriate tools such as SPSS as deemed appropriate. Unfortunately, it was found that, there is far less interaction among the pig farmers, which is contrary to people's expectations before the study. Meaning that there is less activities or less networking among the pig farmers. It also means that every pig farmer does things their own way with little or no coordination or networking among themselves. Hence, exposure level appears immaterial in determining the entrepreneurial networking of the farmers in Badagry.





This study was not engaged to identify the reasons for the lack of networking. This study presumes – PESTELC (political, economic, social, technological, legislative/legal, competitive), etc., may be that the samples size are too small to ascertain the various factors or the designing of the questionnaire may be the factor that has led to the ineffectiveness of this study. Hence, a further study might be essential.

However, for whatever reason(s) that might be, the main aim and object of this study – which was to investigate the exposure level and entrepreneurial networking among pig farmers in Badagry, Lagos State has been considerably achieved. However, a further in-depth and expanded study possibly across Nigeria, is highly recommended.

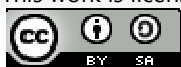
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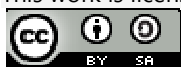


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## Author's Profile

**Dr Lucky Ossai-Igwe Esuh** studied management with an interest in entrepreneurship development and SMEs at the Universiti Utara Malaysia. He has authored several books and scholarly articles in reputable academic journals with contributions in entrepreneurship and SMEs and other areas of management. He has also presented papers in many local and international conferences, seminars and workshops. He was a Senior Lecturer at the Universiti Utara Malaysia, where he teaches entrepreneurship, research methods and management information system. Currently, he is a Senior Lecturer at Crawford University, Igbesa, Ogun State, Nigeria and also the Head of the Department of Administration and Management and the past Deputy Dean of Postgraduate College in the same University.

