



## **EXAMINED LOCATION DECISION OF HOME-BASED ENTERPRISES IN URBAN NEIGHBOURHOODS OF BAUCHI NIGERIA SUB-SAHARAN AFRICA FOR ECONOMIC GROWTH**

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### **ABSTRACT**

*The emerging paradigm of home-based enterprises (HBEs) phenomenon, which turn an economic hub in every society is challenging to urban planning thought to think in a more nuanced way of location decision theory. Hence the study investigated location decision of HBEs in the neighbourhood of Bauchi town. A mixed design was used, quantitative and qualitative data were collected to gain better knowledge. Study population were HBEs operators. The instruments used were structured, unstructured questionnaires and observations. A sample size of 365 HBEs was established using Krejcie and Morgan (1970) table of determining sample size. Hence 365 questionnaires were administered using random sampling technique without replacement. Only 350 questionnaires were returned with 96% response rate. Descriptive and inferential statistics were used to analyse the data. The findings revealed that, Religious orientation on family values and religious desire of HBE at home among women in Bauchi town were found out to influence significantly location decision of home-based enterprises with a very strong influence on retail, production and service HBE types. The study recommend religious norms and values should guide economic policy of transforming HBEs for growth and development in the cosmopolitan nature of Sub-Saharan African society.*

**Key Words:** *Location Decision, Home-Based Enterprises, Urban Neighbourhood, Economic Growth*

## **INTRODUCTION**

There is a long tradition in economic geography on factors of location choice of manufacturing firms and decisions of entrepreneurs (Schutjens, Mackloet, and Korteweg, 2006). However, the emerging paradigm of Home-based Enterprises (HBEs), as a desirable economic hub for the teeming unemployed in the cities of the developing countries is challenging planning thought to think in a more nuanced way about business location theory, which kind of locational attributes are most influential for the HBEs. This is on the ground that, certain location decisions attributes are tied to social and economic process than purely neoclassical economic conception (Schutjes et. al. 2006). That is expressed in Ubogu, Laah, Udemezue, and Bako, (2011) as optimal factors.

This is not to suggest that, the extant literature on location decision factors presumed to be important in one sphere are ignored or deemed irrelevant in another, rather the contradiction of such separation between classical location factors i.e., those concerned with minimization of cost and /contemporary location factors i.e., those that emphasized quality of life (Shelly and Lauren, 2011), need to be understood in the context of HBEs phenomena better for urban planning.

It is logical to think that the location decision of home-based enterprises is a product of a combination of factors operating in an extremely complex manner which varies from one city to another. That is, the ‘maximum profit’ is recognized as not the only particular motive in the location of small businesses but various location decision factors that comprise numbers of variables (Marthinus, 2000).

Considerable areas of living spaces are sacrificed within the context of home spaces to accommodate the paraphernalia of earning a living to an extent of machinery on the streets and in the living rooms, sacks of goods behind beds and many unpleasant processes in complete disregard of the physical planning ethics which require separate areas for presumed incompatible activities (Nwaka, 2005). Physical planning refutes these forms of extensive incompatible land use activities in different contexts that exhibit a very high nuisance in residential land use development (Okeke, 2000). However, the variables are tied to the global economic dynamics of entrepreneurship development (Storper & Manville, 2006) and is increasingly becoming a complex phenomenon because there is no single factor of location; rather each location decision factor for the

different individuals and groups is relating to units or phenomena which has relative advantages of some variables against the disadvantages of other variables that are exhibited at the same place (Marthinus, 2000; Declan, Lynn & Colm, 2015).

Sayer (2010) reported that researchers need to understand the forces that have created the sudden growth in the popularity of HBEs. This is in order to contribute to the general understanding of the HBEs phenomenon and to help inform economic and social policy initiators in order to safeguard planning. This is because to plan for a healthy and well-functioning city in developing nations, priority must be given to the diversity and vitality of HBEs in the context of the paradigm of the global economy (Card, Mas, Moretti & Saez, 2010).

## **Elements of Location Decision**

### ***Optimal location decisions Elements***

Early theoretical understandings of the factors influencing industrial location decisions, emanating from Weber were very much formed in a traditional manufacturing context. Weber's theory of optimal industry location, the first attempt to systematically analyses the spatial concentration of industry, emphasizes the individual firm's desire to minimize transport and labor costs, as well as to benefit from cost advantages arising from the external economies of scale inherent in a co-located, interdependent production system. However, as noted by Predöhl (1928) despite Weber's intention to formulate a general location theory, Weber's focus on manufacturing industries dictated that "all those assumptions that confine his investigations to manufacturing industries, such as given sources of raw materials, given locations of agriculture, and given consuming places" were not certain. Predöhl also points out that Weber's theory is essentially an economic theory, predicated on the firm's desire to minimize cost and substitute between factors of production.

The agglomeration factor in Weber's theory, the concept was devised by Alfred Marshall (1890), whereby a scale economy external to the individual firm benefits co-located firms - has had an enduring legacy and remains a prominent component in modern theories of industrial clusters and innovation systems. Marshallian agglomeration theory characterizes firms as having a tendency to concentrate geographically in order to avail of agglomeration externalities:

efficiency gains arising from the pooling of specialized skills and increased specialization of input suppliers (Scott, 1998; Harrison, 1992; Gordon and McCann, 2000; Puga, in Driffield and Menghinello, 2010), as well as knowledge gains in the forms of technological spillovers, which involve informational or knowledge externalities due to the concentration of related firms, facilitating processes of learning and innovation in the locality (Maskell & Malmberg, 1999).

The agglomeration literature also distinguishes between localization externalities accruing to co-located firms in a single industry, or set of closely related industries, and urbanization externalities which allow agents located in densely populated markets to take advantage of positive to inter-industry externalities, such as access to specialized services and public infrastructure (Fujita, 1999; Fujita and Thisse, 2003; Melo, Neckel & Saldanha-da-gama, 2009; Sayers, 2010).

Large urban areas also provide a knowledge infrastructure that allows firms to “pick and mix” different knowledge inputs, such as marketing and commercial knowledge, information on regulation, standards, testing, and finance, as they are required (Killiher & Henderson, 2006; Sayers 2010). It is also recognized that beyond a certain threshold the emergence in urban areas of congestion, regulatory constraints, or prohibitive property prices can lead to a “de-clustering” of industrial activity away from metropolitan centres to peripheral urban locations (Hansen & Winther, 2010).

Beyond cost-minimization, agglomeration economies, the proclivity of knowledge-intensive firms to increasingly engage in collaborative innovation processes with publicly funded actors has seen institutional factors become more prominent in explanations of firm location decisions. The role of publicly-funded infrastructure and business support initiatives as determinants of business located in their own right has been well documented. An example of capital incentives and R&D subsidies attracting firms to lagging regions can be seen in Frenkel (2012). Bondonio & Greenbaum (2006) find a positive employment impact among SMEs from business incentives offered in the EU Objective 2 areas of Central and Northern Italy between 1995 and 1998. Of course, not all government initiatives are found to be effective: for example, Neumark & Kolko (2010) find that over the period 1992-2004 the enterprise zone program implemented in California did not increase employment.

In the context of firm location, the systems of innovation literature, in particular, has sought to explain the spatial concentration of hi-tech industries by emphasizing the role of institutions and networks as conduits of knowledge flows among firms, as well as between firms and public sector actors such as research institutions, and industrial development agencies (Freeman, 2006; Nelson 1999). The role of policy initiatives in facilitating this system of innovation at a regional level has been set out in detail by Asheim & Isaksen (1997), who advocate context-specific; production-systems orientated regional policies directed towards the continuous upgrading of regional economic capabilities.

The role of university-industry collaboration in the form of business incubators and public seed capital funds, as well as other forms of “bridging institutions” linking universities to industrial innovation, has received a detailed treatment in Mowery & Sampat (2005). Similarly, the importance of science parks in assimilating technical knowledge and resources from adjacent universities, reducing start-up costs for new firms, and providing young firms with industry status and legitimacy has been well documented in the UK setting by Westhead & Batstone (1998).

### ***Sub-optimal Location Decisions Elements***

The changing nature of the production process in the latter half of the twentieth century according to Declan, et al. (2015), involves movement from traditional Fordist manufacturing to knowledge-intensive hi-tech manufacturing and service provision. This has led to growing dissatisfaction with classical location theory (Karakaya & Canel, 1998). The development of flexible, modular production technologies has allowed technology-based enterprises, particularly those that are small to medium-sized, to engage in more fluid location decisions (Galbraith & DeNoble, 1988; Galbraith, Rodriquez, & DeNoble, 2008). Since the early 1980s, empirical studies have consistently pointed to the role of intangible qualitative factors (such as business climate, attitudes of the workforce, cultural attributes of the location, government policy orientation), in addition to quantitative cost factors.

Galbraith (2008), found out that the location decisions of high technology firms are influenced by a different set of factors to those of traditional manufacturing firms, with the availability of skilled personnel, and lifestyle considerations of

the owner or CEO being the most salient decision factors. Central to this is the desire of entrepreneurs and skilled employees to live and work in a given area, based on an area's climate, ambiance, leisure, and recreational opportunities; housing availability and quality; as well as family and child-rearing considerations (Malecki, 1987; Schmenner, 1987; Malecki & Bradbury, 1992; Sternberg & Arndt, 2001; Florida, 2002; Lafuente, et al., 2010; Frenkel, 2012; Sleutjes & Schutjens, 2013).

The findings are echoed in the recent Kimmelberg & Nicoll (2011) study of the Massachusetts medical devices industry, which finds those firm location decisions are influenced by both production considerations (availability of appropriately skilled labour) and quality of life issues (crime rates, access to highways and airports, proximity to universities and research institutes, housing costs).

Early recognition of the role of sub-optimal factors in business location decisions can be found in Galbraith and De Noble (1988). Galbraith & DeNoble, in a study of 226 high technology firms, find that smaller firms place more importance on "ambiance" in their location decision than larger firms, who prioritized business-related factors. The ambiance, in the Galbraith and De Noble study, refers to considerations such as climate and the desire of the firm's CEO or owner to live in a given area and these two factors were ranked as important or very important by 73 % and 74 % of the respondents, respectively. The only factor to rank higher than these two ambiance factors in the location decision of the respondents was the availability of technical employees, a further indication of the importance of both employees' and entrepreneurs' lifestyles and aspirations in the business location decision. Gottlieb (1995), in a study of municipalities in New Jersey, finds that the importance of residential amenities extends beyond attracting residents to a given location: firms may evaluate business location choices in terms of how attractive that location is to prospective employees.

These factors have been shown to be particularly influential in the location decisions of IT entrepreneurs and small-scale, footloose, knowledge-based service firms (Love & Crompton, 1999). As Love and Crompton outline, the principal assets of these enterprises are ideas and high-skilled professional personnel rather than inventory or capital equipment. A business location that meets the socio-psychological needs of its employees can enhance a firm's

recruitment and employee retention capabilities, as well as yielding higher workforce productivity (Scanlon, 1984; Taylor, 1987).

Love & Crompton (1999) are indicative of the growing body of literature that has recognized “quality of life” as an important element in the business location decision. In their study of the key decision-makers from 174 businesses in Colorado which had relocated, expanded, or been launched within a five year period, quality of life emerged as the most important factor for firms with fewer than eight employees, and employing a high proportion of professionals, moving into Colorado from outside the state. A recent reaffirmation of these findings can be seen in Lafuente, et al. (2010), who find, in a study of 150 knowledge-intensive business services firms in Catalonia, that entrepreneurs who locate their businesses in rural areas attach greater importance to personal motives, such as desire to attain a certain quality of life or lifestyle, than to local economic conditions, institutional framework, or local infrastructure. Similarly, in their study of the capital investment decisions of small- and medium-sized enterprises (SMEs) in Dutch municipalities, Sleutjes & Schutjens (2013) find that some “neighbourhood effects” outweigh market factors.

A number of explanations have been put forward as to why qualitative factors, such as ambiance, impact the firm’s location decision. For example, Galbraith, et al. (2008) attribute this phenomenon to “differentiation” as a competitive strategy, whereby high tech firms compete not on costs but the development of differentiated products and as such place a premium on locational factors such as ambiance which provide a means of attracting and retaining highly qualified technical staff.

A competing explanation that emphasizes the individual quality of life preferences rather than firm-specific competitive strategies can be found in the “creative class” thesis of Richard Florida (2002), which has stirred up much debate in recent years. Florida posits that firm location decisions are influenced by the mobility of highly educated, high-income workers and entrepreneurs active in “creative industries”, who choose to reside in what they consider to be vibrant, diverse locations.

In what follows, the role of personal factors in influencing business location decisions is explored via quantitative analysis of data generated from the survey responses of 97 Irish-owned software services firms established between 2008 and 2012. We expect that the nature of these firms, which require little

infrastructure or capital investment, might result in personal factors playing a stronger role in business service location decisions, and that this may explain the increased heterogeneity and diffusion in firm location patterns observed in existing research. The influence of personal factors in the business location decision of these firms is compared to the impact on the business location decision of agglomeration economies derived from firm co-location as per the literature discussed above, namely: industry-specific factors; general business factors; infrastructure; and government assistance. The importance of personal factors is then analysed for groups of firms based on location (Dublin City, Rest of Ireland) and for firms by type of location (commercial premises, residential property, and university start-up incubator/seed accelerator program/enterprise campus).

### **Elements that Influences Major Location Decision**

Entrepreneurs, the enterprises and their location decision do not exist in a vacuum but in a specific culture or socio-cultural environment. The locational decision is obvious but its shared process is not easy in diverse, and pluralistic setting where differences occur in the race, gender, sexual orientation, shared belief and ethnic composition every variable is awarded pride of place or position (Nieto, 1996).

Culture as a concept rooted in anthropology and sociology was a key term in explaining the existence and nature of social order (Aluko, 2003). Cotgrove (1978) refers to culture as the shared norms and values of the social system which are the most important aspect of society. Hofstede (1984) refer it as...the collective programming of the mind and distinguishes the member of the group or category from another. Nieto (1996) refers to 'culture' as ... the ever-changing values, tradition, social and political relationship, created, shared and transformed by a group of people bound together by a combination of factors that include a common history, geographic location, language, social class, and religion. Characterized as dynamic; multifaceted; embedded in context; influenced by social, economic, and political factors; created and socially constructed; learned; and dialectical.

Goodenough (1957) in Wardhaugh (2002) states that a society's culture is made up of whatever it is one has to know or believe in order to operate in a manner acceptable to its members and to do so, in any role that they accept for anyone



of themselves. Stern (2009) view culture in three perspectives: the basic needs of the individual, the instrumental needs of the society, and the symbolic and integrative needs of both the individual and the society. In other words, it is somewhat of more interactive design that is a response to need and believes of individuals and society.

Various studies on culture and ethnic groups explicitly put it that ‘culture’ is an antecedent to human thought and behaviour (Berry, et al., 1992; Triandis, 1994). Shweder (1990) reported that cultural tradition regulates....the human psyche, resulting in ethnic divergence in mind, self, and emotion. this assumes that social behaviour is a function not only of prior habits but also of self-instruction (intentions) to act in specific ways in a particular social situation and such self-instruction are determined by socio-cultural norms about the appropriate behaviour, expectation about the possible consequence of performing the behaviour and its effective reaction. Various theories have been used to explain location decision however, the theory of economic geography developed by Pred 1967 postulated that location decision of economic activities on space is fundamentally based on the geographical theory of site and situation (Rodrique, 2017). The site and situation explain and predict locational logic and behavioural considerations. This “behavioural considerations” involve many factors (Rodrique, 2017). For instance, Ubogu *et al.* (2011) in their study determinants of location decisions of informal sector entrepreneurs in urban Zaria, found out that, entrepreneurs locate their activities on the basis of sub-optimal behaviour as well as personal factors with the peculiarity that vary from one environment to another. Similarly, Ogbu (1998) reported that personal factors are imperative in explaining actual location decisions of enterprises.

Pellenberg, Van-Wissen and Van-Dijk (n.d) in their study of firm locational adjustment: state of the art and research prospects in Groningen Netherlands, reported that location decision factors are: change in market; preference of consumers; environmental regulations and technological progress.

Srabani (2011) in a study redefining “enterprising selves” exploring the negotiation of south Asian immigrants women working as home-based enclave entrepreneurs in Ontario, Toronto. Found out that their location decisions are based on two processes. On one hand, there is neoliberal hegemonic discourse of “enterprising self” that encourage individuals to become productive, self-responsible, citizen-subjects without depending on state help or welfare to

succeed in the labour markets that systematically devalues the previous education and skills of non-indigene immigrants and pushes them towards jobs that are low-paid, temporary and precarious in nature.

Rogier (2015) in a study exploring the location decision of pop-up fashion retailers in Amsterdam, found out that the location decisions of pop-up fashion retailers are inevitably led by sub-optimal behaviours. Similarly, Marthinus (2000) in his study, residential-based business as an alternative location decision for small micro, medium and small enterprises (SMMEs) in Pretoria, South Africa, found out that location decisions are based on three factors these include: growth and expansion, cost and personal advantages.

Pratt (2008) in a study titled: Revisioning the home-based business: an exploratory model of home-based location choice in the United States of America found out that the location decisions of the home-based business are distillation of sub-optimal behaviours and personal factors the led priority goals that the individual entrepreneurs use together with his perception of prevailing markets opportunities.

Declan et al. (2015) in their study on the role of personal factors in location decisions of soft-ware start-up firms in Dublin city, Ireland, found out that the business location decisions are based on personal factors as well as sub-optimal factors. While Al-attar (2015) in a study of IRADA: its impact on the development and enhancing the legitimacy of home-based business in key poverty areas in Jordan found out that location decisions of HBBs are based on gender and ethnic culture the distinct view of appropriate trade and its acceptance in local society.

Location decisions appear to be based on well-defined criteria, the “behavioural approach” however, the decision-makers (e.g. a corporation or an individual entrepreneur) are not entirely rational (Pred 1967; Lund 1967; Lund 1969). This inability to be fully rational is based on two criteria. The **availability of locational information**, since all suitable information required to make an optimal decision, may not be fully available or expensive and time-consuming to acquire. The second is the **ability to use the information** on hand to make a locational decision. These are the reasons why many locational recommendations are based on the socio-economic context of a region.

In considering the complexity of behavioural factors in locational decisions, Pred (1967) developed a representation based upon a behavioural matrix where

one axis represented the available information and the other the capacity to use it. This construct takes into consideration that even if a lot of information may be available, this information may not be necessarily used properly or could even be analyzed incorrectly. The reason, some decision-makers are thus better than others. This representation assumes that most locational decisions not optimal, but acceptable, that is profitable. A profitable location is within a spatial margin of profitability, which is simply a set of locations (often conterminous) where the incomes derived from an activity are superior to the incurred costs of that location (rent, labour, etc.) adopted in Rodrique (2016). Pred's behavioural matrix is almost impossible to apply to the real world, it underlines the possibility of sub-optimal locational decisions, which is a good reflection of a complex reality. Uncertainty is implicitly assumed because the decision-maker is not certain that a locational choice would be profitable (within the spatial margins of profitability) until the choice has been made and figures about income and expenses become available. Even if all the necessary information was at hand, it is not guaranteed that the chosen location will be profitable.

### **Location Decision Approaches**

Extent literature from various scholars revealed that, there several approaches to the location decision of firms. These include; neo-classical approach; behavioural approach; institutional approach and evolutionary approach.

#### ***Neo-classical Location Approach***

Generally, Neo-classical economists primarily were concerned in selecting the optimal location that stands on an objective, economic point of view (Meester, 2004). Independents of individual entrepreneurial preferences (Endres & Woods, 2006). In general, it is based on the concept of the optimizer or economic man: the fully informed, fully rational entrepreneur who, “consistently and exclusively try to maximize his own profit (Meester, 2004). In keeping with neo-classical assumptions, the location decisions of home-based enterprises can be said to be based on two sets of factors: market and operative factors (González-Benito & González-Benito, 2005). On the one hand, market factors relate to a location’s potential retail attraction or the “capability to make consumers come by overcoming physical barriers

and competition influence,” while on the other hand operative factors involve the costs involved in opening and operating the home-based business at a certain site. Market factors can be categorized further as relating to the location of consumers, other (complementary) facilities, or competitors.

First, factors relating to consumers entail the HBE’s location in relation to the socio-economic and demographic structures of an area and the role of the distance to consumers as a determinant of retail attraction. Second, the location of this in relation to recreational facilities, workplaces or stores selling complementary goods may increase retail attraction by taking advantage of the population flow generated by these sites and facilitating multi-purpose shopping trips (González-Benito & González-Benito, 2005). Third, factors relating to competitors focus on the overlapping of market areas and the subsequent sharing of demand as a result of the spatial concentration of similar enterprises.

Operative factors, as stated above, comprise the costs involved in opening and operating HBEs at a certain location. Differing land values across intra-urban areas, logistical factors related to the supply and stock of merchandise, and the provision of services such as parking space to overcome accessibility barriers are key operative factors to be considered when making a location decision (González-Benito & González-Benito, 2005). In sum, the core notion governing the neo-classical approach to location decisions is that the emphasis on attracting consumer demand (market factors) that should characterize location decisions should be weighed appropriately against the operative factors involved in satisfying that demand.

### ***Behavioural Location Approach***

In contrast to the emphasis placed by neo-classical economist on objective-maximization or optimization as the primary aim in decision-making, the behavioural approach views human beings as ‘satisfiers’ led by their aspirations, “which may be of a different and more modest nature (Meester, 2004)” or alternatively, behavioural location element focuses on the subjective considerations and non-economic aspects that play a role in entrepreneurial behaviour (Meester, 2004) and, by extension, in location decisions as well.

Additionally, while retailers gather, process, and subsequently base their decisions on information, they can never be fully informed. Given human

actors' cognitive limitations (Simon, 1997), it is impossible for them not to be a gap between reality and an actor's perception of it (Atzema, Lambooy, Van Rietbergen, & Wever, 2009). The location decision-making process is characterized by 'bounded rationality' (Meester, 2004), which "takes into account the cognitive limitations of the decision-maker—limitations of both knowledge and computational capacity (Simon, 1997)."

Supporting the added value of behavioural aspects to the study of HBEs, entrepreneurs' location decision-making processes is the fact that, despite the proliferation of sophisticated methods of evaluation, "it is more likely that locational planning in the small independent retail sector is often undertaken on the basis of subjective rules of thumb and a degree of opportunism relating to the availability of individual sites (Pioch & Byrom, 2004,)." It should be noted here that all theories of locational behaviour are concerned with some extent with psychological aspects. They all allow for success and failure while viewing entrepreneurs as gain-seeking individuals making decisions under conditions of uncertainty (Endres & Woods, 2006): "Everyone agrees that people have reasons for what they do. They have motivations, and they use reason (well or badly) to respond to these motivations and reach their goals (Simon, 1997)."

In this way, neo-classical and behavioural location elements overlap in their focus on the internal workings of the entrepreneurial mind. Where they differ, however, is in the fact that neoclassical is primarily concerned with how entrepreneurs make location decisions, whereas behavioural is focused on why they make those decisions in the first place (Atzema, et al., 2009).

### ***Institutional Location Approach***

Besides the endogenous factors, human behaviour is also subject to exogenous or external effects imposed by one's environment. To this end, the research stands to benefit from the inclusion of institutional elements, which views actors as operating within social constraints. These constraints, or institutions, are commonly defined as the, "organized patterns of socially constructed norms and roles, and socially prescribed behaviours expected of occupants of these roles (Mell, Keskin, Inch, Tait, & Henneberry, 2013).

In this way, the HBEs market can be regarded as a socially constructed arena characterized by structured exchange among, "sets of recognizable participants who occupy certain positions and interact routinely over time (Wright, 2002 in

Fligstein & Dion, 2015). The repeated exchanges between actors in the HBEs market that structured exchange implies, in turn, entail a need for rules. Rules, which range from the informal to the formal, are essential to the stability of complex patterns of interaction because they provide actors with shared cognitive assumptions (Fligstein, 2001), i.e., actors know what they're getting into.

Informal rules are the shared beliefs about unacceptable behaviour, "based upon the actual and expected reactions of other members of the society (Shaffer, 1995)," whereas formal rules comprise the "legal, political, market and administrative processes (Mell, et al., 2013)," "as interpreted and enforced by the political authority (Shaffer, 1995)." As a whole, rules embody what a given society views as fair, legitimate, good and evil, right and wrong, has a strong cognitive dimension on "actors' perception, interests, and judgments, in providing a conceptual framework for the interpretation of information, the formation of preferences and expectations and the molding of their behavior (Arvanitidis, 2015). Another essential characteristic of the HBEs market is that it comprises actors with often-conflicting interests and differing levels of ability to impose those interests on the market structure (Arvanitidis, 2015). Institutions are effective to the extent that they influence the behaviour and beliefs of actors (Lawrence, 2008). Exploration of the institutional context and its impact on the decision-making behaviour of HBEs entrepreneurs take 'power' into account; the three interrelated dimensions: institutional control, institutional agency, and institutional resistance (Lawrence, 2008).

Control involves institutions' effects on actors' beliefs and behaviour; the agency is concerned with the manner in which actors create, transform or disrupt institutions; and resistance encompasses actors' attempts to limit both control and agency. As introduced earlier, contemporary society must be reconceived in such a way as to be able to accommodate the change, with regards to institutional theory.

### ***Evolutionary Locational Approach***

Until recently, the evolutionary economist has hardly drawn attention in economic geography. Evolutionary economists have been more active in linking evolutionary economics with geographical issues (Antonelli, 2000). Martin (2003) stressed, perhaps one of the main reasons for the relatively minor

impact of evolutionary economics in economic geography so far, is that economic geographers tend to refer to evolutionary economics and institutional economics as one and the same. Nowadays, there are few systematic attempts to utilize some of the insights of evolutionary economic theory in the realm of economic geography (Amin and Thrift, 1995; Maskell and Malmberg, 1999; Camagni, 2000; Micheal & Micheal, 2006).

The recent evolutionary approach to location concepts of variation, selection, and path as postulated by Darwinian biology depends on spatial economic development (Nelson and Winter, 1982). These key evolutionary concepts are translated into economic geography as innovation, competition, and routines. Path dependence and routines refer to the unwillingness of entrepreneurs to enter new fields of activities i.e. new products, new techniques, new markets in which they lack experience (Brons & Pellenbarg, 2003) or to change location. The entrepreneur tends to follow the path on which he/she is, using knowledge and experience acquired in specific markets, ignoring other routes that might be promising but can also contain unknown risks. This may well lead to lock-ins, unexploited opportunities and suboptimal behaviour (Boschma, & Lambooy 1999; Brons & Pellenbarg 2003). Because the knowledge that industrial districts rely on is informally constituted learning (i.e. learning by doing) and it is adaptable due to flexible specialization (i.e. ability to mix products or humans and tools in varying ways), the conceptual stress lies on evolution and path dependence (Amin, 2002). Firms are less willing to move out of their local context because they compete on the basis of their knowledge, routines, and competencies that are built up in the past (and within a particular local environment) and that are hard to imitate by competitors (Boschma and Frenken, 2003). As a consequence, the emergence of spatial agglomeration is not analysed as stemming from the rational location decision of firms and consumers, but from historically bound concentration and localized knowledge which have grown. This knowledge is primarily embodied within the routine of firms, but also in a firm's relationship with other firms and other actors. While the neoclassical approach is based on rational choice, the evolutionary approach is founded on routine behaviour.

Quantitative analysis and specifically, demographic techniques are used in the evolutionary approach in order to describe the entry and exit of firms, and how survival depends on age, location and parent company. Since the evolutionary

approach to location and relocation theory is in an early stage of development, it has not delivered statements on relocation yet. Still, it presents a good background about the relocation determinants. What is advocated is that firms are less willing to relocate because of path dependence and inertia.

### **Methodology**

The study used exploratory and descriptive research approach. Thus mixed design was used to collect both qualitative and quantitative data. Through questionnaire survey, observation and interview. The population of the study were the HBEs operators. A sample size of 365 HBEs was established using Krejcie and Morgan (1970) table of determining sample size. Hence 365 questionnaires were administered using random sampling technique without replacement. Only 350 questionnaires were returned with 96% response rate. However, the questionnaires were tested to determine its validity and reliability using Cronbach alpha correlation coefficient ( $\alpha$ ). The result of the constructs revealed that  $\alpha$  for optimal factors  $\alpha$  is 0.898, suboptimal factors  $\alpha$  0.995 and HBEs types  $\alpha$  0.862. The data were analysed using both descriptive and inferential statistics. The descriptive statistics involved the use of frequency and percentages while inferential statistics were mean ranking and Spearman rank-order correlation coefficient.

### **Results and Discussion**

**Table 1:** socio-demographic of the respondents. The Socio-demographic characteristics are gender, age, educational attainment, household size and income of respondents. The study found out that female in HBEs operation in Bauchi town was 58.4% and 41.4% male. Possibly because the traditional HBEs typology entailing a part-time home business dominated by women to combine their reproductive and productive roles is in agreement with (Loscocco and Smith-Hunter (2004), or as an opportunity for women freedom, power and control over their own destinies as in Berke, (2003). It also concurs with Chen et al. (1999); Tripathi and Mishira (2013); Adeokun and Ibem (2016); Ezeadichie and Onoduga (2018). Which stated that social and cultural norms in a typically patriarchal African society demand women's primary responsibility in playing the reproductive role while engaging in productive activities at home. This is in contrast to Rowe et al, (1999) and UNDP (2007) were more men than women operate HBEs.



The age distribution, the study found out that 54% of the HBEs operators in Bauchi town are less than 48 years of age while 46% are 49 years and above. This implies that the more productive age group are participating in the HBEs sector. This means that proper mobilizing of the urban HBEs sector would mean increased productivity and hence greater efficiency which could contribute to the overall growth of the urban economy. Thus an emphasis on the HBEs sector could be justified not only from the poverty alleviation dimension but also from efficiency, and local economic development point of view. This agreed with Heck et al, (1995) that home-based entrepreneurs ages are less than 49 years implying that it is more attractive to people who are in their prime age in contrast to Horvath (1986) that stated it is a more desirable occupational option for persons above 55 years of age because of difficulty in daily commuting to work.

On the educational status of the respondents, the study found out that 26% have tertiary education. This implies that it is not the occupation of only the less educated as claimed in the study of Hoy (1996) rather some have education beyond secondary education. Although it's been argued by Thamsanqa (2010) that people with high education qualifications are less likely to stay in the HBEs for a long time. They enter the HBEs for survival before they get a job rather than for achieving growth. Although this large proportion of educated people who should otherwise have been without a job have been absorbed in the HBEs sector, and therefore further reiterates the importance of the sector in employment creation. 74% had less than tertiary education. This concurs with Ikoja-Odongo & Ocholla, (2004) that stated participation in HBEs activities, often requires less education and fewer specific skills, making it an attractive area for those lacking high levels of education. This is in contrast with Heck et al, (1995) that contended the educational status of HBEs entrepreneurs don't influence their choice of occupation.

Ethnic composition in HBEs operation in Bauchi town, the study found out that there are diverse ethnic groups operating HBEs. However, 48% are Hausa/Fulani ethnic groups, 25% are Sayawa's, 13% Igbos, 6% Yoruba's and 9% other ethnic groups in Bauchi town. The involvements of more Hausa/Fulani ethnic group may not be far from the religious norms and values that women's primary responsibility is playing the reproductive role while engaging in productive activities at home in agreement with the study of Gafur (2000), that Islamic religious culture influences women productive activities to be at home because they can only operate in or close to the home to achieve work-life balance (Pocock 2005).

Similarly, the study found out that 78% of the respondents were married, 15% singles, and 4% widows while 3% were divorcees. This is in contrast with Afrin,

Sohel, Abubakar and Reazul (2017) that married women vary less in the home-based trade, however, the unmarried ladies and singles, separated, or isolated are fundamentally more inclined to be the worker in the home-based enterprise. This implies that housing is not only a place for living family life and bringing up children, but rather are the product that can also be used in generating income. This is in affirmation to Standen (2000) that stated lifestyle expectations for both men and women regarding balancing work and family obligations was one main reason for the growth of HBBs.

The religious belief of the respondents, the study found out that 73% of the respondents are Muslims while 27% are Christians this implies that Islam has an influence in determining the location of HBEs in Bauchi town. 62% of the respondents have average household sizes of 3-8 persons.

The study found out that aside from the HBEs activities, some of the respondents have their individual primary occupation. However, 76.1% of the respondents were found out earning less than the ₦30,000 anticipatory national minimum wages per month. This implies that participants in HBEs often feel vulnerable to their socio-economic circumstances and therefore use the sector either to alleviate or shore them against their insecurity in augmenting existing income by generating a new source. This concurs with Hellman, et al (2000) and Ault and Spicer (2014) that stated poverty always drives people to look for a means of augmenting their household income in order to survive their daily requirements with the spatial control. Although on the other hand the study found that the HBEs sector and its activities are not limited to the urban poor; but also include professionals, administrators, and other highly ranked salaried employees in contrast with ILO, (1995) that stated HBEs is permeated by assumptions about the social class of people that participate in it.

**Table 1:** Socio-demographic Profile of the Respondents

S/N	Characteristics	Variables	N = 365	Percentage
1	Gender	Male	152	42 %
		Female	213	58 %
2	Age	18 – 28yrs	57	16 %
		29 – 38yrs	141	39 %
		39 – 48yrs	114	31 %
		49 – 58yrs	46	13 %
		59 & above yrs	7	2 %
3	Education	None literate	47	13 %

	Vocational education	41	11 %
	Primary education	68	18 %
	Secondary education	115	32 %
	Tertiary education	94	26 %
4	<b>Ethnic composition</b>		
	Hausa/Fulani	168	46 %
	Sayawa	91	25 %
	Yoruba	44	12 %
	Igbo	29	8 %
	Others	33	9 %
5	<b>Marital status</b>		
	Single	54	15 %
	Married	284	79 %
	Divorced	11	3 %
	Widow/widower	13	4 %
6	<b>Family size</b>		
	Bachelor/spencers	62	17 %
	2 persons	226	62 %
	2-8 persons	55	15 %
	9-15 persons	18	5 %
	16-22 persons	4	1 %
7	<b>Average monthly income</b>		
	≤ ₦ 18,000	140	38 %
	<del>₦19,000- ₦30,000</del>	145	40 %
	<del>₦31,000- ₦40,000</del>	43	12 %
	<del>₦41,000 - 50,000</del>	25	7 %
	<del>₦51,000 &amp; above</del>	12	3 %

**Sources:** Author (2018)

**Table 2:** determinants of location decision in Bauchi town. The determinants of Location Decisions of Home-based Enterprises in Bauchi Town was found out of two categories of the determinants. These are classified as suboptimal and optimal factors. The suboptimal factors ranged from religion orientation on family value; religion desires of such HBEs in home spaces; the level of educational attainments; inheritance of the HBEs; ethnic influence; emotional attachment; cultural value attached to the HBEs types; security of the HBEs types in the area and dwindling family income among others. The findings revealed that 14.8% of the respondents strongly disagreed that religious

orientation on family and childbearing influences their decisions, 24.7% just disagreed with the decision, 7.4% were neutral, and while 39.7% agreed that it influences their start-up at home. Additionally, 13.4% agreed that it strongly influence their decisions. 19.5% strongly disagreed that religious desires the HBEs in the area, 31.2% disagreed, 3.6% were neutral, while 32.5% agreed and 13.2% strongly agreed. 15.7% strongly disagreed that their level of Education attainment influence start-up of the HBE at home, 17.0% disagreed, 3.0% were neutral, 50.1% agreed and 14.2% strongly agreed. This is in affirmation to Figueiredo and Guimaraes (1999) that stated geographical origin and entrepreneur’s home-town culture often plays a key part in influencing location choices. this also concurs with Ubogu et al, (2011) as they observed in their study in Zaria on entrepreneur’s location decision trend that found out that it did not conform to the requirement of Weber and Losch that are based on optimal factors rather varies with peculiarities that are based on notion of non-random mistaken choices that are part and parcel of life in agreement with Christopher, Yuval, and Aloï (2012).

On the other hand the optimal factors are those traditional economic factors based on the assumptions of well-informed economic decisions that are depended on inertia that desires to minimize costs to benefits from the cost advantages arising from external economies of scale inherent in interdependent production system such as; availability of utilities; availability of raw materials; availability of space; inadequate funds to be elsewhere; cheap labour; reliable transport means; complementary businesses; cost of rent and none existence of such businesses among others. This is in agreement with the studies of Badri, (2007); Martin, Salomon & Zheyang (2007) and Declan, Theo & Colm, (2015)

**Table 2:** Determinants of HBEs Location Decision in Bauchi Town

Sub-optimal Factors'	Frequency & Percentage Response				
	SD %	% A	D %	% SA	N %
1 Religion orientation on family & children	54 7.4	14.8 145	90 39.7	24.7 49	27 13.4
2 Religion desires such HBEs	71 3.6	19.5 119	114 32.5	31.2 48	13 13.2
3 Level of education attainment					

	57	15.7	62	17.0	11
	3.0	183	50.1	52	14.2
4 Inherited HBE as a business at home					
	31	8.5	118	32.3	12
	3.3	185	50.7	19	5.2
5 Influence of ethnic group (s)					
	30	8.2	77	21.1	22
	6.0	194	53.2	42	11.5
6 Influence of family & friends					
	62	17.0	34	9.3	1
	6	4.4	187	51.2	66
7 Emotional attachment for the HBE in the area					
	46	12.6	28	7.7	19
	5.2	214	58.6	58	15.9
8 Culture for such HBEs in the area					
	31	8.5	21	5.8	23
	6.3	231	63.2	59	16.2
9 Need of such HBE type of product					
	43	11.8	30	8.2	27
	7.4	219	60.0	46	12.6
10 Security for such HBE type in the area					
	5.5	55	15.1	47	12.9
	214	58.6	29	7.9	
11 Extra income for the family					
	68	18.7	16	4.4	14
	3.8	183	50.1	84	23.0
12 None existence of such HBEs in the area					
	23	6.5	134	36.7	88
	24.1	98	26.7	22	6.0

<b>Optimal Factors</b>	<b>SD</b>	<b>%</b>	<b>D</b>	<b>%</b>	<b>N</b>
	<b>%</b>	<b>A</b>	<b>%</b>	<b>SA</b>	<b>%</b>
13 Available spaces for the HBE at home					
	35	9.7	148	40.5	20
	16.4	131	35.9	31	8.5
14 No Tax on HBEs in the area					
	10	2.7	223	61.1	22
	6.0	26	7.1	84	23.0
15 Complimentary businesses					
	87	23.8	119	32.6	25
	6.8	116	31.8	18	4.9
16 Availability of water & electricity					
	76	20.9	96	26.3	19
	5.2	148	40.5	26	7.1
17 Availability of raw materials					
	74	20.3	145	39.7	17
	4.7	103	28.2	26	7.1
18 Inadequate funds to be elsewhere					
	18	4.9	207	56.8	30
	8.2	35	9.6	75	20.5

19 Cost of rent in the area	21 6.6	5.8 57	199 15.6	54.5 64	24 17.5
20 Zoning restriction	57 1.4	15.6 38	215 10.4	58.9 50	5 13.7
21 Consumer's patronage of the HBEs	71 5.5	19.5 111	107 30.4	29.3 56	20 15.3
22 Value cost of the HBEs product	49 5.2	13.4 38	231 10.4	63.3 28	19 7.7
23 Cheap labor	61 2.2	16.7 117	157 32.1	43.0 22	8 6.0
24 Reliable transport	65 3.8	17.8 123	135 33.8	36.9 28	14 7.7

**Note:** SD = Strongly Disagree; D = Disagree; N = Neutral; A = Agree; SA = Strongly Agree

**Table 3:** Determined Strength of the Suboptimal and Optimal Location Decision Determinants of HBEs Operators in Bauchi Town. The strength of the optimal and suboptimal factors of the location decision of HBEs in the residential neighbourhoods of Bauchi town. The table revealed that the overall average weighted mean scores ranked in order of their significance, suboptimal factors average mean score value is 3.88 while optimal factors is 3.54 with the corresponding average standard deviation of 0.878 and 1.076 respectively. This implied that suboptimal factors weighted average mean index is greater than optimal factors, indicated that the respondents assessment acknowledged that suboptimal factors have greater influence on the location decision of the HBEs in Bauchi neighbourhoods than the optimal factors. The table revealed the ranked scores of 1, 2, 3, 4, 5, 6, 8, 9, 10 11, 14, and 24 are suboptimal location decision factors of HBEs. While the weighted mean scores of 7, 12, 13, 15, 16, 17, 18, 19, 20, 21, 22, and 23 are categorized as the optimal factors of the location decisions of the HBEs in the residential neighbourhoods of Bauchi town. This concurs with Ubogu et al., (2011) on the explanation of optimal factors of the location decision

**Table 3:** Determined Strength of the Suboptimal and Optimal Location Decision Determinants of HBEs Operators in Bauchi Town

S/N	Suboptimal variables	X	SD	Ranks	Optimal
	variables	X	SD	Ranks	
1	Religion desire such HBEs in the area in the area	4.54	0.625	1	Cost of rent
		3.95	0.906	7	
2	Influence of Ethnic composition money to be elsewhere	4.26	0.661	2	Lack of
		3.72	1.006	12	
3	Emotional attachment to the area HBE to the family	3.98	0.811	3	Value of the
		3.61	1.008	13	
4	Extra income for the family the HBE	3.93	0.821	4	Patronage of
		3.59	1.021	15	
5	Level of education composition means of transports	3.91	0.835	5	Reliable
		3.78	1.035	16	
6	Religion orientation on family & children of space	3.81	0.847	6	Availability
		3.48	1.051	17	
7	Non such HBE in the area labour 3.74	3.86	0.929	8	Cheap
		1.043	18		
8	Demographic needs of the HBE products to easy raw materials	3.85	0.935	9	Accessibility
		3.47	1.149	20	
9	Inherited business restriction on HBE	3.72	0.944	10	Zoning
		3.13	1.128	19	
10	Security structure in the for the HBE Complimentary businesses	3.81	0.962	11	
		3.39	1.168	22	
11	Influence of friends of water & electricity	3.75	1.009	14	Availability
		3.29	1.177	23	
12	Attractive culture of the HBEs in the area HBE 3.40	3.13	1.178	24	Tax on the
		1.159	21		

### 1.6 Conclusion and Recommendation

The findings of this study serve as the basis on which this conclusion was drawn. Prior to this study, basic optimal factors knowledge gap of location decision of the manufacturing firms that were based on omniscient economic decisions of firms desires to minimize cost inherent and dependent in production system were the most major significant factors determining location decision of enterprises.

This study's findings, however, has shown that there is a suboptimal variable that was also ranked to be significant to the location decision of HBEs enterprises in Bauchi town as a cultural city. This includes a religious orientation on family value, the religious desire of HBEs type, level of

educational attainment, hereditary business, ethnic influence, emotional attachment to an area, the cultural value attached to the HBEs types, security for the HBEs type in the area and dwindling family income. The findings of this study have confirmed the importance of socio-cultural factors in influencing location decision of home-based enterprises.

Theoretically and practically an important contribution of this study is the testing of the relationship between individual and suboptimal variables as an objective measure of location decision of home-based enterprises. The research established that suboptimal variables are also an important factor of location decision of enterprises as optimal variables are tied to cultural norm and value of religious belief that placed a very high premium value to its inhabitants. Therefore, the unique contribution of socio-cultural variables (particularly religious belief) in location decision of enterprises should be incorporated in the policy of urban land use management in order to effectively regulate and incorporate HBEs and decisions relating to its planning of HBEs activities must acknowledge the interrelationships between different processes and the way in which they impact upon the sustainability of livelihood strategies.

The study has brought out the dynamics of location decision of HBEs towards elimination of needless restrictions, and provision of more appropriate and flexible regulatory framework that is compatible with local conditions and yet reasonably efficient and environmentally sustainable in view of the need for design and planning integration of the HBEs as emphasized in UN-habitat (2001) report on living and working in improving income and housing. Therefore, this study recommend that, religious norms and values should guide economic policy of transforming HBEs for growth and development in the cosmopolitan nature of Sub-Saharan African society

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