

# **Influence of Cultural Values on the Location Decision of Home-Based Enterprises in Bauchi Town, Nigeria**

Haruna Baba Bwala<sup>1</sup>, James Bako Kaltho<sup>2</sup>, Jacob Omega Kalat<sup>3</sup>

Department of Urban and Regional Planning  
Abubakar Tafawa Balewa University Bauchi, Nigeria

Corresponding Author: [hbbwala@atbu.edu.ng](mailto:hbbwala@atbu.edu.ng)

## **Abstract**

The imperative of Cultural values on the location decision of home businesses cannot be overemphasized in Nigerian society. Hence, this study sought after the cultural values that influence the location decision of home-based enterprises in Bauchi town neighborhoods. An explorative and questionnaire survey were used to obtain the data. Descriptive and inferential statistics were used to analyze the data. The finding revealed that, Bartlett's test of sphericity at .001 significant level by  $\chi^2 (153) = 247.128$ , indicated  $p < .05$ , affirms correlation existed between the factored cultural variables. The component analysis reveals that religion culture is one of the major influential factors of location decision in the study area at Kaiser-Meyer-Olkin (KMO) .05 significance level, its value is .740 which is greater than KMO .335. This affirms that a major factor of the location decision of home-based enterprises in the study area is the cultural region belief. Thus this study recommended that people's religion values should be factored in, in formulating physical planning policy regulation to guide the development of the informal sector of an urban economy especially home-based enterprises (HBEs).

**Keywords:** *Cultural value, Home-based enterprises, Location decision,*

## **Introduction**

Culture is a comprehensive way of life for people living in a society, made up of various aspects such as beliefs, values, attitudes, language, artefacts, ideas, legislation, morals and customs (Wintranslation, 2011). The significance of such values is difficult to notice and grasp if only a glance is taken at them, yet they are significant and have an impact on people's opinions of business site decisions (Akhter & Sumi, 2014).

Many people often do overlook such impact on business and their importance in economic success (Shapero, Sokol, 1982; & Shane, 1993). Griffin and Pustay's (1999) asserted, that cultural factors have an influence on corporate site decisions on the location of businesses to some extent.

The location decision of micro businesses in homes competes with living spaces for men. This is because a "home" according to Lawrence (1993) in Marsoyo (2012), evokes a wide range of divergent views reflective of multidimensional nature. Various studie have reported that the decision to locate a business at home is complicated based on several criteria that differ from person to person, ethnic and socioeconomic groups, and religious

cultures on a complicated line border of reproduction and production activities.

According to Boris (1988) in Smit and Donaldson (2011), some home-based enterprise activities (HBEs); are seen as a threat that is contributing to the decay and degradation of family units and moral values. Selling alcohol and brothels in and around the home tends to corrupt people's behaviour in every society (Nguluma & Kachenje, 2015).

However, on the other hand, Ofosuhene (2005) reported that some people are regarding the operation of HBEs generally in and around the homes as a way some families augment their incomes. Home contextually separates the public and private sectors of life, which can be articulated in a variety of ways, meaning that the home can protect domestic business activities when such protection is required. Smit and Donaldson (2011), refer to HBEs as a business that is taking place in homes.

HBEs are defined by Lawanson and Olarenwaju (2012) as income-generating activities that take place within a residence and its surrounding physical environment. According to Egbu, Kalu, and Eze (2016), the arrangement of places involved in the

activities of HBEs includes the dwelling (home), the courtyard, the street (immediately adjacent to the provided house), as well as the available spaces in the broader neighborhoods. According to Akhter and Sumi (2014), cultural environment influences behavior in business.

While entrepreneurial culture is defined as "a combination of values, beliefs, and attitudes held by the general public that support entrepreneurial life system that is desirable and effective" (Gibb, 1996) and religion has an impact on a person's underlying values in entrepreneurship, and the development of attitudes that drive consumption and buying behaviours (Ajekwe, 2017). The prevalent cultural attitudes, values, and beliefs of people have at a given time resulting in a shared understanding of the extent to which society encourages entrepreneurship (Gilder, 1971).

Home-based businesses (HBEs) in metropolitan areas are frequently viewed as undesirable from a physical planning standpoint since they violate planned zoning ordinances (Rukmana 2015). Nonetheless, it is difficult to overlook its contributions as the traditional economic system of microbusiness and its significance in

people's socioeconomic growth (Ezeadichie, 2013; Lawson and Olarenwaju, 2013; Adeokun, and Ibem, 2013; Rukmana, 2015).

Entrepreneurs and their businesses do not live in a vacuum, but rather in a unique cultural setting (Nieto, 1999). These businesses' placement decisions are vital, but the collaborative process is difficult in a varied and pluralistic environment where variances in color, gender, sexual orientation, shared belief, and ethnic composition exist, with each variable receiving pride of place or position (Nieto, 1999). Sociology is a vital phrase in describing the presence and nature of social order, and culture is a concept rooted in anthropology (Aluko, 2003). Cotgrove (1978) defined culture as the social system's common rules and values that are important.

According to Hofstede (1991), culture is the communal programming of the mind and is what divides members of a group from one another. While Nieto (1999) defines culture as "the ever-changing values, tradition, social, and political relationships established, shared, and modified by a group of people united by a common history, geographic location, language, social class, and religion". Goodenough

(1957) in Wardhaugh, (2002) reported that a society's culture is made up of whatever one has to know or believe to operate in a manner acceptable to its members. Stern (2009) considers society's culture from three perspectives: the individual's basic needs, the society's instrumental needs, as well as the individual's and society's symbolic and integrative needs. This is a more interactive design in response to individual and society demands and ideas.

Researches on culture state unequivocally that "culture" is a precursor to human intellect and action (Berry et al, 1992; Triandis, 1994). Cultural tradition regulates...the human psyche, according to Shweder (1990), resulting in ethnic variation in mind, personality, and emotion. This assumes that social behavior is a function not only of prior habits, but also of self-instruction (intentions) to act in specific ways in a given social period.

Self-instruction is influenced by cultural norms about appropriate behavior, expectations about the possible consequences of such behavior, and the effective response to such behavior. Given the complexity of the Nigerian cultural milieu, this study looked at the impact of cultural values on home-based firm site decisions in Bauchi, Nigeria.

## **Literature review**

### **Impact of Culture on**

#### **Entrepreneurship Development**

The influence of culture on entrepreneurial location has been explained using the pedagogy of factors (Akhter & Sumi, 2014). Although it has been proved that there is no single specific element that determines where you live, rather a collection of factors (Czohara, Melkers & Dagawa, 2004).

The two major religious traditions in Nigeria, Islam and Christianity, encourage hard work in commercial activities but strictly prohibit and discourage certain businesses from operating in the society, such as alcohol, gambling, and other related businesses, posing challenges to the pursuit and development of business ideas.

However, society is a complex and varied social system (Aluko, 2003), with different norms and values in different cultures. In acknowledgement of this, Aluko, George, and Jones (1996) coined the term "national culture" (2003). as a set of economic, political, and social rules governing how people live and work in a certain society. In looking into this, Aluko (2003) stated that "Nigeria does not have a 'national culture' comparable to what is available in the Western world." This is because Nigeria is

made up of over three hundred ethnic groups. As such (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. The three dominant ethnic groups, Ibo, Hausa, and Yoruba, are often used as the major ethnic groups in recognition of this diversity.

Hausa culture, on the other hand, is unique in the structure of entrepreneurship because it places a high value on deference to authority, loyalty, obedience, and sensitivity to the interests, opinions, views, and demands of one's superiors, and are not given to questioning authority except on matters concerning their religion (Aluko, 2003).

Cultural environmental elements such as beliefs, values, attitudes, habits, forms of behavior, and life styles of individuals as developed through cultural, religious, educational, and social conditioning, (Bennett and Kassarian, 1972; Adeleke et al, 2003), shapes the personality of the individual entrepreneur to some extent, and has the potential to influence his attitude, disposition, behavior, decisions, and activities (Akhter and Sumi 2014).

In terms of entrepreneurship, the cultural environment comprises all elements of the social system and people's culture that affect and influence entrepreneurial emergence, behavior, and performance, as well as entrepreneurship development in general (Akhter and Sumi 2014).

The social-cultural environment of entrepreneurship is made up of all of these components that influence an individual's values, ideas, and actions with 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 shown the impact of cultural variables on entrepreneurship from various angles.

For example, when an individual establishes a firm in a certain cultural context, the business reflects that environment, for example, in terms of strategic orientation and business growth aspirations Culture is fractured, according to scholars, by institutional orders that may or may not match with national culture (Busenitz et al., 2000; DiMaggio, 1997). The various domains of life, and how they affect entrepreneurial activity, are defined and

measured in the context of distinct cultural institutional orders, according to this viewpoint.

### **Location Decision Approach**

Various ways have been attempted to explain placement decisions, but the economic geography approach introduced by Pred 1967 argued that economic activity location is primarily reliant on the geography of the site and context (Rodrique, 2017). The site and situation explain and predict locational logic and behavioral considerations. These “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 based on sub-optimal behavior as well as personal factors with the peculiarity that vary from one environment to another. Similarly, Ogbu (1998) reported that, personal factors are imperative in explaining actual location decisions of enterprises.

In the study of firm locational adjustment: state of the art and research prospects in Groningen, Netherlands, Pellenberg, Van-

Wissen, and Van-Dijk (n.d.) reported that location decision factors include market change, consumer preference, environmental regulations, and technological progress.

Srabani (2011) investigates the negotiation of south Asian immigrant women operating as home-based enclave entrepreneurs in Ontario, Toronto, in research redefining "enterprising selves." It was discovered that their location decisions are made using two different techniques. On the one hand, there is the neoliberal hegemonic discourse of the "entrepreneurial self," which encourages individuals to become productive, self-responsible citizen-subjects without relying on government assistance or welfare to succeed in labor markets, and which systematically devalues non-indigene immigrants' prior education and skills and forces them into low-paying, temporary, and precarious jobs.

Rogier (2015) discovered that pop-up fashion retailers' location decisions are unavoidably influenced by sub-optimal behaviors in an investigation into the location decisions of pop-up fashion stores in Amsterdam. Similarly, marthinus (2000) discovered that location decisions are based on three factors: growth and expansion,

cost, and personal advantages in his study, Residential-based business as an alternative location decision for small micro, medium, and small enterprises (SMMEs) in Pretoria, South Africa.

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 the distillation of sub-optimal behaviors and personal factors the led priority goals that the individual entrepreneurs use 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 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 are 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). Two factors contribute to our failure to be entirely rational. Because all the information required to make an optimal decision may not be entirely available or expensive and time consuming to obtain, the availability of locational information is important. The second is the ability to make a locational judgment based on the information available. Many locational recommendations are based on a region's socioeconomic situation for these reasons.

Pred (1967) devised a behavioral matrix to illustrate the complexity of behavioral aspects in locational decisions, with one axis representing available information and the other the capacity to apply it. This design recognizes that even if a large amount of data is accessible, it may not be used correctly or analyzed inaccurately. The explanation for this is that some decision-makers are better than others. This model posits that the majority of locational decisions are not ideal, but are acceptable and profitable. A profitable site is inside a geographical margin of profitability, which

is a group of places (typically contiguous) where the revenues generated by an activity exceed the location's incurred costs (rent, labor, etc.) as defined by Rodrique (2016).

Pred's behavioral matrix is nearly hard to implement in the actual world, but it does highlight the possibilities of poor locational decisions, which is a good portrayal of a complex reality. Because the decision maker does not know if a locational choice will be successful (within the spatial margins of profitability) until the decision is made and income and expense numbers are available, uncertainty is implicitly assumed. Even if you have all of the essential data, there is no guarantee that the chosen location will be profitable.

### **Methodology**

The study population was home-based entrepreneurs. Their activities were categorized into three (3) retails, manufacturing or processing and service. The study adopted a mixed research method. Thus, both qualitative and quantitative data were collected through a review of works of literature, and a 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 clusters 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 has 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 a 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 were 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 affirms various studies. Meaning that 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 the educational status of HBE entrepreneurs influences their choice of occupation. In affirmation of 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 a 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 the modal monthly income of the respondents revealed that the majority earn  $\leq$  ₦30,000. This accounts for 78% of respondents. With 38% of the respondents earning less than ₦18,000 average national monthly minimum wage while 40% earn between ₦19,000 – ₦30,000 national minimum wage see table 1. Implying that, this set of people earning below the 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	<b>Gender</b>	Male	152	42 %
		Female	213	58 %
2	<b>Age</b>	18 – 28yrs	57	16 %
		29 – 38yrs	141	39 %
		39 – 48yrs	114	31 %
		49 – 58yrs	46	13 %
		59 & above yrs	7	2 %
3	<b>Education</b>	None literate	47	13 %
		Vocational education	41	11 %
		Primary education	68	18 %
		Secondary education	115	32 %
		Tertiary education	94	26 %
4	<b>Ethnic composition</b>	Hausa/Fulani	168	46 %
		Sayawa	91	25 %
		Yoruba	44	12 %
		Igbo	29	8 %
		Others	33	9 %
5	<b>Marital status</b>	Single	54	15 %
		Married	284	79 %
		Divorced	11	3 %
		Widow/widower	13	4 %
6	<b>Family size</b>	Bachelor/spencers	62	17 %
		2 persons	226	62 %
		2-8 persons	55	15 %
		9-15 persons	18	5 %
		16-22 persons	4	1 %
7	<b>Average monthly income</b>	≤ ₦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 the number of samples**

### **Determinants of Home-Based Location Decision in Bauchi Town**

Various studies on the factors that influence HBE location decisions reveal that a variety of factors stand in influencing location decisions (Czohara, Melkers & Dagawa, 2004). And the findings of this study in Bauchi town support the position: the first (1st) ten determinants of site decision in Bauchi are based on subjective elements

influenced by culture (see table 2). This is in affirmation to Galbraith and De Noble (1988) with the average mean value of the factors ranging between 4.64 – 3.72 and their respective standard deviation between 0.625 – 0.944 respectively (see table 2) indicative of the culture of local conditions in Bauchi to be a very strong variable that influences the respondent's perception and decision

**Table 2: The Determinants of HBEs Location Decision in Bauchi Town**

<b>S/N</b>	<b>Determinants variables</b>	<b>Mean</b>	<b>SD</b>	<b>Ranks</b>
1	Religion orientation on family & children	3.81	0.847	6
2	Religion desires of HBEs at home for women 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 products	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 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 and electricity	3.39	1.177	22
17	Accessibility to raw material in the 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	Values of the HBEs products	3.61	1.008	13
23	Cheap labour	3.74	1.043	18
24	Reliable transport in the area	3.78	1.035	16

### **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 the 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 was used in defining critical cultural factors of home base enterprise location decision as strongly grounded in the reviewed works of literature.

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, to determine the sample inadequacy as indicated in table 3. This is with the view to ensure that value obtained should not be less than KMO = .335 to be accepted as the 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 were 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 show the factor loadings after rotations were retained.

The items that cluster on the same components suggest that components 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**

<b>KMO and Bartlett's Test</b>		
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**

<b>Structure Matrix Analysis</b>					
		<b>Components</b>			
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
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 culture has a major influence on the location decision of HBEs in Bauchi town. However, there are other significant factors such as: cultural orientation on family and children, the influence of family and friends and alternative sources of extra income to families. HBEs in Bauchi town is indicative that it is guided consciously on the religious cultural environment of the state that conditioned and influenced HBEs operators' mindset that guided and sharpened their mindsets on the location of home-based enterprise.

Similarly, the cultural environment affects 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 its 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 prohibit and discourage women from doing certain businesses

outside their domain, creating obstacles in the development of some business ideas. This behavior positively or negatively affects and influences 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 the entrepreneur's cultural environment in regulating micro businesses in Bauchi.

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