Innovations

# The Quantitative Evaluation of Pull and Push Drivers of Self-Employment in Entrepreneurial Intentions: Moderating the Effect of Unemployment in Nigeria Economy

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***Abstract***

*The shifting landscape shaped by globalization, technological advancements, and global recessions has rendered certain occupations obsolete, contributing to a surge in unemployment. Faced with these challenges, individuals are increasingly drawn towards entrepreneurship as an alternative when traditional job opportunities are limited. The research focuses on the Nigerian context, where self-employment is recognized as a crucial means to address unemployment crises, leading to the implementation of various support programs. The exploration of pull factors, rooted in personal desires and external opportunities, contrasts with push factors, stemming from external factors compelling individuals into entrepreneurship. The study adopts a descriptive survey research design, focusing on three hundred newly established businesses in Minna, Niger State. The findings from robust regression analyses underscore the significant impact of both pull and push factors on entrepreneurial intentions, challenging certain hypotheses and emphasizing the need for a holistic consideration of these motivational factors. The paper concludes with practical recommendations for policymakers, educators, and business support organizations, advocating for tailored entrepreneurship education programs, supportive government policies, and initiatives like networking and mentorship to create a conducive ecosystem for aspiring entrepreneurs.*

***Keywords:****Entrepreneurship, Unemployment, Self-Employment, Push Factors, Pull Factors, Nigeria, Motivational Factors.*

**Introduction**

The socio-economic significance of entrepreneurship in driving economic growth, both locally and globally, is indisputable (Zsuzsanna et al., 2021). Global trends like globalization, technological advancements, and economic recessions have rendered certain occupations obsolete and posed challenges for the private sector in creating new jobs (Neck & Greene, 2017). This has led to high levels of unemployment in the labor market. Amid these economic disruptions and unemployment issues, individuals often turn to entrepreneurship when traditional job opportunities are scarce.

There is a growing interest in small business as a source of economic growth in industrialized countries, and entrepreneurship or self-employment is also seen as a source of growth in less developed countries (House, 2019). Establishing one's own business is considered by some as a pathway to escape poverty and unemployment. As a result, many economies worldwide, including Nigeria, recognize self-employment as a necessary means to address the crisis of inadequate employment, influencing economic growth and development. This acknowledgment has led to the initiation of various programs to support entrepreneurship.

To better understand the concept of unemployment, it is crucial to distinguish self-employment from paid employment. The key difference lies in the fact that, in paid employment, an individual works as an employee in an organization, while a self-employed person owns, manages, and controls their own business. Employees in paid employment earn wages by working for the employer, whereas self-employed individuals work independently for their own account and can also employ others (Dunja& Andrea, 2019). Further dimensions of self-employment include the investment of own capital, autonomy in the labor market, ownership and management of business operations, and the availability of the employee (Eurofound, 2020).

There are various questions regarding the reasons individuals are motivated to embrace self-employment, including aspects related to self-employed entrepreneurs, their behavior, potentials, abilities, motivation to start a business, and the overall self-employment environment. The interest in self-employment reflects the degree to which a country's population is oriented towards entrepreneurship as a career choice (Zsuzsanna et al., 2021).

Mkubukeli and Cronje (2018) propose that motivational factors for self-employment can be categorized as push or pull factors. There is a general consensus among academics that motivation is a combination of both push and pull factors, with push factors being intrinsic aspects and emotional traits of the person, while pull factors

are linked to extrinsic aspects stemming from the subjective perception of the person's situation.

Pull motivators are associated with external aspects and stem from the subjective perception of the situation. On one end of the spectrum is "willingness," where self-employed individuals may be positively motivated by perceptions of personal self-efficacy or external market opportunities to venture into entrepreneurial micro-businesses (Mkubukeli & Cronje, 2018). On the other end is "reluctance," where self-employment is chosen hesitantly by those unable to find suitable paid employment in recessionary economic conditions. For individuals seeking flexible working hours, self-employment might be chosen if a flexible paid employment contract is unavailable, and for some, it may be the only available alternative to unemployment (Sunday etal., 2016).

Push motivation tends to be stronger but may not last long, often not leading to extraordinary results. In contrast, pull motives are more permanent and long-lived, contributing to the sustained success of self-employed individuals. Past research has also confirmed that "pull entrepreneurs" tend to be more successful than "push entrepreneurs."

Despite their differences, both push and pull factors can motivate individuals to pursue self-employment (Dawson & Henley, 2022; van der Zwan et al., 2016). Pull factors are those that "attract" individuals to start a new venture based on their personal ambitions and desires. In contrast, push factors "compel" individuals to engage in entrepreneurship due to external pressures unrelated to their entrepreneurial traits. However, there is no clear agreement on which of these factors—push or pull—has a more significant impact on individuals' entrepreneurial intentions. Thus, it is important to analyze how push and pull factors uniquely influence entrepreneurial intentions, particularly in the context of unemployment in Nigeria.

**Research Questions**

The following research questions are proposed in guiding the conduct of this research:

i. How do pull factors influence the entrepreneurial intentions of individuals considering self-employment amid the prevailing unemployment conditions in Nigeria?
ii. What role do push factors play in shaping the self-employment intentions of individuals amid the prevailing unemployment conditions in Nigeria?

**Objective of the Study**

The broad objective of the study is to investigate the quantitative evaluation of pull and push drivers of self-employment in entrepreneurial intentions: moderating the effect of unemployment in Nigeria economy. The specific objective of the study is to:

i. Examine pull factors influence on the entrepreneurial intentions of individuals considering self-employment amid the prevailing unemployment conditions in Nigeria.
ii. Analyze the effect of push factors in shaping the self-employment intentions of individuals amid the prevailing unemployment conditions in Nigeria.

**Research Hypotheses**

Hoi. Pull factors has no significant influence on the entrepreneurial intentions of individuals considering self-employment amid the prevailing unemployment conditions in Nigeria.

Hoi. Push factors has no significant effect in shaping the self-employment intentions of individuals amid the prevailing unemployment conditions in Nigeria.

**Review of Related Literatures**

**Concept of Entrepreneurship and Entrepreneur**

Entrepreneurship, as a concept, encapsulates the dynamic process of identifying, pursuing, and realizing opportunities to establish and manage new ventures or enhance existing products and services. Some scholars, such as Ronstadt (2016) and Hisrich et al. (2017), associate entrepreneurship with wealth creation. Ronstadt defines entrepreneurship as "a process of creating incremental wealth," emphasizing individuals who take major risks in terms of equity, time, and career commitment. Hisrich et al. (2017) elaborate, defining entrepreneurship as the process of creating something new with value, involving the devotion of time and effort, assuming financial and social risks, and receiving rewards in the form of monetary gain, personal satisfaction, and independence. Dabaten et al. (2022) align with this perspective, viewing entrepreneurship as the willingness and ability to seek investment opportunities, establish, and successfully run an enterprise.

Furthermore, entrepreneurship is not merely a concept but a practical process encompassing the initiation, ownership, and management of new ventures or the improvement of existing products and services to create value. This involves recognizing viable opportunities, coordinating resources, and bringing business ventures to fruition, contributing to job creation and wealth generation. In essence, entrepreneurship is the manifestation of an individual's willingness and ability to

identify investment opportunities, establish, and successfully run an enterprise based on identified business ideas and opportunities.

However, It is imperative to know that, at the heart of entrepreneurship is the entrepreneur—an individual who plays a central role in conceiving and actualizing these innovative initiatives. The term "entrepreneur" has its roots in the French verb "entreprenire" and the German word "unternehmen," both signifying the act of undertaking (Afolaranmi, 2017). This concept extends to the entrepreneurial pursuit of opportunities, innovation, and the establishment of a business to fulfill needs and wants (Saasongu, 2019).

An entrepreneur, as defined by Afolarinmi (2017), is an individual who identifies a business opportunity, secures the necessary capital, effectively manages operations, and willingly assumes the personal risk of success or failure. Cole (2015) broadens this definition, portraying an entrepreneur as an organizational builder engaged in a series of integrated decisions to initiate and sustain a profit-oriented business unit. Drucker, cited in Afolaranmi (2017), characterizes an entrepreneur as someone who seeks and responds to change, exploiting it as an opportunity.

In a similar vein, Adebayo (2018) views an entrepreneur as an individual who takes risks and initiates new endeavors. This involves organizing and operating an enterprise for personal gain, contributing initiative, skill, and ingenuity, and assuming the risks associated with unforeseen circumstances. Entrepreneurship, as Saasongu (2019) describes, is the process of embodying the roles of an entrepreneur—a creative, innovative, risk-taking individual involved in initiating, managing, and nurturing a business venture. The ultimate goal is to reap rewards in the form of profit, independence, personal achievement, and recognition.

**Entrepreneurship Intentions**

Entrepreneurial intention (EI), as defined by Bird (1998), is the tendency to start one's own business, shaped by both personal and environmental factors. Ajzen (1991) suggests that the decision to start a new business usually follows a period of deliberate intention. However, this intention might either emerge just before the decision or fail to lead to actual action in some cases. Thus, entrepreneurial intentions are seen as predictors of an individual's decision to start a business. According to psychological research emphasizing the importance of intention in predicting planned behavior (Bagozzi et al., 1989), entrepreneurial intention represents a conscious choice to enter the business world rather than a reflexive response.

The propensity to engage in specific behaviors is influenced by various factors such as needs, values, desires, habits, beliefs, cognitive variables, and situational contexts (Liñán & Santos , 2017). Anticipating the intention to engage in a behavior depends on an individual's attitudes towards that behavior—whether it is seen positively or negatively(Hattab, 2014). EI essentially captures an individual's drive to pursue an entrepreneurial career, involving aspects like risk-taking, goal setting, fundraising, and starting a venture. The formation of EI is marked by concrete actions, according to (Karabulut, 2016). De Clercq et al. (2023) emphasize that the process of starting a new business fundamentally begins with the development of entrepreneurial intention.

In the study by Rehman et al. (2023), entrepreneurial intentions are described as the inclination to own a business or pursue self-employment. The factors influencing these intentions include perceived desirability for entrepreneurship (PDE) and perceived self-efficacy (PSE), with the moderating effect of entrepreneurial knowledge (EK), all framed within the theory of planned behavior.

**Self-employment and Self-employed**

Self-employed individuals are those who own, manage, and control their own unincorporated businesses, except for those classified as quasi-corporations. This category encompasses unpaid family workers, outworkers, and individuals engaged in production for personal consumption or capital formation, either alone or with others.

According to Parker (2004), self-employed persons are those who do not receive wages or salaries but earn income by running their own profession or business at their own risk. The definition used by Statistics Portugal (Instituto Nacional de Estatística - INE) and endorsed by Eurostat (the European statistical office) aligns with this description.

**Self-employed individuals can be classified into two groups based on whether they have employees:**

i. **Self-Employed without Employees (Non-Employers):** This group includes individuals who conduct their business independently, with or without partners, and whose income is directly tied to the profits from their activities. They typically do not hire employees. Partners may or may not be members of the same household.
ii. **Self-Employed with Employees (Employers):** This category includes those who, while performing independent activities with or without partners, earn income from the profits of their business and regularly employ one or more individuals to work in their company.

Self-employment can be categorized into several types, reflecting the diverse nature of self-employment definitions and regulations. Due to variations in how self-employment is defined, official statistics may not fully capture all forms of self-employment or may include activities not universally recognized as self-employment (Jolatan, 2018). The major categories of self-employed persons are:

1. Dependent (Quasi) self-employed: These are persons who usually work under or provide services to a sole employer within the legal framework of civil or commercial law, but who depend on and usually incorporates into the company for which they work. Most call this type of self-employment fake or quasi self-employed because it usually works similarly to the ordinary employees employed under permanent contracts regulated by the labor law.
2. Hybrid self-employed ("part-time" self-employed): These are individucals who have a stable, permanent employment contract with one employer but can work with other employers under contracts regulated by the Civil or Commercial Code. Hybrid self-employed can be either innovative or replicative. Independent professionals when they provide services for other contractors after hours.

**3. One-Person Replicative Business Owners:** This type of self-employment is often viewed as entrepreneurial, regardless of whether the individual employs others. From a Schumpeterian perspective, small business owners in this category are seen as replicating existing business models, solutions, products, or services rather than creating new ones. These activities are considered less aligned with traditional notions of entrepreneurship. In contrast, Schumpeterian innovative start-up owners are those who introduce new products or services, apply novel production or sales methods, enter new markets, acquire new sources of raw materials or semi-finished products, or implement new organizational forms within their sector.

**4. Freelancers (Independent Professionals, IPROS, Independent Contractors, opportunity Self-Employed):** This group includes highly qualified and skilled individuals who are increasingly sought after in today's labor market. Freelancers typically do not invest their own financial capital but leverage their intellectual capital—skills and expertise. They generally work independently on various projects for different companies and may occasionally collaborate in teams or work solo. The nature of self-employment among freelancers, along with their activities and characteristics, can vary significantly.

**Unemployment in Nigeria Economy**

Gbosi (2016) offers a detailed definition of unemployment, describing it as a situation where individuals who are eager to work at the current wage rate are unable to find employment. This definition aims to provide a precise identification of the unemployed to avoid inflating the official unemployment rate. According to the International Labour Organization (ILO), the unemployed are defined as individuals in the economically active population who are not currently working, are available for work, and are actively seeking employment. This includes both those who have been laid off and those who have voluntarily left their jobs (World Bank, 2019). However, there are criticisms of this definition's application across different countries, particularly concerning the comparability of unemployment statistics and the development of effective policies due to varying national contexts and approaches to addressing unemployment (Douglason et al., 2016).

The complexity of unemployment in Nigeria is attributed to various factors, including economic downturns in the late 1970s and the 1980s. Stabilization measures, such as export restrictions, were implemented to foster dependence on Nigerian manufacturing enterprises. However, the outcomes of these measures were not uniformly positive. Historical analyses based on educational status reveal that individuals without basic education were predominantly affected by unemployment. Nevertheless, contemporary challenges indicate that even the educated now encounter significant difficulties in securing employment. Notably, in 2003, Nigeria experienced a substantial decline in its unemployment rate to 2.3 percent, attributed to governmental efforts and poverty alleviation programs, accompanied by an increase in informal sector engagement (Bloom, 2020).

The importance of employment generation as a poverty-alleviating strategy and a catalyst for economic growth is emphasized by the assertion that the efficiency and employment levels of firms are significantly influenced by the education of business owners (Bloom, 2020). Consequently, the study of unemployment gains added significance as a means of understanding and addressing the economic and social challenges associated with this phenomenon.

**Pull Drivers**

Push factors in entrepreneurship, as discussed by scholars like Ramadani (2016) and Shastri (2019), can be understood as motivational forces with a compelling nature, essentially prompting individuals to enter the realm of self-employment. These factors are characterized by their negative connotations, encompassing a range of challenges and circumstances that drive individuals towards entrepreneurship. Key push factors identified in the literature include experiences of unemployment, layoffs, limited job or career prospects, the necessity to augment family income,

financial constraints such as inadequate family earnings, challenges in securing traditional employment, divorces, economic recessions, job losses, and dissatisfaction with current employment situations (Shastri, 2019).

In essence, the presence of push factors creates a motivational impetus for individuals to explore entrepreneurship as a viable alternative. The force exerted by these negative circumstances propels individuals to seek autonomy and financial stability through self-employment. This understanding aligns with the idea that push factors involve a certain level of compulsion, urging individuals to navigate the entrepreneurial landscape in response to challenges and unfavorable conditions in traditional employment settings.

Acknowledging the multifaceted nature of push factors, researchers like Shastri (2019) emphasize the importance of recognizing the various challenges and negative experiences that contribute to the decision to pursue entrepreneurship. By understanding these push factors, scholars and practitioners gain insights into the motivations behind entrepreneurial endeavors, offering a comprehensive view of the diverse circumstances that prompt individuals to embark on the entrepreneurial journey.

**Push Drivers**

The pull factor, as elucidated by scholars like Shastri (2019) and Ramadani (2018), represents a motivational force rooted in opportunities and driven by an individual's willingness and self-desire. This form of motivation encompasses a range of positive elements, including the desire for independence, personal growth, self-fulfillment, social status, financial aspirations, personal satisfaction, the pursuit of work-family balance, and the need for greater income. In its essence, the pull factor is a motivation fueled by strong desires and positive incentives (Ramadani, 2018).

Within the context of developing countries, motivations for entrepreneurship, both for male and female entrepreneurs, often revolve around the aspiration to become one's own boss and achieve an increase in income (Zimmerman, 2016). Recognition, along with the quest for an adequate work–life balance, has been identified as key elements influencing entrepreneurial motivations in these regions (Zimmerman et al., 2016). Furthermore, the pursuit of achievement emerges as a significant motivation for the self-employed, and the cultivation of a mindset conducive to achievement is seen as having a positive impact on self-employment intentions (Co et al., 2016). As highlighted by Elsebaie (2019), the interplay between push and pull factors plays a crucial role in shaping individuals' decisions to venture into

entrepreneurship, contributing to a nuanced understanding of the complex motivations driving entrepreneurial endeavors.

## Theoretical Review

### Ajzen's Theory of Planned Behaviour

Entrepreneurship researchers have widely endorsed Ajzen's (1991) Theory of Planned Behavior (TPB) as an effective framework for explaining entrepreneurial intentions (Liñán& Chen, 2019). TPB suggests that attitudes and personality traits indirectly influence behavior by shaping intentions (Solesvik, 2013). These intentions, which drive subsequent actions, are influenced by three key factors: attitude towards the behavior, social norms, and perceived behavioral control. Attitude towards the behavior refers to an individual's positive or negative evaluation of performing a specific action. Social norms involve the pressures from significant others who may approve or disapprove of the behavior (Liñán& Chen, 2006). Perceived behavioral control assesses how easy or difficult an individual believes it is to perform the behavior, similar to the concept of self-efficacy.

The TPB evolved from the Theory of Reasoned Action, introduced in 1980, which was designed to predict an individual's intention to perform a behavior at a specific time and place. This earlier model focused on behaviors within one's control, emphasizing behavioral intent, which is influenced by attitudes toward the behavior and subjective evaluations of associated risks and benefits.

TPB has proven successful in predicting and explaining various health-related behaviors and intentions, such as smoking, drinking, health service use, breastfeeding, and substance abuse. It underscores the interaction between motivation (intention) and ability (behavioral control) and introduces three types of beliefs: behavioral, normative, and control beliefs. The six constructs of TPB—attitudes, behavioral intentions, subjective norms, social norms, perceived power, and perceived behavioral control—capture an individual's control over behavior. The inclusion of perceived behavioral control marked the development from the Theory of Reasoned Action to the more comprehensive Theory of Planned Behavior.

### Push and Pull Mooring (Ppm) Migration Model

In sociology and human geography, migration is defined as "the movement of an individual (migrant) between two locations for a specified period." Fu's (2011) Push-Pull-Mooring (PPM) model explains that the decision to migrate is influenced by three types of factors: push, pull, and mooring. Push factors are conditions at the origin that compel individuals to leave, such as poverty, unemployment, low social

status, political repression, rapid population growth, poor marriage prospects, limited personal development opportunities, natural disasters, and landlessness. Conversely, pull factors are attractions at the destination that draw individuals, including better income, job opportunities, superior education, a strong welfare system, favorable living conditions, and political freedom (Fu, 2011; Georgellis& Wall, 2015).

Push factors are generally negative aspects at the departure point, while pull factors are positive attributes at the destination. Mooring variables, as defined by Fu (2011), are personal, social, or cultural factors that either facilitate or impede the decision to migrate. These variables account for the complexity of migration decisions, which can either restrict potential migrants or support their movement to a desired location (Moon, 1995). Examples of mooring variables include costs, cultural barriers, political obstacles, life stage, and personality. The push-pull-mooring model has shown significant predictive power in various fields, such as consumer behavior, career commitment, and online gaming.

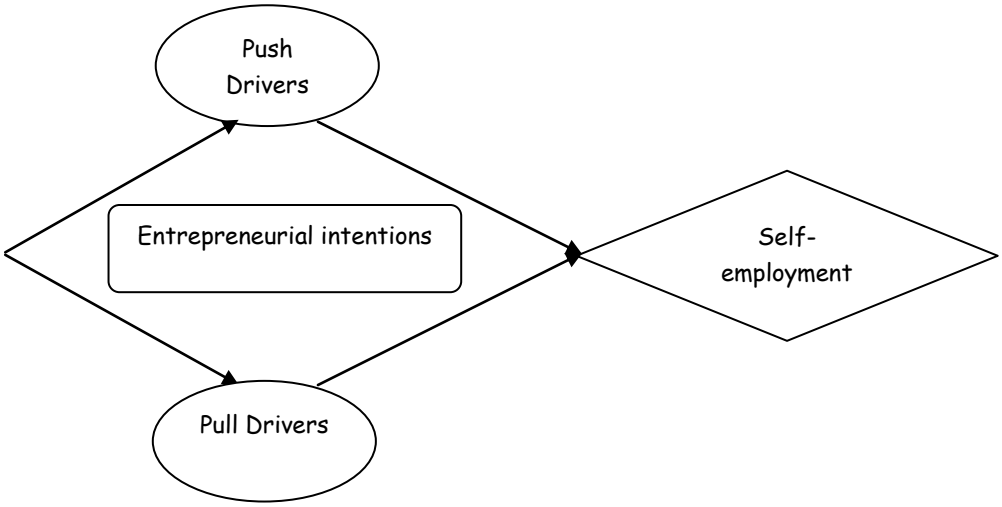


**Fig 1: Conceptual Model**
Source: Researcher's Model (2024).

**Methodology**

For this study, the chosen research method is the descriptive survey research design. This approach involves studying a sample of elements drawn from the study population for primary data collection purposes. The method is deemed appropriate as it allows for personal contact with those relevant to the study, ensuring that the

collected data effectively addresses the research questions. Descriptive research focuses on gathering data that describe events, subsequently organizing, tabulating, and depicting the data through visual aids like graphs and charts to enhance reader comprehension of the data distribution.
The population under investigation comprises of three hundred (300) selected newly established businesses in Minna, Niger State.

The determination of the sample size in this study follows Yamane's (1974) formula:
$n = N / 1 + (Ne^2)$
n = sample size required,
N = population size,
e = level of significance chosen,
1 = constant.

By applying this formula, the computed sample size is 171, rounded to the nearest whole number.
The study used linear multiple regression to analyze the result with the aid of statistical package for social sciences.

**Result and Findings**
A total of 171 questionnaires were issued to respondents, same number (171) was retrieved from respondents.
Below are the results of the analysis and findings derived thereof:

**Table 1: Respondents' Profile**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Age | 25- 30 | 28 | 16.4 | 16.4 | 16.4 |
| | 31 – 40 | 36 | 21.1 | 21.1 | 37.4 |

| | | | | | |
|---|---|---|---|---|---|
| | 41 – 50 | 63 | 36.8 | 36.8 | 74.3 |
| | 51 and above | 44 | 25.7 | 25.7 | 100.0 |
| | Total | 171 | 100.0 | 100.0 | |
| Sex | Male | 78 | 45.6 | 45.6 | 45.6 |
| | Female | 93 | 54.4 | 54.4 | 100.0 |
| | Total | 171 | 100.0 | 100.0 | |
| Marital status | Single | 22 | 12.9 | 12.9 | 12.9 |
| | Married | 149 | 87.1 | 87.1 | 100.0 |
| | Total | 171 | 100.0 | 100.0 | |
| Qualification | Basic/ SSCE | 12 | 7.0 | 7.0 | 7.0 |
| | OND/NCE | 56 | 32.7 | 32.7 | 39.8 |
| | HND/Bsc | 86 | 50.3 | 50.3 | 90.1 |
| | Masters/Phd/Others | 17 | 9.9 | 9.9 | 100.0 |
| | Total | 171 | 100.0 | 100.0 | |

**Source: Field survey, 2024.**

Table 1 provides an insightful overview of the respondents' profile, categorizing them based on age, sex, marital status, and qualification. In terms of age distribution, the majority fall within the 41-50 age range, constituting 36.8% of the respondents, followed by those aged 51 and above, making up 25.7%. The cumulative percentages show a progression in age groups. Regarding gender, the respondents are almost evenly split between males (45.6%) and females (54.4%). Marital status reveals that a substantial majority are married (87.1%), while 12.9% are single. In terms of qualifications, the majority possess an HND/BSc (50.3%), followed by OND/NCE (32.7%), Masters/PhD/Others (9.9%), and Basic/SSCE (7.0%). This comprehensive breakdown offers a clear demographic picture of the respondents, laying the foundation for a nuanced analysis of their perspectives and experiences in the study.

**Test of Hypotheses**

Hoi. Pull factors has no significant influence on the entrepreneurial intentions of individuals considering self-employment amid the prevailing unemployment conditions in Nigeria.

Hoi. Push factors has no significant effect in shaping the self-employment intentions of individuals amid the prevailing unemployment conditions in Nigeria.

| **Model Summary** |
|---|

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .810[a] | .657 | .655 | .59541 |
| a. Predictors: (Constant), Pull Drivers, push factors | | | | |

| **ANOVA[a]** | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 114.614 | 2 | 114.614 | 323.299 | .000[b] |
| | Residual | 59.913 | 169 | .355 | | |
| | Total | 174.526 | 170 | | | |
| a. Dependent Variable: Self-employment | | | | | | |
| b. Predictors: (Constant), Pull Drivers, push factors | | | | | | |

The regression analysis indicates a significant relationship ($F = 323.299$, $p < 0.05$) between pull factors, push factorsand entrepreneurial intentions. The R Square value of 0.657 suggests that 65.7% of the variation in entrepreneurial intentions can be explained by pull factors and push factors, demonstrating a substantial impact. Therefore, based on the statistical results, there is sufficient evidence to conclude that pull factors and push factors have a significant influence on the entrepreneurial intentions of individuals in the context of self-employment amid unemployment conditions in Nigeria.

**Coefficient Table**

| Model | Unstandardized Coefficients | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|

| | | B | Std. Error | Beta | | |
|---|---|---|---|---|---|---|
| 1 | (Constant) | .335 | .155 | | 2.168 | .032 |
| | Pull Drivers | .489 | .061 | 2.319 | 13.615 | .009 |
| | push factors | .393 | .096 | .618 | 2.656 | .000 |
| a. Dependent Variable: Self-employment | | | | | | |

The model evaluates the relationships between independent variables (pull drivers and push factors) and the dependent variable.The value of 0.335 represents the predicted value of the dependent variable when all independent variables are zero.The coefficient of 0.489 means that for each unit increase in pull drivers, self-employment is expected to increase by 0.489 units, holding other variables constant.The coefficient of 0.393 means that for each unit increase in push factors, self-employment is expected to increase by 0.393 units, holding other variables constant.

The standardized coefficient (Beta) of 2.319 indicates the relative importance of pull drivers in predicting the dependent variable, scaled to allow comparison across variables.The standardized coefficient (Beta) of 0.618 provides the same comparison for push factors.A T-value of 13.615 suggests that the coefficient for pull drivers is highly significant.A T-value of 2.656 indicates that the coefficient for push factors is also significant, though less so than pull drivers.A significance value (p-value) of 0.009 is less than 0.05, indicating that the effect of pull drivers is statistically significant.A significance value (p-value) of 0.000 is less than 0.05, indicating that the effect of push factors is also statistically significant.Both pull drivers and push factors significantly impact the dependent variable.Pull drivers have a stronger effect (higher Beta and T-value) compared to push factors.Both variables are statistically significant, meaning their effects are unlikely due to random chance.

**Conclusion and Recommendations**

The findings of the regression analyses provide robust evidence regarding the influence of pull and push factors on the entrepreneurial intentions of individuals considering self-employment amid the prevailing unemployment conditions in Nigeria. Both pull and push factors have been shown to have a significant impact, with substantial proportions of the variation in entrepreneurial intentions explained by these factors (65.7% for pull factors and 82.5% for push factors).

The rejection of Ho1 and Ho2 underscores the importance of considering both pull and push factors when examining the motivations behind individuals' self-employment intentions. This insight is crucial for policymakers, educators, and business support organizations seeking to design effective interventions and support systems to foster entrepreneurship in the context of unemployment.

From the conclusion made, the following are recommended:

i. Institution should implement tailored entrepreneurship education programs to address identified pull and push factors.

ii. Establish networking and mentorship initiatives to create a supportive ecosystem for aspiring entrepreneurs.

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