



## The moderating effect of internal locus of control on the relationship between family support and women entrepreneurial success: A proposed framework

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### Abstract

Women entrepreneurship is an area that has been given considerable attention due to the significance influence it has on economic growth and development. Therefore, the aim of this research is to propose a framework that moderate the relationship between family support and women entrepreneurial success. The study is necessitated by paucity of research and inconsistency that exist in the relationship between family support and women entrepreneurial success. In view of this, the study has proposed that women internal locus of control could moderate the relationship between the two variables. Hence, the study recommends that an empirical investigation need to be conducted to see the direct and indirect influence in the relationship between internal locus of control, family support and women entrepreneurial success.

**Keywords:** Family support, women entrepreneurial success, internal locus of control

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### 1.0 Introduction

Entrepreneurship has been given a considerable attention in the literature and policy makers are still seeing entrepreneurship as the panacea to societal precarious challenges. Thus, economic growth and development can be attributed largely to entrepreneurial activities in a particular economy (Tuyishime, Shukla, & Bajpai, 2015; Taqi, 2016; Shmailan, 2016, Roy, Tripathy, & Tripathy, 2017; Banerjee & Desai, 2021). Thus, it is quite obvious that researchers have devoted plethora of time learning about the factors that influence entrepreneurial success particularly those related to psychological and organisational factors, meanwhile, little attention and

consideration has been given to family factors (Welsh & Kaciak, 2019; Staniewski & Awruk, 2021). This study is specific to women entrepreneurial success, family support and women internal locus of control. Entrepreneurial success has always been in a frontline of research which attracted the attention of the many researchers, especially for the women entrepreneurs (Chatterjee, Das & Srivastava, 2018). Women entrepreneurial success comprises of being entrepreneurially independent or attaining financial autonomy, business longevity and survival, increase in annual income, career development and change in social status in the society (Welsh & Kaciak, 2019; Gupta & Mirchandani, 2019). Family on other side



is considered as cornerstone of any given society and form the basis of educating and inculcating skills that can encourage economic activity (Chatterjee et-al. 2018). According to Shivani, Mukherjee and Sharan (2006) moral and financial support from family are some of the precious determinants for entrepreneurs' success. Moral support from family members related to women entrepreneurial success (Welsh and Kaciak, 2019). Therefore, studying family support is vital to the achievement of women entrepreneurial success.

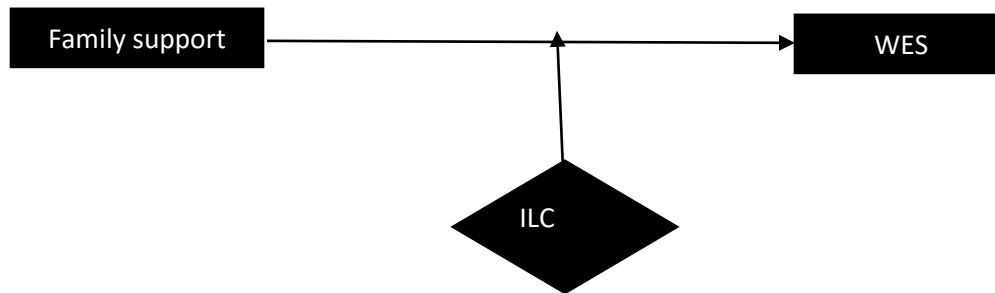
There is a need for an increase in women participation in entrepreneurship particularly in developing countries but their success is being limited to subsistence level. Though, women are the majority in owning and operating micro and small businesses their performance was relatively low when compared with their men counterparts. According to the World Bank (2019), in Africa, the performance of female owned enterprises is consistently lagging behind compared to that of men and they have fewer employees, lower average sales, less value added and wider gaps in profit making. This makes the survival of women entrepreneurship precarious. Basically, what makes African women less productive despite the fact that their numbers outweigh that of men include house-house related factors, inadequate resources, lack of requisite skills and lack of confidence to engage entrepreneurship (World Bank, 2019).

Terjesen, Hessels, and Li, (2016) asserted that in a global context the possibilities of any economy to attain economic growth is constrained by excluding women from entrepreneurial activities in key industries that propel the economy. However, in the study conducted by Nassif, Andreasi and Tonelli (2016) one of the most critical

challenge face by women particularly in the area of entrepreneurship has to do with family relationship. Akerele and Aihesu (2011) are of the view that family can go a long way in positively motivating woman to engage in businesses. That is why Yunus et al. (2018) asserted that women participation in businesses is on the right trajectory. According to Aladejebi (2020) despite increases in the number of women participation in businesses and politics, still women face challenges such as poor family support. The report of PWC 2020, indicated that the fundamental challenges facing women entrepreneurs in Nigeria, is access to finance. Therefore, majority of the women entrepreneurs resort to family and friends in getting financial resources for the continuing growth and development of their businesses. In the same vein, a part from the conventional challenges facing women entrepreneurs they also face issues related to the family support (PWC, 2020).

Basically, family has been an important instrument that shape women entrepreneurship but still locus of control has been considered to be a psychological factor that influence success of entrepreneurship particularly on women (Chatterjee, Das, & Srivastava, 2018). But from the findings of previous studies there is inconsistency on the influence of family on the success of women entrepreneurship. Therefore, based on the inconsistency women internal locus of control can be used to moderate the relationship between family support and women entrepreneurial success. Therefore, based on the aforementioned, the primary purpose of this paper is to examine moderating effect of women Internal locus of control on the relationship between family support and women entrepreneurial success. However, based on the objectives

of the study the following framework was developed.



## 2.0 Literature Review

Family support and entrepreneurial success are not new issues in research a lot of studies have examined these concepts using different connotations. This section is about review related literature as far the relationship between the independent variable (family support), dependent variable (women entrepreneurial success) and moderating variable (internal locust of control).

### 2.1 Conceptualisation of the Variables

#### 2.1.1 Women Entrepreneurial Success.

Defining entrepreneurial success is a complex phenomenon this is because there are objective and subjective measures to entrepreneurial success. However, the measures are further classified into long-term and short-term measures (Staniewski & Awruk, 2019). Traditionally, entrepreneurial success is associated with business performance which is defined by business growth and firm survival (Cliff, 1998; Fairlie and Robb, 2009). Zhou, Zhou, Zhang, Obschonka, and Silbereisen, (2017) viewed entrepreneurial success as economic/financial indicators such as efficiency, growth, profits, liquidity, market share, earnings, firm size, probability of survival, the growth in the number of employees. While, Fisher, Maritz, and Lobo, (2014) defined entrepreneurial success as

continuing existence of the business in the market. Therefore, an entrepreneur who continually operates in the market may consider themselves to be successful (Staniewski & Awruk, 2019).

#### 2.1.2 Family Support

Handling of work and family is a topic of perpetual interest (Welsh & Kaciak 2019). Support from the family toward the business owner is a vital aspect the family system (Chrisman et al. 2003; Zaefarian et al. 2016). It is an important element for business success (Akehurst et al. 2012). Family support has been considered as family enrichment (Welsh & Kaciak 2019). Family enrichment broadly classified into two family instrumental support and family moral support and each will have some level of influence toward entrepreneurial success. Thus, each will be examined to see how they influence women entrepreneurial success.

##### 2.1.2.1 Financial Support

Financial support refers to the family instrumental support (Welsh & Kaciak 2019). Women finding it difficult to access formal financial support especially when compared with men counterpart. Thus, they resort to their personal saving or family members for loan (Akehurst et al., 2012). According to Hilbrecht (2016) family financial support is one of the informal sources leverage by women in financing their businesses. Therefore, family financial

support can have some level of influence toward women entrepreneurial success.

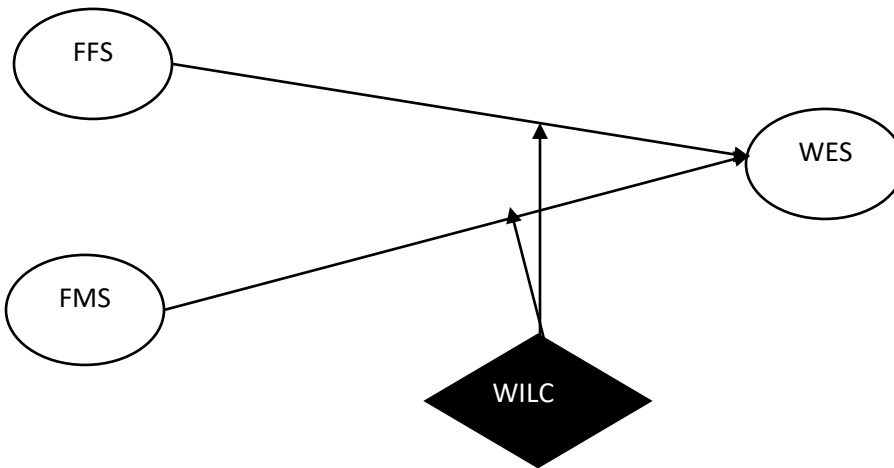
### 2.1.2.2 Family Moral Support

It is well established fact that survival of a business enterprises need involvement of capital and other financial resources other factors do influence the survival of a business organisation among which is family moral support. According to Hilbrecht (2016) family moral support is emotional support that trigger mutual understanding among the family members. It is about altruism that is being considerate for one another (Kellermanns & Eddleston, 2004). According to Welsh and Kaciak (2019) moral support has many connotations such as understanding, encouragement, attention and any form of positive attitude. Therefore, when there is presence of family emotional support that can help in overcoming the overall challenges that affect women business performance and can assist in a work life balance of a woman entrepreneur (Baron, 2008; Edelman et al.,

2016). Thus, family moral support can influence some level of women entrepreneurial success.

### 2.1.3. Internal Locus of Control

In research locus of control has been examined by previous studies to influence the tendency of entrepreneurship. The concept of locus of control signifies a person's belief or conviction over control of his or her own destiny. It broadly classified into internal and external. Many literature studies have revealed through empirical findings that internal locus of control is an entrepreneurial characteristic that has the major influence toward entrepreneurial activity (Asantea & Affum-Osei, 2019; Ho and Koh, 1992; Cromie, 2000). Lee and Tsang (2001) affirmed that there is a significant positive relationship between internal locus of control and venture growth in a sample of Singaporean female entrepreneurs.





### 3.0 Methodology

This area will dwell on the issues that are link to methodology to be employed in the research such as research design, population of the study, sampling size and sampling techniques and method of data collection and method of data analysis.

#### 3.1 Research Design

The study has proposed to use cross sectional survey design to examine the moderating effect of internal locust of control on relationship between family financial support, moral support on women entrepreneurial success. In order to conduct the study, women that are in micro and small scale businesses in Kano state are to be used.

#### 3.2 Population of the Study

The population of this study consist of women that are in micro and small scale business which are within 44 local government of Kano state.

#### 3.3 Sample size and Sampling Technique

Since there is no any clear sampling frame convenient sampling will be used for the study and the sample size will be determined based on the number of women the researcher is able to meet.

#### 3.4 Instrument of Data Collection

In the study, questionnaire will be used to collect data. The questionnaire is main instrument for data collection. However, the measures are going to be adopted based on previous work of other study.

#### 3.5 Method of Data Analysis

The study will use multiple linear regression to examine the relationship between the independent variables and the dependent variable. Thus, Structural Equation Modelling will be used to analyse the research data through the use of Smart PLS.

### 4.0 CONCLUSION

This paper has proposed to examined the moderating effect of women internal locus

of control on the relationship between family support and women entrepreneurial success. From the review of literature, it has shown that family support both financial and moral support have some mix results regarding entrepreneurial success and internal locus of control is very important for entrepreneurial activities. Based on this, the study suggested that empirical study need to be conducted to see how internal locus of control could moderate the relationship between family support and women entrepreneurial success.

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