
The Role of Ghana's Macro Environment in Ethnic Migrants Self-Employment Entrepreneurial Motivation

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To cite this article:

Jacqueline Zakpaa, Leo-Paul Dana, Petru Lucian Curseu. The Role of Ghana's Macro Environment in Ethnic Migrants Self-Employment Entrepreneurial Motivation. *Science Journal of Business and Management*. Vol. 11, No. 1, 2023, pp. 18-29.

doi: 10.11648/j.sjbm.20231101.14

Received: January 20, 2023; **Accepted:** February 17, 2023; **Published:** February 28, 2023

Abstract: This study examines the role of Ghana's macro environmental factors on the entrepreneurial motivation of self-employed ethnic migrants. It analyses the effect of context on motivation, by focusing on the six PESTLE variables, as predictors for each of the eight distinct dimensions of entrepreneurial motivation factors, identified through an initial factor analysis of the generated survey data. We tested five hypotheses to determine the association between macro-environmental factors, and the entrepreneurial motivation of the respondents. Following data analysis and interpretation, two hypotheses comprising H2, and H3 were supported. Thus, our results show a statistically significant positive correlation between Ghana's economic environment (i.e. H2), including its social context (i.e. H3), and the self-employment entrepreneurial motivation of the study's respondents, as hypothesised. However, three hypotheses, consisting of H1, H4, and H5, were partially supported. The new insights derived from the findings constitute this paper's contribution to the existing knowledge, and the entrepreneurship literature. Also, the paper's scope and focus positions it as one of the first studies, or probably it could be the first study that has empirically analysed the impact of Ghana's macro-contextual factors on the entrepreneurial motivation of internal ethnic migrant entrepreneurs. Furthermore, our exclusive focus on external macro-environmental factors contained in PESTLE models, which were rigorously analysed to determine their impact on entrepreneurial motivation, is a departure from the frequent analysis of the personality of entrepreneurs, and internal factors within an enterprise. Thus, from the ensuing, we make both a methodological contribution, and additions to the structural theory approach of entrepreneurship.

Keywords: Role, Ghana, Macro-Environment, Ethnic Migrant, Self-Employment, Entrepreneurial Motivation

1. Introduction

Context plays a binary role by functioning as a causal factor of entrepreneurial motivation, and also contributing to the differences in the sources of people's entrepreneurial motivation, across nations [18, 37, 70, 73]. Hence, this study's purpose is to investigate the role of Ghana's macro-environmental factors, on the entrepreneurial motivation of internal ethnic migrant entrepreneurs. Entrepreneurial motivation is defined in this paper as the reasons why individuals exploit economic opportunities by starting-up self-employment enterprises. Some researchers perceive motivation as a personality determined

behaviour [9, 16, 45]. However, the sources of migrants' entrepreneurial motivation is often linked to the interactive effects of distinct sets of variables, consisting of entrepreneurial persons, environment, process, and organisation [70]. Correspondingly, Aldrich and Waldinger [70] argue that ethnic migrants are motivated to start-up new self-employment businesses through the combined impact of the opportunity structure of a host nation, the characteristics of an ethnic migrant cultural group, and the ethnic cultural groups' strategies. Consequently, the role of a host nation's contextual factors on migrants' entrepreneurial motivation is more visible through the embeddedness of individuals, and groups in the opportunity structure of their host nations [3].

The components of a host nation's opportunity structure which have an impact on entrepreneurship comprise political, economic, social, technological, environmental and legal factors [PESTLE] [37]. Thus, the opportunity structure for migrant entrepreneurship consists of labour market conditions, access to ownership, including market situations which create opportunities for ethnic migrant entrepreneurs to provide goods and services for non-ethnic clients in open markets in their respective communities [67, 70]. Another important factor that triggers migrants' entrepreneurial motivation is the desire to fulfil some unmet needs of their co-ethnic cultural groups, with regards to the lack of some ethnic goods and services in the host nation's markets [67, 70]. However, the characteristics of these PESTLE factors in every nation are heterogeneous, and they also determine the distinctiveness of a country's entrepreneurial ecosystems [13, 67]. Additionally, these PESTLE variables usually interact with the cognitive, and psychological traits of individuals, to produce varying effects on their entrepreneurial motivation [38, 43, 70]. Furthermore, the effect of context on entrepreneurship is highlighted in the World Bank's annual index (75) on the ease of doing business in different countries' regulatory contexts. Ghana was ranked at 114, out of 190 economies by the World Bank. The investigation of the role of context on the entrepreneurial motivation of any group of self-employed entrepreneurs is important because the causal factors of their motivation also have an effect on their entrepreneurial behaviour [4], business performance, and their willingness to make more business investments [33]. Several studies have examined the role of macro-level contextual factors on various ethnic migrant cultural groups' entrepreneurial motivation [25, 41, 48, 61, 73]. However, the focus and scope of these studies excluded the impact of Ghana's macro environmental factors, on the entrepreneurial motivation of Ghanaian-born internal ethnic migrants. Thus, these past studies seemed to have created a knowledge gap in the entrepreneurship literature, especially with regards to Ghana's context. Hence, this research aims at filling this gap, by providing additional insights into the effect of context on entrepreneurial motivation.

2. Hypotheses

2.1. Ghana's Politico-Legal Environment and Entrepreneurial Motivation

Common politico-legal factors which play a role in stimulating people's entrepreneurial motivation include efficient regulatory systems, reliable legal institutions which oversee proper rule of law, sound property-rights, non-cumbersome and affordable business registration process [34]. Other relevant factors in the politico-legal environment include bankruptcy law, subsidies, access to venture capital, provision of business grants, financial intervention policies such as tax laws, which result in tax reliefs, and reasonable interest rates (3, 17, 21). A pertinent factor within Ghana's regulatory environment that could positively affect people's entrepreneurial motivation consist of the legally stipulated

least level of capitalisation required for the registration of sole proprietorship micro, small, and medium enterprises (MSMEs), by Ghanaian [35, 51]. Additional significant factors in the context of Ghana that could induce the entrepreneurial motivation of its citizens comprise the simplification of the business registration process for single proprietorship MSMEs, and the implementation of free trade policies [46, 51]. Furthermore, the laws of Ghana prohibit foreigners from operating retail businesses in open markets, and central business areas [7]. Business protection policies reduce the risks involved in starting-up a new enterprise [57]. Based on the foregoing we hypothesised that:

H1. Policy regulation, legal support in Ghana's politico, and legal environment, are positively related with general social support and business opportunities, self-determination, stepping away from servant positions, and education-related entrepreneurial motivations of ethnic migrant entrepreneurs.

2.2. Ghana's Economic Context and Entrepreneurial Motivation

Some general macro-economic variables which influence people's entrepreneurial motivation include, economic development level, population density, interest rates, Gross Domestic Product (GDP), the diversity of economic activities, income levels, inflation rates, human capital potential [38, 7], resource availability [74], access to financial resources, and human capital [34]. However, some notable economic factors which affect ethnic migrants' entrepreneurial motivation consist of rights of business ownership, access to entry into non-ethnic open markets [40], and unemployment [31, 66]. Unemployment is pervasive in Ghana's macroeconomic context [46].

Nevertheless, Ghana's economic restructuring and reform programmes which started in 1983, have made important contributions to its economic development [15, 51]. In this light, Kloosterman [40] argues that economic reform programmes, and the structural transformation of any economy could aim at fostering the small and medium enterprise sector (SME), including entrepreneurship, and the generation of new business opportunities, especially in growing urban economies. The focus on encouraging self-employment entrepreneurship as an alternative source of employment, particularly at the inception of structural adjustment programmes (SAPs) in any macroeconomic context is logical because, such economic interventions are most likely to induce a sharp fall in public sector employment, resulting in the exacerbation of unemployment [6, 65]. Within Ghana's macroeconomic context, the implementation of the regulatory policies of "neoliberal reforms, and the shifting dimensions of integration into the global capitalist system ..." have contributed to the growth of informal sector self-employment entrepreneurship, as a means of livelihood diversification [50, 53]. The latter also argue that livelihood diversification through informal sector self-employment entrepreneurship, protects people from becoming socio-economically vulnerable to economic

interventions. Informal sector employment is not demonised [20] in Ghana because, the nation's labour laws do not strictly discriminate between informal sector workers, and formal sector employees [51]. Consequently, since the year 2000 various political regimes in Ghana have purposely attempted to induce the development of the informal sector to curtail unemployment, by making it appealing to people through policy intervention programmes such as the Presidential Special Initiatives (PSI), the Skills Training and Employment Programme [STEP], [19] the Youth Enterprise Support (YES) and the National Youth Employment Programme (NYEP) [14].

Furthermore, through economic policy intervention, the National Board for Small Scale Industries (NBSSI) was established in 1985, by an Act of parliament [ACT 434 of 1981] [35]. The NBSSI implements government's business support policies, and advisory services. It also facilitates access to information, provides entrepreneurial training, and business development funds depending on the availability of financial support, for both practicing and potential entrepreneurs [46; 49]. Policy diversity in various national and local institutional contexts is crucial to entrepreneurship, and it is also an explanatory factor of the differences in peoples' reasons for becoming self-employed. Also, the African Project Development Facility [APDF] (2002) indicates that small enterprises in Ghana are receiving voluntary support from about 48 donor programmes. Nonetheless, Buame [10] argues that some owner-managers of firms in Ghana negatively conceived government business support providers as undependable because they perceive them as channels through which government could politically meddle in their businesses. Currently, Ghana's macro-economic performance is worsening due to the impact of some negative internal domestic and external global factors [24]. The effect of the COVID-19 pandemic induced socio-economic lockdowns also adversely affected its GDP growth rates, and the level of inflation momentarily [24].

Thus, we hypothesise that:

H2: The facilitating economic context, and support provided by the Ghana government, and NGOs that facilitate access to financial support, subsidies, and incentives, have a positive association with the following ethnic migrant entrepreneurs' entrepreneurial motivation: general support and business opportunities, apprenticeship follow-up and business opportunities, and financial incentives, as well as a negative association with self-determination, and lack of employment opportunities.

2.3. Ghana's Macrosocial Environment and Entrepreneurial Motivation

Migrants' entrepreneurial motivation is often attributed to their social embeddedness in a host nation's opportunity structure, including access to social capital through their links with their ethnic cultural group's social networks [32, 38: 43, 71]. Also, migration, and the social mobility of individuals, are additional factors which induce migrants' entrepreneurial motivation across nations [18, 66, 73]. Internal migration in

Ghana is as high as 90% [28]. However, some significant general factors within the macrosocial environment of a country that have an impact on the entrepreneurial motivation of its citizens include that nation's common cultural beliefs, norms, aspiration level, and values, with regards to wealth creation, competitiveness, recompense for hard work, and the risks tolerance levels of its citizens (19, 27, 63, 73). Research evidence suggest that, these various macrosocial variables usually interact with the cognitive, and psychological traits of individual migrants, to produce varying effects on their entrepreneurial motivation, in diverse host nations [38, 43, 70]. In this light, some entrepreneurship researchers identify the following as the distinctive entrepreneurial psychological traits of genuine entrepreneurs, the need for autonomy, the need for independence (McClelland, 1961), risk-taking [9], and locus of control [58]. Also, Luthan, Norman, and Jensen [44] depict these entrepreneurial attributes as psychological capital, a variety of human capital. These entrepreneurial attributes are also perceived as being culturally induced [11, 16, 72].

Culture is a significant predisposing factor, and an antecedent of the entrepreneurial motivation of several migrant cultural groups in many different host nations [59, 63]. Thus, the extent to which wealth creation through entrepreneurship is valued as an honourable career, including creativity, and innovativeness, in the macro-social context of a nation, could induce numerous other people to pursue a similar career path, by making an effort to start-up their own self-employment businesses [11, 1]. Such people might emulate their role model predecessors through observation or by utilising skills acquired during on the job training [7]. Thus, these learning methods enable such people to circumvent some risks that are linked to the starting up new businesses, or entrepreneurship. Culture is a macro social factor which determines the positive, or negative attitude people develop towards entrepreneurship [22]. Consequently, Ghana's government attempted to encourage the adoption of an entrepreneurial culture by its citizens through its declaration that, the nation was in an era of the "Golden Age of Business" [19, p. 1074], especially in the informal sector. This initiative of the Ghana government appears to be an effort to infuse into its macro social institutional environment some common knowledge, and cognitive skills that its citizens could learn with regards to business start-up process, and business operations skills [41]. Hence, the Vision 2020 Plan of the government of Ghana highlighted its commitment to enhancing people's technical skills through the provision of sustainable training for Ghana's human capital, increasing access to apprenticeship programmes, including technical and vocational training [56]. Vision 2020 Plan is Ghana's long-term development agenda that was presented to parliament in 1995 [46]. The informal urban apprenticeship system in Ghana is an additional macro-social factor that influences people's entrepreneurial motivation [5, 55] through the acquisition of entrepreneurial skills by means of social learning. Thus, the supply-side of entrepreneurship [73] in Ghana includes access to an urban hands-on informal apprenticeship learning system. The latter factor constitutes a

human capital development training programme for entrepreneurship [26]. Thus we hypothesise that:

Ghana's supportive socio-cultural beliefs, values, including the high esteem of entrepreneurship, and creative and innovative businesses which are considered as the path to prosperity, have positive effects on all ethnic migrants' entrepreneurial motivation, induced by factors comprising of self-determination and autonomy, including social-cultural factors such as religion, family, and tribe.

In Ghana, a tribe could also be understood as ethnicity.

2.4. Ghana's Environmental Factors and Entrepreneurial Motivation

Some pertinent environmental factors which induce some people's entrepreneurial motivation consist of the following, resource availability [64, 74], as pertains to Ghana's context [51], access to non-ethnic open markets [4], physical infrastructure [17, 70], and the level of technological development. Ghana has numerous open markets and abundant opportunities for entrepreneurship [17]. Similarly, Adomako, Narteh, Danquah and Analoui [1] opine that the expansion of markets, and economies in Africa create considerable opportunities for entrepreneurship. Furthermore, a macro environmental factor such as the level of technological development in a country, creates entrepreneurial opportunities that could motivate people to engage in innovative entrepreneurship [73] by utilising emerging information, and communication technology (ICT) innovations, to invent new goods and services [7]. ICT innovations such as internet connectivity, the computer, and the mobile phone, have contributed to new business methods, and enhanced the flow of information [7, 23, 73]. Internet connectivity has contributed to the rise of social media, and online social networking services like WhatsApp Messenger, which is accessible from mobile phones, and computers that are connected to the internet [30]. Again, the emergence of new trading methods such as online trading or e-commerce, are some of the positive results of these ICT innovations. With regards to Ghana's context, the use of mobile phone technology a decade ago was as high as 80 percent [60]. Mobile phone technology has also accelerated the financial inclusion of informal sector entrepreneurs into Ghana's formal sector banking systems, and cashless business transactions, through the use of mobile banking services which are accessible via mobile phones [8].

The foregoing implies that technological entrepreneurship

is linked to human capital factors [76]. Vision 2020 highlights the commitment of the government of Ghana to enhance people's technical skills through the provision of sustainable training for Ghana's human capital, and by increasing access to apprenticeship programmes, including technical and vocational training [56]. Hence, the Ghana government used policy intervention to create Ghana Regional Appropriate Technology Industrial Services (GRATIS) in 1987 [49]. GRATIS, in collaboration with the Intermediate Technology Transfer Units (ITTUs) are in charge of promoting SMEs' growth, and access to appropriate technology to such enterprises. These institutions fulfil these tasks by granting both practicing and potential entrepreneurs, access to technology-related support services, and training in manufacturing, including the provision of tools, plants, and equipment [52]. However, Amegashie-Viglo and Botor [4] indicate that the level of the usage of technology by entrepreneurs in the SME sector in Ghana is very modest, because these entrepreneurs lack the relevant training, and skills to operate complex modern technological equipment. Also, Mensah and Nyadu-Addo [46] argue that SMEs in Ghana have poor access to technology, international markets, and finance. The level of infrastructural development in Ghana especially with access to electricity is above average, because whereas 88.6 percent of its urban population rely on electricity as the main source of lighting, in rural areas, less than 50 percent of households have access to electricity (Ghana Living Standard Survey Round 6 [GLSS 6], 29). Road infrastructure in some particular areas in cities in Ghana has been improved, and upgraded.

Hence, hypotheses 4 and 5 posit that:

H4. Access to technology and infrastructure comprising of electricity, good roads, telecommunications, banks, and entrepreneurial educational opportunities in Ghana's technological environment have a positive effect on the general social support and business opportunities, education-driven opportunities, and a negative association with stepping away from a servant position entrepreneurial motivation of ethnic migrant entrepreneurs.

H5. Environmental factors consisting of the availability of accessible markets, including resources and business opportunities in Ghana, have a positive association with general support and business opportunities and a negative association with family and religious motivators, self-determination as well as ethnic migrants' financial incentive entrepreneurial motivation.

Table 1. Summary of hypotheses.

Motivations	Political & Legal	Economic	Social & cultural	Technological	Environmental
1. Factor 1 General social support & Business opportunities	+	+	+	+	+
2. Factor 2 Self-determination and autonomy	+	-	+		-
3. Factor 3 Stepping away from a servant position	+	-	+	-	
4. Factor 4 Lack of other employment opportunities		+	-		
5. Factor 5 Apprenticeship follow up & business opportunities		+	+		
6. Factor 6 Family tribe and religion motivators			+		-
7. Factor 7 Education-driven	+			+	
8. Factor 8 Financial incentives		+	+		-

3. Method

This study employed a cross-sectional survey research design. A pretested self-administered structured questionnaire containing six sections, was employed as data collection instrument from willing respondents who were self-employed entrepreneurs in the MSMEs sector [2, 47]. The latter were selected through random sampling from the research population consisting of internal ethnic migrant entrepreneurs in Ghana. A total of 250 questionnaires were distributed, but 210 were properly filled and retrieved to be statistically analysed. Hence, this represented a response rate of 84%, and a non-response rate of 16% for the 40 questionnaires that were not returned. Respondents anonymously filled the questionnaires, and this increased the reliability, validity, and confidentiality of their responses [47]. Entrepreneurial motivation factors of the respondents were evaluated based on the results an initial exploratory factor analysis by using SPSS version 21 [68]. Hence, the Kaiser's criterion or the principle of eigenvalue greater than one (1.0) rule guided the selection of 8 factors to be retained for data interpretation in Table 1, based on the outcome of this initial factor analysis [54, 77]. The Bartlett dominant factor scores derived from the factor analyses were used as indicators for the eight entrepreneurial motivations. The six PESTLE factors constituted the independent variables of the study. The dependent variables comprised eight entrepreneurial motivation factors that emerged from the factor analysis. This approach enabled an estimation of the true factor scores for the underlying dimensions captured by these eight categories of entrepreneurial motivations. Eventually, multiple regression analysis was carried out to estimate the impact of the aggregated values of the independent variables on the dependent variables. Thus, the PESTLE variables were entered as predictors for the eight different types of entrepreneurial motivations factors which were derived through factor analysis.

3.1. Scales and Measures

We have evaluated the six PESTLE contextual variables which could potentially influence entrepreneurial motivation. The items used to evaluate these variables, including the Cronbach alpha for each of them, are presented below.

3.2. Scales and Measures for the Six PESTLE Factors

3.2.1. The Political Factor

The Cronbach Alpha reliability coefficient for the political factor is 0.71 illustrating sufficient internal reliability of the scale.

The political factor in the PESTLE model was measured by the following items:

- 1) Q2: New businesses do not pay taxes when they start-up a business
- 2) Q3: There are no price controls, and there is less restriction of business activities of new businesses in this city or Ghana

- 3) Q6: The government assists some organisations to offer business training, skills development programmes, and business advisory services to people who want to start their own businesses and those who have already created their businesses
- 4) Q8: Government has made it easy to get bank loans to start a business due to the existence of credit unions and microfinance companies
- 5) Q14: Government protects small businesses from competing with foreign companies in the open market
- Q15: Foreigners cannot start-up micro and small enterprises in the open market).

3.2.2. The Economic Factor

The Cronbach alpha for this economic factor is .74, this result also shows sufficient internal reliability for the following two items (Q10: You can get financial support from NGOs and government to start a business; Q13: Government gives incentives and subsidies to new businesses).

3.2.3. The Social Factor

The Cronbach alpha for this factor is .70, indicating sufficient internal reliability of the scale. The following items were used to measure the social factor (Q9: Most people get information on business creation, and finding markets to sell in, in Ghana; Q16: In Ghana people who own their own self-employment businesses are greatly admired; Q17: In Ghana, innovative and creative businesses are considered as the way to prosperity and personal success).

3.2.4. The Technological Factor

(Q12: The availability of technology and infrastructure like electricity, good roads, telecommunications, banks, etc., made me start a business).

3.2.5. The Legal Factor

(Q4: Access to justice in the courts protect my business and enforce business contracts in Ghana; Q5: Property rights are respected in Ghana) - Cronbach alpha for this scale is .39, indicating insufficient internal reliability of the two items.

3.2.6. The Environmental Factor

The Cronbach alpha for this scale is .81 indicating good internal reliability of the scale. The following items were used to measure the environmental factor (Q1: There is the availability of business resources, and markets, so it is easy to start a business in Ghana; Q18: There are many business opportunities in Ghana, so I started a business; Q20: It is easy to enter markets to sell your goods in Ghana).

With the exception of the legal factor, the result of the Cronbach Alpha reliability coefficient for all other factors was good, as they were greater than the recommended values of between 0.6 – 0.70 or more. We can then conclude that this was an indication that all the scales evaluating the PESTLE factors were reliable and could be employed for further statistical analysis in the study, as the reliability of the internal consistency of this study's measurement scale was

thus established.

4. Results

To test the association between the PESTLE dimensions and the eight entrepreneurial motivations, we have used

Ordinary Least Squares (OLS) regression analyses in which gender, education, and entrepreneurial experience were entered as control variables. Moreover, the six PESTLE dimensions were entered as predictors for each of the eight types of entrepreneurial motivations. The results of the regression analysis are presented in Table 2.

Table 2. Results of the regression analyses.

Factors	Factor 1 (F1) - General social support and business opportunities	Factor 2 (F2) – Self-determination and autonomy	F3 – Stepping away from a servant position	F4 – Lack of other employment opportunities
Gender	-,003	-,05	,003	,06
Education	,03	-,03	-,26***	-,02
Entrepreneurial experience	-,02	,04	-,06	-,08
Political factors	,11	,14*	,09	,18
Economic factors	,32***	-,56***	,06	-,10
Social factors	,25*	,30**	,16	-,14
Technological factors	,12	,11	-,24*	-,06
Legal factors	,03	-,03	-,33***	,11
Environmental factors	,08	,34***	,13	,04
R ²	.48	.55	.20	.04
F	20.83***	27.24***	5.67***	.92

Table 2. Continued.

Factors	F5 – Apprenticeship follow up & business opportunities	F6 – Family, tribe, and religious motivation	Factor 7 (F7) – Education-driven	F8 – Financial incentives
Gender	-,23**	,04	,02	-,06
Education	-,16*	-,06	,26***	,07
Entrepreneurial experience	,05	,01	-,05	-,20**
Political factors	,03	,27*	,18†	-,04
Economic factors	,23**	,08	,04	-,10
Social factors	-,10	,20	,02	,24*
Technological factors	-,10	-,04	,05	,05
Legal factors	,08	-,14	-,07	-,14
Environmental factors	-,002	-,34**	-,15	-,25*
R ²	.14	.09	.11	.11
F	3.56***	2.09*	2.61**	2.62**

Notes: ESA entrepreneurial skills acquisition, gender is coded as 1=male, 2 female

† $p < 0.10$; * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

The findings in Table 2 show that factor 1 or F1 (represented by the item general social support and business opportunities) is predicted positively by economic and social factors, hence this hypothesis was supported. However, the hypothesised positive relationship between F1, and factors comprising of politico-legal, technological, and environmental factors was not supported. Nevertheless, the R² on F1 is 0.48, and this means that 48% of the variation in the dependent variable is explained by this factor. The findings also suggest that factor 2 (represented by the item self-determination and autonomy) is predicted positively by social factors, and politico-legal factors, hence, this hypothesis was supported. Additionally, the proposed negative relationship between this F2, and economic factors was also supported. Contrarily, the hypothesised negative relationship between factor 2, and environmental factors was not supported (see Table 1). However, the R² of F2 which is 0.58, and this is an indication that this factor accounted for 55% of the variation in the dependent variable. Furthermore, the results reveal that F3 (represented by the item stepping away from a servant position) is negatively predicted by

technological factors as hypothesised, however, this excludes economic factors. Hence, the latter hypotheses were partially supported in the results presented in Table 2. The study's outcome shows that the hypothesised positive association between factor 3, and politico-legal factors, including social factors was not supported. Again, whereas the hypothesised negative association between F4 (lack of other employment opportunities), and Ghana's macro-social environmental factors was supported by the findings, the hypothesised positive link between F4 and economic factors was not supported. Further, the results imply that F5 (apprenticeship, follow-up, and business opportunities) is positively predicted by economic factors as hypothesised, thus this hypothesis was supported. However, the proposed positive connection between factor 5 and social factors was not supported. The R² on F5 is 0.14, and this denotes that 14% of the variation in the dependent variable is explained by this factor.

Additionally, the results signify that F6 (represented by the item family, tribe, and religious motivation), is negatively predicted by environmental factors, and so this hypothesis was supported. However, the proposed positive association

between factor F6 and social factors was not supported by the findings. The R^2 on F6 is 0.09, and this indicates that 9% of the variation is explained by this factor. The hypothesised positive connection between F7 (represented by the item education-driven), with the politico-legal, and technological factors was not supported. Also, the hypothesised positive association of F7 (education-driven), with politico-legal, and technological factors was not supported. These findings suggest that F8 (financial incentives) was predicted positively by social factors as hypothesised. Further, the results indicate that the hypothesised positive relationship between factor 8 or F8 (financial incentives) and social factors was supported. Also, factor 8 or F8 was negatively predicted by environmental factors as hypothesised, hence, the proposed negative connection between F8, and environmental factors was supported. However, the proposed positive association of factor 8 with economic factors was not supported.

Again, the findings in Table 2 with regards to the control variables gender, education, and entrepreneurial experience were as follows. Gender had a negative significant association with F5, namely "apprenticeship follows up and business opportunities", showing that men tend to score higher than women on this type of entrepreneurial motivation. Education had a negative and significant association with F3 – "Stepping away from a servant position", as well as with F5, namely the "apprenticeship follow-up and business opportunities", reflecting that entrepreneurs with higher education achievement tend to report lower scores for these two types of entrepreneurial motivations. Education had a significant positive association with F7 "Education- driven" entrepreneurial opportunities. However, the entrepreneurial experience had a negative and significant association with F8 "Financial incentives", showing that as entrepreneurial experience increases the motivational function of financial incentives tends to decrease.

5. Discussion

The findings did not support the hypothesised positive relationship between macro politico-legal factors in Ghana's institutional context, and F1 (i.e. general social support and business opportunities entrepreneurial motivation factor). However, the results seemed to support the proposed positive link between Ghana's macro-economic environmental factors and F2 (i.e. self-determination and autonomy entrepreneurial motivation factor). Thus, H1 was partially supported. The findings with regards to the relationship between Ghana's political environment and motivation, might be an indication that Ghana's political environment did not play a significant role in stimulating the entrepreneurial motivation of the respondents, despite the different numerous policy intervention programmes which target the enhancement of self-employment entrepreneurship in this country [19, 35, 46, 51, 52, 56]. Nevertheless, this finding is not surprising because if motivation is conceived as a personality

determined behaviour [9, 16, 36, 45], it implies that political factors in many different nations would not have the same effect on the motivation of entrepreneurs. Contrarily, we found a statistically significant positive association between politico-legal factors, and F2 (i.e. self-determination and autonomy). This finding confirms previous research findings' assertion that entrepreneurship is a voluntary choice that people make to trench their autonomy, independence, and flexibility [45].

Additionally, we found a statistically significant positive association between Ghana's macro-economic environment, and F1 (i.e. general social support and business opportunities entrepreneurial motivation factor), and F5 (apprenticeship follow-up and business opportunities entrepreneurial motivation factor). Hence, H2 was supported by the results. The finding relating to the positive correlation between Ghana's macro-economic environment with F1 (i.e. general social support and business opportunities entrepreneurial motivation factor) is consistent with the efforts that have been made in Ghana to promote entrepreneurship through diverse policy intervention programmes, such as the declaration of the golden age of business, and the Vision 2020 Agenda [5, 19, 46, 5]. Since the findings also showed a statistically significant positive association between F5 (i.e. apprenticeship, follow-up, and business opportunities entrepreneurial motivation factor) with Ghana's macro-economic contextual factors, it could be an indication of the following. Some entrepreneurs might have recognised the entrepreneurial opportunities emerging from economic reforms, structural adjustment programmes, policy support, and intervention programmes in Ghana, and these factors might have motivated them to start-up their self-employment businesses after acquiring entrepreneurial skills through apprenticeship. Kloosterman [40] seems to corroborate this assertion about the impact of economic reform programmes, and structural adjustment programmes on the SME sector, including entrepreneurship and business opportunities in growing urban economies.

The hypothesised negative association between Ghana's macroeconomic environmental factors with F2 (self-determination and autonomy entrepreneurial motivation factor), and F4 (lack of other employment opportunities entrepreneurial motivation factor), was supported. However, the result with regards to the negative and statistically insignificant relationship between Ghana's macro-economic environment and the entrepreneurial motivation factor 4 (lack of other employment opportunities entrepreneurial motivation factor), was not surprising. The reasons for this assertion include the possibility that people who become entrepreneurs due to lack of other employment opportunities, could have been primarily motivated by a factor such as unemployment, and so the initial source of the entrepreneurial motivation of such people might not be attributable to policy intervention and support programmes that provide limited access to formal financial support, subsidies, and incentives. This argument is supported by empirical evidence from Buame's [10] research which shows

how some entrepreneurs in Ghana negatively regard government business support providers as being undependable because these state agents could act as the channels for the government's political intrusion in their businesses.

Furthermore, the proposed negative relationship between the macroeconomic environment, and motivation factor 2 (self-determination and autonomy entrepreneurial motivation factor), was also supported. This finding could be another suggestion that those respondents who were induced to engage in entrepreneurship to achieve their self-determination and autonomy motive, might rely more on their belief in their ability to manage their affairs successfully, instead of engaging in entrepreneurship due to the influence of some external macro-economic factors that they cannot manipulate. This view is consistent with those of some researchers who have perceived internal locus of control as an important attribute of entrepreneurs [9, 58], especially when they are able to transform these traits into psychological capital which is a type of human capital (Luthan et al., 2007). Hence, these results show that H2 was supported.

Also, the study's outcomes support H3 which suggested a positive association between Ghana's socio-cultural context with the F1 (general social support and business opportunities entrepreneurial motivation factor), F2 (self-determination, and autonomy entrepreneurial motivation factor), F8 (financial incentives entrepreneurial motivation factor). Access to general social support which influenced the motivation of some entrepreneurs in this study, could also imply that they had access to social capital. This view is confirmed by some past empirical researches which found a positive correlation between entrepreneurial motivation, and access to social capital [32, 71]. Additionally, the statistically significant positive link between social factors and F2 (i.e. self-determination and autonomy entrepreneurial motivation factor), could be an indication of cultural influences on the psychological traits of some respondents, as signified in their desire for self-determination and autonomy. These arguments are consistent with the views of several entrepreneurship researchers [16, 22]. Furthermore, the results indicate a statistically significant positive link between factor 8 (financial incentive entrepreneurial motivation factor), and socio-cultural factors. This finding could be a revelation that those entrepreneurs whose entrepreneurial motivation was driven by financial incentives are also likely to be influenced by social factors in Ghana's macro environment.

However, we failed to establish any statistically significant relationship between technological factors in Ghana's institutional context, with the entrepreneurial motivation F1 (i.e. general social support and business opportunities, and F7 (education-driven entrepreneurial motivation factor). Furthermore, the results reveal that F3 (stepping away from a servant position entrepreneurial motivation factor) is negatively predicted by technological factors as hypothesised. Consequently, H4 was partially supported in the results presented in Table 2. The implication of this

finding is that, emerging technologies appear not to have had any significant effect on the entrepreneurial motivation of these respondents. This result is corroborated by Amegashie-Viglo and Botor's [4] research which identified lack of current advanced technological or technical skills as some of the challenges of owner-managers of SMEs in Ghana. Also, the findings did not show any statistically significant relationship between environmental factors in Ghana's macro context, and the entrepreneurial motivation F1 (i.e., general social support and business opportunities entrepreneurial motivation factor). Further, the hypothesised negative relationship between factor 2 and Ghana's macro environmental factors was not supported. Nevertheless, the hypothesised negative relationship between Ghana's macro environmental variables with factors 6 (i.e. family, tribe, and religion entrepreneurial motivation factor), and F8 (i.e. financial incentives entrepreneurial motivation factor) were supported. Hence, H5 received partial support. However, these results seem to suggest that factor 6 (family, tribe, and religious entrepreneurial motivation factor), is negatively predicted by environmental factors. This finding is not surprising because some past empirical studies have proved that the interaction between factors within the macro institutional environmental of any country, with the cognitive, and psychological traits of people, produce varying effects on their entrepreneurial motivation [38, 43, 70].

The results also show that the control variable gender, had a negative and significant association with F5, namely apprenticeship follows up and business opportunities entrepreneurial motivation factor. The findings also revealed that men tend to score higher than women on this type of entrepreneurial motivation. This latter finding could imply that more male entrepreneurs in Ghana, as compared to women are probably more inclined to undergo entrepreneurial training through an urban informal apprenticeship system, which is a common route for human capital development, and self-employment entrepreneurship in Ghana [5]. Also, the results indicate that the control variable education, had a negative and significant association with F3 (i.e. stepping away from a servant position entrepreneurial motivation factor), and F5 (i.e. apprenticeship follow-up and business opportunities entrepreneurial motivation factor), reflecting that entrepreneurs with higher education achievement tend to report lower scores for these two types of entrepreneurial motivations. This result relating to the correlation between low educational achievements and apprenticeship in Ghana is empirically supported by the results of prior studies [4, 5, 55]. Also, the findings suggest that education had a significant positive association with F7 (i.e. education-driven entrepreneurial motivation factor). However, the control variable entrepreneurial experience had a negative and significant association with F8 (i.e. financial incentives entrepreneurial motivation factor), showing that as entrepreneurial experience increases the motivational function of financial incentive tends to decrease.

6. Conclusion

We tested five hypotheses in order to examine the impact of PESTLE factors within Ghana's macro environment on the entrepreneurial motivation of 210 self-employed internal migrant entrepreneurs. Two out of the five hypotheses that were tested were supported (H2 and H3), but three were partially supported (H1, H4, H5). Generally, the study shows that Ghana's macroeconomic environmental factors positively predict the following entrepreneurial motivation factors, general social support and business opportunities (i.e. F1), financial incentives (i.e. F8), apprenticeship follow-up, and business opportunities (i.e. F5). Contrarily, macro-economic factors negatively predict self-determination and autonomy entrepreneurial motivation factor (i.e. F2). Hence, macro-economic factors in Ghana did not induce the self-determination and autonomy entrepreneurial motivation factor in most respondents (i.e. F2). Additionally, H3 was supported and this was a suggestion that social and cultural factors in Ghana's macro-social context are the causal factors of the following entrepreneurial motivation categories of the respondents, self-determination and autonomy (i.e. F2), including family, tribe, and religion (F6). However, H4 was partially supported because the results suggested that the motivation factor stepping away from a servant position (i.e. F3), is negatively predicted by Ghana's technological environment as proposed. Furthermore, entrepreneurial motivation factors like education-driven (i.e. F7), including general social support and business opportunities were neither positively nor negatively predicted by Ghana's technological environment. Similarly, the findings partially supported H5 because the entrepreneurial motivation factor such as general social support and business opportunities (i.e. F1) was neither positively, nor negatively predicted by environmental factors in Ghana's macro context. We predicted a positive association between these latter factors. Contrarily, the study's outcome indicated that the motivation factors comprising of self-determination and autonomy (F2), financial incentives (F8), including family, tribe, and religion (F6), were negatively predicted by environmental factors in Ghana's macro context as proposed.

Even though the results revealed that the control variable gender was negatively predicted by apprenticeship follow up, and business opportunities entrepreneurial motivation factor (i.e. F5), this finding however showed that, men tend to score higher than women on this type of entrepreneurial motivation. Again, the findings established that the control variable education, had a negative and significant association with the following entrepreneurial motivation factors; Stepping away from a servant position (F3), including apprenticeship follow-up and business opportunities (F5). Also, the findings showed that the control variable education had a significant positive association with the entrepreneurial motivation factor 'education-driven' (F7). However, entrepreneurial experience as a control variable had a negative and significant association with the financial incentives entrepreneurial motivation factor (F8).

Nevertheless, the diverse findings of this study provide new insights into the sources of the entrepreneurial motivation of internal ethnic migrants in Ghana. These new insights could constitute contributions to existing knowledge, and the entrepreneurship literature. Our exclusive focus on external macro-environmental factors contained in PESTLE models which were rigorously analysed to determine their impact on entrepreneurial motivation in this study, is a departure from the regular analysis of mostly personality and internal factors within an enterprise. Thus, from the ensuing, we make both a methodological contribution, and additions to the structural theory approach of entrepreneurship.

The results of this empirical study is very significant, and they have practical implications for entrepreneurs because it provides new insights into the influence of the PESTLE factors on entrepreneurship. The findings have value for both practicing and potential entrepreneurs in the following ways. The study's results could enhance entrepreneurs' consciousness of the characteristics of their macro institutional environment, and the need for them to be responsive to the factors that are changing constantly, especially because entrepreneurship cannot be decoupled from its operating environment. Further, the practical relevance of this study's findings to policymakers include the following. The study provides additional insights into the sources of people's entrepreneurial motivation, especially at the business start-up stage. Consequently, this finding could guide policy-makers in manipulating those contextual factors within their specific domain of control, as a means of promoting entrepreneurial growth, and business profitability.

7. Limitations and Future Research

The limitation of this study includes its contextualised nature, based on its focus on Ghana. This limits the generalisability of its findings. Also, we examined the impact of all the six contextual PESTLE factors on motivation in this cross sectional survey research. However, future quantitative research could investigate the role of context on entrepreneurship by analysing separately, the impact of each of these PESTLE factors on motivation in different studies. Comparative studies could also be conducted to assess the impact of the various PESTLE factors on motivation.

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