Impact of New Business Start-Ups on Unemployment Reduction in Kaduna State, Nigeria

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Abstract

This study, analyzed the role of the impact of New Business start-ups on unemployment Reduction in Kaduna State Nigeria. It employed structured questionnaires which were administered to collect information. The study adopted descriptive and multinomial Regression estimation technique to analyze the data which was collected from the field. The findings of the study revealed that there is a statistically significant relationship between New Business start-ups and unemployment. Since the overall probability is statistically significant, between entrepreneurship and unemployment.it was found that self-employment has significant impact on unemployment. It shows that all the independent variables. Fostering and supporting start-ups businesses have the capacity to reduce unemployment in the state is positively related to the dependent variable. From the coefficient of the variables, an increase in variables lead to a proportional rise of about 2.91%, in employment. The coefficients of new business start-ups create job opportunities, thereby reducing unemployment rate; potential benefit of new business start-ups include self-employment and unemployment reduction); creating enabling environment for business start-ups consequently reduce unemployment and new business start-ups create self-employment rate are negatively related to the dependent variable. From the coefficient of the variables, an increase in variables lead to a proportional decrease of about 0.79%, -1.17%, -0.50% and -1.57% in employment. The study suggests that efforts should be made by government for individuals to set up their own businesses. Emphasis should be on incentives for people to set up their own businesses and become self-employed especially by setting up new business.

Keywords: Entrepreneurship, start-ups, unemployment
JEL Codes: J36, L29

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1. INTRODUCTION

Developing countries all over the world have synonymous socio-economic, political and cultural problems that have become part of the major challenges that have affected the comfort of the common people, Nigeria is not an exception regards this global phenomenon. (Adewole, 2012). In Nigeria, indices dealing with unemployment supported by several concrete evidences have continued to be on the upsurge despite the abundant human and natural resources available in the country. Most prominent is the youth which is evident in Nigeria. he huge number of youths who are unemployed is capable of not only undermining democratic practices, but of whole developmental process. This signifies that, these group constitute a serious threat if engaged by the negative political class for clandestine and illegal activities.

Unemployment is a global phenomenon in 21st century, the problem is becoming more

gargantuan each passing year in Nigeria. Unemployment, underemployment and unmitigated rural-urban migration are unarguably synonymous to Nigerian labour market, compounded by frightening number of joiners as schools, polytechnics and universities churn out leavers in a geometric progression. This has impacted on the rate of social vices like robbery, kidnapping, prostitution, human trafficking, child abuse and unfair labour practices experienced mostly by the unemployed youths, which are other noticeable dimensions to the complexities of contemporary Nigerian employment dynamics. According to the National Manpower Board (2009), the Nigerian labour market could barely absorb 10% of the over 3.8 million persons turned out by the Nigerian educational system on annual basis. In concerted effort to tackle the problems of unemployment and underdevelopment, the situation could get worse.

Varying policies to stem the tide of unemployment have been implemented including National Social Investment Programs (NSIP-2015), Economic Recovery and Growth Plan (ERGP-2017), National Youth Employment Action Plan (2019-2023), National Policy on Skills Development (NPSD - 2021), Nigeria Economic Sustainability Policy (NESP - 2021) chaired by the vice president of Nigeria to analyze how entrepreneurship impacts employment with all these policies in place. Despite these, unemployment remains a worrisome phenomenon.

Therefore, this study seeks to examine the impact of business star-ups on reducing unemployment in Kaduna State, Nigeria. To achieve this, the study is organized into 5 sections. Apart from section 1 which this part concludes as introduction, section 2 is literature review. Section 3 is methodology. Section 4 is data presentation and analysis. Section 5 is conclusion and recommendations.

2. LITERATURE REVIEW

2.1 Concepts clarification

2.1.1 Entrepreneur and Entrepreneurship

Entrepreneurship is evolving and changing over time because of the dynamic environment the world finds itself. For instance, Durowoju (2014) argued that overtime the definition of an entrepreneur has advanced as there have been changes witnessed in the world's economic structure which have become more complex. Since the start of the Middle Ages, when it was used in alliance to precise occupation, the idea of the entrepreneur has been polished and widened to include ideas that are linked to the person rather than the vocation (Onyebuchi, Anidiobu & Ezinwa, 2016). Entrepreneur is someone who fuse land, labour, capital to create a product. He markets the products created, and rewards land for its contribution, labour and capital with rent, wages/salaries and interest and what remains becomes his profit (Drucker, 2005).

In the business context, entrepreneur means to kick start a business, discover a business opportunity; put together resources, oversee and shoulder the risk of a business or an enterprise. It is also used to label those who pilot a project, which would convey worthwhile utility. That is, those who can handle wariness and bring success to the table giving the ominous challenges that would consume a less well-managed venture (Drucker, 2005; Somoye, 2011). Durowoju (2014) sees an Entrepreneur as someone driven by the desire to be his or her own boss, do whatever he or she wants, but ultimately turning passion into profit-making businesses. That is, an Entrepreneur is someone who envisages a new business in the presence of risks and uncertainties in other to make profit while satisfying human need. Furthermore, Scarborough& Zimmerer (2000) argued that an entrepreneur is a person who is able and enthusiastic about taking business risks for worthwhile justification. Entrepreneur is therefore the eagerness and aptness of an individual to look out for investment possibilities, organize and run an enterprise successfully.

Entrepreneurship is related with various kinds of undertakings that has to do with the initiation and running of business enterprises. Such undertakings may include recognition of investment opportunities to milk for profit, furtherance and institution of the business enterprise, integrating of the various scarce resources needed for production and distribution of goods and services, combining and management of the human and material resources for the accomplishment of the goal and purpose of the enterprises, risk acceptance and innovation. It has turned out to be one of the most all-embracing issues, although it is confronted with the major task of definition (Shane, 2008).

(Salgado-Banda, 2005) argued that most of the scholars have a vague notion of what is meant by entrepreneurship. It is a concept that has a wide gamut of denotation. In striving to elucidate the word entrepreneurship; several studies came up with a link between this kind of activity and business innovation. Thus, Gartner (1989) stated that entrepreneurship is the formation of new establishment. This corroborate with the ideas of Hirsch& peters (2002) and Zaman et al., (2009) that entrepreneurial affair is an exercise of establishing new corporation or reintegrating, recapturing, improving and or restructuring a prevailing establishment, especially in business. Passion invokes the creative ability and the love to do something not necessarily for money but to e promote an idea and attain personal satisfaction. Entrepreneurs are also well focused and act u accordingly towards goals accomplishment.

2.1.2 Unemployment

Unemployment is undoubtedly one of the greatest socio-economic problems besetting Nigeria, Africa, underdeveloped and other developing economies. It has remained a crucial

developmental problem impeding social progress, aside the huge resources been wasted; it results to the loss of human welfare in terms of lesser output as such results to low income (Yesufu, 2005; Akwara et al., 2013). The dynamic nature of the term, "Unemployment" like many other scholarly concepts has been defined by various people and organizations based on condition and perception. For instance, Udu and Agu (2005), described unemployment as a condition whereby people who have the ability and enthusiastic to work are powerless to spot satisfactory paid employment.

According to the International Labour Organization (2007), unemployed persons are those individuals who are at a time referred to are without work though are eager and able to work for pay, presently handy to work and have rigorously searched for work. Coming from another angle, Briggs (1973) and Hornby (2010) defined unemployment as the variations between the size of labour at prevailing wage rate and working stipulations and the aggregate amount of labour not engaged at these levels.

The tremendous demand for entrepreneurship in Nigeria today, more than ever, is instigated by unemployment rate in the country and its consequences on both the masses and the nation couple with the exigency for small and medium scale enterprises. Azalahu et al (2013) stated that the by-product of unemployment on the people includes anger, low self-esteem, unhappiness, mental disorder, depression, psychological trauma, frustration, brain stress and poor standard of living which most times spur criminal activities in the society.

2.2 Theoretical Review

The theoretical framework for this study is based on the Schumpeter effect. The Schumpeter effect was propounded by Schumpeter in 1934, it affirms that the concept of unemployment is negatively related to entrepreneurship (Garofoli, 1994; Audretsch and Fritsch, 1994). As such, when new enterprises are created within the economy, employment is induced as a result of the power of creative destruction. In another way, Lucas (1978) argued that low magnitude of entrepreneurial affair is related to increased level of unemployment. That is, the rate of unemployment would be very high if people are not induced to create business enterprise. The consequence of Schumpeter effect is that when individuals have lower attributes of human capital and entrepreneurial potentials necessary to kick start and sustain new firms, the effect of unemployment tends to be so high.

Some researchers drove away from the Schumpeter effect and proposed the concept of "economic survival". These researchers are of the view that entrepreneurship is common among individuals overwhelmed by political mayhem or people exploited as a result of bigotry or oppressed as a result of marginalization. They survive by sheer will and not as an outcome of choice. Mbaegbu (2008) stated that for the fact that these sets of individuals have mislaid their means of

livelihood, they focus on entrepreneurship, normally after the initial spell of malaise and depression. A concept which Gilder (1981) named as the rise from poverty to wealth.

2.3 Empirical Review

There are studies on the nexus between between business strt-ups and unemployment. Asad (2014) examined the Relationship between Entrepreneurship Development and Unemployment Reduction in Pakistan, Asia. The study used 10 years (2003-2012) economic survey and secondary data on entrepreneurship and unemployment obtained from Pakistan Bureau of Statistics. The data were subjected to 3 functional forms multiple regression model analysis (linear, semi-log and double-log). Findings revealed that unemployment is negatively related to entrepreneurial development. In other words, high rate of unemployment was found to be associated with low level of entrepreneurial development in the country's economy. This study established association as well as the direction of relationship between entrepreneurship and unemployment in the country but not causation and by implication, no test of the widely held 'Schumpeter'' (pull) and 'refugee' (push) effect between unemployment and entrepreneurship.

Apaydin (2018) examined the relationship between unemployment and entrepreneurship in Turkey using Autoregressive Distributed Lag (ARDL) method covering the period 2000-2016. The results revealed that there was causal inverse relationship between entrepreneurship and unemployment. Similarly, Acs & Armington (2004) examined the impact of entrepreneurial activities on employment growth of private sector economy in US. The study used a nationwide Longitudinal Establishment and Enterprise Microdata (LEEM) and analyzed using regression model. The findings revealed that differences in levels of entrepreneurial activity, diversity among geographically proximate industries, and the extent of human capital are positively associated with variable in growth rates except for the manufacturing sector.

Enejoh and Tsauni (2017) analyzed the impact of unemployment on economic growth in Nigeria using annual time series data for the period 1970-2016. The study applied Johansen co-integration and error correction mechanism (ECM). The result revealed that there is a long run relationship between unemployment and economic growth in Nigeria. Unemployment rate has a positive impact on the economic growth both in the short run and long run. Imoisi, Amba, and Okon, (2017) investigated the impact of unemployment on economic growth in Nigeria using annual time series data for the period 1980-2016. The study applied Ordinary Least Square (OLS) technique to estimate the model. The results revealed that population and unemployment rate have an inverse relationship with Real Gross Domestic product while labor force and minimum wage have a positive relationship with Real Gross Domestic product.

Onyebuchi, Anidiobu and Ezinwa (2016) investigated the role of entrepreneurship education in resolving the problem of unemployment in in Enugu State, Nigeria, using descriptive and inferential analysis. The findings indicate that the increasing global phenomenon and awareness on entrepreneurship education will enhance the acquisition of the necessary skills for gainful and self-employment. Okoye-Nebo, Iloanya, and Udunze (2014) investigated youth unemployment and entrepreneurship development in Nigeria. The findings revealed that policies on entrepreneurship introduced by the government have spurred drastic reduction on youth entrepreneurship.

3. METHODOLOGY

3.1 Model Specification

The model for this study is adapted from the works of Oguabor, Malaolu and Elias (2013) and specified as follows

$$pr(Y=1, X_1, X_2 \ldots X_n) = \beta_0 + \sum_{1}^{n} \beta X_i + \mu_i \ldots\ldots\ldots\

(SMEs) in Kaduna state. The category of registration was specifically those registered with Kaduna Chambers of Commerce, Industry, Mines and Agriculture (KADCIMMA). These SMEs are spread over Kaduna state. According to KADCIMMA (2019), there are 353 duly registered SMEs in Kaduna state. Hence, the population of the study is the 353 registered SMEs with KADCIMMA.

3.2 Sampling Method

Census sampling method was used for deciding the sampling size of the study. A census sampling is a study of every unit, everyone or everything, in a population. It is known as a complete enumeration, which means a complete count. Hence, the sample of the study was 353 was SMEs registered in Kaduna State which was the same as the population of the study because census method of sampling was employed.

3.4 Data Source

The primary source of data collection for this study was structured questionnaire. Abdullahi (1995) acknowledged "the major advantage of using a questionnaire is that, it can offer a reliable consistent presentation of items". Questionnaires were drawn and distributed to the respondents. The questionnaires took the form of open ended questions. Data was collected by the use of; self-constructed tool for measuring unemployment reduction and self-constructed tool for measuring entrepreneurship in Kaduna state.

3.5 Instrument

The questionnaire was divided into sections. The questionnaires were close ended, structured mostly using modified five points Likert scale of Strongly Agree (SA=5), Agree (A=4), Undecided (U=3), Disagree (D=2) and Strongly Disagree (SD=1). While for the dependent variables the scaling is on yes = 1 and no = 0 to be achieve the binary result which logical regression intends to certify.

3.6 Technique of Data Analysis

Logistic regression model has been employed in analyzing the surveyed data. The logistic regression is a statistical model that in its basic form uses a logistic function to model dependent and independent variables, although many more complex extensions exist. In regression analysis, logistic regression (logit regression) is estimating the parameters of a logistic model (a form of binary regression). Logistic regression is used to analyze relationship between a dichotomous dependents variables and continues or discontinues independent variables. (SPSS) now supports multinomial Logistics Regression that can be used with more than two groups. Logistic regression

sometimes called the logistic model or logit model, analyzes the relationship between multiple independent variables and a categorical dependent variable, and estimates the probability of occurrence of an event by fitting data to a logistic curve.

4. EMPIRICAL ANALYSIS AND DISCUSSION OF FINDINGS

Data collected were fit to the multinomial logistic regression model that measures the relationship between the dependent variable employment (EM) and independent variables. Table 1 reveals that there are impacts of the explanatory variables on the dependent variables. It shows that all the independent variables Fostering and supporting start-ups businesses have the capacity to reduce unemployment in the state (FSNBS) is positively related to the dependent variable. From the coefficient of the variables, an increase in variables (FSNBS) will lead to a proportional rise of about 2.91 percent, in employment. The coefficients of new business start-ups create job opportunities, thereby reducing unemployment rate (NBS); potential benefit of new business start-ups include self-employment and unemployment reduction (PBNBS); creating enabling environment for business start-ups consequently reduce unemployment (CEENBS) and new business start-ups create self-employment rate (SEM) are negatively related to the dependent variable. From the coefficient of the variables, an increase in variables (NBS, PBNBS, CEENBS and SEM) will lead to a proportional decrease of about 0.79 percent, -1.17 percent, -0.50 percent and -1.57 percent in unemployment. Table 1 shows the summary of multinomial logistic regression result on the impact of new business start –ups in reducing unemployment in the state.

Table 1: Multinomial logistic regression estimate

Variables	Coefficients	Std Error	T - Statistics	Prob. Values
C	2.25	1.63	1.38	0.168
NBS	-0.79	0.16	-4.90	0.000
FSNBS	2.91	0.20	13.8	0.000
PBNBS	-1.17	0.17	-6.92	0.000
CEENBS	-0.50	0.18	-2.65	0.008
SEM	-1.57	0.12	-12.3	0.000
Pseudo R^2: 0.1588			**Prob > chi2:** 0.0000	
Wald chi2(5): 350.36				

Source: Author's Computation, STATA 13

The Hypothesis states that new business start –ups have no significant impact on reducing unemployment in the state. The proxies used in this study to represent new business start –ups includes: new business start-ups create job opportunities, thereby reducing unemployment rate, Fostering and supporting start-ups businesses have the capacity to reduce unemployment in the state, potential benefit of new business start-ups include self-employment and unemployment

reduction, creating enabling environment for business start-ups consequently reduce unemployment and new business start-ups create self-employment rate.

Given t-statistic for hypothesis test:

t= 5Se5= -1.570.12=13.1

Based on the result of t- calculated 13.1 which confirm the p-value on model. The decision rule is that when t-calculated greater than t-tabulated we reject our null hypothesis otherwise we do not reject. From the t-calculate = 13.1 greater than t-tabulated = 1.960 at 5% level of significance. The variables had shown to be statistically significant. Since the overall probability is statistically significant, it suggests that the null hypothesis be rejected and the conclusion be drawn that new business start –ups have significant impact on reducing unemployment in the state.

The estimated coefficient of the variable new business start-ups creates job opportunities, thereby reducing unemployment rate (NBS) is negative and statistically significant at 1 percent level, to influence employment and entrepreneurship. New business start-ups create job opportunities, thereby reducing unemployment rate with coefficient of -0.79 means that, with other variables held constant, a unit change in new business start-ups create job opportunities, thereby reducing unemployment rate would result in about -0.79% decrease in employment over the period under study and it is statistically significant at 1 percent. This suggests a negative relationship between new business start-ups create job opportunities, thereby reducing unemployment rate and employment (Table 4.50). The finding of this study is in line with the findings of Gawel 2010; Asad 2014; Dilanchievie 2014, where two hypotheses are tested. Firstly, that the cyclical changes in activity of self-employment and proper entrepreneurship react differently on the fluctuations in reference cycle, the fluctuations of self-employment are countercyclical, and the fluctuations of proper entrepreneurship are procyclical. Secondly, that the cyclical changes of unemployment and wages influence on the fluctuations of self-employment as negative motivation while on the fluctuations of proper entrepreneurship as production factor. Results (test of the hypotheses) revealed that both hypotheses were positively verified, and Sheila 2016 but contrast with the finding of Carree et al 2015; Cueto 2015 and Mobit & Remeikiene 2009, where they found that if unemployment grows in neighbouring regions, incentives for entering self-employment increase, implying that there is a 'refugee' effect (self-employment as an answer to the lack of wage employment).

The co-efficient of constant found to have a positive and insignificant relationship with employment in the study areas. This implies that when factors such as new business start-ups create job opportunities, thereby reducing unemployment rate (NBS); Fostering and supporting start-ups businesses have the capacity to reduce unemployment in the state (FSNBS); potential benefit of

new business start-ups include self-employment and unemployment reduction (PBNBS); creating enabling environment for business start-ups consequently reduce unemployment (CEENBS) and New business start-ups create self-employment rate (SEM) are set to be zero, employment in the study areas would be constant. The finding clearly reveals that all these factors mentioned are good predictors to employment in the study areas. However, the overall result of the model shows that, all the independent variables have a significant impact on employment in the study areas, as the Wald chi2(5): is 256.44 whose prob > chi2 is about 0.0000 which is very small. The determination of R^2 in the estimated model is approximately 22 percent. It is approximately 22 percent, implying that 22 percent variation in employment is explained by variation in independents variables. This is the goodness-of-fit, reflected in the adjusted coefficient of determination is low shows that others variables where captured outside the model by error term.

5. CONCLUSION AND RECOMMENDATIONS

This study, analyzed the impact of new business start-ups on unemployment reduction in Kaduna State, Nigeria. It employed structured questionnaires which were administered to collect information. The study adopted descriptive and multinomial Regression estimation technique to analyze the data which was collected from the field. The findings of the study revealed that there is a statistically significant relationship between new business start-ups and unemployment. Since the overall probability is statistically significant, between entrepreneurship and unemployment.it was found that self-employment has significant impact on unemployment. It shows that all the independent variables.

Fostering and supporting start-ups businesses have the capacity to reduce unemployment in the state is positively related to the dependent variable. From the coefficient of the variables, an increase in variables lead to a proportional rise of about 2.91 percent, in employment. The coefficients of new business start-ups create job opportunities, thereby reducing unemployment rate; potential benefit of new business start-ups include self-employment and unemployment reduction; creating enabling environment for business start-ups consequently reduce unemployment and new business start-ups create self-employment rate are negatively related to the dependent variable. From the coefficient of the variables, an increase in variables lead to a proportional decrease of about 0.79 percent, -1.17 percent, -0.50 percent and -1.57 percent in employment. The study suggests that efforts should be made by government for individuals to set up their own businesses. Emphasis should be on incentives for people to set up their own businesses and become self-employed especially by setting up new business.

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