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**EFFECT OF INDIVIDUALISM, POWER DISTANCE,
MASCULINITY, AND UNCERTAINTY AVOIDANCE ON
ENTREPRENEURIAL ACTIVITY: A PERSPECTIVE FROM
THE STATES IN NORTH-WEST NIGERIA**

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ABSTRACT

Culture is a very important predictor of the activities of the entrepreneur. Studies on national culture focus have been on the differences of national culture in different countries with regards to entrepreneurship. Understanding the effect of national culture (individualism, power distance, masculinity and uncertainty avoidance) on entrepreneurship in a single country remains scarce due

to a lack of research. Furthermore, the findings of previous studies revealed an inconsistency in the dimensions' effect on entrepreneurial activity with some dimension(s) having a positive or negative relationship. Thus, this paper examined the effect of national culture on entrepreneurial activity in north-west Nigeria because of the presence of differences in culture as it relates to states in the region. A survey was conducted to gather the data. The results revealed that individualism, masculinity, and power distance had a positive effect on entrepreneurial activity. This study also found a positive relationship between uncertainty avoidance and entrepreneurial activity, which is not consistent with the a priori relationship. The findings also suggest that the differences in the states according to national culture variables are not due to chance. Thus, there is a significant difference among the states in relation to the stated dimensions. The study recommends that policymakers create awareness by educating the society of the growing need and importance of entrepreneurial activity. More importantly, policymakers should develop relevant policies that can improve the entrepreneurial spirit of states with negative culture on entrepreneurship.

Keywords: Individualism, power distance, masculinity, uncertainty avoidance, national culture, entrepreneurial activity.

INTRODUCTION

Culture can simply be understood as a collective programming of a person's mind which differentiates an individual or groups of individuals (Hofstede & McCrae, 2004). This difference is inculcated in the minds of individuals which could include beliefs, norms, and values. These attributes differentiate the perception of individuals in alternate societies (Bugaje et al., 2018). Although national culture is very relevant in understanding the differences in societies, it is relevant to note that the African national culture has been divided by ethnicity and religion which has created sub-cultures that further differentiate individuals in a single nation (Jan Inge & Stein, 2004). This has necessitated the need to conduct this study to see differences in culture among the different states in the North-West region of Nigeria.

Max Weber's views on the relationship between culture and entrepreneurship represent one of the earliest works on culture. Religion was the center of his research, he viewed culture from a religious perspective, he argued that religion could predict capitalism. Weber further maintained that religion through "The Calling" was a moral obligation to fulfill which influences the individual towards entrepreneurship (Weber, 1920). Another major work on culture is the institutional perspective. This was popularized by DiMaggio and Powell (1983), who argued that institutions which include the social, cultural, and regulatory are very important in predicting the behavior of individuals (Bruton et al., 2010).

As highlighted, culture is the total way of life in societies, thus culture is very important in all activities of individuals which includes a decision to start a business and the success of the enterprise. There are many researchers (Engelen et al., 2015; Puia & Ofori-Dankwa, 2013; Waal & Chipeta, 2015) that link national culture with entrepreneurial activities. Hence, culture is a very important predictor of entrepreneurial activities.

Despite the significance of culture and entrepreneurial activity, Thornton et al. (2011) argued that studies are more focused on the perception of an entrepreneur. They further reiterated the importance of studying the socio-cultural factors which are predictors of entrepreneurial activity. Furthermore, the study of national culture in the informal sector is limited, and the effects of culture on entrepreneurship are different for both sectors. Thai and Turkina (2014) highlighted that informal entrepreneurship is being anchored by socially supportive culture while formal entrepreneurship is supported by performance-based culture. Thus, necessitating the need to study the effect of national culture on entrepreneurial activity in the informal sector.

Similarly, the focus of most studies on the influence of national culture and entrepreneurial activity is by comparing two or more countries. There are limited studies that focused on a single country that compare regions or states (Osoba, 2009; Şahin & Asunakutlu, 2014; Urban & Ratsimanetrimanana, 2015). There are studies (Aramand, 2013; Osoba, 2009; Urban & Ratsimanetrimanana, 2015) that reveal differences in national culture within a single country. Furthermore,

studies on national culture effect on entrepreneurial activity have revealed a lot of inconsistencies in the findings. The dimensions seem to have different signs in different contexts. Most notably is power distance which in some studies revealed a positive relationship whilst, in other studies, it revealed a negative relationship with entrepreneurial activity. This inconsistency is not different in other dimensions such as individualism, masculinity, and uncertainty avoidance (Bruton et al., 2010).

Hofstede's (1984) theory on national culture argued that individualism is the degree to which people accept the fact that there asserts autonomy, independence and a sense of freedom. Thus, high individualism breeds individual interest which results in individuals struggling to make a difference in their pursuit of achievement.

Power distance is another dimension of national culture. Hofstede (1984) maintained that it refers to the degree to which people expect power to be unequally distributed in society. In a case where there is high power distance, it asserts that there is a very high unequal distribution of power. On the other hand, low power distance refers to a scenario where the concentration of power is not limited to a few individuals. This refers to a scenario where individuals in a society tolerate inequality, while some societies have a high tolerance, other societies do not. This tolerance level influences the behavior of entrepreneurs (Ismail et al., 2021).

Culture does not influence and encourage independence, it also does not help in influencing the individuals' decision to develop themselves and become entrepreneurs. This is a result of folklore and religion (Mukhtar, 2013). However, this assertion is not supported in all contexts. Hofstede (1984), argued that masculinity culture in any given society supposedly exhibits masculine values such as recognition, advancement, and challenge. Uncertainty avoidance is a situation where individuals or society do not accept uncertainty or rarely tolerate ambiguity (Hofstede, 1984). The tolerance level with emphasis on ambiguity in activities of the entrepreneur refers to uncertainty avoidance. Risk-taking tolerance is a very important attribute of an entrepreneur. It highlights how the entrepreneur's perspective on his activities is subject to uncertainties that are not known to him (Manzanera-Román & Brändle 2016). Singer et al.

(2015) defined entrepreneurial activity in adult population as ranging from 18–64 years old that is actively involved in starting a business or perhaps being business owners in which there is a form of value creation or creativity. Raimi et al. (2015) argued that entrepreneurial activity is very peculiar as it relates to a form of thinking, reasoning and acting with an enabling environment where there exist immense resources yet to be tapped and could be tapped to create value for the entrepreneur and the environment that could aid the growth and development of the business.

The North-Western part of Nigeria comprises seven states, namely Sokoto, Kebbi, Zamfara, Katsina, Kano, Kaduna, and Jigawa. The people are predominantly Muslims and Hausa/Fulani by tribe. However, there are several minority tribes in the region which make the region heterogeneous. The region has the largest arable land in the country, the states in the region borders neighboring countries like the Republic of Niger and Benin. As such, they have served as major entry ports for centuries, mainly because of their proximity to border towns (Ministry of Commerce, Kano State, 2013; National Population Commission, 2010). Furthermore, the region's GDP value is US\$34.17 billion which is ranked second in the region after the South-South which comprises mainly oil-producing states (United Nations Development Programme, 2009).

LITERATURE REVIEW AND RESEARCH HYPOTHESES

The literature review is divided into four sections. The first section of the review covers the literature on individualism and entrepreneurial activity. The second section covers the literature on power distance and entrepreneurial activity. The next section highlights the relationship between masculinity and entrepreneurial activity, while the last section is on the relationship between uncertainty avoidance and entrepreneurial activity.

Individualism and Entrepreneurial Activity

Entrepreneurs are known to be independent, and have a sense of autonomy and freedom (McGrath et al., 1992). Thus, individuals

who are struggling to be successful in their pursuit of achievement are deemed to be individualistic. Tlaiss (2014) argued that in entrepreneurial studies, individualism was positively related to entrepreneurial activities.

Other studies on national culture examined its influence on variables that are closely related to entrepreneurial activity. Puia and Ofori-Dankwa's (2013) study of 67 countries on the relationship between national culture and national level innovativeness found a significant relationship between the two. Waal and Chipeta's (2015) study aimed at differentiating national culture between two countries, was related to a high-performance organization. The study revealed that the cultural variations failed to explain differences in the variation but there were differences in cultural effect. A study by Valliere (2014) on Bhutanese and Canadians revealed a culture lower in individualism for Bhutanese. Besides that, Bhutanese have a more adverse entrepreneurial environment compared to Canadians.

Furthermore, Kittilaksanawong and Zhao (2018) studied how individualism moderated the relationship between lending to women and sustainability in microfinance institutions. The study found that women borrowers reduced the sustainability of microfinance institutions. This negative effect was more pronounced in countries ranked high in individualism.

Studies on individualism and its relationship with entrepreneurial activity have revealed inconsistent results, while some studies found a positive relationship, others found a negative relationship. Shane's (1993) study of two different years, 1975 and 1980 produced conflicting results. In the 1975 study, individualism was found to be positive while the 1980 study found individualism to be negative. Similarly, the work of Engelen et al. (2015) revealed that individualism with the interplay of market turbulences were determinants of entrepreneurial orientation. On the other hand, Herbig and Jacobs (1998) argued differently by revealing that the Japanese style worked perfectly because it fitted their culture which lacked individualism and that the Japanese were also risk-averse.

Furthermore, most studies on the effect of national culture were conducted on differences in several countries (Engelen et al., 2015;

Puia & Ofori-Dankwa, 2013; Waal & Chipeta, 2015; Shirokova et al., 2018). There are limited studies that view this dimension in a single country. Urban and Ratsimanetrimanana's (2015) examined the effect of culture on entrepreneurship in a single country, Madagascar. The study found individualism to be positively related to entrepreneurship.

Madichie et al. (2008) stated that the cultural trait of the Nnewi community (Nigeria) was highly significant to the success of their entrepreneurial ventures. Some of these traits known for success include individualism, hard work, ingenuity, and self-effort. Thus, based on the assertion, this study hypothesizes that:

H₁ : There is a positive and significant relationship between individualism and entrepreneurial activity.

Power Distance and Entrepreneurial Activity

There has been much argument in the relationship between power distance and entrepreneurship. While there are studies (McGrath, et al., 1992; Shinnar et al., 2012; Tlaiss, 2014) that argued that high power distance in a country influenced entrepreneurial activities, other studies (Chand & Ghorbani, 2011; Urban & Ratsimanetrimanana, 2015; Waal & Chipeta, 2015) argued against this, that power distance was negatively related to entrepreneurial activities.

The two sides to this argument of the relationship are based on different contexts. This could have been the justification of the different sides to the relationship. The focus of this study is on informal businesses which is mainly guided by informal institutions. Hence, it is believed that power distance is positively related to entrepreneurial activities.

Furthermore, the results of studies have revealed inconsistencies in the dimension of power distance and its influence on entrepreneurial activities. Shane's (1993) study of two different years indicated power distance to be negative in an earlier study. On the other hand, power distance was positive in 1980. Studies in recent years have also indicated similar inconsistencies, Valliere (2014) revealed that Bhutan has a culture that is high on power distance as it influences entrepreneurial activities. However, Shirokova et al. (2018) found that negative power distance moderated the relationship between university entrepreneurship offerings and start-ups.

As argued in the previous section, a lot of studies concerning the influence of national culture on entrepreneurial activity, compared two or more countries. This is not unlike studies by Kittilaksanawong and Zhao (2018), Valliere (2014) and Waal and Chipeta (2015) that used power distance as part of the dimension. Thus, it is pertinent to understand the influence of power distance on entrepreneurial activity within a region in a single country. Therefore, it is hypothesized that:

H_2 : There is a positive and significant relationship between power distance and entrepreneurial activity.

Masculinity and Entrepreneurial Activity

The values in a society with high masculinity depict men to be very assertive and tough and women, to be modest and gentle (Hofstede, 1984). With this emphasis, societies which value high masculinity recognition and advancement represent significant attributes of entrepreneurs. Manzanera-Román and Brändle (2016) stated that one of the most common attributes of entrepreneurs was assertiveness. This attribute was significant in achieving their goals and objectives.

The masculinity dimension is not different as it relates to the inconsistency of the results of the influence of national culture and entrepreneurial activity. Results by McGrath et al. (1992), pointed out that the masculinity dimension was positive. Similarly, Farquet (2018) argued that masculinity was positively related to entrepreneurship. According to Valliere (2014), Bhutan has a culture that is high on masculinity suggesting that the Bhutanese have a more adverse entrepreneurial condition compared to the Canadians.

However, Rubio-Bañón and Esteban-Lloret (2016) found the masculinity dimension to be negative. They argued that the level of masculinity had no relationship with the rate of entrepreneurship start-ups. Besides, the study by Kreiser et al. (2010) revealed that masculinity had no positive relationship with risk-taking.

Kittilaksanawong and Zhao (2018) studied on how masculinity moderated the relationship between lending and sustainability of microfinance institutions. The study revealed that lending to women tended to reduce the sustainability of microfinance institutions.

However, the effect was less serious in countries that ranked high in masculinity. Although masculine values in society reflect its close relationship with entrepreneurial activity, it appears that women are not favored in societies with high masculinity.

In their study, Shinnar et al. (2012) examined the impact of culture and gender in shaping entrepreneurial intention and perception of people in three countries. The study revealed that women in the countries studied perceived lack of support as a barrier more than men. There was also no gender gap in the countries which in turn revealed that the institutional environment rather than culture shaped perception.

Similarly, a lot of studies on the influence of national culture on entrepreneurial activity compared two or more countries. This is not unlike studies by Valliere (2014), Waal and Chipeta (2015), and Kittilaksanawong and Zhao (2018) that used masculinity as part of the dimension. Thus, it is pertinent to understand the influence of masculinity on entrepreneurial activity within a region in a single country. Hence, it is posited that:

H_3 : There is a positive and significant relationship between masculinity and entrepreneurial activity.

Uncertainty Avoidance and Entrepreneurial Activity

As highlighted earlier, the importance of having low uncertainty avoidance in predicting entrepreneurial activities cannot be ignored. Empirical researches have shown different results on how uncertainty avoidance influences entrepreneurial activities.

Osoba (2009), examined the influence of national culture on entrepreneurial activity in the United States of America (USA), one of the interesting results highlighted in his study was that uncertainty avoidance was positively related to entrepreneurial activity. This result indicates that when risk-taking tolerance is low, this will influence start-ups. This is applicable in contexts where individuals switch from paid employment to self-employment, which could be the result of getting away from intolerable situations.

Engelen et al. (2015) examined the influence of market turbulence and national culture on entrepreneurial orientation. The study revealed that

uncertainty avoidance was insignificant in its interplay with market turbulence as antecedents as the former influenced entrepreneurial orientation.

Most researches on uncertainty avoidance are consistent as it is related to entrepreneurship. Urban and Ratsimanetrimanana's (2015) study revealed that culture which included uncertainty avoidance influenced perceived desirability which in turn influenced entrepreneurial intention. Shirokova et al. (2018) explored the role of national culture as it moderates the relationship between university entrepreneurship offerings and start-ups. The study revealed that negative uncertainty avoidance moderated the relationship between university offerings and start-ups.

Furthermore, studies of this nature rely more on multiple country studies, by comparing the relationship between national culture and entrepreneurial activity in different countries. Such studies (Engelen et al., 2015; Kittilaksanawong & Zhao, 2018; Waal & Chipeta, 2015) also used uncertainty avoidance as part of the measurement of national culture. Thus, it is pertinent to understand the influence of uncertainty avoidance on entrepreneurial activity within a region in a single country. Therefore, it is hypothesized that:

H₄ : There is a negative and significant relationship between uncertainty avoidance and entrepreneurial activities.

Theoretical Framework

One of the earliest works on culture was by Max Weber. The work of Weber (1920) viewed culture from a capitalistic standpoint, even though he also viewed culture from another dimension, religion. Weber's work was centred on Christianity; he argued that religion was the main catalyst for capitalism. That religion was not a mere cause of economic conditions; but that economic conditions such as entrepreneurship was a result of religion. Individual aspiration through capitalism was a result of "the calling"; the idea of the calling was that it was a moral obligation of people to make sure they fulfilled their duty. Weber's attempt in his view of religion was intended to examine varying modes of rationalization of culture, and that it was vital to have these variations for socio-economic development.

The study by Hofstede (1984) was embedded in management literature. Despite this, he argued that national culture influenced entrepreneurial activity, and reiterated that dimensions of individualism, power distance, masculinity, and uncertainty avoidance should be used in entrepreneurial studies. Similarly, Tlaiss (2014) stated that studying culture in entrepreneurial studies should include individualism, power distance, masculinity, and uncertainty avoidance. This study underpins the influence of culture on entrepreneurial activity based on the theory of national culture by Hofstede (1984). This study is a result of how these dimensions have a direct influence on whether an individual is entrepreneurial or not.

METHODOLOGY

Research Method

The method employed in this study was quantitative in nature. Data was collected using a questionnaire in a survey. The respondents for the survey instrument were owners/managers of informal businesses in the north-west geopolitical region of Nigeria. The population of informal businesses in the region at the time was 7,580,986 (National Bureau of Statistics, 2013). Thus, 384 based on Krejcie and Morgan (1970) was the minimum number of the sample size. Due to the issue of sampling error, an additional 10 percent was added to the sample size (Nulty, 2008). Hence, the number of questionnaires distributed was 422. The self-administered questionnaires were distributed using simple random technique to the seven states based on the population of micro-enterprises in each state. Simple random sampling was adopted in the administering of the questionnaire in each state. Four research assistants were employed to collect the data in all seven states which took more than a month. Out of the returned questionnaires, 387 were used for further analysis. The state of Kano formed the bulk of the returned questionnaires with 25.8 percent, while Kaduna had 19.9 percent of the questionnaires returned. Similarly, Jigawa, Katsina, Sokoto, Zamfara, and Kebbi contributed 10.6 percent, 15.8 percent, 9 percent, 9.8 percent, and 9 percent of the returned questionnaires, respectively.

Estimation Technique

Partial least square structural equation modeling (PLS-SEM) and one-way analysis of variance (ANOVA) were used for analysis. The

justification for the use of PLS-SEM was due to non-normal data which was mainly attributed to survey data. The PLS-SEM approach is primarily used when the research is either predictive in nature or theory-building. Similarly, the study used formative indicators which is also one of the advantages of using the approach. One way ANOVA compares the variance in a different set of groups to identify whether or not there are differences within groups (Tabachnick & Fidell, 2007). Thus, this was used to determine the significant differences of the dimensions between the states in the region.

Variable Description

The independent variable in this study was national culture. The national culture items used in this study were developed by Hofstede (1984). Tlaiss (2014) contended that Hofstede's cultural dimensions: individualism, power distance, masculinity, and uncertainty avoidance were often used in entrepreneurial studies. Although the Hofstede dimension has been used mainly at a macro level to measure national culture, few studies viewed national culture at a micro level to measure individual values of national culture. Urban and Ratsimanetrimanana (2015) viewed four of Hofstede's cultural dimensions across ethnic groups in Madagascar to investigate variances among ethnic groups. Sharma (2010) developed a measurement scale to measure individual national culture. Similarly, Yoo et al. (2011) developed a scale that measured national cultural values of individuals.

Hence, these dimensions were adopted in this study to measure individual national culture, including the refined items by Sharma (2010). The scale was an extension of the previous effort of measuring culture at an individual level and in other studies (Sharma, 2011, Sharma et al., 2016). A total of 32 statements (e.g., *I would rather depend on myself than others; A person's social status reflects his/her place in society; It is ok for men to be emotional sometimes; I find it difficult to function without a clear direction and instructions*) were used to measure the constructs using a 7-point Likert scale ranging from 1 = "extremely inaccurate" to 7 = "extremely accurate".

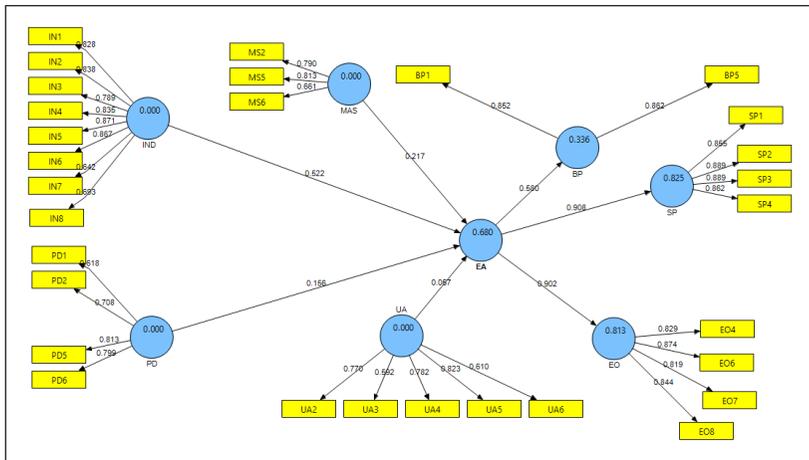
The dependent variable in this study was entrepreneurial activity. The construct was measured by self-employment, entrepreneurial orientation, and business performance. Self-employment has been widely used as a construct in the measurement of entrepreneurial

activity. This study adapted the refined items of Singh et al. (2010). Entrepreneurial orientation refers to a strategic positioning that is characterized by behavior that includes being risky, proactive, and innovative in running an entrepreneurial venture (Engelen et al., 2015). This study adapted the scale of Hughes and Morgan (2007) and refined it to measure risk, proactiveness, innovativeness of entrepreneurial ventures, product and customer performance of businesses. The performance of any business is an indicator of its success or failure, thus an important element in distinguishing businesses.

A total of 19 statements (e.g., *I have the ability to recognize ideas for self-employment; My company's product/service in relation to competition has been successful in terms of sales; We actively introduce improvement and innovation in our business*) were used to measure the construct using a 7-point Likert scale ranging from 1 = "extremely inaccurate" to 7 = "extremely accurate".

Figure 1

Measurement Model



RESULTS AND DISCUSSIONS

The results and discussion are divided into three sections: measurement model, structural model followed by discussion. The measurement

model discusses the items including the construct reliability and validity. The structural model discusses the predictive relevance of the model and the path coefficient while the discussion section clarifies the results.

Table 1

Item Loading, Average Variance Extracted (AVE) and Reliability

Variable	CODE	Loading	AVE	Composite reliability
Business performance	BP1	0.852	0.734	0.847
	BP5	0.862		
Entrepreneurial orientation	EO4	0.829	0.708	0.907
	EO6	0.874		
	EO7	0.819		
	EO8	0.844		
Individualism	IN1	0.828	0.639	0.933
	IN2	0.838		
	IN3	0.789		
	IN4	0.835		
	IN5	0.871		
	IN6	0.867		
	IN7	0.642		
	IN8	0.693		
Masculinity	MS2	0.790	0.574	0.800
	MS5	0.813		
	MS6	0.661		
Power distance	PD1	0.618	0.546	0.826
	PD2	0.708		
	PD5	0.813		
	PD6	0.799		
Self-employment	SP1	0.855	0.763	0.928
	SP2	0.889		
	SP3	0.889		
	SP4	0.862		
Uncertainty avoidance	UA2	0.770	0.521	0.842
	UA3	0.592		
	UA4	0.782		
	UA5	0.823		
	UA6	0.610		

Measurement Model

The reliability of items was determined through the outer model. As a rule of thumb, all items below 0.50 were deleted so as to determine the reliability of the items (Hair et al., 2014). Table 1 indicates that all the outer loadings are above the threshold of 0.50. The outer loadings are between 0.592–0.889. To measure the internal consistency of the variables, composite reliability was used based on its advantage of taking into account the individual item contribution to the construct (Hair et al., 2014). The construct's coefficients are all above the threshold of 0.70 as shown in Table 1 which indicates the reliability of the constructs. Average variance extracted (AVE) was used in measuring convergent validity as this measurement is very important in determining the correlation of measurement (Hair et al., 2014). All the constructs in Table 1 have adequate convergent validity as all the constructs are above the threshold of 0.50. As shown in Table 1, the AVE is between 0.521–0.763.

Table 2

Latent Variable Correlations

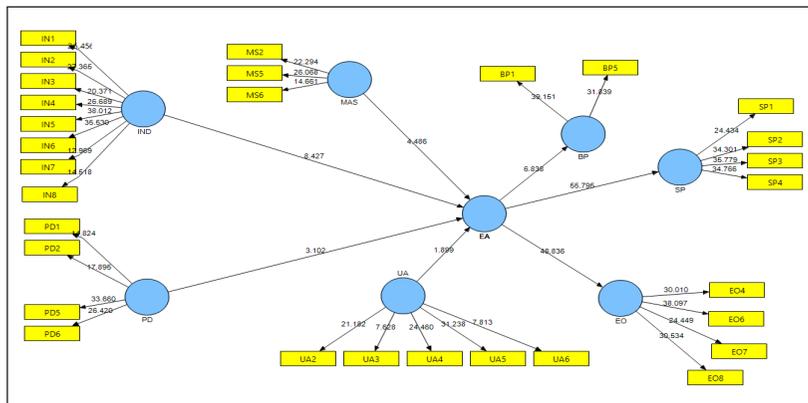
Variables	BP	EO	IND	MAS	PD	SP	UA
BP	0.857						
EO	0.449	0.842					
IND	0.353	0.638	0.799				
MAS	0.299	0.568	0.658	0.757			
PD	0.279	0.549	0.678	0.586	0.739		
SP	0.378	0.677	0.819	0.658	0.673	0.874	
UA	0.250	0.298	0.362	0.219	0.397	0.329	0.722

In determining the discriminant validity of the constructs, the square root of AVE was compared to the correlations of the constructs (Fornell & Larcker, 1981). The threshold for determining an adequate discriminant validity, is that the AVE should be above 0.50 and the AVE square root should be higher than the correlations. As seen in Table 1, all AVE figures are above 0.50 and the AVE square root (values in bold in Table 2) are higher than the correlations, suggesting adequate discriminant validity.

Structural Model

Figure 2

Structural Model



The coefficient of determination (R^2) determines the fraction of difference between the endogenous variable as it is explained or predicted by the exogenous variable (Hair et al., 2014). The R^2 for the model is 0.68 as shown in Figure 1; Hair et al. (2014) state that R^2 that is above .50 but below 0.75 is considered to be moderate. This also suggests that individualism, masculinity, power distance, and uncertainty avoidance explain 68 percent of entrepreneurial activity.

Table 3

Test of Hypothesis of Direct Relationships

Relationship	Beta value	Standard error	T statistics	p-value	Decision
IND -> EA	0.5221	0.061957	8.426771	0.000***	Supported
MAS -> EA	0.21686	0.048346	4.485533	0.000***	Supported
PD -> EA	0.15601	0.050293	3.102059	0.001***	Supported
UA -> EA	0.056963	0.030002	1.898665	0.029	Not supported

Note: The symbols ***, indicate statistical significance at 1 percent level of significance.

The study predicted a positive relationship between individualism, masculinity, power distance, and entrepreneurial activities. The results

revealed a significant positive relationship between individualism, masculinity, and power distance, with entrepreneurial activities all with a p -value < 0.01 . Thus, accepting the hypotheses which state that there is a positive relationship between individualism and entrepreneurial activities, there is a positive relationship between power distance and entrepreneurial activities, and there is a positive relationship between masculinity and entrepreneurial activities. However, uncertainty avoidance was predicted to have a negative relationship with entrepreneurial activity. Nevertheless, the results revealed a positive and significant relationship between the variables, thus rejecting the hypothesis which state that there is a negative relationship between uncertainty avoidance and entrepreneurial activities.

Furthermore, the present study examined if there were any differences in the states within the north-west geopolitical region with regards to the dimension of national culture used in this study. The one-way ANOVA was tested on the dimensions and the states were chosen for this study. The results in Table 4 revealed a significant result because the p -value was less than 0.05, indicating that the differences in the dimension for the states are not due to chance, that there are indeed differences in the states with regard to the national culture dimension.

Table 4

	Sum of squares	df	Mean square	F	Sig.
Between groups	40.340	6	6.723	3.886	0.001
Within groups	657.535	380	1.730		
Total	697.875	386			

One Way Anova

DISCUSSIONS

The results of PLS-SEM as presented in the earlier section revealed a positive association between individualism, power distance, masculinity, and uncertainty avoidance with entrepreneurial activities. Thus, a positive association between individualism and entrepreneurial activities implies that individualistic cultures are more susceptible to having more business start-ups. As highlighted, individualism is the

degree to which individuals assert their behavior of autonomy, sense of freedom, and independence.

This is because highly individualistic cultures have values such as independence in their activities, and a high sense of freedom which makes it possible for individuals to choose whatever they feel is beneficial for them. As a result, an individual's choice based on his own free will influence his decision to start an entrepreneurial venture. This result is consistent with other studies (Engelen et al., 2015; Madichie et al., 2008; Puia & Ofori-Dankwa, 2013) that reveal a positive association between individualism and entrepreneurial activities.

Studies on the relationship between power distance and entrepreneurial activities have been inconsistent, and this could be attributed to contextual differences. This study has predicted a positive association between power distance and entrepreneurial activities because of the nature of the respondents who are in the informal sector. The results have also revealed a positive association between power distance and entrepreneurial activities. This could mean that individuals in that particular region have a high tolerance for power inequality. This might be attributed to the fact that individuals in that sector are more reliant on informal institutions, which could be the reason for the high tolerance level. Similarly, high power distance culture is one in which power inequality is common and pronounced and people accept without question. This result is consistent with other studies (McGrath et al., 1992; Shinnar et al., 2012; Tlaiss, 2014) which contend that power distance is positively associated with entrepreneurial activity.

Similarly, the results have revealed a positive association between masculinity and entrepreneurial activities. As opined by Hofstede (1984), cultures that exhibit high masculinity are societies that view masculine values which include advancement, challenge, and recognition as important values. These are the significant attributes of an entrepreneur, and entrepreneurship is synonymous with risk-taking. Thus, entrepreneurs must have the capability to deal with events that are unexpected (Manzanera-Román & Brändle, 2016).

Furthermore, societies with high masculinity are more entrepreneurial than societies with low masculinity. This is consistent with other

studies (Farquet, 2018; McGrath et al., 1992; Valliere, 2014) that view masculinity as a significant predictor of entrepreneurship.

The study predicted a negative relationship between uncertainty avoidance and entrepreneurial activities. However, the results have revealed a positive association between uncertainty avoidance and entrepreneurial activities. This implies that individuals would not or rarely bear risks in their activities. In the case of this study, the respondents were entrepreneurs from the informal sector, as over 90 percent of businesses are informal in Nigeria (National Bureau of Statistics, 2013). As such, financing is a very huge issue in their activities; hence, managing the little that they have is better than taking risks and losing the business. This justifies why uncertainty avoidance is positively related to entrepreneurial activities.

This is consistent with studies (see for example Engelen et al., 2015; Osoba, 2009) which argue that cultures with higher uncertainty avoidance will influence entrepreneurial activities. Osoba (2009) reiterated that self-employment was a way out of terrible situations, thus having anything to do is better than nothing. This highlights the fact that some ventures are set up out of necessity rather than opportunity.

The results of the post hoc tests on individualism revealed that there were differences between: Jigawa and Kano (p-value = 0.000), Katsina and Kano (p-value = 0.050), and Kaduna and Jigawa (p-value = 0.029). This suggests that the degree to which people accept the fact that they assert their independence and have a sense of freedom vary in these states that have differences.

Similarly, with regard to power distance, the post hoc tests revealed that there were differences between Zamfara and Jigawa (p-value=0.009) and between Zamfara and Katsina (p-value=0.000). The results highlighted that the degree to which people expect power to be unequally distributed vary in these states.

Furthermore, results of the post hoc tests on masculinity revealed that there were differences between: Jigawa and Kebbi (p-value = 0.019), Jigawa and Kano (p-value = 0.015), Jigawa and Kaduna (p-value = 0.001). This suggests that the exhibition of masculine values such as recognition, advancement, and challenge vary in these states.

The results of the post hoc tests on uncertainty avoidance revealed that there were differences between: Zamfara and Katsina (p-value=0.000), Zamfara and Kano (p-value = 0.000), Sokoto and Katsina (p-value = 0.000), Sokoto and Kano (p-value = 0.000), Jigawa and Katsina (p-value = 0.000) and Katsina and Kaduna (p-value = 0.000). The results revealed that individual risk-taking in society is different in these states.

In sum, it can be argued that the differences in some states could mean that some states in the region possess cultures that are more entrepreneurial than other states. This implies that individuals in some states in the north-west region of Nigeria, are more entrepreneurial compared to their counterparts in another state mainly because of cultural differences. A significant theoretical contribution of this study is to improve on the limited studies on national culture conducted based on a single country. This study's use of national culture at a micro level contributes to the limited literature explaining variances within a single country. The need for studies in a single country is supported because ethnicity and religion play a vital role in African national culture. Hence, the results will assist policymakers in viewing each state using different cultural values.

There are two major limitations in this study that could be addressed in future research. First, this study focused on entrepreneurs in the north-west region of Nigeria, hence future studies could look at other sectors or other parts of the country. Secondly, studies on national culture and entrepreneurial activities within a particular country is not often researched, and this study affirms that there are differences within a country and as such future studies should examine the nexus between states.

CONCLUSION AND IMPLICATIONS

Limited studies on the nexus between the national cultural dimension and entrepreneurship in a single country has been highlighted as one of the major issues in this study based on its investigation of the effects of national culture on entrepreneurial activities in the north-west region of Nigeria. The results revealed a positive association between individualism, power distance, and masculinity with

entrepreneurial activities. Similarly, uncertainty avoidance was also positively associated with entrepreneurial activities. The findings also indicate that the differences among states according to national cultural variables are not due to chance.

Thus, based on the results, the study suggests that policymakers need to create awareness by educating society of the growing need and importance of entrepreneurs. Similarly, as some states are more entrepreneurial than others, policymakers should develop better policies to improve the entrepreneurial spirit of states with negative culture on entrepreneurship. Moreover, policymakers should take into account the unique cultural characteristics of each state in developing effective policies to enhance the entrepreneurial motivation of its citizenry. This is necessary due to differences found in the national cultural dimension. Thus, the government should acknowledge the differences in terms of the entrepreneurial motivation of each state and to provide opportunities for new and existing businesses to flourish. The study of national culture and entrepreneurial activities within a particular country is not often researched, and this study has affirmed that there are significant differences within a country and as such future studies should examine the nexus between regions or states.

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