

Commitment Competence and Venture Creation Among Women Shea Butter Processors in Minna, Niger State

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Abstract

The creation of new ventures is unquestionably one of the powerful ways to alleviate poverty that encourages many countries to allocate institutional, social and economic support for the ventures. Thus; venture creation is a crucial aspect of entrepreneurial activities, contributing to economic development by addressing unmet market demands. However, the lack of clear concept of creating new businesses has always been a problem. This study tends to examine the effect of commitment competence, among women Shea butter processors in Minna Niger State. The study was based on the Action Theory of entrepreneurship and it employed a descriptive survey design targeting 78 registered women Shea butter processors from National association of women Shea butter processors Niger State chapter. The study adopted census sampling technique where the entire population was studied. Primary data was collected using a structured 5-point Likert scale questionnaire. Results revealed a positive and significant relationship between commitment competence and venture creation at a regression coefficient value of 0.108. The regression model showed $R = 0.784$, $R^2 = 0.606$, Adjusted $R^2 = 0.591$, and $F = 25.554$, significant at $p < 0.000$. Hypotheses were tested at a significance level of $p < 0.05$. The study recommends that women Shea butter marketers in Minna Metropolis should put greater premium on commitment given that it has the capability of affecting venture creation in a significant positive way.

Keywords: Venture, Entrepreneur, Competence, Processor, Economy

1.0 Introduction

The Global Entrepreneurship Monitor (GEM) revealed in the Women's Report 2018/2019 that in recent years, 163 million women launched businesses across 74 economies worldwide, while 111 million were managing established enterprises (Breckau, 2023). However, due to limited female workforce participation in emerging economies, many women are motivated to start their own ventures, enabling them to amplify their voices and contribute to strengthening national economies. More so, research from various parts of the world consistently highlights the critical role women entrepreneurs play in fostering societal stability, enhancing welfare, and driving economic development (Baharudin *et al.*, 2020).

Subsequently, Shea butter farming is a significant agricultural activity in **Niger State, Nigeria** contributing to rural livelihoods, women empowerment and the local economy. The state is one of the leading producers of **shea nuts**, the raw material for shea butter

production due to its favorable climate and abundant shea trees. Shea trees grow abundantly in several local government areas (LGAs) of Niger State, including Mokwa, Borgu, Lapai, Bida, Kontagora and Rijau. More so, Shea butter is sold locally and exported for use in cosmetics, pharmaceuticals and food industries there by increasing the economic growth of the state (Sani and Masud, 2022). However, despite its contribution to the growth of the economy in Niger State, obstacles such as limited access to modern processing technologies and techniques affected productivity and inferior product quality, reducing the competitiveness of women's shea butter businesses (Alhassan, 2020). It is against this backdrop that the focus of this study is to identify the effect of commitment competence on venture creation among women shea butter processors in Minna.

However, given that commitment competence may affect venture creation, the following research question was formulated; what is the effect of commitment competence on venture creation among women shea butter processors in Minna and null hypothesis was developed: H_{01} : commitment competence has no significant relationship with venture creation among women shea butter processors in Minna.

2.0 Literature Review

This session explored the literature review in relation to the study variables, including commitment competence, its various dimensions, the significance of commitment competence, and its role in venture creation.

2.1 Commitment Competence

Successful entrepreneurs are often characterized as diligent people with a restless attitude in their work. In other words, they have a strong competency in totally committing, determining and dedicating, as well as taking proactive actions towards their responsibilities and duties (Barrientos-Báez *et al.*, 2022). Another aspect of this competency area is the initiative or proactive orientation, which calls for the entrepreneurs taking actions before being asked or forced to by events. Conclusively, commitment competencies are what drive the entrepreneur to move ahead with the business.

2.1.1 Importance of commitment competency

Commitment competency is crucial for venture creation as it encompasses the dedication and perseverance required to initiate and sustain a business (Sutikno *et al.*, 2022). Therefore, entrepreneurs with high commitment competency are more likely to persevere through challenges and setbacks. This persistence is essential for overcoming obstacles that naturally arise in the process of starting and growing a venture. Subsequently, commitment competency involves a clear focus on long-term goals. More so, entrepreneurs who are committed are better at setting and sticking to objectives, which helps in maintaining direction and achieving milestones. Committed entrepreneurs are more adept at effectively utilizing resources, including time, money, and human capital.

Their dedication ensures that resources are not wasted and are directed towards achieving business goals. Furthermore, commitment ensures consistent effort and hard work, which are essential for the gradual buildup of a successful venture (Moshi and Matotola, 2023). Therefore, consistency helps in maintaining momentum and achieving incremental progress. Entrepreneurs with strong commitment competency exhibit resilience, allowing them to bounce back from failures and learn from mistakes.

2.1.2 Dimensions of commitment competency

Commitment competency refers to an individual's dedication and persistence in pursuing their goals, especially in entrepreneurial or business settings. Some of the dimensions of commitment competency are as follows:

Personal drive and passion: These are key psychological traits that influence an individual's commitment and persistence in achieving their goals. They are essential for entrepreneurs, as they navigate business challenges and strive for success. Also, goal orientation is having a clear vision of what one wants to achieve and actively working toward it. It involves setting specific objectives, planning strategically, and taking consistent actions to reach desired outcomes. However, for women shea butter processors in Niger State, goal orientation is crucial for sustaining and growing their businesses despite challenges such as limited access to finance, competition, and market fluctuations. Subsequently, persistence and resilience is overcoming obstacles such as financial constraints and market challenges and also adapting to changing business conditions without giving up (Moshi and Matotola, 2023).

2.2 Venture Creation

The creation of new ventures is unquestionably one of the powerful ways to alleviate poverty that encourages many countries to allocate institutional, social and economic support for the ventures (Hamdi *et al.*, 2022). Thus, venture creation is a crucial aspect of entrepreneurial activities, contributing to economic development by addressing unmet market demands (Nnebuife *et al.*, 2022). More so, recent times, governments and private individuals are focused on achieving sustainable self-reliance, as such, engaging in entrepreneurship activities to supplement government effort as governments resources are limited (Łopatka, 2021).

Subsequently, venture creation is basically the process of starting a new business; this involves a wide range of activities (Mejri and Zouaoui, 2020). It is a complex procedure that is often defined as a process, starting from having the intention to form a new business, acquiring the required resources, carrying out various activities within the corridor of existing law and exchanging resources with other parties (Hamdi *et al.*, 2021). Although, there is no universally accepted definition of venture creation, resulting in a lack of agreement on what this term means (Triyono *et al.*, 2020). However, it is considered as a temporary organization in search of a scalable, repeatable, profitable business model (Davidsson, 2023).

2.1.2 Women venture creation

Women entrepreneurs are women who are involved in venture creation activities; they identify opportunities, utilize their own skills, take risks and profitably combine resources to operate an enterprise (Merung *et al.*, 2023). Furthermore, self-created businesses allow women entrepreneurs to enhance their experience, develop their skills and play an important role to cut down the discriminatory attitude for women in labor market (Noor and Isah, 2020).

Nonetheless, women involvement on entrepreneurship owned business ventures are important as women entrepreneurs create job for themselves, become productive by empower themselves economically to enable them contribute more to the overall development (Ayene and Abebe, 2020). For instance, the women shea butter processors in Minna Niger State contribute significantly to the economy, society, and environment through various means, including job creation, generating income and exporting shea butter and it's by products.

Conclusively, despite these contributions, women shea butter processors face challenges such as limited access to finance, poor infrastructure, and market constraints. However, improved policies, cooperative societies, and technological interventions can enhance their productivity and impact

Conceptual framework

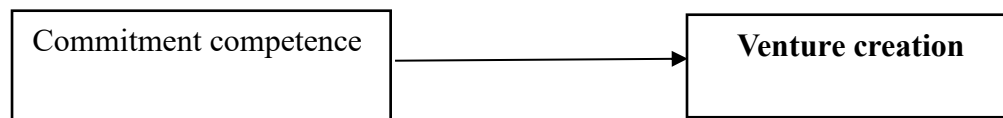


Figure 2.1: Commitment competence and venture creation.

Source: Author, (2025).

The diagram shows the relationship between commitment competence and venture creation.

3.0 Methodology

This study employed a quantitative survey research design, allowing the researcher to gather data from a large number of registered shea butter processors in Minna. The target population consisted of 78 registered women shea butter processors in Minna. The study was based on primary data which was collected through census sampling technique and data was collected through structured questionnaire. The questionnaire was pre-tested for validity and reliability before distribution to the respondents. More so, the data collected for this study was analyzed using descriptive and inferential statistical method (Regression analysis).

4.0 Results and Discussions

4.1 Demography of Respondents

The basic demographic makeup of the respondents is presented in Table 1.1

Table 1.1 Demographic Features of Respondents

S/N	Demographic Feature	Frequency	%
1	Age		
	< 20 Years	3	4.3
	20-29 Years	17	24.6
	30-39 Years	27	39.1
	40-49 Years	12	17.4
	50-59 Years	7	10.1
	60 years and above	3	4.3
	Total	69	100
2	Qualification		
	No Formal Education	1	1.4
	Primary Education	4	5.8
	Secondary Education	20	29
	Vocational/Commercial	8	11.6
	Tertiary Education	36	52.2
	Total	69	100
3	Business Location		
	Bosso L.G. A	30	43.5
	Chanchaga L.G. A	39	56.5
	Total	69	100
4	Years of Experience		
	1-3	27	39.1

4-6	15	21.7
7-10	13	18.8
>10	14	20.3
Total	69	100

Source: Author's Computation, (2025).

The data presented in Table 1.1 reveals key demographics of the respondents involved in shea butter marketing. Most respondents (39.1%) were aged between 30–39 years, followed by those aged 20–29 years (24.6%) and 40–49 years (17.4%), indicating that middle-aged women are the primary participants in this business. Regarding educational qualifications, 52.2% of respondents reported having tertiary education, 29% secondary education, and 11.6% vocational/commercial education, while only 1.4% had no formal education. This suggests that shea butter marketing in the study area is largely undertaken by educated individuals, providing livelihood opportunities for both secondary school leavers and graduates.

The table also highlights business locations and experience levels. A majority of respondents (56.5%) conducted their businesses in Chanchaga L.G.A., with the remaining 43.5% operating in Bosso L.G.A. additionally, none of the respondents had less than a year of experience, and 20% had been in the business for over a decade. This indicates that the surveyed women entrepreneurs are well-experienced, enabling them to provide reliable and insightful information, which enhances the validity and generalizability of the study's findings. The regression coefficients obtained from the analysis are extracted and presented in Table.

Table 4.2 Model Summary

Model	R	R Square	Adjusted R Square	F
1	0.784	0.615	0.591	25.554 (0.000)

Source: Author's Extraction from SPSS 23 output (2025).

Table 4.2 indicates that the model has R^2 value of 0.615 which indicates that about 62% of the total variation in venture creation can be attributed to entrepreneurial competences of women entrepreneurs in the study area while the remaining 38% can be linked to factor(s) outside the consideration of the current study. The adjusted R^2 showed a value of 0.591 indicating that the model can still accommodate additional predictor variables without a drop in the R^2 value. The model's F value is indicated in the table is 25.554 which is significant at the value of 0.000. On the whole, the model of the study shows a good fit.

Table 1.3 Regression Coefficients

Variable	Coefficient	Std. Error	Sig
Constant	-0.171	0.404	0.672
CC	0.108	0.118	0.023

Source: Author's extraction from SPSS 23 Output (2025).

Table 1.3 presents the coefficients of the variables and their corresponding significance values. The constant term is -0.171, representing the value of venture creation when all entrepreneurial competence components are held constant. The hypotheses were tested at a 0.05 significance level, where a coefficient was deemed significant if the p-value was below 0.05, leading to the rejection of the null hypothesis; otherwise, the null hypothesis was retained.

The regression results in Table 1.2 indicate that commitment competence positively influences venture creation, with a coefficient value of 0.108. This implies that a one-unit increase in commitment competence leads to a 0.108-unit rise in venture creation among women shea butter marketers in Minna Metropolis. Additionally, the significance value of 0.023 is below the 0.05 threshold, confirming that this effect is statistically significant. This finding contrasts with the finding of Sutikno *et al.* (2022) who discovered that commitment has an insignificant positive effect on entrepreneurial competitiveness which was used as a measure of performance. Consequently, the study rejected the null hypothesis, concluding that commitment competence significantly impacts venture creation in this context.

5.0 Conclusion and Recommendations

5.1 Conclusion

The study examined the impact of commitment competence on venture creation among women shea butter processor in Minna Metropolis using data collected through structured questionnaires from 78 marketers, of which 69 valid responses were analyzed. Employing both descriptive and inferential statistics, the study found that there is positive and significant relationship between commitment competence and venture creation among women shea butter processor in Minna metropolis at significant level of 0.023.

Recommendations

Women shea butter marketers in Minna Metropolis should prioritize commitment, as it significantly and positively impacts venture creation. Also, women shea butter marketers in Minna Metropolis should put greater premium on commitment given that it has the capability of affecting venture creation in a significant positive way. Frenetic efforts should be made to sustain its significant positive effect by ensuring that only viable

opportunities, right training, incentives, and actions are carefully undertaken with commitment so as to avoid waste of resources.

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