
SOCIO-NORMS AND ENTREPRENEURIAL INTENTION IN NIGERIAN PUBLIC UNIVERSITIES

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Abstract

This work examined the effect of socio-norms and entrepreneurial intention in public universities in South East Nigeria. 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 literatures were reviewed. This research work is anchored on Entrepreneurial Intention Model. The study adopted descriptive research design. The population of the study is one thousand one hundred seventy (1170) students in the selected universities in South East Nigeria. The sample size for the study is 290 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 public universities in South East Nigeria. Attitude has a positive significant effect on entrepreneurial intention in public universities in South East Nigeria, beliefs system has a positive significant influence on Entrepreneurial Intention of academics of universities in South East. From the findings, the study concludes that socio-norms have a positive significant effect on entrepreneurial intention in public universities in South East Nigeria. The study recommends that public universities must ensure to 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. Public universities 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. Public universities 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: *Socio-Norms, Entrepreneurial intention, Nigerian, Public universities*

Introduction

A Socio norm 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 factors that affect specific entrepreneurial intentions.

Considering that profit is not crucial objective of universities, it is generally accepted that the structure and decision making in an 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. 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 examines the effect of Socio norms on entrepreneurial intentions in public universities in South East Nigeria 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 public universities, 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 public universities (Kennerly and Nelly, 2003). Socio-norms 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 behaviour to perceptions on entrepreneurial intentions of university graduates (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 public universities. 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 public university in South East. The specific objectives include to:

1. Determine the extent to which cultural values affect entrepreneurial intentions in public university in South East Nigeria.
2. Examine the extent to which attitude exert effect on entrepreneurial intentions in public university in South East Nigeria.
3. Investigate the degree to which beliefs system affects entrepreneurial intentions in public university in South East Nigeria.

Research Questions

The following research questions will guide this study.

1. To what extent do cultural values affect entrepreneurial intentions in public university in South East Nigeria?
2. To what extent does attitude affect entrepreneurial intentions in public university South East Nigeria.?
3. To what degree does belief system affect entrepreneurial intentions in public university in South East Nigeria?

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 public universities.

Ho₂: Attitude has no significant effect on entrepreneurial intentions in public universities.

Ho₃: Beliefs system has no significant effect on entrepreneurial intentions in public universities.

Significance of the Study

This study would be of significance to the following group: Management of tertiary institutions, students and researchers and government

Scope of the Study: This study will examine effect of socio-norms on entrepreneurial intentions in public universities using South East Nigeria as subject scope. The study sought to identify the effect of, attitude, beliefs and values on entrepreneurial intentions in public universities as the variable scope. This study covers public universities in South East Nigeria as geographical scope. Only department of Business Administration and entrepreneurship was used as the unit scope of this study.

Limitations of the Study

The researcher experienced difficulties in accessing information especially from the senior management; some were suspicious of the researcher's intentions and were not so cooperative, but the researcher assured confidentiality on information collected and no names were mentioned. The researcher also promised the respondents that the purpose of the research data was for academic use only so as to improve co-operation from respondents and create confidence in them to give information more openly.

REVIEW OF RELATED LITERATURE

Conceptual Framework

Social 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). Socia

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) states that 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. 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). 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 (EIM), (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 side.

Theoretical Exposition

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.

Oginni and Adesanya (2013) examined business social norms and its implications on the survival of entrepreneurial intentions in Lagos Metropolis. The study identified some social norms that were peculiar to the entrepreneurial intentions in the manufacturing sector vis-a-vis their significant impact through the administered questionnaires to employees of selected business organizations and inhabitants of three senatorial district that constitute Lagos metropolis. Electricity, government policies and fraudulent practices were found as factors critical with severe impact on the survival and growth of business organizations in the manufacturing sector among other factors which was adduced as the underlying rationale behind exodus of manufacturing organizations to the neighbouring countries. The use of Z value of 1.96 at 0.05 level of significance further confirmed the impact of each of the environmental factors on the survival and growth of business organizations and concluded that these factors signified impending

danger that may impede the survival of these business organizations and make growth an impossible task if left on.

Aluko (2003) examined the impact of social culture norms on organizational performance in selected textile firms in selected textile firm from Lagos, Asaba and Kano in Nigeria. The data were collected using both qualitative and quantitative methodologies. The former were collected through interviews and observations while the latter were collected via structured questionnaire and from documents. In all, 630 respondents were used for the study. The main finding of the study was that irrespective of their social culture norms backgrounds, workers in the textile industry appeared to have imbibed the industrial way of life. The results of the analysis of the social culture norms variables showed a high level of commitment to work, low level of labour turnover and absenteeism, positive beliefs about work, positive work values, attitudes, and norms in all the firms studied. But these positive attributes of the social culture norms variables did not translate directly to high level of organizational performance in these mills because some other variables were at work.

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.

Aazir and Qazi (2012) examined the impact of social culture norms on the performance of the fast food industry in Rawalpindi Islamabad. This research work is based on co-relational (survey) research design and instrument used for research is interview. PEST analysis was selected to analyze PEST forces in fast food industry. The study provides empirical data to identify those factors that play key role in improvement of performance. In this study we found that the four factors (political, economic, technological and socio-cultural) are the key factors that can determine the performance of the fast food industry. Our result

showed that the political factor is somewhat insignificant but other all three factors are the key factors which show the significant results.

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.

Muhammad (2012) examined the impact of socio-norms factors on small business success. Primary data from 60 businessmen who were randomly selected using stratified sampling technique and had more than 500000- investment and at least five employee was collected with the help of structured questionnaire. A five-point Likert scale was used in questionnaire on different attributes (innovativeness, business knowledge, hard work, strong financial resources, product competitiveness and business networking. Government assistance, training and extension services, marketing, moral support, technical assistance, infrastructure, and business-related policies etc) regarding business profile, skill, socio norms and business environment and government policies. Regression impact was seen on average profit per month for knowing successness of business. ANOVA test was also applied to know impact of group differences. Ordinary least square is used to predict a function that relates dependent variable with the independent variable. Regression analyses of the findings showed the positive and significant impact factors of investment, entrepreneurial experience, business profile and social norms.

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.

Akpor-Robaro (2012) carried out a theoretical analysis on the impact of socio-norms on entrepreneurial emergence. Primarily, the study reveals that socio-norms significantly impact, both negatively and positively, on entrepreneurial emergence in society. It is revealed that beyond the negative or adverse economic circumstance of individuals, the value system of a people is a great determinant of the desire and capacity of people becoming entrepreneurs. Specifically, in Nigeria the study reveals that the prevalent socio-cultural characteristics, particularly the value system has enormous negative influence on the emergence of entrepreneurs. However, the findings also indicate that it is not all a negative influence but in some ways the Nigerian socio-norms has positively influenced the emergence of Nigerian entrepreneurs.

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.

Ayaz, Carmine, Saleha and Zubair (2013) examined the impact of social culture norms factors on the growth of small and medium enterprises in Hyderabad, Sindh. Five entrepreneurs were randomly selected from the list of Hyderabad chambers of commerce and industry and Small and medium development authority (SMEDA). The data were collected through five semi-structured interviews. The findings of the study clearly indicate the increase in the growth of SME in terms of sales from 8.4 per cent to 18 % or more from 2001 to 2011 and 3 to 6 percent rise in the number of employees and customers respectively. The results provide evidence of association between the owner's education and the growth of SMEs and benefits which enterprises can reap from this factor. So, the independent variable namely owner's education bears a positive impact on the growth of SMEs in terms of sales/turnover, number of employees and customers in the long run.

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.

Summary of the Review

The literatures reviewed covered four important segments. The first section which is the conceptual review examined the concept of, socio-norms and entrepreneurial intention. The next section which is the theoretical review examined the relationship between the explanatory variables (cultural values, attitude and beliefs) and the dependent variable (entrepreneurial intention). The third section covers the theoretical framework for the study which was anchored on Entrepreneurial Intention Model by Bird (EIM), (1988). The last section covers the empirical review which was summarize under webometric analysis.

Webometric Analysis on Socio-Norms and Entrepreneurial Intention

Author/ Year	Topic	Variables	Method	Remark\Conclusion
Kwagala (2015)	The impact of socio norms on entrepreneurial intention institutions using evidence from Uganda.	Dependent variable entrepreneurial intention Independent variable Family relations, internal decision-making, employee recruitment	Correlation and Linear Regression Analysis	Results indicate that the socio norms 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 intention indicators of the institutions.
Rachmad, Sabarudin and Mu'alim (2015)	The effects of socio norms factors on entrepreneurial intention of manufacturing industries in Indonesia.	Dependent variable entrepreneurial intention Independent variable operating environments and the remote environments	Multiple Regression Analysis	Results showed that internal and external environmental factors, through the operating environments and the remote environments of manufacturing industries, jointly affected the companies' understanding of the condition of the industrial environments to establish strategic goals in order to achieve optimal performance of manufacturing industry.
Jamil and Abdullah (2014)	The impact of socio norms factors on commercial bank profitability in Jordan.	Dependent variable bank profitability Independent variable (internal factors) namely, capital adequacy, the cost to income ratio, liquidity (external factors) namely, the annual inflation rate, the real gross domestic product growth, the ratio total assets	Multiple regression analysis	The results demonstrate that internal factors have a significant impact but not capital adequacy and liquidity ratio for the transformed model, while size is insignificant for the transformed and untransformed models. With respect to externally factors, inflation, total assets of the deposit money banks divided by the GDP, and stock market capitalization to total assets are significant associated with transformed and untransformed models.
Ahmad and Fakhrol (2016)	The impact of socio-cultural norms on entrepreneurial intention using conceptual approach.	Dependent variable entrepreneurial intention Independent variable Education, Religion Family and entrepreneurial intention,	Multiple regression analysis	The study revealed that the socio-cultural 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-cultural norms business environment, hence, the reason for positive and significant impact on entrepreneurial intention.
Mbiti, Mukulu, Mung'atu and Kyalo (2015)	The influence of socio-cultural norms factors on growth of women-owned micro and small enterprises in Kitui County, Kenya.	Dependent variable growth of micro and small enterprises Independent variable Attitude; religion, norms and values gr Political and legal factors growth of business	Descriptive research design and Multiple regression analysis	The results suggested that socio-cultural factors positively influenced the growth of women- owned MSEs.

Ochieng (2015)	The external environmental factors influencing financial performance of Kenya Airways.	Dependent variable financial performance Independent variable Political, legal factors and financial performance	case study research design and Content analysis	The study found that external environmental Political and legal factors were found to affect KQ financial performance to a very great extent.
Nwaiwu and Mark (2015)	Impact of political environment on business performance of multinational companies in Nigeria.	Dependent variable business performance Independent variable Political stability and absence of violence, business performance	Multiple regression analysis	The findings showed that political environment has a negative significant impact on business performance of multinational companies in Nigeria
De Alwis and Senathiraja (2014)	The impact of socio-cultural background on management and business practices of selected small and medium scale business in Sri Lanka..	Dependent variable management and business practices Independent variable Social cultural factors and management and business practices	Survey research design and Multiple regression technique	Social cultural factors have influenced their management and business practices.
Chepkangor , Rotich and Omware (2015) examined	The effects of socio-cultural factors on consumer choice of commercial banks Nakuru town	Dependent variable consumer choice Independent variable Personality, lifestyle and family consumer choice of a bank. Customer service, availability of loan and convenience	Multiple regression technique	From the findings, consumer choice of a bank is affected by socio-cultural 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)	The socio-cultural influence on women entrepreneurs in Uttarakhand State, India.	Dependent variable women entrepreneur Independent variable socio-cultural influence and women entrepreneurs	T test and ANOVA	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 socio-cultural factors significantly affect women entrepreneurs and their contribution towards state economy.
Akpor-Robaro (2012)	Impact of socio-cultural environment on entrepreneurial emergence in Nigeria	Dependent variable entrepreneurial emergence Independent variable value system	Descriptive research design and Multiple regression analysis	The study reveals that socio-cultural environment significantly impact, both negatively and positively, on entrepreneurial emergence in society. It is revealed that beyond the negative or adverse economic circumstance of individuals, the value system of a people is a great determinant of the desire and capacity of people becoming entrepreneurs. Specifically, in Nigeria the study reveals that the prevalent socio-cultural characteristics, particularly the value system has enormous negative influence on the emergence of entrepreneurs.
Felicia, Olusoji, Oluwakemi	Effects of Socio-Cultural Realities on the Nigerian Small and Medium Sized	Dependent variable realities in the SME business environment	Qualitative analytical framework	The result revealed that attitude to time also depends on the business activity involved. SMEs in livestock production and financial

and Mofope (2014)	Enterprises in Lagos State.	Independent variable attitude; religion and values	services would display a better attitude to time management than others. Under the three levels of constructs, the respondents business values are tied to 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.
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Author compilation

2.6 Gap in Literature

Based on the foregoing, this study examines effect of socio-norms on entrepreneurial intention. Although there were several studies which focused only on the effect of socio- norms on entrepreneurial intention are rare. From the empirical evidence, it shows that the issue of socio- norms on entrepreneurial intention has no be resolve. The conflicting result need to be resolved. Hence there is a significant research gap on the area of this study.

METHODOLOGY

Research Design

The study used descriptive research design. 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. Therefore, the descriptive survey was deemed the best strategy to fulfill the objectives of this study.

Area of the Study

The area of this study is South East Nigeria which covers Anambra, Enugu, Abia, Imo, and Ebonyi States.

Sources of Data

Primary sources of data were employed in this study. The primary data were sourced through the use of questionnaire administered to the respondents selected for this study, while the secondary data were sourced from textbooks, journals, and other existing publication.

Population of the Study

The population of this study will comprise of the 4 public universities in South East Nigeria. The breakdowns of the population are presented in the table below.

s/n	Selected universities	Male	Female	Total
1	Chukwuemeka Odumegwu Ojukwu University, Igbariam Campus.	145	192	337
2	Federal university of science and Technology ,Owerri	246	172	418
3	University of Nigeria Enugu campus	150	157	307
4	Abia state university,Uturu	222	191	413
Total	4	763	712	1475

Therefore, the population of the study is 1475

Sample and Sampling Technique

Cooper and Schindler (2003), state that the size of a sample should be a function of the variation in the population parameters under study and the estimating precision needed by the researcher. The target population was staffs of all the 2 public universities in South East Nigeria.

The statistical formula devised by Borg and gall (1973) was employed to determine the sample size. The formular state thus:

$$n = (Z\alpha)^2 eN$$

Where n = Sample size

N = Population of study

e = Margin of error, and in this case = 0.05

Z = Confidence level and for 0.05 it is 1.964

N.B. Target population 1475.

Substituting into formula gives

$$n = (1.964)^2 0.05 \times 1475$$

$$n = (3.9) 73.75$$

$$n = 289.7$$

Therefore, the sample size is 290.

Data Collection Instruments

Primary data was used in this study. 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.

Reliability of the Instrument

The study used the most common internal consistency measure known as Cronbach's alpha (α). It indicates the extent to which a set of test items can be treated as measuring a single 25 latent variables (Cronbach, 1951). The recommended value of 0.7 will be used as a cut-off of reliabilities.

Validity of the Instrument

To ensure instrument validity, experts from the department reviewed the contents of the questionnaire. This is because using a panel of experts familiar with the content is the best way in which content validity can be established (Cozby, 2001).

Method of Data Analysis

The data generated were analyzed using simple percentage and frequency tables. Therefore, multiple regression analysis was employed to test the hypotheses formulated. A multivariate regression model was applied to determine the effect and significance of each of the three socio-norms factors with respect to entrepreneurial intention of manufacturing firms in South East Nigeria. This was done with the help of Statistical Package for Social Sciences (SPSS) version 21.0 The regression model was as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Where: Y = Entrepreneurial Intention

β_0 = Constant Term

β_1-3 = Beta coefficients

X_2 = Cultural values

X_3 = Attitude

X_4 = Beliefs system

DATA PRESENTATION AND ANALYSIS

Table 1 Descriptive Characteristics of the Variables

Variables	Mean	Standard Deviation
Entrepreneurial Intention	20.26	3.332
Cultural values	18.74	4.070
Attitude	18.25	3.951
Beliefs system	17.72	4.264

Source: Author’s Compilation From SPSS Version 21.0

This table present the summary of statistics used in the analysis. It provides information about the mean and standard deviation of the variables used in the study. The mean value for Entrepreneurial Intention is 20.26 while the standard deviation is 3.332. Cultural values recorded a mean value of 18.74 with a standard deviation of 4.070 respectively. Attitude and Beliefs system have mean value of 18.25 and 17.72 with standard deviation of 3.951 and 4.264 respectively.

Correlation Analysis

Here, Pearson correlation was employed to measure the strength and relationship between independent variables. The Pearson correlation coefficient is a measure of the strength of a linear association between two variables and is denoted by r. Table 2 below shows the summary of correlation coefficient.

Table 2 Correlation Matrix

		EI	CV	AT	BS
Entrepreneurial Intention	Pearson Correlation	1	-.394**	.498**	.536*
	Sig. (2-tailed)		.003	.004	.038
	N	300	300	300	300
Cultural values	Pearson Correlation	-.394**	1	.081	-.062
	Sig. (2-tailed)	.003		.220	.345
	N	300	300	300	300
Attitude	Pearson Correlation	-.498**	.081	1	.050
	Sig. (2-tailed)	.004	.220		.450
	N	300	300	300	300
Beliefs system	Pearson Correlation	-.536*	-.062	.050	1
	Sig. (2-tailed)	.038	.345	.450	
	N	300	300	300	300

Source: Author’s Compilation From SPSS Version 21.0

The table above shows the extent of association between the dependent and independent variables used in the study. Cultural values recorded a correlation coefficient of -0.394 with entrepreneurial intention which shows that Cultural values has a negative moderate effect on entrepreneurial intention. Furthermore, the correlation between attitude and entrepreneurial intention recorded a correlation coefficient of 0.498. This

indicates that attitude has a positive moderate effect on entrepreneurial intention. Also, Beliefs system recorded a correlation coefficient of 0.036 with entrepreneurial intention. This shows that beliefs system has a negative strong effect on entrepreneurial intention.

Multiple Regression Analysis

Multiple regression result was employed to test the effect of independent or explanatory variables on the dependent variables. The result of the multiple regression analysis is presented in the tables below.

Table 3 Summary of the Regression Result

The result of the multiple regressions formulated is presented in the tables below.

Table 3

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.

Table 4: ANOVA Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	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 public universities.

Table 5: Coefficients of the Model

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	18.311	2.121		8.632	.000
1 Cultural values	-.159	.053	-.194	-3.014	.003
Attitude	.091	.054	-.128	0.112	.026
Beliefs system	.110	.052	-.140	0.074	.036

Source: SPSS 21.0

Table 5 shows the 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 0.026. 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 0.036. 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 public universities.

Hi: Cultural values have a significant relationship with entrepreneurial intention in public universities.

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 public universities.

Test of Hypothesis Two

Ho: Attitude have no significant effect on entrepreneurial intention of public universities.

Hi: Attitude have a significant effect on entrepreneurial intention of public universities.

Attitude has a t-statistics of 0.014 and a probability value of 0.026 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 public universities.

Test of Hypothesis Three

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

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

Entrepreneurial Intention associated with Beliefs system has a t-statistics of 0.074 and a probability value of 0.036 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 public universities.

Discussion of Findings

This work examined effect of socio-norms on entrepreneurial intention in public universities in South East Nigeria. 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 FINDING, CONCLUSION AND RECOMMENDATIONS

Summary of Findings

The study objective was to determine effect of socio-norms entrepreneurial intention in public universities in South East Nigeria. 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 public universities in South East Nigeria
2. Attitude has a positive significant effect on entrepreneurial intention in public universities in South East Nigeria
3. Beliefs system has a positive significant influence on Entrepreneurial Intention of academics of universities in South East Nigeria

Conclusion

This work examined effect of socio-norms entrepreneurial intention in public universities in South East Nigeria . From the findings the study concludes that attitude and beliefs system has positive significant effect on entrepreneurial intention in public universities in South East Nigeria, while cultural values, has a negative significant on entrepreneurial intention in public universities in South East Nigeria. From the findings the study conclude that socio-norms has a positive significant effect on entrepreneurial intention in public universities in South East Nigeria

Recommendations

The study recommends that:

1. Public universities must ensure that they 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. Public universities 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.

- Public universities 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.

Contribution to Knowledge

The study made two kinds of contributions to knowledge in the areas of knowledge advancement. These are in theory and in practice. Theoretically, the study adds to existing literature by reexamining some areas of socio norms and entrepreneurial intention. It has provided ideas, facts and figures that can be used by academics, management practitioners and consultants in the field of study.

Apart from the theoretical contribution, the study also aims at imputing for practice. Base on the result of the study, managers of institution can decide whether it is necessary to take action putting into account the way their students are influence by Beliefs system, cultural values and attitude in Public universities which leads to act and behave in ways that might seem entirely rational behind entrepreneurial intention.

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