



Effect Of Socio-Norms And Entrepreneurial Intention In Manufacturing Firms In Anambra State

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ABSTRACT

This work examined the effect of effect of socio-norms and entrepreneurial intention in manufacturing firms in Anambra State. The study specifically designed to determine the effect of cultural values, attitude and beliefs system on entrepreneurial intention as the variables of the study. Relevant conceptual, theoretical and empirical literature were reviewed. The population of the study is 2093 management and employees of the 10 selected manufacturing companies in South-East, Nigeria. This research work is anchored on open system theory and Contingency theory. A total of ten manufacturing firms were studied. The study adopted descriptive research design. The population of the study is one thousand one hundred seventy (1170) student the in manufacturing firms in Anambra State. The sample size for the study was 390 determined by using statistical formula devised by Borg and Gall (1973). Descriptive statistics and simple regression analysis were employed to analyze the data generated. The study found that cultural values have a negative significant effect on entrepreneurial intention in manufacturing firms in Anambra State. Attitude has a positive significant effect on entrepreneurial intention in manufacturing firms in Anambra State. Beliefs system has a positive significant influence on Entrepreneurial Intention of academics of universities in Anambra State. From the findings the study conclude that socio-norms has a positive significant effect on entrepreneurial intention in manufacturing firms in Anambra State. The study recommends that manufacturing firms must ensure have a well organize policy and strategies that are in line with the cultural values of the people and environment for entrepreneurial intention to be successful. Manufacturing firms must understand and study the attitude of the people and environment they operate in. The attitude of people and environment are sustenance of entrepreneurial intention. Manufacturing firms should develop their own in-house belief system, too, which leads them to act and behave in ways that might not seem entirely rational to student.

Keywords: Cultural values, Entrepreneurial intention, socio-norms, manufacturing firms

INTRODUCTION

Socio norms consists of models of individual and group behavior which reflect attitudes, values and habits. Ramona and Radu (2011) noted that the most important Socio-norms factors which have a significant influence on entrepreneurial intentions are: life style, value system, and people's attitude regarding business, work, government, administration, Socio security, ethnic problems, and the attitude towards saving money. Socio-norms factors include beliefs, values, attitudes, norms, religion, opinions and lifestyles of individuals as part of the environment of the universities' (Wheelen and Hunger cited in Enida and Vasilika, 2013). Socio norms forces are dynamic and in a continuously process of change as a result of the individuals' efforts to fulfill the desires and needs controlling and adjusting socio norms factors (Kume, 2010). The demand for entrepreneurial intentions is influenced by changes in lifestyle,

tastes, philosophy and Socio conditions that any society experiences in different periods of time (Inglehart and Baker, 2000). Also, Epstein and Nistorescu and Barbu (2006) argue that companies need to identify the Socio norms al factors that affect specific entrepreneurial intentions.

Considering that profit is crucial objective of universities, it is generally accepted that the structure and decision making in a university is influenced by socio norms complexity and volatility (May et al., 2000). Furthermore, it is argued that the alignment of strategies of universities with the requirements of their socio norms outperform entrepreneurial intentions that fails to achieve such alignment (Beal, 2000). Thus, entrepreneurial intentions had perceived the Socio norms as opportunities and threats presented by Socio and cultural factors. This is not to conclude that other factors found in the micro (internal) and intermediate entrepreneurial intentions are not important. It shows how important the scanning of the macro (external) environment is, because this in turn affects the other two environments. Where there is absence of good understanding of the Socio norms, the attendance effect of this on entrepreneurial intentions cannot be over emphasized. Entrepreneurial intentions are viewed as an essential element of a healthy and vibrant economy. They are seen as vital to the promotion of an enterprise culture and to the creation of jobs within the economy (Opondo, 2004). Entrepreneurial intentions are believed to provide an impetus to the economic progress of developing countries and its importance is gaining widespread recognition. The aim of most universities is to create some sustainable entrepreneurial intentions with profitable growth both now and in the future. Therefore, this study examine the effect of Socio norms on entrepreneurial intentions in manufacturing firms in Anambra State as the focal point.

Statement of the Problem

Organizations do not exist in a vacuum but in a specific culture or socio-norms. Enterprises are subsumed in the environment with which they interact within different socio-cultural setting. In contemporary Nigerian business environment, there exist various cultural and social settings with each having its own cultural norms, values, beliefs and attitude. The complexities in these socio-cultural factors have affected entrepreneurial intentions negatively. These issues have led to lack of proper integration and coordination of various corporate subsystems in Nigerian manufacturing firms, resulting in the failure to achieve the stated goals and objectives. Thus, the vagaries and the extremities of the socio-norms affect the fortunes of the manufacturing firms (Kennerly and Nelly, 2003). Socio-norms is emphasized in the literature as a differentiating factor for entrepreneurial activities across countries (Minniti and Bygrave, 2003). Hofstede's seminal contributions on socio-norms is applied in this study to investigate the inclination for university students 'entrepreneurial intention by hypothesizing that socio-norms determinants (socio-norms values) may have a significant impact on students' entrepreneurial intentions. Gender related constraints are also considered from a cultural perspective because such constraints tend to shape women's entrepreneurial behaviour (Rutashboya and Nchimbi, 2009).

The socio-norms factors mentioned above serve as a seedbed for socializing members of the particular groups. Such socialization ranges from social norms appropriate behavior to perceptions on entrepreneurial intentions university graduation (Mayer et al., 2007), all of which may either hinder or foster an entrepreneurial personality and therefore entrepreneurial intentions. Thus, individuals will base their evaluations of desirability and feasibility of an entrepreneurial career on perceptions conveyed by their socio norms context. Similarly, propensity to act in an entrepreneurial manner (entrepreneurial disposition) conceptually depend on perceptions which find their grounding in the social-cultural environment.

Thus there exists the problem of a dearth of research focusing exclusively on the effect of socio-norms on entrepreneurial intentions in manufacturing firms. And as such, little is known about the nature and uniqueness of the Nigerian socio-norms and its effect on entrepreneurial intentions. Based on the foregoing, this study examines the effect of socio-norms on entrepreneurial intentions.

Objectives of the Study

The broad objective of the study is to examine the effect of socio-norms on entrepreneurial intentions in manufacturing firms in Anambra State. The specific objectives include to:

1. Determine the extent to which cultural values affect entrepreneurial intentions in manufacturing firms in Anambra State.
2. Examine the extent to which attitude exert effect on entrepreneurial intentions in manufacturing firms in Anambra State.
3. Investigate the degree to which beliefs system affects entrepreneurial intentions in manufacturing firms in Anambra State.

Research Questions

The following research questions will guide this study.

1. To what extent do cultural values affect entrepreneurial intentions in manufacturing firms in Anambra State?
2. To what extent does attitude affect entrepreneurial intentions in manufacturing firms in Anambra State?
3. To what degree does belief system affect entrepreneurial intentions in manufacturing firms in Anambra State?

Hypotheses

In line with the objectives of the study the following hypotheses are formulated to guide the study.

Ho₁: Cultural values have no significant effect on entrepreneurial intentions in manufacturing firms in Anambra State.

Ho₂: Attitude has no significant effect on entrepreneurial intentions in manufacturing firms in Anambra State.

Ho₃: Beliefs system has no significant effect on entrepreneurial intentions in manufacturing firms in Anambra State.

REVIEW OF RELATED LITERATURE

Conceptual Framework

Subjective Norm

Social norm refers to the perceived social pressure to perform or not to perform a desired behavior (Ajzen, 1991). Norms are regarded as collective representations of acceptable group conduct as well as individual perceptions of particular group conduct (Lapinski, and Rimal 2005). They can be viewed as cultural products (including values, customs, and traditions) which represent individuals' basic knowledge of what others do and think that they should do (Cialdini, 2003). From a sociological perspective, social norms are informal understandings that govern the behavior of members of a society (Jackson, 2005). Social psychology recognizes smaller group units (such as a team or an office) may also endorse norms separately or in addition to cultural or societal expectations (Aarts, and Dijksterhuis, 2003).

In the field of social psychology, social norms are emphasized which can guide behavior in a certain situation or environment as "mental representations of appropriate behavior Collins, Carey, and Sliwinski, 2002). It has been shown that normative messages can promote pro-social behavior, including decreasing alcohol use and increasing voter turnout. Gerber and Rogers (2009) define social norms' behavioral component, norms have two dimensions: how much a behavior is exhibited, and how much the group approves of that behavior. These dimensions can be used in normative messages to alter norms (and subsequently alter behaviors). A message can target the former dimension by describing high levels of voter turnout in order to encourage more turn out. Norms also can be changed contingent on the observed behavior of others (how much behavior is exhibited).

Social norms can be thought of as: "rules that prescribe what people should and should not do given their social surroundings" (known as milieu, socio cultural context) and circumstances. Examination of norms is "scattered across disciplines and research traditions, with no clear consensus on how the term should be used (Hechter, and Dieter 2005). A social norm is an expectation about appropriate behavior that occurs in a group context. Sherif and Sherif (2003) says that social norms are 'formed in group situations and subsequently serve as standards for the individual's perception and judgment when he is not in the group

situation. The individual's major social attitudes are formed in relation to group norms.' Social norms, or group norms, are 'regularities in attitudes and behavior that characterize a social group and differentiate it from other social groups' Hogg and Reid 2006).

Entrepreneurial Intentions

Generally, intention is the cognitive state immediately prior to executing behaviour (Krueger, 2005). Thus, an entrepreneurial intention is concerned with the inclination of a person to start an entrepreneurial activity in the future (Davidson, 1995). It is a key determinant of the action of new venture creation moderated by exogenous variables such as family background, position in one's family, parents' occupation, education and training (Bird and Jelinek, 1988). Thompson (2009) defined entrepreneurial intention as "a self-acknowledged conviction by a person that they intend to set up a new business venture and consciously plan to do so at some point in the future. Previous studies have indicated that entrepreneurial intention is a strong predictor of planned behaviour (Ajzen, 1991; Bird, 1988; Covin & Slevin, 1989). Pittaway and Cope (2007) suggested that more studies on entrepreneurial intention should be linked to employability in small and medium enterprises to provide a justification that is more than merely economical. Universities now regarded as a source of technological development that is worthwhile to entrepreneurial activity (Shane, 2004). According to Shane, (2004); intentionality is a state of mind directing a person's attention, which leads to experience and action in order to achieve something. Entrepreneurial intention is a state of mind that people wish to create a new firm or a new value driver inside existing organizations. (Bird and Elinek, 1988). Intentionality therefore acts as a force that propels entrepreneurial actions and behaviour. It gives direction to someone attention and determines experience one gets in life.

Theoretical Framework

This research work is anchored on Entrepreneurial Intention Model by Bird (1988)

Entrepreneurial Intention Model (EIM): Bird (1988) borrowing from cognitive theory, developed the Entrepreneurial Intention Model (EIM), that approached intention as "a state of mind directing a person's attention toward a specific object or path in order to achieve a goal". According to EIM, entrepreneurial intention is predicted by personal and contextual factors. Personal factors include prior entrepreneurial experiences, personalities, and abilities. The contextual factors comprise social, political, and economic variables such as displacement, changes in markets, and government deregulation. The background factors derive both rational and intuitive thinking which then determine entrepreneurial intention. These thought processes involve preparation of business plans, opportunity evaluation and other goal directed activities required for setting up a new company. The entrepreneurial intentions in the EIM model reflect a state of mind that guides entrepreneurs to implement business ideas.

The EIM model was later extended by Boyd and Vozikis (1994) by including the self-efficacy belief construct. Bandura's (1986) self-efficacy construct captures individual capability to take an action and affects goal achievement. Boyd and Vozikis argued that self-efficacy is important in predicting entrepreneurial intentions and behavior. The additional effect of self-efficacy provides more information on how intention forms in the cognitive process. In the revised model, entrepreneurial intentions are determined by rational-analytical thinking that derives one's attitude toward a goal-directed behavior and intuitive holistic thinking that derives self-efficacy. In this model, self-efficacy is a product of the cognitive thought processes and moderates the relationship between the entrepreneurial intentions and actions.

The EIM has been widely used to explain entrepreneurial intention theoretically. Surprisingly, no empirical study testing the EIM has been found. This probably relates to methodological issues. For example, it may be difficult to develop measures for the constructs of "rational analytic thinking" and "intuitive holistic thinking". Consequently, there is also a lack of empirical tests on the whole revised EIM model (covering all constructs). Researchers tended to employ part of the revised EIM model ("self-efficacy") in the field of entrepreneurship practice. The revised EIM model has been applied by Zhao et

al. (2005) who proposed that self-efficacy plays a critical mediating model linking background factors, perceptions of formal learning in entrepreneurship courses, previous entrepreneurial experience, risk propensity, and gender) and entrepreneurial intention. The study used structural equation modeling (SEM) with a sample of 265 master of business administration students across universities to test the model. Their results showed that the effects of perceived learning from entrepreneurship related courses, previous entrepreneurial experience, and risk propensity on entrepreneurial intentions were fully mediated by entrepreneurial self-efficacy.

Cultural Values and Entrepreneurial Intentions

Onodugo and Onodugo (2015) noted that values are principles, standards, or qualities considered worthwhile or desirable. Businesses are influenced by consumer attitudes and behaviours which depend on such factors as the age structure of the population and the nature of work and leisure. Values refer to cultural conceptions about what are desirable goals or ends and what are appropriate standards for judging actions. They constitute standards by which people evaluate goals and actions. Also, values refer to convictions about what is right and wrong (Robbins and Coulter, 2007). There is a widespread agreement in the literature regarding five features of the conceptual definition of values: A value is a belief pertaining to desirable and states or modes of conduct, that transcends specific situations, guides selection or evaluation of behavior, people, and events, and is ordered by importance relative to other values to form a system of value priorities (Schwartz and Bilsky, 2000).

Broader social values will also affect the success of a business. A society that values higher education will provide a better workforce that will lead to more productivity and innovation. Likewise, a society that supports investment in public infrastructure will have access to good transportation and communication systems. And if the social values of a community include a hard work ethic, a business will have access to productive workers and a population that has money to spend on goods and services. Therefore, cultural and social values can affect the profitability of manufacturing industry as any product or service that is not in tandem with the value system will attract low patronage, thereby affecting profitability negatively.

Attitude and Entrepreneurial Intentions

Social forces are dynamic and in a continuously process of change as a result of the individuals' efforts to fulfill the desires and needs controlling and adjusting entrepreneurial intentions factors (Kume, 2010). Attitudes are evaluative statements either favorable or unfavorable concerning objects, people or events. They reflect how an individual feel about something (Robbins and Coulter, 2007). Also, attitude refers to person's enduring favorable or unfavorable cognitive evaluation, emotional feelings, and action tendencies towards some objective or idea (Kottler, 2008).

Student attitude defines how entrepreneurial intentions act and react to the entrepreneurial intentions by universities (Sustainable Business Council, 2013). Student actions and reactions to entrepreneurial intentions are typically depicted in terms of their purchase behaviour as determined by their attitudes held about entrepreneurial intentions as well as changes in their needs and wants. Each of these behavioural forms is developed and can change depending on the degree to which entrepreneurial intentions expectations (Sunghun, Animesh, Kunsoo and Pinsonneault, 2014). Student behaviour changes in favour of and is supportive to attainment of sustainable entrepreneurial intentions expectations and/or objectives (Sunghun *et al.*, 2014). Oyebanji (2004) said that behaviour are interwoven with each other and it is difficult to distinguish individuals and their behaviour, that the attitude of individuals differs in work habit, risk taking, introducing or accepting challenges, assess the level of authority, material again. Ethnical heritage manifest itself in certain behavioural patterns being served in business operation.

Beliefs and Entrepreneurial Intentions

The use of the term "belief system" can be highly confusing. Psychologists, political scientists and anthropologists tend to use the term in rather different senses. There is some network of interrelated concepts and propositions at varying levels of generality, and there are some processes by which a human or a computer accesses and manipulates that knowledge under current activating circumstances and/or in the service of particular current purposes. Belief systems are structures of norms that are interrelated and

that vary mainly in the degree in which they are systemic. Every human being has a belief system that they utilize, and it is through this mechanism that we individually, "make sense" of the world around us.

Empirical Review

The effect of business environment has attracted much attention in literature. For instance, Kwagala (2015) explored the impact of social-norms on entrepreneurial intentions in Uganda. Data for this study was collected using a cross-sectional survey involving administration of questionnaires to a random sample of 213 selected institutions operating in Kampala district, Uganda. The data was subjected to correlation and linear regression analysis using the SPSS programme. Results indicate that the social-norms of entrepreneurial intentions in the institutions is largely defined by the influence of family relations in the context of ownership, internal decision-making, employee recruitment and deployment. How this impact is managed correlates significantly but negatively with the reliable entrepreneurial intentions indicators of the institutions. It is hard for these institutions to perform in a sustainable way if the negative family influence is left unabated.

Rachmad, Sabarudin and Mu'alim (2015) examined the effects of social-norms factors on entrepreneurial intentions and performance of SMES in Indonesia. This study used primary data obtained by distributing questionnaires to 150 respondents of SMES companies in Indonesia spreading over six major cities in Java such as Jakarta, Banten, Bandung, Yogyakarta, Semarang and Surabaya. Samples were taken by using the systematic random sampling technique. Subsequently, the feasibility of the model was tested. Results social-norms, through the operating environments and the remote entrepreneurial intentions of SMES, jointly affected the understanding of the condition of the entrepreneurial intentions to establish strategic goals in order to achieve optimal performance of SMES.

Felicia, Olusoji, Oluwakemi and Mofope (2014) examined the effects of social culture norms on the Nigerian Small and Medium Sized Enterprises in Lagos State. The objectives of this study are in two-folds, namely: to identify social culture norms in the SME business environment in Nigeria and; to examine the impact of these factors on the development of SMEs. Socio-cultural norms were measured from three major factors, namely attitude; religion and values: each of this factor were further categorised into several level of constructs. Responses from ten (10) SME owners/representatives in the five (5) major districts of Lagos state identified the socio-cultural realities as key factors affecting their businesses. Qualitative analytical framework was employed in the study. The result revealed that attitude to time also depends on the business activity involved. SMEs in livestock production and financial services would display a better attitude to time management than others. Under the three levels of constructs, the respondents business values are tied to social culture norms include family and friends influence decision making; family members occupy key strategic positions; and the lack of separation between ownership and management of business resources.

Mbiti, Mukulu, Mung'atu and Kyalo (2015) examined the influence of socio-cultural norms on growth of women-owned micro and small enterprises in Kitui County, Kenya. The study used descriptive survey as the research design involving a target population of 390 women owned micro and small entrepreneurs drawn from manufacturing, agriculture, commerce and services sectors in Kitui County. Proportionate stratified sampling was used to form a sample of 194 women entrepreneurs. Simple random sampling was applied on the sample to select the respondents from each sector. Questionnaires and observation guide were used to collect data which was analyzed using descriptive and inferential statistics. The results suggested that social culture norms factors positively influenced the growth of women- owned SMSEs.

Ochieng (2015) examined the external environmental factors influencing financial performance of Kenya Airways. The study applied case study research design where only one organization was involved. The study used primary and secondary data collected through interview guide administered to senior managers at the organization and financial statements. Content analysis was used to analyze data and the findings presented in a prose format. The study found that social culture norms factors were found to affect financial performance to a very great extent.

Nwaiwu and Mark (2015) examined impact of social culture norms on business performance of multinational companies in Nigeria. The population of this study consists of quoted manufacturing companies in Nigeria. About twenty-seven (27) of such companies were identified and the necessary data were sourced from the Nigerian Stock Exchange Fact Book of 2012 and the World Development Indicators of World Bank Group. Political environment was measured as the degree of political stability and absence of violence while business performance was measured by the profitability of the companies for the period 1999-2013. The findings showed that political environment has a negative significant impact on business performance of multinational companies in Nigeria.

Ahmad and Fakhrul (2016) carried out a research on the impact of socio-norms on entrepreneurial intention using conceptual approach. The study set out to weigh the influence of Education, Religion and Family background in the making of entrepreneurs. The study was built on related literature review for the purpose of attaining the set objective. The study revealed that the socio-norms is a very vital factor in entrepreneurship and entrepreneurial intention, especially with regards to breeding new entrepreneurs. Education, religion and family background were also found to be instrumental elements in studying the socio-norms, hence, the reason for positive and significant impact on entrepreneurial intention.

Onodugo and Onodugo (2015) investigated the impact of socio-norms factors on entrepreneurial development in Nigeria. This study limits itself to the socio-norms factor which impacts seriously on entrepreneurial development in Nigeria. These are general e social culture norms forces that do not directly touch on the short-run activities of the organization but that can, and often do influence its long-run decision. These social norms factors are demographic forces, economic conditions, social and cultural forces, political and legal forces, and technological innovations. The entrepreneur should understand that both the social (external) and task environment must be monitored to detect the strategic factors that are likely to have strong impacts on corporate success or failure. Based on the findings, the study recommend that to increase the legitimacy of entrepreneurship, there should be a change in traditional values which have been assumed to be opposed to entrepreneurial development.

De Alwis and Senathiraja (2014) examined the impact of social culture norms background on management and business practices of selected small and medium scale business in Sri Lanka. The main objectives of this research were to examine whether there are differences between Sri Lankan businessmen and western management and business practices, whether Sri Lankan businessmen have developed their own business practices, and how social culture norms factors have influenced their management and business practices. The analysis was based in the information collected from 150 businessmen in Textile and Jewelry industries located in urban areas. The questionnaire survey and case study methods were used to collect information. Multiple regression technique was used in data analysis. The findings of the research revealed that still there is a significant gap between the management and business practices of Sri Lankan (the east) and west and that social culture norms factors play an important role in determining management and business practices, and among all these factors religion and feminine traits are the most dominant and having a more positive effect rather than negative.

Madara and Erika (2015) examined social culture norms factors and international competitiveness. This research explored the impact of social culture norms factors on international competitiveness in small, open economies. The study analyzed the relationship between 400 social culture norms indicators and competitiveness indicators such as productivity, economic development, business and government efficiency, innovation capacity and infrastructure in 37 countries. The study shows that six social culture norms factors have emerged: collectivism and hierarchy; future, cooperation and performance orientation, self-expression, monochronism and rationality, economic orientation and social structure. The first factor – collectivism and hierarchy – tends to reduce the international competitiveness; the other five affect it positively.

Chepkangor, Rotich and Omware (2015) examined the effects of social culture norms factors on consumer choice of commercial banks Nakuru town. This study aims to investigate the influence of social culture norms factors on consumer choice of commercial banks in Nakuru Municipality. In order to

collect the required data, the population of the study comprised of 396 respondents on whom questionnaires were administered. Systematic random sampling was employed where by each of the tenth customer on the queue was given a questionnaire to complete and return. The Questionnaire was piloted so as to improve its validity. The collected data was coded and analyzed by the aid of Statistical Package for Social Scientists and Microsoft excels computer software and presented in tables and a narrative summary. From the findings, consumer choice of a bank is affected by social culture norms factors. Culture, sub culture, and group's influence consumer choice of a bank with a low effect. Personality, lifestyle and family have a very low effect on consumer choice of a bank. Customer service, availability of loan and convenience also affect consumers' choice.

Dharmendra (2014) investigated the social culture norms influence on women entrepreneurs in Uttarakhand State, India. The study aims to identify social culture norms factors and women entrepreneurs' perception towards those, to find out the impact of socio- cultural status and locale on women entrepreneurs and to examine the effect of social culture norms factors on women entrepreneurs. To attain those objectives three districts each from Garwal region and Kumaun region has been chosen from which 280 women entrepreneurs as sample was selected. Pre tested questionnaire was used to collect the primary data and statistical techniques like percentage method, mean, bar diagram, t test and ANOVA was used to analyse the data. The study found that entrepreneur's socio – cultural status, their residential background has significant impact on the opinion, views and behaviour of women entrepreneurs, research also concluded that social culture norms factors significantly affect women entrepreneurs and their contribution towards state economy. Many of the social culture norms factors are identified highly influential on entrepreneurship.

METHODOLOGY

The study used descriptive research design. Research design is the plan and structure of investigation so conceived as to obtain answers to research questions. Descriptive research design was deemed fit for this study since it allowed the collection of data from a sizable population in a highly economical way.

The study was carry out in Anambra state. Anambra state is one of the thirty-six states of the federation and is located in the south-east zone of Nigeria. It shares boundaries with Delta state to the west, Imo and Abia states in the south, Enugu state in the East and Kogi state to the north. Anambra state is divided into three senatorial districts; Anambra north, Anambra central, and Anambra south. Primary sources of data were employed in this study. The population of this study comprised 1475 employees and management of ten manufacturing industries in Anambra State. The statistical formula devised by Borg and gall (1973) was employed to determine the sample size of 390. The data was collected using a questionnaire which had both open ended or closed questions. The questionnaires were divided into two parts. Part one of the questionnaire gathered bio-data of the respondents while second part obtained information on the employee' opinions and perceptions in regard to the study. Face content was adopted in this study while test-retest and Cronbach's alpha was used to measure internal consistency.

The data generated were analyze using simple percentage and multiple regression analysis was employed to test the hypotheses f to determine the effect and significance of each of the three socio-norms factors with affect entrepreneurial intention of manufacturing firms in Anambra State Nigeria. This was done with the help of Statistical Package for Social Sciences (SPSS) version 21.0

DATA PRESENTATION AND ANALYSIS

390 copies of the questionnaires were administered to the manufacturing firm's students and out of it a total of 350 set of questionnaire were returned fully and appropriately filled while 30 were not properly filled and 10 got missing. Base on this, the analysis will be based on 350 set of questionnaire that were appropriately filled and returned.

Summary of the Regression Result

The result of the multiple regression formulated in chapter three is presented in the tables below.

Summary of the Regression Result

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .265 ^a | .690 | .504 | 3.241 | 1.879 |

- a. Predictors: (Constant), Cultural values , Attitude, Beliefs system
- b. Dependent Variable: Entrepreneurial Intention

Table 3 shows that R² which measures the strength of the effect of independent variable on the dependent variable have the value of 0.690. This implies that 69% of the variation in Entrepreneurial Intention is explained by variations in Cultural values, Attitude and Beliefs system. This was supported by adjusted R² of 0.504. In order to check for autocorrelation in the model, Durbin-Watson statistics was employed. Durbin-Watson statistics of 1.879 in table 3 shows that the variables in the model are not autocorrelated and that the model is reliable for predications.

ANOVA Result

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|------------|----------------|-----|-------------|-------|-------------------|
| Regression | 179.546 | 4 | 44.886 | 4.272 | .002 ^b |
| Residual | 2384.937 | 227 | 10.506 | | |
| Total | 2564.483 | 231 | | | |

- a. Dependent Variable: Entrepreneurial Intention
- b. Predictors: (Constant), Cultural values, Attitude, Beliefs system

The f-statistics value of 4.272 in table 4.5 with f-statistics probability of 0.002 shows that the independent variables has significant effect on dependent. This shows that Cultural values, Attitude, Beliefs system can collectively explain the variations in Entrepreneurial Intention in the manufacturing firms.

Coefficients of the Model

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-----------------|-----------------------------|------------|---------------------------|--------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 18.311 | 2.121 | | 8.632 | .000 |
| Cultural values | -.159 | .053 | -.194 | -3.014 | .003 |
| Attitude | .091 | .054 | -.128 | 0.112 | .002 |
| Beliefs system | .110 | .052 | -.140 | 0.074 | .001 |

Source: SPSS 21.0

Table coefficient of the individual variables and their probability values. Cultural values has a regression coefficient of -0.159 with a probability value of 0.003 implying that cultural values has a negative and significant effect on entrepreneurial intention. Furthermore, Attitude has a regression coefficient of 0.091 with a probability value of 0.02. This implies that Attitude system has a positive and significant effect on entrepreneurial intention. On a similar note, Beliefs system has a coefficient value of 0.110 and a probability value of 0.001. This shows that Beliefs system has a positive and significant effect on Entrepreneurial Intention.

Test of Hypotheses

Here, the three hypotheses formulated were tested using t-statistics and significance value of the individual variables in the regression result. The essence of this is to ascertain how significant are the

effect of individual independent or explanatory variables on the dependent variables. The summary of the result is presented in the table below.

Test of Hypothesis One

Ho: Cultural values have no significant relationship with Entrepreneurial Intention in manufacturing firms in Anambra State.

Hi: Cultural values have a significant relationship with entrepreneurial intention in manufacturing firms in Anambra State.

Cultural values have a t-statistics of 0.159 and a probability value of 0.003 which is statistically insignificant. Therefore, we aspect the null hypothesis and reject the alternative hypotheses which state that Cultural values has a negative significant effect on entrepreneurial intention in manufacturing firms in Anambra State.

Test of Hypothesis Two

Ho: Attitude has no significant effect on entrepreneurial intention of manufacturing firms in Anambra State.

Hi: Attitude has a significant effect on entrepreneurial intention of manufacturing firms in Anambra State. Attitude has a t-statistics of 0.014 and a probability value of 0.002 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses which state that Attitude exerts positive significant effect on entrepreneurial intention in manufacturing firms in Anambra State

Test of Hypothesis Three

Ho: Beliefs system has no significant influence on Entrepreneurial Intention of academics of universities in Anambra State.

Hi: Beliefs system has a significant influence on Entrepreneurial Intention of academics of universities in Anambra State.

Entrepreneurial Intention associated with Beliefs system has a t-statistics of 0.074 and a probability value of 0.003 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses and conclude Beliefs system has a positive significant influence on entrepreneurial intention in manufacturing firms Anambra State.

DISCUSSION OF FINDINGS

This work examined effect of socio-norms on entrepreneurial intention in manufacturing firms in Anambra State. The hypotheses formulated were tested using multiple regression analysis. At the end of the analysis, the following were discovered. The study found out that cultural values has no significant effect on entrepreneurial intention. This finding disagree with Madara and Erika (2015) whose result shows that cultural norms factors play an important role in determining management and business practices, and among all these factors religion and feminine traits are the most dominant and having a more positive effect rather than negative. De Alwis and Senathiraja (2014) study show that cultural factors have influenced their management and business practices. Felicia, Olusoji, Oluwakemi and Mofope (2014) whose result shows that socio-cultural realities include family and friends influence decision making; family members occupy key strategic positions; and the lack of separation between ownership and management of business resources.

The study also finds out that attitude has a significant effect on entrepreneurial intention. This finding tally with Onodugo and Onodugo (2015) noted that businesses are influenced by consumer attitudes and behaviours which depend on such factors as the age structure of the population and the nature of work and leisure. The finding also agrees with Sunghun, Animesh, Kunsoo and Pinsonneault, (2014) whose finding indicates that Client attitude changes in favour of and is supportive to attainment of sustainable business performance when the offered products meet customers' expectations and/or objectives

Finally, the last hypothesis shows beliefs system has a significant effect on organizational performance. This agrees with the findings of Wiley (2016) whose results show that a belief system impact in firm's strategic decisions and financial performance both in the short and long term. The findings also tally with

Van den Steen (2010) whose shows that beliefs system lead to more delegation, less monitoring, higher utility (or satisfaction), higher execution effort (or motivation), faster coordination, less influence activities, and more communication, but also to less experimentation and less information collection. Van den Steen (2005) result shows how beliefs system give direction to the firm by influencing the employees' decisions, and thus also lead to coordination and organizational performance.

Summary of Findings

The study objective was to determine effect of socio-norms entrepreneurial intention in manufacturing firms in Anambra State. The hypotheses formulated were tested using multiple regression analysis. At the end of the analysis, the following were discovered.

1. Cultural values have a negative significant effect on entrepreneurial intention in manufacturing firms in Anambra State.
2. Attitude has a positive significant effect on entrepreneurial intention in manufacturing firms in Anambra State
3. Beliefs system has a positive significant influence on Entrepreneurial Intention of academics of universities in Anambra State.

CONCLUSION

This work examined effect of socio-norms entrepreneurial intention in manufacturing firms in Anambra State. From the findings the study concluded that attitude and beliefs system has positive significant effect on entrepreneurial intention in manufacturing firms in Anambra State, while cultural values, has a negative significance on entrepreneurial intention in manufacturing firms in Anambra State. From the findings the study conclude that socio-norms has a positive significant effect on entrepreneurial intention in manufacturing firms in Anambra State

RECOMMENDATIONS

The study recommended that:

1. Manufacturing firms must ensure have a well organize policy and strategies that are in line with the cultural values of the people and environment for entrepreneurial intention to be successful.
2. Manufacturing firms must understand and study the attitude of the people and environment they operate in. The attitude of people and environment are sustenance of entrepreneurial intention.
3. Manufacturing firms should develop their own in-house belief system, too, which leads them to act and behave in ways that might not seem entirely rational to student.

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