UNIVERSITY OF GHANA

AN EVALUATION OF THE PROSPECTS AND CHALLENGES OF INFORMAL ENTREPRENEURS IN ACCRA: LESSONS FROM AGBOGBLOSHIE MARKET

BY

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THIS THESIS IS SUBMITTED TO THE DEPARTMENT OF MARKETING AND ENTREPRENEURSHIP, UNIVERSITY OF GHANA BUSINESS SCHOOL, UNIVERSITY OF GHANA, LEGON, IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF MASTER OF PHILOSOPHY IN BUSINESS ADMINISTRATION (MARKETING OPTION) DEGREE

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DECLARATION

I do hereby declare that this thesis is the result of my own research and has not been presented by anyone for any academic award in this university or any other university. All references used in the work have been fully acknowledged.

I bear sole responsibility for any shortcomings.

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CERTIFICATION

We do hereby certify that this thesis was supervised in accordance with procedures laid down by the University of Ghana.

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(CO-SUPERVISOR)

DEDICATION

This thesis is dedicated to my MOTHER, Mrs. Victoria Ampofo. The kind of woman you are has planted in me, the kind of woman I am now.

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I am indebted to the Almighty God for this immense blessing. Words cannot express how you did it. Glory unto Thy Name.

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ABSTRACT

The purpose of the study is to evaluate the prospects and challenges of informal entrepreneurs in Agbogbloshie and to further examine how market men and women personally seek steps to curb the challenges they face. Data was gathered from 23 informal entrepreneurs in Agbogbloshie Market through face-to-face interviews with the help of an interview guide and analysed thematically. The findings of the study show that, despite the contributions informal entrepreneurs make to the growth of the economy, they face constant harassment by city authorities; and the inability to acquire space/ land for business. Moreover, they encounter invasion of counterfeit foreign products, as well as economic conditions that hamper their business operations. Unlike earlier studies, this study found that branding is used as a strategic tool to personally curb the challenges faced in the sector with regards to invasion of foreign products. Further, through this study, it is found that informal institutions contribute to the growth of challenges faced by informal entrepreneurs. The study recommends that government brings out clear policies to address the needs of informal entrepreneurs, and not a policy that is geared towards harassing them.

TABLE OF CONTENT

Content **Page**

LIST OF TABLES

LIST OF FIGURES

LIST OF ACRONYMS

UNEP	-	United Nations Environment Programme
GATTA	-	Greater Accra Tomato Traders Association
WAG	-	Wood Workers' Association of Ghana
AmA	-	Agbogbloshie market Association
GSS	-	Ghana Statistical Service,
ILO	-	International Labour Organization
GDP	-	Gross Domestic Product (GDP)
UNCTAD	-	United Nations Conference on Trade and Development
OECD	-	Organisation for Economic Co-operation and Development
AMA	-	Accra Metropolitan Assembley
GEM	-	Global Entrepreneurship Monitor
GRA	-	Ghana Revenue Authority
IMF	-	International Monetary Fund

CHAPTER ONE

1.0 Introduction

The thesis seeks to evaluate the prospects and challenges of informal entrepreneurs in Ghana; drawing lessons from Agbogbloshie market. This chapter provides the background to the study, statement of the problem, research objectives, and research questions, the significance of the study, as well as chapter disposition.

1.1 Background

Over the past decades, and in recent times, informal entrepreneurship has become a dominant force in most economies of the world; more especially in Sub-Saharan Africa. In this study, the term "informal sector", "informal economy", and "informal entrepreneurship" are used interchangeably. Globally, 1 in 6 (17%) of the non-agricultural workforce are found in the informal sector (International Labour Organisation [ILO], 2012). According to ILO (2012), the number of the workforce engaged in non-agricultural informal activities differ from global regions. For instance, 8.5% of workforce engaged in non-agricultural informal entrepreneurial activities are in Europe and Central Asia, 10% in South Asia, 11% in the Middle East and North Africa, 19% in East Asia and the Pacific, 23% in Latin America, and 26% in Sub-Saharan Africa.

In particular, most markets in Sub-Saharan Africa have been deregulated by governments to promote informal entrepreneurship (Itzigsohn, 2010). The informal sector continues to grow at an unprecedented rate in most developing economies as the practice to avoid tax (Slemrod & Weber, 2012) and as a means of improving upon livelihoods.

Despite the growth of the informal economy, getting a precise definition is still a work in progress (Webb, Ireland & Ketchen, 2014). There has not been any consensus yet in terms of what actually constitutes informal economy/entrepreneurship in literature. Part of the difficulty may be that informal economy means different things in different economic landscapes. It is particularly related to the multidisciplinary nature of the concept. For instance, Webb et al. (2014) define the informal sector as activities within the economy that are not within the confines of the institutional boundaries, yet legal. On the contrary, LaPorta and Schleifer (2008) categorised activities within the informal sector as unofficial or unrecorded economic activities operated by registered firms or unregistered firms that avoid the payment of taxes. Similarly, ILO (2002) explains the informal sector as comprising every activity by all workers and economic units in the economy that are in law or practice not covered or covered insufficiently by formal arrangement (ILO, 2002).

Nwabuzor (2005) viewed the informal sector as a defiance to evade regulations from government. In spite of the absence of confluence around a unitary construct on informal entrepreneurship definitions, Williams (2006) and the European Commission (2007) iterate that there is a general agreement that the informal sector represents production and sales of goods and services that are unrecorded or undeclared for tax and social security reasons at the time it ought to be declared. Therefore, this study adopts the ILO depiction of the informal entrepreneurship and subsequently reads informal entrepreneur in this study as "those individuals whose economic units and services are unregulated or covered or recorded insufficiently for the purposes of taxes by formal arrangement". It is essential to clarify that the notion of informality in this study does not include criminal activities and does not include activities considered as illicit or illegitimate trading of goods and services (ILO, 2002; Smith & Christou, 2009). For instance, human trafficking, prostitution, among others are not considered informal activities in the study context. Hence, informal sector in this study is characterised as visible trading activities and services that, in spite of its illegality in terms of payment of 'normal taxes' (based on income) and business registration, participate in producing and distributing authorised goods and services in the economy.

Within the developing country context, entrepreneurial pursuits are deep-rooted in both formal and informal sectors (Olarenwaju & Olabisi, 2012). Without exception, activities of informal entrepreneurs have been described as having diverse potential and are an important aspect to economic development (Kus, 2014; Chong & Gradstein, 2007; Van Stel, Carree & Thurik, 2005; Ahmad, Ibrahim & Ismail, 2011). In Malaysia for instance, during the Asia financial crises from 1997 to 1998, where the Malaysian economy became slower and people had no jobs to do (Suhaimi, Al Mamun, Zainol, Nawi, Permerupan, & Malarvizhi, 2016), they started establishing businesses in the informal economy to improve the prospect of the sector (Idris & Siwer, 2003). The available places to do business and the ease of entry into the informal economy in the country offered opportunities for people to earn income (Idris & Siwar, 2003). Although, there are prospects in the informal sector, informal entrepreneurs also face some challenges that significantly hamper their business activities. These challenges limit their sales, productivity among others (Kantor, 2000).

Against this backdrop, exploring the challenges and prospects of informal entrepreneurs has become necessary.

1.2 Problem Statement

Research on informal entrepreneurship has mainly emerged from developed economies. Over the years, research on informal entrepreneurs from these developed economies has focused on characteristics of informal entrepreneurs (Williams, 2006; Aidis et al., 2006;

Williams, Nadin & Rodgers, 2012a; Mróz, 2012); challenges of informal entrepreneurs (Benzing, Chu & Kara, 2009; Halkias, Harkiolakis & Caracatsanis, 2011); motives for entrepreneurs operating informally (Chen, 2012; Williams, Nadin, Barbour & Llanes, 2012b; 2013; Mitchell, Busenitz, Lant, McDougall, Morse & Smith, 2002; Williams, 2009; Williams & Lansky, 2013) as well as the possibility of formalising the informal sector (Dellot, 2012; Williams & Nadin, 2012; 2013; 2014; Barbour & Llanes, 2013; Williams, Nadin, Barbour & Llanes, 2013).

In Sub-Saharan Africa, informal entrepreneurship has been focused on the supply of a labour force to ensure economic growth, and the contribution of the informal sector to gross domestic product (Aidis et al., 2006; Evans, Syrett & Williams, 2006; Gurtoo, 2009; Llanes & Barbour, 2007; Williams, 2006; 2011).

Moreover, informal entrepreneurship in Ghana has devoted much attention to women's entrepreneurship (Chu, Benzing & McGee, 2007; Dovi, 2006; Dzisi, 2008; Korantemaa, 2006; Adom, 2016; Boachie-Mensah & Marfo-Yiadom, 2005), assessment of the feasibility of upskilling informal workers (Debrah, 2007; Haan, 2006; Haan & Serriere, 2002; Palmer, 2007a; 2007b; 2009), as well as problems with regards to financing informal businesses (Abor, 2007; Abor & Biekpe, 2009; Anuwa-Armah, 2005; Aryeetey et al., 1994; Tagoe, Nyarko & Anuwa- Armah, 2005).

However, it appears prior research has not adequately explored the challenges and prospects of informal entrepreneurs in Ghana (Azmat 2013; Muhammad, Akbar & Dalziel, 2011; Singh & Belwal, 2008; Adom, 2016). Therefore, Adom (2016) calls for an immediate research to properly understand and address the ills of informal entrepreneurship in Ghana.

As aptly noted by the United Nations Environment Programme [UNEP] (2009), economic instruments that may work for one set of the problem in one country may not be sufficient to address more severe problems in another country. The research, therefore, would help to address the challenges faced by informal entrepreneurs in Ghana and beyond by suggesting innovative and effective solutions and/or strategeies to the challenges being faced. Against this background, the research seeks to evaluate the prospects and challenges of informal entrepreneurship in the Ghanaian economy with emphasis on traders at the Agbobloshie market – based in the Greater Accra Region. Agbogbloshie is considered the ideal context for this study because it is one of the largest informal settlements in Accra that harbours many informal trading activities from different places in the various regions in Ghana. This research further examines how these market men and women take steps and seek ways to circumvent the challenges they face within the informal sector

1.3 Research Purpose

The fundamental purpose of this study is to evaluate the prospects and challenges of informal entrepreneurs in Ghana, with much focus on Agbogbloshie Market in the Greater Accra Region

1.4 Research Objectives

The general aim of this research is to evaluate the prospects and challenges of entrepreneurs; identify what hinders their ability to develop strategies towards prospects and/or to mitigate challenges in the informal sector of Ghana. The exact objectives of this research are as follows:

1. To understand the reasons informal entrepreneurs in Agbogbloshie set their businesses in the informal sector;
2. To identify the challenges confronting informal entrepreneurs in the informal economy;
3. To explore the steps these informal entrepreneurs, take to curb the challenges they face; and
4. To identify the prospects of informal entrepreneurs in the Agbogbloshie market.

1.5 Research Questions

In order to accomplish the above objectives and purpose of this research, the researcher is guided by the following questions:

1. Why do informal entrepreneurs set up their businesses in the informal sector?
2. What is the nature of the challenges of informal entrepreneurs?
3. How do these informal entrepreneurs mitigate the challenges they face?
4. What are the prospects of entrepreneurship in the informal sector?

1.6 Significance of the Study

The study is significant in three (3) main ways: theoretical, political, and practical. Theoretically, this study provides academics and researchers empirical evidence from the study to highlight the actual prospects and challenges of informal entrepreneurs in Agbogbloshie market. Similarly, it bridges the knowledge gap in the literature with regards to the challenges of informal entrepreneurs by identifying the challenges they face, particularly in Ghana and beyond.

From policy and managerial perspectives, this study provides useful information on the relevance of informal entrepreneurs to the Ghanaian economy in order to devise suitable policies to lessen or control the challenges these informal entrepreneurs face. Policies can be in the form of buildings/structures to accommodate the services of informal entrepreneurs in the sector. This will help to reduce the constant harassment by city authorities who confiscate the goods of these informal entrepreneurs because they have no place to conduct their business activities. It will also help strengthen regulations on easy entry into the country by foreigners and thereby help informal entrepreneurs expand their businesses and create more businesses in the sector. This study likewise provides useful information by serving as an output for the formalisation of the informal economy by the government.

Practically, this study makes available market and industry information to players in the informal sector. This may be used by entrepreneurs to make useful decisions in the business with regards to the challenges and prospects available. Again, it will enable informal entrepreneurs to understand the sources of the challenges they face in order to throw more light on how they personally need to tackle these challenges.

1.7 Scope of the Study

The study covers both market women and men in Agbogbloshie market. Agbogbloshie market is chosen because it is considered to be the largest informal settlement in Accra (Afenah, 2010). It also continues to accommodate a large number of people in the country.

1.8 Chapter Disposition

This study is systematised chapters of six. The first chapter highlights on the introduction of the research, the background provided in the study, the problem of the study, the research objectives, the scope of the study, and significance of the study.

Chapter two discusses the context of the study. The chapter provides explanation and justification regarding why the study was done in the area.

The next chapter, which is Chapter three, concentrates on reviewing literature on the concept, definitions and historical development of the informal sector, reasons for operating informally, challenges faced in the informal sector, steps needed to curb the challenges faced in the informal sector, as well as the prospects of informal entrepreneurship.

Chapter four provides an in-depth explanation of the methodology of the research. It defines the research design, the study population, sampling technique/procedures, source of data, instrumentation, method of data analysis, reliability and validity, and ethical principles.

Chapter five provides the final outcomes and discusses the analysis thoroughly. The final chapter, which is Chapter six, emphasises the summary, conclusion, and recommendation, based on the findings of the study.

1.9 Chapter Summary

This chapter gives an introduction to the study, comprising the problem statement, research purpose, research objectives, and questions. It also discusses the significance of the study and finally, outlines the subsequent chapters in perspective.

CHAPTER TWO

CONTEXT OF THE STUDY

2.0 Introduction

The context of the study is partitioned into two sections. First, is an overview of informal activities in Ghana. This is to help understand what transpires in Ghana presently, including the various associations governing informal activities in Accra. Second, is an overview of the various entrepreneurial activities in Agbogbloshie, the study area.

2.1 Section One: Overview of Informal Economic Activities in Ghana

This part of the study makes mention of the various informal activities conducted in Ghana and the various associations in the informal sector set out to govern the operation of informal workers.

2.1.1 Informal Activities in Ghana

Currently, it is noted that informal activities compose a predominant source of income earnings as a way of surviving for less endowed families, especially females in poor homes. The informal sector in Ghana comprises varied elements. It includes subsistence agriculture, petty trading, manufacturing, and services.

To start with, subsistence farming or agriculture is a key dominant sector. It accounts for some 80% of the working populace (Afenah, 2010). Within the informal services, petty trading comprising of both imported consumer goods and locally-made merchandise is the second largest after the service sector. It is perhaps the greatest diversified of informal economic activities. Moreover, the manufacturing and services sectors are other essential economic units in the informal sector. They are composed of two (2) key constituents: conventional and commercial activities like basketry and blacksmithing, essentially built on technology that is indigenous. They may also include other small industrial activities that are done by skills acquired from the contemporary economy. Most of the activities in the manufacturing sector are heavily dependent on imported inputs and are mainly operated by men. Those manufacturing activities mostly dominated by women include food processing and soap making.

Moreover, there are various and different informal activities in Ghana, such as shoe-shining/mending, and small traditional food processing, just to mention a few. These informal activities are the means of survival for a lot of people operating within the sector. These individuals are pushed into such activities to make a living because it is the last chance for such people even when it is not found favourable for reasons like lack of employment and lack of skills needed to work in the formal economy (Safo & Afenah, 2011). Even though the activities in the informal sector are highly unorganised and unstructured, it paves the way for the provision of services that would and should have been provided by the government. Due to the characteristics and nature of the informal economy such as easy entry, the economy is able to present an opportunity whereby the majority of the people are able to earn some form of income.

2.1.2 Informal Sector Associations in Accra

The informal sector activities in Accra are bounded by associations that guide and direct their business operations. The following are some informal sector associations located in Accra; Lotto Writers Association of Ghana, Batik & Tie and Dye Manufacturers Association of Ghana, Greater Accra Tomato Traders Association (GATTA), Second-Hand Clothing

Dealers Association of Ghana, Wood Workers Association of Ghana (WAG), Ghana Porters Association, Ga East Traders Association, Cassava Sellers Association of Ghana, Shoe Makers Association of Ghana, Cooperative of Butchers Association, Fruits Sellers Association of Ghana, Abinkyi Market Traders Association, Kayayes Association of Ghana, New Makola Market Traders Union, Makola Market Traders Association, Circle Traders Association, Kantamanto Traders Association, and Agbobloshie market Association.

Moreover, Makola, Agbogbloshie, and Circle markets are noted as the centre of Accra in which large markets are located. Both Agbogbloshie and Makola markets are big and old markets in Accra. The majority of people who sell cloth at Makola are mostly women. Besides, they trade in other goods such as silverware, clothing, and foodstuff. Individuals at Circle are also noted for trades in mobile phones, clothing, and shoes. There are more male traders in Circle than in Makola.

However, Agbogbloshie market is a popular market noted for its informal activities including scrap business (Boateng, 2011). It is mostly dominated by women selling all kinds of foodstuffs such as cassava, 'koobi' (salted Tilapia), 'momone' (salted fish), plantain, corn dough, just to mention a few. Hence, all these informal activities are guided and directed by these associations in their daily activities.

2.2 Section Two: Overview of Agbogbloshie Market

This part of the study provides a description of Agbogbloshie market. It discusses the nature of Agbogbloshie market, the population size, composition and structure, and the status of the economic activities within Agbogbloshie.

2.2.1 Nature of Agbogbloshie Market

The name Agbogbloshie is derived from the commercial district on the Korle lagoon of the Odaw River. The site Agbogbloshie became very well known as a place for domestic electronic scraps and generated automobiles from various suburbs in Accra close to another slum known as Old Fadama. Agbogbloshie is located at the edge of the Korle lagoon in the North West in Accra (Grant, 2006), and is composed of informal structures and residences where an estimate of about 10,000 local inhabitants merit their living from operating informal businesses (Ahlvin, 2012). In the late 1970s, migrants from rural Northern Ghana dominated the settlement to seek work because of their inability to afford to live in the city. In 1983, some migrants from Northern and Southern Ghana escaped a bad famine and resettled thereby increasing the population of Agbogbloshie (Afenah, 2010).

Moreover, in the mid-1990s, the population expanded again due to the inter-ethnic conflict in the Northern part of the country. The inexpensive rent, large markets and the closeness of Agbogbloshie to the centre of the city inspired most of the migrants to settle at the place. Presently, it has become the biggest slum in Ghana of about 40,000 people; it is considered to be one of the largest informal settlements in Accra (Afenah, 2010). According to Hart (1973), people who come to Agblogbloshie to look for jobs face many hardships in terms of food, housing, and general cost of living and these issues push them to settle on anything they can find. The background of these slums shows how they have a strong connection to the informal economy as most of them make a living from there. Figure 2.1 is a map presenting where Agbogbloshie is located:

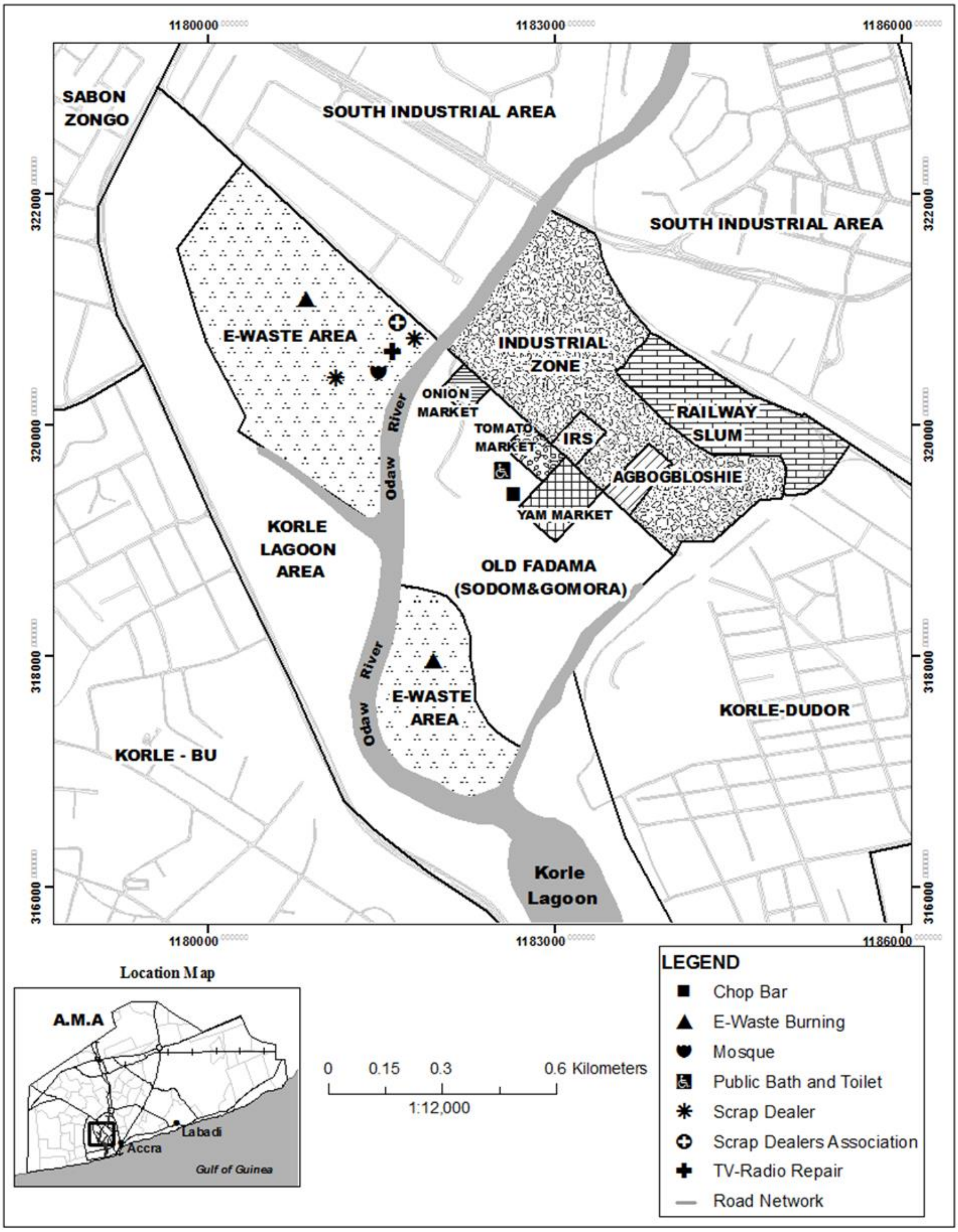

Figure 2.1: A Map of Agbogbloshie

Source: GSS (2012)

2.2.2 Population Size, Structure, and Composition of Agbogbloshie

The 2010 census reveals that there were about 8,305 people in Agbogbloshie but the current population is estimated to be about 40,000 Ghanaians (Ahlvin, 2012), out of which 54% are females and 46% are males (Ghana Statistical Service [GSS], 2012)

2.2.3 Economic Activities in Agbogbloshie Market

Regardless of living in poverty, the majority of the migrants in Accra, Agbogbloshie to be precise, are involved in activities that generate income. Nearly 84% work in the informal sector since they normally do not have the needed qualification to work in the formal sector. This throws light on the importance of the informal sector in the lives of migrants. Even though the informal sector is perceived as unregulated, precarious, with no income security, it presents jobs for migrants who are poor. Individuals living in Agbogbloshie work as hairdressers, petty traders, shop assistants, catering and food vendors, among others. More so, there is a significant number of these women working as head porters (‘kayayei), as well as braiding of hair (Ahlvin, 2012). Other individual males operate as motorbikes or taxi drivers, artisanry, and labourers. Some other men work in the sale of metal scraps, among others.

2.3 Chapter Summary

This chapter discussed the context of the study. It gave an overview of informal economic activities in Ghana, followed by informal activities and associations in Ghana, and then the nature of Agbogbloshie market. It also discussed the population size and economic activities in Agbogbloshie market.

CHAPTER THREE

UNDERSTANDING INFORMAL ENTREPRENEURSHIP: A LITERATURE REVIEW

3.0 Introduction

The previous chapter discussed an overview of informal economic activities in Ghana, informal activities and associations in Ghana, and then the nature of Agbogbloshie market. It also discussed the population size and economic activities in Agbogbloshie market. This chapter outlines a review of available literature and examines major themes associated with the challenges and prospects of informal entrepreneurs in Ghana.

3.1 Historical Background of the Informal Economy

The historical background of the informal economy can be traced to early civilization. It is assumed to be an old method of exchange due to its barter way of trade (Arthur & Sheffrin, 2003). This bartering existed even before money was invented. During a barter, individuals exchanged what they had in return for other goods and services, as an aspect of an informal economy. In the 1950s and 1960s, it was debated that when there is the right blend of policies and economic resources, poor countries with meagre income could become modern countries with good producers and traders. When this happens, there will be more casual works situated in the formal economy. The assumption of the right blend of policies and economic resources was reinforced by the reconstruction of the industrial expansion during World War II in Europe, Japan, and North America.

The success of the growth of the economy during the 1960s provided the chance to open to matters concerning the overspreading of the level of unemployment in developing countries.

Raising concerns about this problem, the International Labour Organisation (ILO) came out with the concept of 'employment missions' in different less endowed countries. During the study of economic activities among migrants in rural areas in Ghana, more precisely in the Greater Accra Region in 1971, a British anthropologist Keith Hart coined the term informal sector (Hart, 1973).

In addition, Hart (1973) concluded that, in spite of capitalist domination and external constraints, a large number of migrants were busily occupied with informal activities that had an independent way of raising money. The first International Labour Organization employment mission took place in Kenya in 1972. The outcome from the mission team found that the informal economy had not only persisted and persevered, but had embraced development such as being profitable and more efficient. The concept kept repeating itself when the Kenyan missions and Hart both noted the resilience, efficiency, and the creativity of the sector. On one hand, a large pool of people mentioned the informal sector to be peripheral and prevalent in less endowed economies because it is not connected with modern capitalist development. It was thought that the informal economy would fade with modern industrial development or economic growth. On the other hand, others contend that the development of industries may have a similar format in developing countries rather than advanced economies as well as the enlargement of economic activities of informal work. The argument continued to stretch forth in the 1980s to embrace changes in developed industrialised countries where producing goods was restructured into decentralised, small units. The changes are connected within informalisation of work. Non-standard jobs became jobs with few benefits with hourly wages and standard jobs turned to atypical jobs. The informal economy became perpetual, a feature of capitalist development, albeit dependent and subordinate (Portes, Castells, & Benton, 1989). Economic calamity in the 1980s and 1990s in Latin America and Asia respectively demonstrated that individuals who are unable to retain their job in the formal sector get themselves jobs in the informal sector so as to make a living.

Moreover, when there is high inflation, it is required of the family to improve the income earned from formal jobs with that of the earnings gained from the informal economy. Standing (1999) mentions that modernisation of the economy contributed to the informalisation of the workforce during the 1990s in many industries and countries. Chen (2012) notes that the informal economy and how it contributes to economic development has been argued since its realisation. Other reporters perceive the activities within the informal economy to be a 'cushion' during economic crises or a 'pool' of entrepreneurial talents (Boyle & Joham, 2013).

Some view the informal sector to be problematic; debating that informal workers intentionally keep away from taxation and regulation (Chen, 2012). As against previous predictions made on the informal economy, it has still continued to increase or grown and has emerged in new and different ways. Presently, it is recognised as an important aspect of the economic development workforce (Chen, Jhabvala & Lund, 2002).

3.2 Understanding the Concept of the Informal Economy

The informal sector was previously coined by Hart during a study of the labour market by the International Labour Organisation in Ghana (Hart, 1973) to describe people who were working hard without the domain supervision of the state government. The term informal sector was characterised as one which is unregistered and dominated by migrants who have little income or little education. The term was used in various research describing urbanisation and poverty in developing countries by the World Bank and to describe labour conditions in most African countries (Mazumdar, 1981; Sethuraman, 1981). Furthermore, Losby, Kingslow and Else (2003) note that the term informal economy became known as a way of explaining the dualist's economic structure in third world countries. The term informal economy is defined in varying ways. Some scholars classify it to be a shadow economy, unobserved economy, dark economy, underground economy, hidden economy, and irregular economy among others (Webb, Tihanyi, Ireland & Bruton, 2013). The informal economy usually represents activities that are unregistered, unregulated, and untaxed.

The concept of the informal economy, as noted by Feige (1990), describes how it has evolved from only explaining the underdeveloped countries to include different forms of transactions whether cash or non-cash in advanced and less advanced countries. It is widely explained that the informal economy is meant encompass activities within the economy not regulated or recorded by the state (U.S. Department of Labour, 1992). Chen (2012) mentions that the previous definition and concept of the informal economy has been debated by members of the global research policy network, researchers, informed activists, and the International Labour Organization (ILO). In both developing and developed countries, the concept of informal economy includes everything informality; that is, unregistered, unregulated, and untaxed. Buehn and Schneider (2012) mention that this is as a result of the nature of jobs poor people engage in.

In addition, members of the global research policy network, researchers, informed activists and the International Labour Organisation (ILO) expand the theme to exclude firms that are not regulated in a lawful manner but also includes employment relationships that are not protected. Briefly, Chen, Vanek and Carr (2004) note that the present definition of the informal economy concentrates on the characteristics of enterprises as well as the nature of employment. It also embraces jobs within the informal economy, whether agricultural based or non-agricultural based. With the new definition at hand, it can be said that the informal economy includes all aspects of informal jobs, that is, jobs with no social protection or labour, both inside and outside informal firms, as well as self-employment in small unregistered firms that are not protected (Chen, 2006).

3.3 Defining the Informal Sector

The emergence of the informal economy in the 1970s has experienced increased growth and given rise to different definitions. The informal sector is not uniform and is very hard to define. It differs from the divergent schools of thought and different researchers have defined it in a lot of ways. For instance, Harding and Jenkins (1989) confirm that scholarships on the informal economy are filled with confusing terminologies. The difficulty in finding a single definition for it is due to the heterogeneity of nature of the activity. Schneider and Enste (2000) mention that an effort to measure the underground economy (i.e. informal sector) was confronted with the difficulty of explaining it. Hence, there are different explanations of the concept in the existing literature. For instance, early observers have described it as a 'firm-centered economy', 'bazaar economy', 'informal economy' (Geertz, 1963), well-received conceptions about the 'criminal' world and the wartime perception of the 'black market' (Smithies, 1984).

Also, Del Boca and Forte (1982) describes the informal sector as the 'parallel economy' to mean the activities identified by the absence of formal transactions. Gutmann (1977) employed the expression 'subterranean economy' to describe every business activity that evades payment of taxes. Since others too have tagged it as clandestine, informal, unregulated economic enterprises, shadow, second or household, parallel or hidden (Hart, 1973). Feige

(1989) refers to it as the 'underground economy', which is a combination of different activities.

However, recent burgeoning entrepreneurial literature has referred to the informal sector as the activities in the economy that are not given accounts of and does not regard the rules of formal contract reporting, licensing, and labour inspection (Morris & Pitt, 1995). Becker (2004) explains the informal economy as a non-formal portion of the market sector, unregulated that generate goods and services for other forms or sale of remittance. Sudarshan and Unni (2003) found that the distinguishing factor of the informal sector is that it is mostly home-based enterprises, usually operated by a single person or by a whole family.

This describes the confusion of the terminology and explains the reason why divergent disciplines such as sociology, macroeconomics, labour economics, finance, criminology, and statistics provide different interpretation to it. Feige (1989), therefore, explains that it seems there is not a single explanation of the shadow economy that satisfies the entire disciplines. However, in accordance with the problem at hand, Williams (2006) notes that the informal sector has been described to be the production as well as the sales of services and goods that are not registered, and concealed from the government because of the payment of taxes or other benefits, yet are legal in every other regard. The ILO (2002a) describes the informal sector to include every economic activity and economic unit conducted by individuals that are in law or practice covered insufficiently or not covered at all by formal arrangement.

In view of the foregoing, this study adopts the definition of the ILO (2002a) as the meaning of the informal sector in this study. ILO's (2002a) explanation of the informal sector is adopted because it gives a broader perspective of the informal sector. Hence, informal sector in this study is characterised as visible trading activities and services, which in spite of its illegality in terms of payment of 'normal taxes' (based on income) and business registration, participate in producing and distributing authorised goods and services in the economy. Similiarly, entrepreneurs in the informal sector in this study are viewed as people whose all economic units and services are unregulated or covered or recorded insufficiently for the purposes of taxes by formal arrangement.

3.4 Defining the Informal Economy with Regards to its Characteristics

As the informal economy takes so many forms, defining it poses many difficulties. Perhaps, defining it will help to know its characteristics. Hence, the following characteristics are discussed: legitimate and illegitimate; cash as a medium of exchange; conditions of labour; and the income or reported wage.

To begin with, the informal economy can be characterised by the legal and illegal aspect of it. Activities within the economy can be differentiated by the production of goods and services. An instance includes childcare services. Food is a legitimate good yet may emerge from unregulated or legally regulated production arrangements (Raijman, 2001). These activities are not inherently illegal, but the breach to some non-criminal law such as not sticking to labour laws or filing for taxes (Otusanya, 2011; Portes & Haller, 2010; Castells & Portes, 1989) make it illegal. The earnings derived from activities within the economy can be distinguished by the legal status of goods as well as the provision of goods and services or by the legality of the production (Cross & Johnson, 2000).

With legitimate activities, the part of activities that provide income from the lawful way may not have the appropriate time of reporting to be fulfilled. Even though it is concealed, unreported, or underreported, the activities conducted within the informal economy provide goods whose exchange or sale are not forbidden. An example is unreported cash and unrecorded cash payment made from “moonlighting”, “under-the-table” or “off-the-books” that are not reported to social security authorities or tax (Losby et al., 2002).

However, with illegitimate activities, earnings are obtained from activities that are illegal. For instance, smuggling tobacco, illegal trade in drugs, alcohol, winnings from illegal gambling, and other activities forbidden by law. Considering the nature of it, income gained from illegal means are statistically unrecorded (Karanfil & Ozkaya, 2007). Hence, there are differences between activities reported as crimes in relation to gambling, trafficking in stolen goods and economic activities that derive its unlawful acts from not complying with taxes.

Moreover, one other characteristic of the informal economy is cash being the most common form of exchange. The reason for involving cash other than using cheques and bank credit is to desist from taking records of the business undertakings (McCrohan, Adams & Smith, 1991). The essential characteristics of the activities rest in the phrase “under-the table” or “off-the-books”, which means that the payment received by the individual, in a way, cannot be traced. Some transactions in the informal economy deal with barter trade such that the activities are based on the exchange of services. An example is an auto mechanic who may not really charge a fee for a service rendered, but then anticipates an exchange from a drywaller customer to complete a service. A key characteristic of this kind of exchange is that there is no kept record of this nature of transaction.

In addition to the above mentioned, the characteristics of this exchange are that there is no need for keeping records of transaction, hence there are no taxes attached to the income accrued from firms who do businesses in this economy and the people who do businesses informally. It is recognised that people working in the informal economy do not make claims on federal tax forms and the state. Hence, own account managers who employ other individuals do not take records of them for tax purposes (McCrohan, Smith & Adams, 1991).

Conditions of labour have been accorded one of the characteristics of the informal economy. Some of these conditions include health conditions, labour laws, and safety hazards (Castells & Portes, 1989). The informal economy is perceived as not very important as compared to the formal economy in terms of protection from exploitation with regards to labour standards, security, and income earnings. For instance, employees do not enjoy benefits such as security, social security protection, insurance, as well as employee compensation since they do not have any records legally binding them. Mostly, informal work activities do not pay attention to the hours spent at work. Moreover, most of the structures in which informal workers conduct businesses become harmful to the detriment of their health and make them unsafe due to the kind of outmoded equipment used for business activities. Therefore, the next section discusses the motives behind operating informal businesses in the informal sector.

3.5 Motives of Informal Sector Informal Sector Participation

There are a number of reasons that influence individuals to conduct businesses in the informal sector. Some of these reasons to be discussed include: motivational factors (Henning & Akoob, 2017), incentive and drive factors (Carsrud & Brännback, 2009), push and pull factors (Williams, Rounds & Rodgers, 2009), necessity and opportunity factors (Williams & Williams, 2014), opportunity and structural factors (Renooy,1990) and government regulations (De Soto,2002).

To start with, there have been a myriad of discussions on various conceptual models of entrepreneurship and motivation. Motivation is a drive within an individual to move and modify his or her behaviour (Segal, Borgia & Schoenfeld, 2005). Motivation has to do with what influences one to react, develop and think including the decision to start a new business (Henning & Akoob, 2017). Furthermore, one of the main reasons why people are willing to be entrepreneurs is because they want to fulfill their need for achievement, power, and affiliation. Empirical studies of Lee and Tsang (2001), Rahman (2011), Fuad and Bohari (2011), and Indarti and Wulandaru (2003) have confirmed that the need for achievement, need for power, and need for affiliation are dominant factors to be self-employed in many sectors. Being an entrepreneur is majorly caused by need fulfillment by individuals, and therefore motivation is also closely related to it (Carsrud & Brännback, 2011). This, therefore, means that motivation serves as a catalyst for the unemployed to be an entrepreneur. Push and pull factors, that is, motivational orientation is explained to be constructed in the theory of self-determination (Brown & Ryan, 2004). Brown and Ryan (2004) note that what actually guides the behaviour of people and has an impact on their psychological well-being is motivational orientation. This leads to incentive and drive factors, which is the next motive informal entrepreneurs operate in the informal sector.

Consequently, the key entrepreneurial motives theories are categorised into two main groups. These are the incentive and the drive factors (Carsrud & Brännback, 2009). Incentive factors indicate that individuals are inspired to react with the intention that they can be rewarded externally. For instance, the self-employed, own account workers (entrepreneurs) may be encouraged and inspired because of some varieties of incentives. These incentives, for example, can be income, flexibility, just to mention a few (Fayolle, Moriano & Liñán, 2014). Conversely, the other factor, which is the drive factor, proposes that entrepreneurs are motivated to think, act and develop because of their internal need such as autonomy or achievement. Some scholars such as Armengot, Parellada, and Carbonell (2010), note that the variety of the motives of entrepreneurs is dependent on the entrepreneur's background and also the wealth of the particular country where an entrepreneur lives (Hessels, VanGelderen & Thurik, 2008). The next points to be discussed are the pull and push factors.

The idea of push and pull factors are not different from the concept of the incentive theory and drive theory as indicated above as far as content matters. Correspondingly, the results of a study conducted by Williams, Rounds and Rodgers (2009) indicate that people who conduct their own businesses are motivated by either push or pull factors. According to William et al. (2009), some people start their businesses because of the opportunities they foresee or because it is a necessity. In this case, it becomes clear that differences exist between negative factors that push individuals' entry to entrepreneurship and the positive factors that pull people into starting their own business activity (Thurik, Hessels, Verheul & van der Zwan, 2010). Most of the time the pull factors embrace the drive theory. These include personal satisfaction and self-realisation (Van Gelderen & Jansen, 2006; Staniewski & Awruk, 2015), the desire to be independent, or become autonomous in order for one to direct his/her actions or make decisions by him/herself. For instance, Verheul and Van Stel (2010) mention that the need for achievement of one's vision, one's knowledge about business, creativity, the acquisition of priceless experience, and one's endeavour to manage activities are examples of the pull factors. Accumulation of wealth, the endeavour to achieve high earnings, opportunity to be aware of one's own potential, and be content with one's work are also pull factors (Van Gelderen & Jansen, 2006; Bernat & Corso, 2008; Staniewski & Awruk, 2015).

Sequentially, push factors may comprise motives such as family pressure, dissatisfaction with one's current situation, risk of unemployment (Verheul & Van Stel, 2010), bad situation in the labour market, and lack of interesting offers and job positions (Earle, & Sakova, 2000; Bernat & Corso, 2008).

Nevertheless, it is of virtue to emphasise that individuals beginning their own businesses are seldom motivated by just one motive. Frequently, to make up one's mind to begin a business activity is built on a composite array of internal and external factors; pull and push motives respectively. The outcome of additional studies affirms this as well. For instance, Staniewski and Awruk (2015) find that individuals who start their own businesses are motivated by the notion of coming out with up-to-date technology and some intense intentions like acquiring a higher social status. This leads to necessity and opportunity entrepreneurs; hence, the next reason for setting up businesses in the informal sector is discussed.

Necessity and opportunity entrepreneurs present reasons for informal businesses. Necessity entrepreneurs are individuals who are involved in entrepreneurial effort because they have no other option of work. Furthermore, opportunity entrepreneurs are perceived to be individuals who pursue an entrepreneurial opportunity (Williams & Williams, 2014). This means that people who work in the informal sector, such as street hawking, are customarily perceived as 'pushed' because it is considered as a final option (Castells & Portes, 1989; Gallin, 2001; Sassen, 1997) and characterised as " forced", "reflexive", "survivalist" or "reluctant" (Hughes, 2006; Travers, 2002; Singh & De Noble, 2003). The necessity-opportunity drivers of entrepreneurial conduct appeared as a scientific structure against which third world countries began to measure how the activities of individual entrepreneur participants differ (Williams & Gurtoo, 2012). This analysis may make it too simple to understand the complicated motives of entrepreneurs. It is, therefore, put under the limelight to give recognition to entrepreneurs in developing countries who engage voluntarily in entrepreneurial activities out of choice and not as a survival strategy. Nevertheless, Gerxhani (2004), contends that most people desire to engage in the informal sector because they gain or achieve more freedom, flexibility, and autonomy in the informal economy than they would in the formal economy.

In a similar vein, during the study of 50 informal entrepreneurs in New York City by Snyder (2004), the author affirms that informal entrepreneurs conduct various business activities out of choice. For example, they do so in order to put their careers on a different level, modify their work settings or show their true identity. Subsequent studies, nonetheless, contend the opposite that people desire to informally work in the sector (Maloney, 2004; Snyder, 2004). Another school of thought goes beyond the picture of informal entrepreneurs as being universally necessity-or-opportunity driven and assessed the ratio of necessity-or-opportunity entrepreneurs (Williams, 2007).

However, other scholars repeated developing researches on the motives of individuals who work in the informal sector (Aidis et al., 2006; Smallbone & Welter, 2001), by interrogating the distinctiveness of necessity-and-opportunity-drivers; contending that both necessity and opportunity entrepreneurs can co-exist and that movement in the impartiality of these reasons happen as time elapses, normally from a more necessity driven to opportunity (Williams & Round, 2007; Snyder, 2004; Williams, 2009).

Successively, Hessels et al. (2008) identify three groups of entrepreneurs who are encouraged and inspired by a variety of motivations. First, is the self-actualised who are moved by a craving for attainment as well as autonomy and independence. Second, is the discontent entrepreneurs who are unhappy and dissatisfied because of their working conditions; and third, is the very last group of entrepreneurs who follow orthodox role models in their families.

Other scholars (Wagner & Ziltener, 2008; Parker, 2004; Schumpeter, 1952) have discovered essentially four entrepreneurial drivers. They include independence and self-realisation, income and status improvement, upholding tradition and securing income, as well as the impact of economic contribution. It, however, would seem that deciding to begin a business on one's own is based on the reason that motivates the prospective entrepreneur. Repeatedly, the resolution is the result of integrated rationales and hindrances braced by the prospective entrepreneur.

Moreover, instead of characterising informal entrepreneurs as invariably opportunity or necessity driven, the appearance of an additional distinct third school of thought in post-socialist western nations and Latin America, assess the ratio of necessity-to-opportunity entrepreneurs that is similar to formal entrepreneurship literature (Maritz, 2004; Harding, 2003; Minniti, Bygrave, & Autio, 2006; Perunović, 2005). One of the evolving researches was a review in Northern California's flea market of about 50 dealers (Lozano, 1989). The results disclose that about 80% were reflective beginners and the rest of the 20% got into the job activity by their free will. The hunt for the correlation of necessity-to-opportunity informal entrepreneurs has been eventually practised in the urban and rural settings of the United Kingdom (Williams & Nadin, 2010), Latin America (Perry & Maloney, 2007) and North America (Edgcomb & Thetford, 2004; Valenzuela, 2001).

Even though it is a remarkable way of understanding the reasons for informal entrepreneurs' participation and one that exceeded the general types of previous approaches, it remains to portray those informal entrepreneurs as either opportunity-or-necessity-driven. That is, becoming an informal entrepreneur out of choice indicates that the individual entrepreneur does not do that because of necessity.

In reflecting on developing researches on the motives of informal entrepreneurs (Smallbone & Welter, 2004; Aidis et al., 2006), the separation of necessity-opportunity drivers in the intentions of entrepreneurs in the informal sector have begun to be interrogated in the fourth and last school of thought. It has been debated that opportunity and necessity entrepreneurs can co-present in the motives of entrepreneurs in the informal sector. As well, the factors behind informal entrepreneurship participation becomes changed as time elapses, usually from the necessity to opportunity factors (Williams et al., 2009; Snyder, 2004; Williams, 2007a). As a result, a clear consequence is that it will be wrong for business development practitioners to disregard necessity informal entrepreneurs doing business as undeserving of assistance since most materialise to be more opportunity driven as time goes on. Until recently, this reviewing of informal entrepreneurship has been mostly restricted to Latin American’s post-socialist and the western economies. It has not been all-embracing in some developing countries; particularly, in Sub-Saharan Africa and Africa as a whole. Rather, the picture of informal entrepreneurship persists mostly in either a necessity-driven perspective of informal entrepreneurship or a portrayal of informal entrepreneurship as mirroring a need to exit the difficulties and costs of doing business in the formal sector in this global region.

In addition, economic factors that propel people into informal entrepreneurship are related to the rigid formal labour market; a decrease in the actual price of capital; the high cost of formal production; and unemployment. Economic reasons for informal entrepreneurship are related to a larger flexibility and substantial satisfaction at work and increased leisure time (Davis, 2003).

Opportunity and structural factors are the next motives to be discussed. Notwithstanding other factors that push or pull individuals to participate in informal businesses, the opportunity and structural factors are one of the essential reasons people work in the informal sector. The opportunity elements comprise background such as education, skills, living situation; as well as non-individual factors such as cultural, traditional, environmental, geographical factors, values and standards (Renooy, 1990). The structural factors comprise socio-psychological pressure, institutional constraints, and financial pressure. The researcher proposes that the elements of the opportunity factors describe the reasons for the existence of different kinds of informal economies. The person's free choice influences the decision to pay tax based on an integration of insufficient information and the absence of credence of how taxes are consumed. In a situation where the government does not have any confidence in the population and individuals do not feel support from the government, the economy declines and gives rise to informal businesses.

Government regulation is the next reason to be discussed. Apart from the opportunities and structural factors, another reason normally mentioned to be the cause for the participation in the informal economy is over-regulation by the government of the market sector. This may not be only through tax but, for instance, through legislation that is associated with labour conditions, production limits, and quality regulations. Additionally, De Soto (2002) maintains that a destitute regulator environment such as lack of legal structures, bureaucratic barriers to legal ownership of property among others, push individuals to maintain informal activities. This governmental over-regulation expands the operation costs of participating in the formal sector, so it makes it more attractive for individuals to move from the formal sector to the informal sector. There are other driving forces that give rise to the increase in the informal economy. These include social security contributions, taxations and rising state regulations

(Schneider & Enste, 2000). Every one of them gives incentives to people to look for current work opportunities, which predominantly are found in the informal economy. Nevertheless, in a current research, Mummert and Schneider (2002) indicate that these reasons don't always account for the participation of individuals in informal pursuits or affairs. Contrasting the rate of informal economy in West and East Germany, the scholars contend that institutional structures and social networks seem to be of paramount importance. Regardless of the reasons for informal entrepreneurs' participation in the informal sector, it is associated with its share of challenges. Thus, the next section discusses the myriad of limitations.

3.6 Challenges within the Informal Sector

Informal entrepreneurs generally have low representations of voices that have negative effects on informal entrepreneurial activities. The United Nations Conference for Trade (2001) mentions that legal imbalances in the legal structure are the fundamental issues informal entrepreneurs face. Some of the challenges faced by informal entrepreneurs include inadequate access to finance (World Bank, 2012; Vossenberg, 2013), technological challenges (Adom, 2016), environmental challenges (Osei-Boateng & Ampratwum, 2011), and transportation challenges (Rwigema, Urban & Venter, 2008).

It is recognised that informal entrepreneurs are limited in getting access to finance (Cook, 2001). The informal sector is denied access to finance whereas the organised sector enjoys the benefits of the credit market. Spring and McDade (1998) mention that it is because informal entrepreneurs in developing countries cannot meet the collateral requirements for taking loans or because the interest rate from financial institutions is too high. This, therefore, makes the informal sector rely mainly on informal means of accessing credit or through unorganised credit market. For instance, Ozsoy, Oksoy and Kozan (2001), in a study in

Turkey, report that business owners depend on family resources for financial solutions. The scholars mention that lack of access or inadequate access to finance limits the growth of firms in Turkey.

Similarly, a study by Horn (1998) in Zimbabwe finds that small businesses in the country have been hampered due to their inability to be granted access to bank loans. Similarly, a study by Ariyo and Jerome (2004) on small firms in Nigeria reveals that the majority of the businesses in Nigeria are denied access to finance because banks perceive small businesses as risky ventures. These issues are not different from Ghana as Chamlee-Wright (1997) argue that the greatest problem faced by informal entrepreneurs in the country is the lack of access to finance.

In addition, another challenge faced in the informal sector is the issue of electricity and technology. Technology is the state of people's knowledge of how to put together resources to solve problems, to produce desired results, satisfy wants, or fulfill needs. Electiricity, on the other hand, is the set of physical phenomena that has the property of electricial charge. Electricity is a major challenge to those in the informal sector. For instance, because of the frequent power cuts during working hours, it damages most of the equipment or facilities of workers (Tonelli & Dalglish, 2012). In a similar vein, Auyeung (2004), confirms technology to be one of the challenges informal entrepreneurs face in Nigeria. Moreover, Okpara and Wynn (2007) mention that getting access to technological devices such as the internet is limited to those in the informal sector because most of them do not even know how to search for information on the internet. The only knowledge is just to make and receive calls: furthermore, effective communication is difficult in most parts in Nigeria. Aiyedun (2004), thus, recommends the need for the government to provide efficient communication, good water supply, good roads, and rural wireless telephony among others.

In Ghana, for instance, relatively poor power supply in the country frustrates the activities of most people working in the country's informal sector (Chu et al., 2007). This has earned the accolade; locally known to be 'Dumsor' (to wit off and on) in recent times (Adom, 2016). Therefore, the unstable power supply has aggravated entrepreneurs' grief, particularly those in the manufacturing sector. Moreso, according to some scholars (Ofori & Osarenkhoe, 2009), the kind of technology found in Ghana's informal sector is always in bad circumstances. This is due to a situation where informal entrepreneurs craft for themselves the equipment used and because of the lack of appropriate technology, they tend to heavily rely on the labour of the production of the equipment.

More so, the majority of informal entrepreneurs find it difficult to transport their goods from one location to another. This is partly because some transport systems do not have access to the dwelling place of informal traders, and in situations where they have access, it becomes difficult for informal entrepreneurs or traders to afford the service. Besides, informal entrepreneurs are sometimes restricted to the kind of goods to transport on a bus. When this happens, it influences informal traders to use the services of people as carriers to transport the goods (Rwigema, Urban & Venter, 2008). This causes delays of goods on the market and limits profitability.

Aside from the above mentioned, poor environmental conditions remain one of the challenges in the informal sector. This happens when people work from homes as well as from the public by usually spreading clothes on a table to sell and working under trees (Osei-

Boateng & Ampratwum, 2011). Mitullah (2006) and Sidzatane and Maharaj (2013) confirm that individual entrepreneurs who work under harsh environmental conditions demoralise their health issues. This is because entrepreneurs in the informal sector do not have knowledge of hazardous practices. Some of these health issues include flu, malaria, cholera, just to mention a few. Kwankye, Anarfi, Tagoe, and Castaldo (2007) argue that the challenge is not just about the environmental conditions of people in the informal sector but also how to minimise the challenges. In this regard, the subsequent section delves into such literature.

3.7 Ways to Curb the Challenges in the Informal Sector: A Critical Review

This section discusses the ways in which the challenges or the problems within the informal sector could be solved. Some of these ways include: support structures and programs for informal entrepreneurship (O'Neill & Viljoen, 2001); business assistantship and support programmes (Iwu & Nxopo, 2015; Chinomona & Maziriri, 2015); microfinance support structures (Anthony, 2005; Mayoux, 2005); and formalisation of business activities (Small Business Council, 2004; Renooy, Ivarsson, van der Wusten-Gritsai & Meijer, 2004; Williams, 2006).

A way to help curb the challenge in the informal sector is the provision of support structures and programs for informal entrepreneurship. A study conducted by O'Neill and Viljoen (2001) on support programmes concluded that there must be well-developed programmes to facilitate the growth and curb the challenges of those in the informal sector. Also, training and skills should be enhanced to improve the quality of activities in the informal sector. As specified by De Faoite, Henry, Johnston and Van der Sijde (2003), a predominant subject matter that has come into view of entrepreneurship literature on training programmes is the negligence of most initiatives and programmes to bring to light the educational backgrounds, specific needs, social and cultural backgrounds of the individual entrepreneurs in improving support systems and training. The scholars concur that a precondition for coaching individuals is to comprehend their historical experiences, cultural values, and mindset. De Faoite et al. (2003), emphasise that some training and support programmes sometimes do not work to help those in need, so there should be a variety in emphasis according to the different needs of individuals in the sector. Another way to hamper the challenges faced by informal entrepreneurs is business assistantships and support programmes.

Also, business assistantships and support programmes are other solutions to curb the challenges in the informal sector. Entrepreneurial training and education are essential tools for individual entrepreneurs to successfully manage a business as they give updates to entrepreneurs on future and present business direction (Iwu & Nxopo, 2015; Chinomona & Maziriri, 2015). Also, Shane and Venkataraman (2000) note that, to ensure business growth, resources are much needed, and this could be acquired through business assistantship from authorities. This is confirmed by Kor, Mahoney, and Michael (2007) who opine that at the heart of entrepreneurship are the skills, resources, and knowledge and these can be acquired when business assistantships are given to entrepreneurs. Consequently, this is supported by Woldesenbet, Ram and Jones (2012), Teece (2012) and Klein, Mahoney, McGahan and Pitelis (2013) in that, for entrepreneurs to take action in their work activities, there should be the presence of capability of management. Therefore, skills, experience, and education in the particular firm where an individual entrepreneur begins a business activity impacts on its possibility of succeeding (Lose & Tengeh, 2015). Hence, micro-finance support structures are the next to be discussed.

Access to financial institutions is an important asset that helps people in the informal sector to get the required capital to support their business activities. Anthony (2005) and Mayoux (2005) mention that access to finance support structures become mechanisms that give self-assurance against any risks unanticipated. Okpara (2011) rightly says that lack of financial support to those working in the informal sector hinder their growth. Curtain (2001) likewise confirms that it is as a result of the very few microfinance support structures in existence that hinder the growth of informal entrepreneurs. Curtain (2001) further mentions that, even though there are a few of these structures, entrepreneurs find it difficult to access the structures because of the collateral requirements they are asked to bring, hence, there seems to be a limited design on appropriate financial support structures for these workers. Another way of curbing the challenges in the informal sector is formalising the business.

Moreover, the formalisation of business activities is one of the interventions policymakers ought to use to eradicate the problems informal entrepreneurs face in the informal sector. Correspondingly, it is the informalisation of the informal sector that results in the problems informal entrepreneurs face in the informal sector. This has resulted in the situation where most governments want to formalise the informal sector rather than to eliminate it totally in the system (Williams, 2006; Small Business Council, 2004; Renooy et al., 2004; European Commission, 2007; Dekker, Lybaert, Steijvers & Mercken, 2010); Williams & Renooy, 2008, 2009). Williams and Renooy (2009) note that there are three measures that could be taken to ensure formalisation. The authors further mention that the first one could be measured to prevent informal work. These include simplifying the regulatory system for informal entrepreneurs, bringing on board new varieties of formal work, giving support and advice on business activities, and many others. The second measure could be a curative system, whereby a chance is given to individuals already working in the shadow economy to move to the formal sector. The third aspect is when measures are taken to encourage commitment in the sector. That is, educating informal entrepreneurs about the benefits of paying taxes, teaching them the benefits of declared work, among others.

In light of the above assertion by William and Renooy (2008), it is important to think about the possibilities for these casual business people, should they have the imperative help or support. Thus, the next section generally, discusses the prospects in informal entrepreneurial activities.

3.8 Prospects of Informal Entrepreneurship

The informal sector is noted to expand in providing employment for the majority, thereby reducing some social vices such as stealing and other immoral behaviours. Researchers emphasise that the informal sector has prospects in terms of potential for growth (Adom & Williams, 2014; Adom, 2014; Debrah, 2007); economic development (McArthur & Sachs (2001); creation of safety net or employment opportunities (Haltiwanger, Jarmin & Miranda, 2010); and expands the informal sector through migration (Raijman & Tienda, 2000). Therefore, these prospects are further discussed.

To start with, the informal sector presents the potential for growth. The informal sector is a major element in most parts of the countries within Sub-Saharan Africa. It has had a hand in providing a percentage between 25 and 65 of Gross Domestic Product (GDP) and accounts for between 30 percent and 90 percent of the entire non-agricultural based employment. The United Nations Conference on Trade and Development (UNCTAD) Africa Report for 2013 indicated that a feature that is common to countries in Africa is its large informal sector. These large informal sectors account for some 38% of GDP as compared to East Asia and the

Pacific with 18%, Middle East, and East Africa accounting for 27%, South Asia with 25% and the Latin America and the Caribbean accounting for about 35%. The majority of the businesses in Sub-Saharan countries are overshadowed by either self-employment businesses or microenterprises businesses. These businesses are conducted in apparel or clothing businesses, traditional medicine, retail shops, hairdressing, metalwork, tailoring services, as well as building and construction. These types of businesses employ less than ten people and mainly do not register or license their businesses, consequently there is an evasion of the payment of taxes (Pretes, 2002). Again, IMF Blog (2017) contends that there is a notable difference in the magnitude of informal sectors. This difference varies from a meagre 20 percent to 25 percent of GDP in Namibia, South Africa, and Mauritius to as high as 50 percent to 65 percent GDP in Nigeria, and Tanzania. The ILO (2003) provides an average estimation of GDP as 41% in Sub-Saharan Africa. This varies from below 30% in South Africa to 60% in Tanzania, Zimbabwe and Nigeria.

When it comes to Ghana, the informal sector represents the ‘conventional’ economy with about 80% of every single job of the national sector in this economy (Adom & Williams, 2014; Adom, 2014; Debrah, 2007). One thread of research foresees informal activities as a perpetual circumstance, emphasising strongly on the contributions of the informal economy to social and economic development, and employment, irrespective of whether or not informal business firms are registered or legal.

Consequently, scholars’ debate that the informal sector could be a breeding ground for more considerable businesses as time goes on. Informal entrepreneurship could be perceived as the foundation throughout serving to accumulate starting capital and testing the market niche, as well as the life cycle of a business (Williams, Round & Rodgers, 2007; Bennett & Estrin, 2007; Guariglia & Kim, 2006; Slonimski, Slonimskaya, Linchevskaya & Pobol, 2009). With the situation of underdeveloped economies, Bennett and Estrin (2007) exhibit the way activities of informal businesses allow entrepreneurs to investigate the profits derived from their business ideas, thereby enabling them to cheaply evaluate in an uncertain environment.

In addition, a study in Ukraine by Williams, Round, and Rodgers (2007) finds that about 85% of small-scale entrepreneurs who are registered formally coordinated some aspects of their business activities informally. Also, the other 15% expressed that they had begun their business activities with cash-in-hand, and proceeded from unregistered to registered business as soon as their business got more established. Meanwhile, economic development is a prospect of informal entrepreneurship and thus is discussed in the next paragraph.

Adding to the above, economic development requires various indicators of development in sustainable growth, political and institutional changes, social, economic, and then the right allocation of scarce resources (Todaro & Smith, 2009). All these indicators are considered to bring about the development of the lives of the poor in developing economies. A study by Porter, Sachs and McArthur (2002) propose that the meaning of economic development is the evolvement from a resource-based economy to a knowledge-based economy. There are three phases of development that can be differentiated here. They include the factor-driven phase, the investment-driven phase, and the innovation-driven phase. The factor-driven phase, which is also known as the initial-driven phase, is established on primary factors of production such as primary commodities, unskilled labour, and availability of land. The next stage is the investment-driven stage. With this, there is the rise of industrialisation and the country has a middle-income reputation (Ocampo, 2003). In order to progress from the initial stage to the second stage, the third phase becomes necessary for the accumulation of capital, which enables the economy to attain an increase in growth. The very high level of economic development is innovation. With the spread of globalisation and capitalism, entrepreneurship has received much attention than previously and there is a sign of a remarkable relationship between levelling of entrepreneurial activity and its economic growth (Global Entrepreneurship Monitor [GEM], 2002; Carree & Thurik, 2003).

Moreover, one-third of the variation in national economic growth may be as a result of the level of entrepreneurial activity (GEM, 2002). Empirically, research studies finalised that there is a better way to give a vast foundation for the swift growth of the economy rather than to substantially grow the number of active entrepreneurs in the economy (Mehta, 2009). It is moreover debated that economic growth, entrepreneurial processes, industrial dynamics, job creation and technological innovation are foundational impulses of various countries (Freeman, 2013; Acs & Audretsch, 2003). It is further debated that entrepreneurship is the driver for the growth of the economy as well as an instrument of social transformation in many developing countries and in capitalist societies (Valliere & Peterson, 2009). In addition to the above mentioned, the stunning growth of the economy in the West is indebted to the role of entrepreneurship and these economies are changed from managed to entrepreneurial economies. In these entrepreneurial economies, entrepreneurship makes a special contribution to the growth of the economy by pervading commercialising ideas and filtering knowledge (Acs & Armington, 2004).

Nevertheless, there has not been any consent in the literature regarding the role of the activities of the informal sector triggering the wider development of the economy (Devey, Skinner & Valodia, 2003). Some perceive the informal economy as dynamic with the possibilities of creating employment and functionally imparting to the growth of the economy. On the other hand, some others degrade informal activities to survivalist for poor households, low productivity employment, and a cliché, in the situation of Zimbabwe. The informal economy plays a passive role in the development of economies and provides a social protection in the absence of formal-sector-led growth process. Thereby, Basu (2010) postulates that the informal sector in the urban site has turned out to be an essential part of the landscape of the economy throughout the developing countries within Africa. Also, Blunch, Canagarajah and Raju (2001) contend that the informal economy may take part in the contribution of the development and growth of the economy. Contrary to the views provided above, Klapper and Love (2010) mention that the relationship between the economic growth and the informal sector is mixed.

The informal sector is linked integrally to the formal economy, in a way that it widens so extensively when the other declines, a perspective highlighted by a sociologist (Portes et al., 1989). Consequently, Arvin-Rad, Basu and Willumsen (2010) ascribe the existence, emergence, and the broadening of the informal sector to the effect of regulatory systems influencing the formal economies. Broadenly, Carree and Thurik (2010) mention a deficiency of theoretical frameworks connecting entrepreneurship to mainstream measured economic growth, in spite of the many claims connecting them. They propose that a framework linking entrepreneurial activity to economic growth must recognise the micro-economic basis of growth, highlight the role played by knowledge externalities in the growth procedure, and recognise intermediate connections from entrepreneurial activity to the progress of the country.

Hence, Carree and Thurik (2010) suggest that knowledge spillovers accelerate innovation, which, in the long run, facilitates growth. The knowledge spillover theory (Audretsch, 2005) contends that entrepreneurship takes part in the growth by functioning as an instrument to accelerate spilling of knowledge over from current activities of existing universities to new and innovative ones and current firms. This is due to the fact that it accelerates the commercialisation of knowledge spillover that might otherwise have lingered as commercialised and dormant within the existing firm's entrepreneurship impact on innovation, and eventually impact on growth positively.

Following a variation initiated by GEM (2006), Acs (2006) mentions that, in general, there are two types of entrepreneurs. They are the opportunity entrepreneurs; those that want to exploit a perceived business, and the necessity entrepreneurs; those that are pushed into the entrepreneurship venture. The reason is due to the fact that all other business opportunities are either unsatisfactory or absent. In a similar vein, Schoar (2010) differentiates between transformational entrepreneurs and subsistence entrepreneurs. Schoar (2010) debates that individuals involved in a variety of entrepreneurship respond very differently to policy changes and economic cycles. Schoar contends that a lot of people who fail entrepreneurial policies are inaccurate due to the fact that they fail to differentiate between the diverse sets of entrepreneurial actors. Specifically, just as an inconsiderable fraction, subsistence entrepreneurs will move to transformational entrepreneurs. Parga and Mondragon-Velez (2008) corroborate that, in the Colombian economy, the movement of unemployed to self-employed small entrepreneurs or micro-entrepreneurs is about eight times more than the movement of unemployed to entrepreneurial venture owners. Moreover, becoming self-employed is often denoted by the low level of human capital. It is mainly encouraged and inspired by the need and desire to give a helping hand to families. Simultaneously, the desire to become the owner of a business that employs other people is commonly denoted by a higher willingness to take risks and higher levels of human capital (Schoar, 2009).

From the argument put forward, De Mel, McKenzie and Woodruff (2009) detect considerable variation between the categories of entrepreneurs in terms of willingness to take risks, level of financial and managerial literacy and in terms of IQ (in Sri Lanka). Krasniqi and Desai (2016) identifies variations in the expectations and ambitions between the categories. The variations between both taxonomic types of entrepreneurship can take lots of divergent names based on the owner. For example, Autio and Acs (2010) expounds "high-impact entrepreneurship" as basically different from just the creation of new businesses. High-impact entrepreneurship, according to the definition of Acs (2009), is innovation-driven. It involves producing wealth and growth through bringing of new inventions to markets and expansion of the inventions to markets.

Given the difference between the types of entrepreneurial activity, some researches focus on the incidence of varied types of entrepreneurship, as well as its implications. Universally, higher levels of opportunity or transformational entrepreneurship are normally connected with higher levels of the entire growth of the economy. At this point, researches that focus on only entrepreneurial activity, and not being able to differentiate between the subsistence and transformational entrepreneurial activity may not provide enough information. For example, Shane (2009) proposes that high levels of the entire entrepreneurial activity frequently denote high levels of necessity, which frequently is not an expression of a successful country.

Nonetheless, the prospects of the informal sector cannot be mentioned without its ability to provide for employment opportunities. There is evidence that the informal economy in Africa is increasing in size. It depicts some three-quarters of non-agricultural employment with some 72% of the entire employment in Sub-Saharan Africa. Jackson (2016) mentions that, in the 1990s, about 93% of the new jobs created were in the informal economy. For instance, the share of employment as a percentage of domestic non-agricultural employment climbed from a percentage of 40 in the phase of 1985-1989 to a percentage of 61 from the year 2000-2007. Many types of research in advanced countries have discovered the positive connection between the whole entrepreneurial activity that is measured by the entry of new firms and the total employment growth. For example, Acs and Mueller (2008) observe that a high level of business entry in the United States is linked with employment growth. Fritsch and Mueller (2006) also observe that starts-up at a higher rate is correlated with high productivity regions or it is correlated with positive employment growth (Mettler & Williams, 2011). Baptista and Preto (2011) detect that a higher start-up rate leads to long-run job creation in the various regions in Portugal; while Okamuro, Van Stel and Verheul (2010) similarly detect that a higher start-up rate leads to job creation in the various regions in the Netherlands. Also, Carree and Thurik (2008) detect that a higher start-up rate is connected to national job growth in the long-run for all countries in the Organisation for Economic Co-operation and Development (OECD).

Nevertheless, there is a difference between the set of every single firm entering the business market at any point in time and the exceptional set is of high performing firms that will grow eventually. Studies indicate that a handful of entry firms will survive and grow subsequently. The majority of the results on survival rates propose that up to a third of all new firm does not survive beyond two years (Stangler & Litan, 2009). Consequently, small young firms are a dynamic set of firms that continuously enter and exit the market, all the while destroying and creating jobs. Current studies from the United States of America propose this dynamic of young and new firms being created and collapsing in a case of fierce competition is accountable for the gains in net employment creation (Haltiwanger et al., 2010). The informal work activities are normally performed by individuals of socio-economic position and act as a safety net for the low calibre of people (Ferman, Henry & Hoyman, 1987). It is perceived as providing the majority of the marginalised and the poorest individuals the chance to gain money or income. Advocates of this view tend to debate that, considering the obstacles to women participation in the informal economy, supporting and promoting their participation is a predominant strategy for survival; both to them and their family (Berger & Buvinic, 1989).

Moreso, other researchers (Duncan, 1992; Gutmann, 1977) contend that the informal work and the formal work are a gross replacement for each other, that is, when individuals lose jobs or do not find jobs in the formal sector, they turn to the informal sector to find jobs. Another side of the coin for these concerns are theorists who query this connection between social-economic status and informal activities or business (Portes & Sassen-Koob, 1987). They debate that a lot of the activities within the informal sector require human capital and physical structures such as materials, equipment, tools, and land. For instance, to sell vegetables or fruits, the individual requires or needs access to harvesting facilities and land; to be a seamstress or tailor, making clothing in the house for additional income requires a sewing machine; and to be a carpenter or to do woodworking requires a wood shop. These theorists (Pahl & Wallace, 1985) propose that any household that has the ability, resources, wherewithal, and the aspiration to participate in the formal sector will also be more likely to engage in the informal sector. The theorists contend it leads to economic polarity, that is, diligent well-to-do households and industrious households participate both in informal work and formal work, whilst economically negligible households have small entry access to wither formal or informal work activities (Pahl & Wallace, 1985). This viewpoint decides to take a negative perspective of the informal economy, viewed as marginalised with the most vulnerable and poorest individuals in the community.

Undeniably, migration can also be mentioned as a prospect of the informal economy. Studies carried out in Miami and New York (Chen, 2012; Sassen-Koob, 1988; Portes & Sassen-Koob, 1987) indicated that the majority of workers employed in the informal sector, specifically sweatshops, were immigrants. In a similar vein, other studies found similar findings (Lozano 1989; Fernandez-Kelly & Garcia, 1989; Pessar, 1994; Dangler, 1994). For the reason that the informal economy in the U.S A is possibly most evident in immigrant societies, there has been a propensity to describe its existence as a result of the inundation of immigrants and their tendency to copy survival tactics typical of the country of residence. This calls some researchers (Portes & Rumbaut, 2006; Loayza, 1999) to propose that the given rise of the informal sector in the U.S is correlated with increasing immigration. Besides, there are lots of examples in the literature in which the informal sector can appear and grow more without large-scale immigration. Also, informal activities are available in low immigrant countries or communities, like the United States (Portes & Sassen-Koob, 1987), Spain (Benton, 1986), Great Britain (Pahl & Dennett, 1981), Italy (Sabel, 1982), and The Netherlands (Renooy, 1984). Scholars, who do a structural evaluation of the causes of informalisation mention that ‘immigrants’, in so far as they tend to form communities, may be in an advantageous position to grasp the chances or opportunities represented by informalisation (Sassen-Koob, 1987). Besides, the opportunities are automatically constructed by immigrants. Their focus in well-defined urban areas makes them easily accessible with resources, cheap labour supplies for informal distribution and production for some services and products.

Lastly, the desire for cheap products and lower cost of services in these societies or communities are not available from the bigger economy. This is due to its unavailability in terms of location, or chances for informal work activities. Raijman and Tienda (2000) contend that migration makes informal sectors expand across various countries. To this end, the next section deliberates on the nature and perspective of the institutional environment for informal entrepreneurship.

3.9 Exploring the Nature and Perspective of the Institutional Environment

In Sub-Saharan Africa, the informal sector is mostly dominated by self-employment and small businesses that conduct businesses in traditional medicine, apparel business, hairdressing, tailoring services, retail shops, among others. The characteristics of these businesses are that they have less than ten workers, are largely not licensed or registered, devoid of the payment of taxes, as well as being unregulated businesses (Pretes, 2002). There has been a widespread argument on these socio-economic activities.

Nonetheless, the current institutional framework has been used by researchers to investigate the micro and macro interactions and socio-economic behaviour of a global phenomenon. Scott (2001) explains the institutional theory to relate to how components within the social structure are created, elaborated and debated. North (1990) and Scott (2005) moreover used institutional theory to describe the procedures in which schemas, norms, routines and certain rules have an effect on behaviour and activities within the institutional environment. Nevertheless, prevailing studies disclose that, in the informal sector, entrepreneurship is driven by an industrial condition like cost registration, expense, risk reduction, among others that concerns setting up businesses in the formal sector (La Porta, Lopez-de-Silanes & Shleifer, 1999).

However, other researchers have proposed that entrepreneurs who operate in the informal sector do not conduct businesses within the sector just because they want to be there. They conduct businesses because they are pushed into the sector due to other macroeconomic conditions and inefficient public institutions as a way of survival strategy (Hughes, 2006; Gallin, 2001). This infers that there are more necessity-driven entrepreneurs than opportunity-driven ones within the informal sector. Institutional theory in literature has grown in its acquisition and analysis of venture creation decision and entrepreneurial activities. A view of the institutional outlook proposes that the institutional environment affects firm and individual's attitude.

Individuals' actions or motives toward business creation are, to some length, influenced by the stimulus offered within the micro and macro institutional context (Busenitz, Gomez & Spencer, 2000; Gartner, 1985). In relation to the wide spread of the informal economy, the institutional context provides a unique and complex composition in the entrepreneurial process of business creation (Kiss & Danis, 2008). Specifically, the works of North (1990), Baumol (1990), Lumpkin and Dess (2001), Gartner (1985), and Scott (2005), have featured greatly in the connection or link between the environment and entrepreneurship growth. Therefore, the component of the institutional environment and entrepreneurship in the informal sector is that institutional context influences the mode and nature of entrepreneurial activities within the society or economy (Welter & Smallbone, 2011).

According to the institutional theory, entrepreneurs conduct businesses in and act in response to the environment. For instance, North (1990) explains institutions to be the 'rules of the game'; which means that rules restrict the chances and options available to people in a specific social environment. Scott (2001) proposes that the modes and level of entrepreneurial activities are influenced by the legal rules and by the surrounding culture. The institutional context plays a crucial role in the business creation and entrepreneurial process.

It is then debated that institutions regulate or control certain economic choices and behaviour that have an influence on entrepreneurial activities within the society or economy. Therefore, institutions function as a collection of systems and structures that offer firmness and meaning for entrepreneurial behaviour or choices. Using Scott's (2005) "thesis", the institutional context comprises normative, regulatory, and cultural-cognitive elements. These elements will be used to find out if they contribute to the challenges of informal entrepreneurs in the Ghanaian economy.

3.9.1 Theoretical Foundation

Theoretical framework is needful for any study in order to serve as a basis for shaping and directing stakeholder interaction where necessary. The basis for this study is institutional theory. The institutional environment is known to play a very crucial role in the creation of ventures and entrepreneurial process. It is debated, however, whether the institutional environment contributes to the challenges and prospects as well as determine economic behaviour of individuals in the society. This besides, impacts on the entrepreneurial activities within the society. The institutional environment does not only provide an understanding of dominant cultures and values, it also offers a contributory link to capture and enlighten the challenges entrepreneurs go through in their business endeavours. So, with the use of Scott's (2001) proposal that the institutional environment is made up of normative, regulatory, and cultural cognitive aspects, these three environments are taken into consideration to investigate the challenges and prospects of informal entrepreneurs in the informal sector, in Accra, Ghana.

- **Institutional Theory**

The term institutional theory is described by scholars such as Scott (2008) and Rowan (1991) as activities that are concerned with how various groups and firms secure legitimacy in a better manner by sticking to the norms and rules of the institutional context. North (1990) mentions that the word institution means a set of formal rules; agreement required before doing business (Bonchek & Shepsle, 1996), interaction sequences less shared formally (Jepperson, 1991), as well as assumptions that fail to be appreciated (Meyer & Rowan, 2012) by people and organisations that need to adhere to it.

The formal institutional environment is a component of a country's institutional environment that comprises the rules and laws that encourage some kinds of behaviours and limits other forms of behaviours (Scott, 2001). Aside from the rules and regulations of the institutional environment, the regulatory environment in Ghana is composed of taxation policies, business registration, and trade policies, among others that enable entrepreneurial efforts to acquire venture capital, and reduce the risks for individuals starting a new venture. Recent studies reveal that there is a lack of development structures within the regulatory environment to support small business growth (Beck & Kunt, 2006). The neglect of the regulatory or the institutional environment leads to the growth of the informal sector (Onwe, 2013). In particular, Osipian (2008) mentions that in an environment where official corruption thrives with lack of basic social amenities and infrastructure, the environment "gives birth" to a pervasive set of entrepreneurs, and non-compliance culture, thus, conducting businesses in a hidden economy.

The first element in the institutional environment is the cultural and normative environments, which Scott (2005) describes as the cognitive pillars of the informal environment. The essential role that culture plays in the development of entrepreneurship is how culture and normative help in determining societal beliefs, assumptions and norms that are within the society (Welter, 2005; Hofstede, 2001; Wennekers, 2006). For instance, in Sub-Saharan

Africa, Madichie, Nkamnebe and Idemobi (2008), in an analysis of the determinants in entrepreneurial emergence, find that the prevalence of entrepreneurship among the people within the eastern part of Nigeria is as a result of apprenticeship and individualism in their cultural festival.

Davidsson and Wiklund (1995) mention that culture plays a critical role in the determinant of national or regional supply of entrepreneurship. Particularly, a performance or supportive cultural environment explains goals and defines the rate at which people see opportunities and love taking risks and being innovative. The normative environment dimension has an effect on the whole society orientation in relation to resilience, creativity, and legalising entrepreneurial crisis in the informal economy. Peterson (2000) argues that norms and cultural values will most likely conflict or converge with the ability of a society or community to grow and encourage entrepreneurial activities. In addition, Hofstede (1980, 2001) describes the cognitive environment as the cognitive structures, perceptions, values, and socialisation of activities that are among groups of people, or pervasive in a specific place or society, whose values are obtained and demonstrated in unconscious and conscious behaviours. It comprises the social knowledge and mindset that are shared within a region, country, and society. The shared social knowledge is made up of fact and the lenses through which meaning is expounded (Hoffman, Riley, Troast & Bazerman 2002; Scott, 2005). Hoffman et al. (2002) opined that the cognitive dimensions or environment are interpretations and socially constructed assumptions that are given to a specific circumstance.

In relation to entrepreneurship in the informal sector, the cognitive elements in the institutional environment are linked with how prospective business opportunity is discerned. It is likewise linked with the social status of the entrepreneur, how government regulation and innovative orientation is interpreted, and the experience or the fear of failure that is in connection with launching a new business in a regulated economy. It is contended by Krueger (1993), as well as Shapero and Sokol (1982), that the tendency to act, perceived feasibility, and perceived desirability are connected with studies that lend support and entrepreneurial cognitive perceptions. It is due to the notion that the regulatory, the cultural and the cognitive environment affect the modes and level of entrepreneurial activity in a society. For instance, in South Africa, an evaluation of the cognitive environment reveals that an entrepreneurial engagement is confined by scarcity of knowledge and skills to grow or start a new venture operation business (Chaston & Sadler-Smith, 2012). In a similar vein, Lacobucci and Rosa (2010) argue that the perceptions of entrepreneurship in Uganda impact on individuals' occupational choice, in respect to particular status attributed to specific business.

A review of literature proposes that the component in the institutional context (such as the normative, regulatory and cultural cognitive) impact on the mode of economic activities and economic behaviour in the informal economy. The essential components within the regulatory environment that could have an impact on activities within the informal sector are the insufficiency in the regulatory and legal environment. These include the lack of government support for small businesses in regards to the tax burden and registration for new business. It also includes the gaps in the national accounting policy that do not hold an adequate account for every economic activity. For instance, the difficulties in getting a business registered and the delays involved in the whole process as well.

Again, the absence of providing for basic social amenities such as grants and loans, power supply, the absence of corruption in a conducive environment, as well as other social security that may decrease the risk of doing business may cause entrepreneurs to put up a defiant non-compliant behaviour within the informal economy. It is assumed that culture plays an essential role in the provision of entrepreneurial activities within the cognitive and normative environment. It also plays an essential role in the culture of a group or society and has an impact on the general orientation and its value system. A society that merits creativity and independence is likely to encourage entrepreneurial activities, which can be attained either through the informal mechanism of trust and social capital or network. This then facilitates the mobilisation of resources for start-up funds or through non-compliance culture to the regulatory framework.

3.10 Chapter Summary

This chapter first presented an introduction for the study and then discussed extant literature on the study area, as well as other thematic areas deemed relevant for the study. These include motives for informal participation in the informal sector, challenges within the informal sector, solutions for curbing the challenges in the informal sector, and the prospects within the sector. The chapter then proceeded to the theory underpinning the study, that is, the institutional theory.

CHAPTER FOUR

RESEARCH METHODOLOGY

4.0 Introduction

This chapter discusses the methodology used for the study. It encompasses the scope of the study and the methods adopted in undertaking the entire research. It further provides a vivid description of the data collection procedure, data management, as well as analysis. The researcher was also guided by ethical concerns and therefore followed necessary protocols in ensuring ethical clearance. The chapter accounts for the field experiences of the researcher, the methodological issues encountered, and how they were addressed.

4.1 Philosophical Approach

Researchers need to make a stance by stating a knowledge claim when undertaking a study. This involves making the study grounded on certain assumptions on what ought to be studied as well as how it could be studied. Lincoln and Guba (2000) disclose that knowledge claims are also called research paradigms. Khun (1970) is one of the scholars who suggested the idea of research paradigms. Research paradigms are, essentially, a guide in carrying out a research study (Jonker & Pennink, 2010). According to Saunders, Lewis, and Thornhill (2012), the research paradigm is defined as beliefs and assumptions that govern how a researcher views the world. It is essential to understand that paradigms vary in their implications and assumptions (Denzin & Lincoln, 2000).

According to Proctor (2005), there are two dimensions of philosophical assumptions; phenomenology and positivism. Different scholars suggest varied names for these assumptions: for example, Holden and Lynch (2004) identify their philosophical assumptions as subjectivism and objectivism whilst scholars such as Malhotra and Birks (2007) identify philosophical positions as social constructivism and interpretivism. Firstly, with positivism, it champions that the world prevails as an external environment where certain structures influence individuals in different ways as well as homogeneous ways at the same time. Therefore, its components should be measured objectively other than subjectively (Proctor, 2005). The knowledge acquired from positivism is based on cautious observation and measuring objective reality that prevails in the world outlook (Creswell, 2003). On the contrary, the phenomenological approach known as interpretivism or social constructivism lays emphasis on subjective views other than objective views. Advocates of phenomenological paradigm believe that access to reality or knowledge is constructed socially through the meanings individuals give to them.

This paradigm aims at creating an understanding of the environment within which individuals dwell on and the procedures individuals influence; and are influenced by the environment context (Easterby-Smith, Lyles & Tsang, 2008). In addition to the above mentioned, interpretivist assume to be part of the phenomenon being studied and are therefore able to come out with ideas through the use of different data gathering tools like observations, focus group discussions and interviews to explore samples (Proctor, 2005; Creswell, 2003).

This study, therefore, used the phenomenological perspective to examine its research problem. The study focuses on a particular context within which informal entrepreneurs in Agbogbloshie dwell and conduct business, so as to understand the challenges faced by these informal entrepreneurs, how it affects their business activities and the prospects within the context. In order to achieve this, the researcher needs subjective views of the informal entrepreneurs on how they view informal activities and its challenges as well as the prospects within the sector. This was achieved by conducting an in-depth interview within the context, which gave the participants the chance to express their views subjectively on the issues of interest.

4.2 Research Approach

Using a particular research method for a study is not based on the researcher's preference or intuition, but depends on the objective of the research in question (Fossey, Harvey, McDermott & Davidson, 2002; Babbie, 2004). Vanderstoep and Johnston (2009) and Denzin and Lincoln (2000) suggested two key methodological means that could be used for a research study. These include qualitative and quantitative methods, which vary considerably in their process of collection and analysis of data (Saunders, Lewis & Thornhill, 2007; Marshall, 1996). Bell and Bryman (2007) argue that quantitative research is deductive whilst qualitative research is inductive in its observation of the link between theory and research.

4.2.1 Quantitative Method

The quantitative research method is used when testing for objective theories by investigating the relationship between determined variables (Creswell, 2014). Quantitative methods aim at testing pre-determined hypothesis to produce generalisable outcomes. This is possible due to the use of large samples. Saunders, Lewis and Thornhill (2009) mention that the quantitative method is based on statistics and quantification of its data collection and data analysis. Boateng (2014) argues that this method determines the relationship existing between the extent to which aspects of a phenomenon by quantifying variations and/or the extent to which a problem exists. Using a quantitative study method is made possible by testing a data to either disapprove a proposed relationship or support a proposed relationship between two or more aspects of a phenomenon. Therefore, to use the quantitative method starts by generating hypotheses; making it a structured form (Boateng, 2014). Besides, the generalisability of quantitative method is its strength. Wisker (2007) and Yin (2009) contend that, even though the use of the quantitative method has its own strength, it also has some weakness such that its analysis does not apply to particular situations: the use of the quantitative method does not provide understanding or insights into a given research issue. Since this study is to explore the challenges and prospects of informal entrepreneurs in Agbogbloshie market, it is deemed appropriate to use the qualitative method.

4.2.2 Qualitative Method

This research is grounded on qualitative research methodology, which aims to explore and to discover issues about the problem on hand (Domegan & Fleming, 2007). Informal entrepreneurship has received much focus in entrepreneurial literature in both developed and developing countries. Therefore, detailed research on challenges faced by informal entrepreneurs and the prospects in Ghana should be explored. The researcher, therefore, wanted to delve deeper into the subject matter to understand the nature of the challenges faced by informal entrepreneurs as well as the prospects in the informal sector.

Furthermore, the suitability of the qualitative research approach was informed by a number of reasons. Myers (2009) mentions that qualitative research is purposed to assist researchers to understand people and the socio-cultural environment they live in. Informal entrepreneurship has been conceived by many scholars as people who are driven to the sector out of economic necessity (Cross, 1997; McElwee, 2009) or voluntary (Williams, 2006; Williams & Round, 2007). Hence, qualitative research methodology helped the researcher to understand the underlying reasons why informal entrepreneurs set up their businesses in the informal sector. Qualitative research concerns itself with real-life situations; and tries to investigate the everyday life of divergent categories of individuals and communities in their natural setting. It also incorporates an interpretive, real-life approach to its subject matter and then tries to make sense of the circumstance with regards to the meaning individuals bring to them (Denzin & Lincoln, 2003). Within the context of this study, using qualitative research helped the researcher tease out the unique meanings individuals in the informal sector hold of the subject matter. This is due to the fact that individuals are influenced by their prior knowledge and understanding since they construct their own knowledge within the socio-cultural context within which they live.

The variety of sources employed to collect data or inquiry strategies informed the choice of qualitative research approach and a method of inquiry for the study. From the standpoint of Myers (2009), sources of data collection in the qualitative approach include documents and texts, observation and participant observation, researcher's impressions and reactions, as well as interviews and questionnaires. The uniqueness of using the qualitative method is the use of data collection, analysis, and presentation. What made the qualitative research ideal for the study was that there was no need to commence with a hypothesis as in the case of quantitative study where the hypothesis is a prerequisite to start with a research. According to Boateng (2014), qualitative research helps to explicate the interacting realities and experiences of the researcher and participant. It also uses an inductive data analysis approach to give a better comprehension of “mutually shaping influences”.

In conclusion, the approach provided the researcher with the impetus to conduct the study to reflectively study a given phenomenon within a certain context (Eisehardt & Graebner, 2007). The use of a qualitative approach also provided the research with the environment and relevant medium to understand and construct multiple realities from the viewpoint of informant respondents on coping strategies adopted when faced with challenges in the informal sector. Krauss (2005) asserts that the best way to know about something of interest is to be immersed in the culture or organisation of that identified phenomenon. The researcher, therefore, used the primary instrument of data collection and analysis and ultimately the approach was helpful in bringing various dimensions of the research together.

4.3 Research Design

The reason for this study is to evaluate the challenges and prospects of informal entrepreneurs in Ghana, precisely in Agbogbloshie market. In order to fulfill the purpose of this study, the researcher used a case study design. In support of this, Yin (2003a) mentions that the distinctive need for the use of a case study is due to the desire to comprehend complicated social phenomena. This is because using a case study provides the researcher with the opportunity to maintain meaningful and holistic characteristics of real-life situations. Correspondingly, a case study investigates a situation in its real-life setting, using several approaches of data collection to collect information from one or more entities (groups, people, organisations).

The boundaries of the phenomenon are evidently not clear as the starting point and non manipulation or experiment is used (Crowe et al., 2011). This statement justifies the researcher's choice of using the case study design approach for this study. In particular, the use of case study design strategy is ideal when the investigator has little control over events; when the focus is on a contemporary phenomenon within some real-life context; and when "how" or "why" questions are being posed. For instance, some of the questions asked were: 1) How and why do informal entrepreneurs do business in the informal sector? 2) How are the challenges faced by these informal entrepreneurs curbed? This gave the research a greater scope to address issues of influence and impact, and to ask why some outcomes may happen, rather than to know what these outcomes are (Denscombe, 1998).

Using the case study approach is based on several factors. Case studies have been applied in several disciplines and have been attested as a severe research method in its own right (Hartley & Benington, 2000; Hartley, 2004). Stake (2000) concurs by proposing that case studies have become one of the most common ways to do qualitative inquiry. This strategy facilitated the researcher in analysing complex real-life situations faced by informal entrepreneurs at Agbogbloshie market, and how they are able to cope with these situations as well as prospects within the market. According to Yin (2003b), a case study is an empirical investigation that examines a modern phenomenon within its naturalistic context, specifically when the boundaries between the context and the phenomenon are not clearly explained. Most essentially, the choice of the case study approach is based on the fact that it is helpful in circumstances where the researcher has no manipulation over the events as they unfold and where contextual conditions of the event being studied are critical.

Lastly, given the nature of the research questions, the researcher believed that the use of the case study method best fits this study. This is due for the benefit of disclosing the unique concerns and perceptions of individual respondents in a real-world situation, which would not have been found using the quantitative approach. Yin (2003a) mentions that the use of case study is specifically well suited in circumstances where it is onerous to separate a phenomenon’s variables from its context. In particular, it provides different views from the respondents and provides several data collection methods to be used.

4.4 Research Population

Research population has been coined by Polit and Hungler (1999) to mean the sum of members, subjects, or objects that comply with sets requirements. In a similar vein, Babbie (2008) explains a population to be the gathering of components from which the sample is drawn. The main focus of scientific inquiry, which may be a collection of individuals or objects, is generally referred to as the research population. The individuals or objects are well defined and known to have similar traits. Hence, the population for this research was both men and women within Agbogbloshie market they include barbers, food processors, artisans, craft workers, agro-based workers, aluminium workers, hairdressers, nail cutters, fish processors, head porters, affairs (middlemen), cooked food sellers, health sanitation workers, and garages (auto mechanics, television repairers, etc.). The study chooses to concentrate on these informal traders because the informal sector is made up of a large number of informal traders and it would not be a good representation to research on all of these traders due to time constraints. Hence, concentrating on this population deems it apprropriate. The study used a population of both men and women informal entrepreneurs because, mostly, women are rather perceived as those to face such challenges in the informal sector (Halkias, Harkiolakis & Caracatsanis, 2011). Using both men and women informal entrepreneurs provided a universal view of the challenges faced by informal entrepreneurs in their entrepreneurial activities.

4.5 Sampling Technique

In view of the qualitative nature of the study, it became more suitable to use homogeneous sampling for selecting the participants under study. Homogeneous sampling is a purposive sampling technique, which focuses on a sample with similar characteristics in terms of age, gender, background, occupation, among others.

On the other hand, purposive sampling concerns discovering and choosing groups of individuals or individuals that are experienced with a phenomenon of interest or are exceptionally knowledgeable about a phenomenon (Cresswell & Plano Clark, 2011). In addition to the experience and knowledge, Bernard, Wutich, and Ryan (2016) note the significance of the availability and readiness to partake and communicate opinions as well as experiences in an expressive, articulate, and reflective manner.

In respect of the research questions specific to the informal entrepreneurs, homogeneous sampling was considered suitable for this study. Accordingly, the study used twenty-three (23) informal entrepreneurs; men and women who were within the age range of twenty-four (24) to sixty-one (61). This is underscored by GEM (2015) that individuals who fall within the range of twenty-four (24) to sixty-one (61) are actively involved in entrepreneurship. The study trusts that individuals between the ages of twenty-four (24) to sixty-one (61) are grown enough to have tasted the challenges they face in their daily entrepreneurial businesses and are more probable to provide pertinent information.

4.5.1 Sampling Size

A sample is a small part of the entire population of a study. Vernoy and Kyle (2002) mention that a sample is a fairly small representative group teased from a population of a study. Owing to the large size of the population of study, it was practically impossible for the research to test every individual in the population due to time constraints. The research, therefore, relied on the sampling technique to determine the sample size for the research. Holloway and Wheeler (2002) concur and assert that choosing a particular sample does not have any effect on the quality of relevance of the research at hand and account that there are no specific guides to determine the sample size when it comes to qualitative study.

In this study, a number of twenty-three (23) respondents were chosen and consulted, which was sufficient to obtain answers to the questions of the research study (Marshall, 1996). This is because the focus of a qualitative study is more on the adequacy of the sample rather than the size of the sample (Bowen, 2008). Again, using a sample size of twenty-three (23) is underscored by Creswell's (2003) proposal that, in a qualitative study, the ideal sample size is between five (5) to twenty-five (25) participants. The make-up of the sample of this study is shown in Table 4.1

4.5.2 Summary of Sampling Size

Table 4.1: Summary of Sampling Size

Agency	**Number of Participants**
Food processors	1
Artisans	1
Craftworkers	1
Agro-based workers	1
Aluminum workers	1
Garages (auto mechanics, Tv repairers)	1
Head Porter	1
Health and sanitation workers	1
Graphic designers	1
Tailor	1
Affairs (middlemen)	1
Cooked-food sellers	1
Barbers	1
Nail cutters	1
Hairdressers	1
Fish processors	1
Total	**23**

Source: Researchers construct (2018)

4.6 Sources and Types of Data

Researchers mention that there are two main ways by which data can be collected for research purposes; primary and secondary sources of data (Yin, 2009; Saunders et al., 2009). As per Yin (2009), primary data is concerned with the data gathered for a particular motive that was pre-decided. They emanate from the researcher for the particular motive of solving the research issue (Malhotra & Birks, 2007). One benefit of using primary data is how it helps a research study to stay in focus for the purpose intended. On the contrary, secondary data involves data that were gathered for a different reason other than the research problem in question (Malhotra & Birks 2007; Malholtra, 2008). They are normally acquired from sources like personal records, publications, company documents and census, which give information that may not have been gathered for other motives (Hair, Anderson, Babin & Black, 2010). There are benefits associated with secondary data and some include the lesser time involved in collecting data, easy accessibility, and lesser cost required. The study uses primary data that were obtained through in-depth interviews with informal entrepreneurs in Agbogbloshie market in Accra. This is due to the purpose of the study, which needed specific information that was not willingly available from secondary sources.

Consequently, the researcher develops an interview guide in accordance with the research objectives and questions and this paved way for asking the views of respondents on the subject matter. The research interviewed twenty-three (23) participants from different categories of those working in the informal sector based in Agbogbloshie market. The interviewees comprised of workers ranging from food processors to fish processors who have worked in the market from two (2) years and above years and possess much experience on the topic beforehand.

4.7 Data Collection Methods

The data collection instrument used for this study was a semi-structured interview guide. Using this instrument is grounded on the basis that it gave much flexibility where the researcher was able to probe with further questions where necessary (Malhotra & Birks, 2007). Therefore, using this instrument gave chance to the participants to willingly give other salient information that was not initially captured in the interview guide.

4.8 Data Collection Process

Data collection started on 14th March, 2018 and ended on 16th April, 2018. The data collection for this study was done through the use of a semi-structured interview guide. The design of the interview guide was structured after a thorough literature review was done. This helped to direct the development of the interview guide. The study made certain the objectivity and consistency of the interview guide to ensure standardisation of the research process and subjectivity on the part of the participants. The interviews were conducted within the Agbogbloshie market. All the respondents were involved in a face-to-face interview averagely lasting 35 minutes for each participant. The interview sessions were audio recorded with permission from the participants involved in the study. The audio recorded interviews were transferred to an email to serve as a backup. The recorded audio accurately helped the transcription and analysis of the data with no key discussions left out.

Even though the participants did not explicitly ask for their identity to be kept unidentified, the research generated codes to safeguard their identities. Thus, the participants were identified as ‘Agbogbloshie 1’ to ‘Agbogbloshie 23’ (AG 1 - AG 23). All the respondents communicated in “Akan” (a major Ghanaian dialect) and that paved way for the need for transcription through translation into English.

4.9 Data Analysis

Data analysis commenced after conducting the first interview. According to Bogdan and Biklen (2003), qualitative data analysis is "working with the data, organising the data, breaking them into manageable units, coding them, synthesising them, and searching for patterns". Data analysis occurs simultaneously with data collection (Holloway & Wheeler, 2002**).** Essentially data analysis is done to find patterns, concepts, themes, and meanings. It begins with grouping and organising data logically to come out with patterns, critical themes and meanings that emerge from the data. Moreover, data analysis involves preparing, inputting and checking data. These can only be achieved by devising a data layout, data coding, data entering and the search for errors to reduce ambiguousness. The general idea of data analysis is the search for meaning from a pool of information (Hatch, 2002).

The first stage in this study interview was recorded and transcribed verbatim from the "Akan" language to English. This procedure took a lot of time, although the richness of the interviews merited the effort. The research is guided by Lofland and Lofland (1995) who, in their view, suggest that there is no need to transcribe every comment made by the interviewee; such as examination, pause, comma, among others. They assert that the primary objective of transcription is to summarise portions of the recorded interview that relate to the study. This allowed the researcher the ease to focus on portions of the interview needed for subsequent analysis. It is worth noting that transcription enabled the researcher to gain a deeper understanding of the subject through repetitive listening and playback of the recorded interview.

Transcribed data were then coded, analysed, interpreted and verified. According to Rallis and Rossman (2012), coding is the process of organising the data by bracketing chunks segments or text or image segments and writing a word representing a category in the margins. The coding arrangement was hierarchically done. Themes and sub-themes generated during the coding process were analysed. Each theme was given identifiable codes accordingly, starting from AG 1-AG 23.

The next stage involved interpreting the data by identifying any reoccurring themes throughout and highlighting any similarities and differences in the data. The final stage involved data verification; thus, validity and reliability were achieved in this study through the credibility of the research process. The aim of the data analysis was not only to explain the data but to also understand, interpret and explain the meanings to the research phenomenon. A cross-case analysis was done after analysing the individual cases or responses in order to compare the findings across the stories of the participants (Flick, 2002). The cross-case analysis is, therefore, displayed in the appendix section of the study.

4.10 Data Reliability and Validity

To make sure the data was reliable and valid, the research contacted six (6) participants in the study to confirm their views after transcription of the data. The six (6) participants confirmed or verified the transcription as echoes of their reasoning. This indicated that the data collected was accurate and did not lose its meaning after the transcription of data. Furthermore, to improve the validity and reliability of the study, the researcher obeyed suitable research processes like the research methodology and philosophical underpinnings. However, the themes that were analysed from the data emanated from the data other than the researcher's own constructs.

4.11 Ethics and Ethical Clearance

Ethics is the discipline of dealing with what is right and wrong within a moral framework that is built on obligation and duty (Nation, 1997). According to Israel and Hay (2006), researchers need to protect their research participants, develop a trust with them, promote the integrity of research, guard against misconduct and impropriety that might reflect on their organisations or institutions; and cope with new, challenging problems. Ethical questions are apparent today in such issues as personal disclosure, authenticity, and credibility of the research report; the role of the researcher in cross-cultural contexts; and issues of personal privacy through forms of internet data collection (Israel & Hay, 2006).

In this study, strict ethical considerations sought to uphold participants' privacy, confidentiality, dignity, rights, and anonymity. Respondents were exposed to the purpose of the research and were assured that information gathered would be solely used for that purpose and that no part or portion would be disclosed to any third party. They were assured of their anonymity and that their participation was voluntary and that, at any point, they had reasons to discontinue, they were free to do so. Creswell (2003) states that the researcher has an obligation to respect the rights, needs, values and desires of the informants. Consequently, respondents communicated their acceptance and readiness to participate in the interview. Clear questions were posed to respondents for right responses and where understanding was not clear, they were asked for further clarification at every stage of the interview. For this reason, the researcher used codes (AG1-AG23) to represent the respondent's draw into the study in order to address the likely ethical challenges.

4.12 Limitations of the Study

The study is limited in scope; it only focused on Agbogbloshie market, which is situated in the Greater Accra Region. It is, therefore, not known if the study findings are applicable to other business centres in the region or elsewhere.

In addition, the processing of the data was largely done in a manual way. It might have some human limitations. Due to the vast volume of transcriptions that were done, detailed attention may not have been given to each of the issues that emerged and only key issues that directly related to the study were explored. This is because the focus was paid to issues that respond to the research questions and objectives.

4.13 Chapter Summary

This chapter of the study explained the methodology of the research. It started by giving an introduction to the chapter and proceeded to the philosophical approach of the study. It also discussed the research approach for the study, followed by the research design, the sampling technique used for the study, sample size, sources of data collection, data collection process, data analysis, as well as ethical considerations. This chapter also discussed the limitations of the study.

CHAPTER FIVE

DATA PRESENTATION AND ANALYSIS

5.0 Introduction

This chapter is in two phases. The first phase consists of the data analysis gathered from the area of the study and phase two speaks to the findings from the study. The research gathers themes from the study in order to carry out a thematic analysis.

The themes emerged are the following:

1. Becoming an entrepreneur: The motivating factor;
2. Reasons for setting up businesses in the informal sector;
3. Challenges informal entrepreneurs face in the informal sector;
4. Evaluating the impact of institutions on informal entrepreneurs trading activities;
5. Steps for preventing challenges within the informal sector;
6. Prospects of informal entrepreneurship; and
7. Factors contributing to the success of informal entrepreneurs.

5.1 Data Analysis

This part analyses the data based on the data gathered.

5.1.1 Profile of Respondents

The profile of the participants in the study covered the demographics such as the age, marital status, and participants' educational background. It also entails the time spent in the business operation, the type of business, as well as the legal and employment status of the business activities. Table 5.1 presents a summary of the profile of respondents.

Table 5.1: Profile of Respondents

Profile	Measurement	Percentage
Age	24-28	20%
	29-33	40%
	34-38	10%
	39-43	5%
	44-48	10%
	49-53	10%
	57-61	5%
Current Marital Status	Single	40%
	Married	60%
Level of Education	No formal education	70%
	Basic	10%
	Secondary	15%
	Tertiary	5%
Age of Business	1-5	19%
	6-10	19%
	11-15	23%
	16-20	13%
	31-35	13%
	40-45	13%
Type of Business	Service	20%
	Retail	35%
	Manufacturing	45%
Legal Status of Business	Unregistered	100%
	Registered	0%

Source: Field Data, 2018

As seen in Table 5.1, the respondents of the study are between the ages of twenty-four (24) to sixty-one (61) years of age. The average age of the traders interviewed for the study is thirty-three (33). It is recognised that 60% of the informal entrepreneurs in Agbogbloshie are married while 40% are still single. A reason for this may be that people who are married may have the need to own their businesses to support their family. In relation to the educational level of the respondents, the majority of them representing 70% have no formal education. There are only 10% of the respondents who reported to have received a basic education. 15% of the rest have received secondary education while the remaining 5% have tertiary education. This explains why the majority (70%) of informal entrepreneurs cannot be employed in the formal sector because most of them have no formal education.

Moreover, over two-thirds (carrying the majority) of informal entrepreneurs have been operating in the informal sector for more than 11years. It can be mentioned that informal entrepreneurship in Agbogbloshie market is relatively old. Reportedly, it proposes that doing businesses in the informal sector present some form of benefits that cannot be denied while operating in the sector.

Overall, 20% of the respondents are found in the service sector such as hairdressers, mechanics, barbers, head porters, among others; 35% of the respondents are found in the retail sector; and there are 45% of the respondents in the manufacturing sector.

With regards to the legal status of the business, none of the respondents (representing 100%) have registered their businesses. This can be attributed to lack of information on business registration, culminating from the fact that most of the informal traders interviewed assumed that paying daily market tolls to tax officials was the same as business registration.

5.1.2 Becoming an Entrepreneur: The Motivating, Factor

To start with, the study identifies that lack/inadequate of formal education is one of the underlying motivating factors that push people to enter informal entrepreneurship. Due to the inadequate formal education, they lack the skills to be employed in the formal sector, hence, the decision to start their own businesses. Some respondents shared the views below:

"Oh, since I do not have the required skills to be employed, I decided to learn a trade and it is because I have not been to school before, and I cannot even speak English. I do not even know what application entails, not alone to write one for employment" (AG9).

In a similar vein, AG 4 also stresses that,

"*You know in Ghana, if you have not really gone to school before, you do not have to involve yourself to be employed in the formal sector. The needed skills employers will be looking for is the factor"* (AG4).

This suggests that lack of formal education and the inability to meet the required qualification employers look out for propel people into informal entrepreneurship. Moreover, when probed further on the actual reasons businesses are set-up in the informal sector, they mention that the menial nature of their job, size of business activity, temporary nature of business activities and unawareness of business registration are reasons for informal businesses participation. This is presented in Table 5.2.

5.1.3 Reasons for Setting up Businesses in the Informal Sector

It is essential to understand the reasons informal entrepreneurs set up their business in the informal sector. The reasons for doing so are underscored in Table 5.2

Table 5.2: Reasons for Setting up Businesses in the Informal Sector

Reasons	Percentage
Menial nature of the job	55%
Size of business activity	25%
Temporary nature of the business	10%
Inadequate knowledge about business registration	30%

Source: Field Data, 2018

Notably, although literature proposes that people work informally because of avoidance of taxes, time delaying, burdensome procedures, avoidance of costs involved, among others, it has come to light that, aside these reasons, the dominant reasons people operate in the informal sector have emerged from the study as the menial nature of their job, the size of their business activities, the temporary nature of their job and inadequate information about business registration.

To begin with, the menial nature of the job of informal entrepreneurs have prompted them to settle in the informal sector. It is the most common reason stated for settling in the sector; and to them, the menial nature of their job does not call for any registration of their business activity. Respondents mention that the nature of their job includes selling yam, plantain (street vending) and other agro-based produce, as well as other trading activities such as fish processing, food processing, head portering, craft making and among others. When asked how these business activities become the reasons for settling in the informal sector, they claimed that these kinds of activities do not require any form of registration in Ghana. The respondents mentioned that the nature of their job is "hand to mouth", meaning that the money accrued daily is something meagre, which is just for the sake of taking care of the entire nuclear family. Again, the participants reported that the menial nature of their job disqualifies them from formally registering their business activities; in the sense that they start their business with small amounts of capital, and that they cannot afford the fees involved in the registration. This misconception emanates from a lack of formal education and knowledge about the formalisation of business among the majority of informal entrepreneurs in the country. From the responses gathered, AG 3 mentions that,

"*To me, currently looking at the nature of my job here, do you think, I should go all the way to formally register? Food selling such as yam as you see here, is not a matter of registration. It is, for this reason, I am working here, in the informal sector"* (AG3).

"[...] Oh, the nature of this job does not call for registration at all, and I am working in this sector because I have come to realise people with this nature of jobs are always in this sector and nowhere else" (AG 5). In addition to the above responses, AG 9 also mentions that,

"I am working in the informal sector because I wanted to start a business that does not call for registering of business thereby dealing with this type of business. Those who register their businesses are the big companies, not us. Who would go and register "momone" (salted tilapia) or plantain or anything you find here. It is not possible in Ghana, because this is how we also operate" (AG9).

This implies that since two-thirds of the respondents' lack or have inadequate formal education, they do not know the significance of formalising businesses. This is the underlying reason why the menial nature of their business activities is the impediment to the registration of their businesses to become formalised.

Again, the size of business activity is another reason for settling in the informal sector. To the respondents, they deal in small businesses, hence no need for registration. They believe that since the size of their trade is not huge, it is not economically prudent for them to pay the expenses involved in business registration. Below are some sample comments generated.

"[…] Looking at how small my business is, and I do not think I am the only one. Lots of us here deal in small quantities. The size of my business activity brought me to settle here and here, is where I will settle" (AG 1).

"[…] The size of my business is very small and registering it will mean using all my savings to do so. I deal in petty trading and does not call for registration because it's the big companies that are noted to register their business, and not us" (AG 11).

Furthermore, informal entrepreneurs are of the perspective that the nature of their business activities is temporary. Some of the respondents describe their business activities as temporary in nature. Consequently, they believe it is irrelevant to formalise their business. The temporary nature of their business is, thus, another factor they operate as informal entrepreneurs. According to them, they do multiple activities and the registration is for one business at a time. Testing for the viability of other profit-making businesses makes their trading activities temporary. They claim that they keep changing jobs from season to season, so registering it will mean choosing a different name for every type of business. This is the main reason they choose to work in the informal sector. For instance, the comments below reflect the foregoing argument:

"I come to work here every four months when the working condition in the Northern region is slow so I am not stable with working with one particular job. You see why I cannot formally register my business? I do not know what I will use as my business name. All those people who have the same work as me, do same. We all have the time to go back to the North and then come here at the due time to work" (AG 2).

AG 6 also asserts that,

"*I am a kind of person who tests other business activities to see if I will make more profit. So the moment I realise, there is much profit making in other businesses, I pause a particular business or even stop and venture into the other profit-making business if only it is better than what I presently deal in. These are the more reasons I love to settle here in the informal sector"* (AG 6).

From the argument put forward, informal entrepreneurs are risk-takers and "jack of all trades, master of none". This means that they try to venture into other businesses once they foresee an opportunity in that particular business by taking the risk. It does not matter whether they will make a loss or not, they love to pursue other profit-making ventures.

Additionally, lack of knowledge about business registration and formalisation are rated the main reasons informal entrepreneurs operate in the informal sector. Informal entrepreneurs do not know what registering of business involves. According to some of the respondents, some unknown people go to the sector to enlist their names for registration almost every month at a fee. This implies that they do not know what is meant by registration of a business or formalisation of businesses. Some claim that they have not heard of anything called registration, making them completely oblivious to the formalisation of their business, hence, settling in the informal sector. Informal entrepreneurs erroneously believe that since they pay the daily market toll, they have formalised their business. Lack of formal education among the majority (70%) of informal entrepreneurs contribute significantly to this ignorance. Sample responses are illustrated below:

"*I came to operate in this sector because nobody has made mention to me to register my business and as such, I am not aware that businesses like these nature need to be registered"* (AG 15).

AG 16 buttressed that,

"*I am in this sector because I have not been to school before, and such things like registering of businesses are taught in school. Since I have not received any form of formal education, I was not told. I thought formalising your business is only meant for 'akrachefo' (the educated). That is the main reason why I came straight away to work in the informal sector"* (AG 16).

This ignorance about registration of businesses has called for the increase in the participation of informal activities in Ghana.When probed further to understand other motives they have concerning working in the informal sector; it came to a realisation that they feel they are rejected by the community in which they live.

One important factor that stands out from the interview is low self-esteem among the informal entrepreneurs. They explain that due to their lack of formal education, they feel repudiated and not recognised by the society. As such, they do not want to have anything in common with formal processes. The lack of recognition and acceptance makes them see everything about business registration, formalisation and 'paper-work' as belonging to the elite, of which they are not part.

The informal entrepreneurs interviewed, also mentioned that since they feel repudiated by the society because most are illiterate, they try to fend for themselves by doing business in the informal sector. They perceive the informal sector to be a place that does not require any form of documentation or recognition. This signifies that people who engage in the informal sector feel maginalised and have no desire to be absorbed in the formal sector for employment, hence, the only surviving option is the informal sector. Reportedly are comments from sample respondents:

AG 17 states,

"*I am not valued in any circumstances because I have not been to school as if I am not human. As a man, you need to survive in this country so you cannot stay in the house idle. You need to do something to survive and because I cannot get a salaried job or work in the formal sector, I decided to learn this shoe business just to fit into the economy, hence, the informal sector"* (AG 17).

AG 3 also stresses that,

"[…] Who really cares, the government or who? Those of us who have not been to school are at a disadvantage. We do not get any help from the government or anyone. People think we

are nobody, but without us, they are also not there. I have not received any form of formal education before and so I do not have the skills and knowledge to either work in the formal sector or formally operationalise my business, so I decided to settle in this sector since nobody can question me" (AG 3).

From the foregoing discussion, it is realised that lack of recognition makes informal entrepreneurs feel repudiated by society because two-thirds of them are illiterate. They have the perception that, in order to fend for themselves, there is the need to operate in the informal sector since it is the only sector that does not call for any form of documentation.

5.1.4 Challenges Informal Entrepreneurs Face in the Informal Sector

Inasmuch as informal entrepreneurs thrive in the businesses they engage in, and by consequence create more business opportunities for the teaming unemployed population in the country, it is also clearly not out of place to identify the various challenges they face in the sector. Some of the challenges the study found are mentioned in Table 5.3

Table 5.3: Challenges of Informal Entrepreneurs in Agbogbloshie

Factor	**Percentage**
Land/ Space acquisition	40%
Economic conditions	40%
Harassment by city authorities	15%
Invasion of counterfeit goods	15%

Source: Field Data, 2018

To start with, the study finds that the cost of acquiring a place/land /space to conduct the business activity is very expensive. The study notes that the menial nature of the business setting gives room for city authorities (i.e. the Accra Metropolitan Assembley [AMA]) to fuel corrupt practices such as the charging of unapproved exorbitant fees that are far above the normal city permit charges from the informal entrepreneurs before they provide them with spaces for doing business. Unfortunately, these spaces tend to be temporary in nature contrary to the expectation of these entrepreneurs as from time to time they are asked to vacate from their place of operation without any legitimate explanation offered to them. Getting a place to do business is one of the major challenges that hamper their business activities. Below are samples of the responses from the field that explain the assertions put forward by the respondents.

AG5 puts it,

"*I got a place built by myself to sell and to sleep, but the city authorities (AMA) came and claimed the place was for government use, so they had to demarcate the place and I had nowhere to go. They took from me a huge sum of money before getting a different place for me to do my business. The annoying thing was that they did not construct anything on the land"* (AG5).

AG 9 laments, thus:

"You see, people have been talking about Ghanaian boys being 'kobolo' (lazy people) but, that's not the case. Those of us who did not go to school try to do something for ourselves by becoming self-employed. So when you try and do a project and the government (AMA) spoils it, what then does the government (AMA) wants us to do? The point I am making is that I got myself a small place weaving my basket but, the government (city authorities) took it from me, charged some amount of money and gave me a different place of my dislike. These things really disturb us and discourage us sometimes. If you don't get help from anyone, it really becomes very difficult" (AG 9).

In consonance with what AG 9 says, AG 16 also affirms that:

"*My challenge is getting a good place to do business. It is so expensive that I cannot afford to pay. Today, they (AMA) came and took money from us, tomorrow, they bring up another issue. It is really my source of headache and we pray; all these stop soon".*

These comments clearly indicate that the lack of adequate and permanent infrastructure for doing business in the informal sector is indeed a major challenge for the informal entrepreneurs and also hampers proper land-use planning.

Moreover, the study observes that economic hardship cannot be left out of the challenges informal entrepreneurs face. The respondents mention that Ghana is currently facing economic hardship and, as a result, customers do not buy as much as is expected. When asked how they measure economic hardship, they mention that the inability of customers to purchase more; the rate at which their produce keep long before disposing them; and the rate at which prices of other goods and services in the market are becoming more expensive suggest that the economic conditions in the country are just not favourable. The respondents complain that these unfavourable economic conditions in effect have negative consequence on their businesses. They even stress that sometimes those dealing with perishable produce get spoilt in the market because there are no customers for them and this adds to their predicaments. For instance, AG 20 mentions that,

"*The economy is very hard to even to stay in. Most customers come to the market, just look at the products that we have and turn away. The annoying thing is that they ask for the price of* *it and the moment you mention it to them, they tell you they will be back and that is the end of it"* (AG 20).

The effects of the economic hardship are mirrored in low economic returns from economic investments. This assertion is emphasised by some respondents who mention that when customers do not buy as much of their goods as expected, it decreases their profitability level and makes them end up spending the little they make from early transactions. In support of this proposition, AG 12 laments that:

"[…] We do the business and the money is nowhere. The money vanishes ('sika no she') and it becomes a problem. The very big problem that persists is that they do not buy anything. The market is always quiet. After suffering to make nice shoes and people do not buy is our biggest problem here in the shoe sector" (AG 12).

In a similar way, AG10 puts that:

"[…] Customers complain of paying school fees and buying books for their wards; so customers' infrequent attitude of not coming to sew is sometimes a problem. They sometimes do not come at all" (AG10).

Again, AG 21 contends that,

"The nature of my job is seasonal, so when the time is due, that is when we also get and sell but, when it is not its actual season, it becomes difficult to sell because it becomes expensive. When it becomes expensive, customers complain and because I want to maintain them, I give them like either how I bought it or with a little profit. It decreases the profit margin and also if they are not able to buy, it spoils and it becomes a loss" (21).

Furthermore, respondents complain that the cost of buying raw materials for producing finished products has also become expensive; this, in turn, affects the selling price. As a result, the end product also becomes expensive. They complain that sometimes they are not even able to buy the raw materials for production, indicating that the economic hardship in the country is adversely affecting their operations. As AG 7 reiterates:

"[...] buying cassava for processing gari is very expensive. You buy with a huge sum of money but, get a small quantity of the cassava. When this happens, it really disturbs us" (AG 7).

The study finds that another challenge informal entrepreneurs face is constant harassment from city authorities, which is locally known in the Ga dialet as "Aaba ee" (the indigenous dialect of the people of Accra) has remained an issue of concern to informal entrepreneurs. Respondents mentioned that the harassment by city authorities come in the form of beatings, seizing of goods, among others. These acts of harassment are meted to informal entrepreneurs for selling at unapproved places (i.e. on pavements, roadsides, and under small huts). It is also recognised that the informal entrepreneurs are coerced to exchange money in return for the goods seized by the city authorities. Likewise, some respondents mentioned that, aside from taking money as a form of exchange, some of the women are also compelled to trade sex in return for their seized goods. According to the respondents, some of the city authorities refuse to take money for sex once they recognise that the goods seized belong to a woman. For instance, AG 22 complains that:

*"[...] I am even shy saying this but, the truth is that the AMA ("*Aaba ee"*) guys have sex with me and not me alone, my friends as well before releasing the goods they seize from us. I have*

no say because I need my goods back to sell to fend for myself, so I have to comply and there is nobody to complain or report to" (AG 22).

These challenges cause some of these informal entrepreneurs to lose their self-worth, rights, and freedom. Responses from some of the respondents indicate that they believe that they are not regarded in the society. So, even if they complain about the matter, their voice would not be heard as they are regarded as marginalised in society. As such AG 17 also notes that:

"[…] AMA people beat and harass us and confiscate our goods and demand money from us before releasing it to us our goods" (AG 17).

It is recognised that in the course of struggling with the city authorities (AMA), some informal entrepreneurs lose their lives and this really becomes devastating and life-threatening. For instance, AG 19 stresses that:

"[…] AMA guys come and fight with the sellers just to vacate selling from here to the extent that some of us die. I have witnessed people as well as my friends die in the course of the struggle with these people. It happens here all the time. Just because we want to survive, the government also sends these "yawa" (non-serious) people to seize our goods and spoil our business and even kill us" (AG 19).

This makes doing business in the informal sector very unsafe and risky since doing business in the sector means constant harassment from city authorities all the time.

In addition to the discussions put forward, participants complain that their business activities have slowed down due to the invasion of cheap and counterfeit goods by competitors from foreign countries such as China and other emerging economies. When asked about the meaning of counterfeit goods, they mentioned 'resemblance' and 'trick'. To them, a counterfeit good is a good that resembles another product, and that which tricks consumers to patronise the products. According to the respondents, foreigners invade the market with cheap products and cause damage to the market. By implication, they assert that customers patronise the foreign products and disregard the homemade quality goods. This makes informal entrepreneurs experience slumping sales. According to them, because they have no formal education and because they have no other form of employment, they learn a trade, produce affordable but, quality products to serve the economy in order to make ends meet. Conversely, their effort in coming out with quality and cheap wares is often raided by the invasion of counterfeits from foreign competitors, the results of which greatly affect their operation and existence. By this, AG 13 stresses that,

"[...] As I said, the Chinese people and others from other countries bring fake and cheap products to spoil the market. When it happens like that we lose customers. Since customers do not locate us because we do not have an appropriate location, they buy different products like the Chinese products and now, this has been our headache" (AG 13).

The above propositions suggest that the easy entry into the Ghanaian market in the informal sector has called for foreigners to take advantage of informal business activities. Since these informal entrepreneurs are not well established, and most do not have shops, they become disadvantaged and are left at the mercy of these foreign competitors. Like the informal entrepreneurs, these invaders do not operate in a formal way but in the same informal manner; in the same informal sector.

In order to validate the theoretical justification of the study, the researcher probed further to evaluate how institutions contribute to the challenges faced by the respondents. It is realised that institutions pose both disadvantages and advantages to the plights and successes of informal entrepreneurs. The next section discusses the contributions of the institutions to informal entrepreneurial activities within the context of the study.

5.1.5 Evaluating the Impact of Institutions on Informal Entrepreneurs Trading Activities

The study uncovers the contribution of institutions such as "konkonba baayere amanmre" (Konkonba yam traditional rites) "Nana hemaa/ hene edwemu mmra" (Queen or king's market rule), and Ghana Customs Service, on the business operations of informal entrepreneurs. The konkonba yam traditional rites are institutions that perform some traditional rites annually; usually the last month of every year. It is expected that goods are sold after the performance of these rites. Moreover, with the 'Nana hemaa/ hene edwemu mmra', what they do is to collect some quantity of goods from the informal entrepreneurs for free. This is believed to help continue the stay of the informal entrepreneurs in the informal sector. Again, Ghana customs service is an institution in Ghana that helps to prevent contraband goods from entering the country. Moreover, the impact of these various institutions is discussed in the subsequent section.

Table 5.4 presents a summary of the impact of institutions with respect to their percentages.

Table 5.4: Impact of Institutions on Informal Entrepreneurs Trading Activities

Impact	**Percentage**
Build good customer relationship	30%
Limitation on sales	30%
Limitation on business expansion and profitability	47%

Source: Field Data, 2018

The study finds that the impact of institutions on the business operations of informal entrepreneurs include good customer relationship, limitation on sales, and limitation on business expansion and profitability. These affect informal entrepreneurs both positively and negatively.

To begin with, one of the benefits derived from institutions within the informal sector is building a good customer relationship. In every business, there are rules and structures that bind the participants in the sector. Like other sectors in the economy, the rules within the informal sector bind and help shape informal entrepreneurs on their thinking and behaviour for more foreseeable results. According to the respondents, they meet twice in every month with members and leaders of the associations they belong to. These meetings are organised to upgrade traders on the new trend of trading activities, teach them how to receive customers and build reputable relationships with clients, and to provide help on how to build on their communication skills.

According to the respondents, they have a market queen and a market king and their rules are such that, any trader who speaks anyhow to any customer and is caught is made to pay a fee of one cedi (Gh¢1). Although this fee is not punitive, it serves as punishment to anyone who goes contrary to the code of behaviour. According to the respondents, the punishment meted out to them has paved way for discipline on their part and has helped them in building unique relationships with their customers. Below are sample responses from AG 2 and AG 12:

"[...] we have a rule which is not from the government and is such that all of us here need to speak well to our customers and make them feel fine. But if we do not do that, our Queen and King punish us by taking some amount from us and because of that, we are very careful. It has even helped us to build a cordial relationship with our customers" (AG 2).

"[...] I'm very proud of the rules we have here. At first, you will always see customers complaining or customer and a trader exchanging insults because of something very little. The present situation is different since our leaders came out with this rule. We all know how to talk to our customers well and make them fine anytime they come to purchase from us" (AG 12).

The introduction of the institutional code of behaviour has promoted consistent and extraordinary customer service, which is even more than financial profitability. Reportedly, these benefits are as a result of the well-designed code of behaviour, which has helped to shape the thinking behaviour of informal traders.

In the limelight of informal institutions, however, is the frequent decrease in trader sales patterns. Some institutional practices also come in the form of traditional rites that are performed annually before goods are sold. This is known as the "konkonba baayere amanmre" (Konkonba yam traditional rites). It is a belief that performing such rites help to make more sales within the year. Until the rites are performed, informal retailers are not allowed to purchase anything for reselling nor allowed to go to the wholesaler's arena to sell. The rite normally takes up to two days before anyone can make a purchase or sell to customers. This belief prevents informal entrepreneurs from trading for a day or two, which means that sales will drop. This decreases sale of informal entrepreneurs, hence, affects profitability. This is what AG 22 says to buttress the assertion:

"We *have some rites that need to be performed to ensure that the year goes well for all of us. Though we all want the year to be good for all of us, it really affects us because we do not have the chance to go and purchase to resell. We wait till the rites are performed which takes about a day or two before we can start our individual business. Imagine, I am the breadwinner of my family, what will happen that particular day that I do not come and sell, they will rather starve"* (AG 22).

Similarly, AG17 also contributes that:

"[…] Oh, me, I do not like this belief, they should make us sell. What they say is that until the rite is rightly performed for the success of all, we do not sell. As for me I hate it because, my revenue I make decreases" (AG 17).

Moreso, "Nana hemaa/ hene edwemu mmra" (Queen or king's market rule), are institutions that affect business expansion and profitability. This is due to a situation where informal entrepreneurs need to offer about half of the goods, they sell to their queen mothers for free. For instance, if the informal entrepreneur brings goods to sell, the queen needs to make her selection by picking the items of her choice before the remaining is given to the informal entrepreneur to likewise sell. Aside from this rule, a commission of 10% is also given to the queen mother on every sale made. This is to ensure their continuity of stay in the informal sector. The respondents mention that it is really a challenge to them and affect business expansion. They are not able to expand their business to a certain limit owing to the nature of their informal rules. Sample expressions from the respondents are revealed below:

AG3 puts it that:

"[...] Our rule we have here is killing us. In every business, you work hard to make a profit. But the informal rule we have is such that we work and put the money in someone else's pocket. This our rule is too harsh and really affect our businesses. Look, I have worked for about 10 years but, I am still selling this small quantity" (AG 3).

Similarly, AG 4 and AG 13 confirm that:

"[...] though the rules assist us in many ways, the problem is that we cannot even notice we make profits. This is because, our queen takes close to half of the goods we are even selling and demands commission in addition, so we work for their pockets" (AG 4 & AG 13).

The respondents feel that it is an exploitation because these institutions are themselves not regulated, which tends to exploit their colleague informal operators.

Moreover, the informal sector in Ghana is facing much competition from counterfeits products. This is as a result of the failure of Ghana Customs Service to ensure that contraband goods do not enter the country. The respondents mentioned that the invasion of counterfeit goods have resulted in slumping sales and decrease their revenue, and sometimes make losses. This is because they need to reduce their prices to get sales since customers do not buy from them as expected. This, as a result, makes AG 21 lament that:

"[…] In fact, it is a pity in Ghana where other countries can just enter the country and start a business with no one questioning them. It will not be my problem at all if they bring in the right goods. Mostly, the goods brought into the country are not original and we all know that. When this happens, we, the traders who are citizens face much competition because customers tend to purchase from them more. This is due to the inexpensive prices for the goods. The goods are in fact very cheap but, do not last long. For example, you buy cloth and in the next week or month, the cloth gets torn. This same thing goes for shoes, bags, towels, among others. In other developed countries, I do not think this is going to be possible. I do not blame anyone, I blame the government, I mean those in charge to make sure goods do not just enter into the country anyhow" (AG 21).

From the foregoing discussion, it can be inferred that institutions contribute much to the challenges faced by the informal entrepreneurs in the country.

5.1.6 Steps for Preventing Challenges within the Informal Sector

The steps personally taken by informal entrepreneurs to handle the challenges they face, are mentioned in Table 5.5 with their respective percentages.

Table 5.5: Steps for Preventing Challenges within the Informal Sector

Steps	Percentage
Branding	30%
"Do nothing option"	90%

Source: Field Data, 2018

Understandably, to every problem, there is a solution. It is, therefore, deemed prudent to verify from the respondents, the kind of action taken to curb the challenges faced in the informal sector. They mentioned that they either brand their businesses with regards to the invasion of counterfeit products from other countries, or they take no action about the situation. It is essential to understand from the perspective of the informal entrepreneurs, branding and how it helps them to curb the challenges they face. To achieve this, a question of "what is branding" was asked. To them, branding means name, recognition, and protection. Branding is basically the way individuals or organisations give names to their products for easy recognition and protection. It is for this reason that they believe branding their products will help curb the competition they face as a result of the invasion of the counterfeit products. According to them, competition is keen and the necessary action needs to be taken to stay in the sector. It is from such a motive that the branding of their products takes place.

Although more than a quarter of the respondents mention that they can use branding to make their businesses better or fight the challenges of counterfeit goods, two-thirds of them do not have knowledge on what they can personally do to help address the challenges they face. The respondents are not even aware that they need to do something to help curb the challenges they face in the informal sector. They rely on other institutions to rather come to their aid regarding the challenges they face. The respondents are of the view that to get something done in Ghana requires some aspects of formality and these include formal education, knowing someone in authority, and having the required knowledge and information. The respondents further stressed that these aspects of formality are not helpful to them because they fall short of it. Therefore, 'doing nothing' is the best option for most of them. To them, even if they complain, their voices will not be heard because they are perceived to be maginalised. To buttress this, AG 23 makes the expression that:

*"What should I do? Even if you do something/everything, nobody listens to you. Even if you catch the thief and send him/herto the police, the person is bailed out; and if you do not have money to drag the case, then that ends your complaint while the person is made to get off scott-free. Again, with the issue of "*Aaba ee" *(to wit, they are coming), I alone cannot go and report because I do not have that authority. Also, if you do not have anyone or know anyone, nobody takes your matter seriously. Even if you have a good story, it becomes nonsense because you do not have cash; money! So, I have not been able to take any step to address any problem because of these reasons"* (AG 23).

Also, AG 13 comments that:

"*With regards to the Chinese people, when customers come to me, I tell them to 'shine their eyes' when shopping because some products are fake. I tell them Ghanaian goods are of good quality and that if they do not buy from us (Ghanaians), how would they want us to survive in the economy? I also decided to put a label on my sandals and it read "shine your eyes" (look at the products well before buying), so my friends have named me by that. It has made my customers always ask people where 'shine your eyes' shoes are, even when we are relocated"* (AG 13).

From the argument put forward, the majority (two-thirds) of the informal entrepreneurs lack the confidence to take action to protect their rights with the notion that they are maginalised and do not have what it takes to do anything. However, a few (constituting about a quarter) adopt the use of branding to help address the challenges they face.

5.1.7 Prospects of Informal Entrepreneurship

This section discusses the prospects in the informal sector. Some of the prospects are outlined in Table 5.6

Table 5.6: Prospect in the Informal Sector

Factors	**Percentage**
Revenue generation	25%
Possibility of growth	50%
Number of people joining the business	45%

Source: Field Data, 2018

It is imperative to identify the prospects in the informal sector. To achieve this, a question of "how do you see improvement in your revenue from the time your business was started?'' was asked. In response, a quarter (25%) of the respondents indicate that the revenue they get from the informal sector has reduced compared to previous years. They attribute the decrease in revenue to the current economic hardship in the country. The participants explain that customers do not purchase as much from them as is expected due to the current situation. They further stress that what could be sold previously within a day or two is now sold within a month. It is recognised from the study that the respondents end up spending the little profits accrued from early transactions; hence, this makes it difficult to expand. Responses from the interviews are expressed as folllows:

"As for me, things have really been slow. My revenue has really decreased and it's sad. Nowadays, the country is very difficult to even stay. [...]. Everything is expensive, and the dollar is also rising each day making the value of our currency bad" (AG15).

"[...] Things become so higher each and every day in Ghana here; when you run at a loss when trading, I think you would not be able to trade. Though this job helps me in taking care of myself and family, the revenue generation has decreased this time" (AG 3).

"*For now, revenue has reduced; it has really decreased"* (AG 17).

Again, the possibility of growth remains the highest percentage of prospects in the informal sector. To them, the fact that their revenue has decreased does not necessarily mean there is no hope for the future. According to them, the informal sector is expanding each and every day and they attribute this to the increased nature of migrants in the sector and also to the collapse of some formal businesses especially, in the financial market. The informal economy becomes the final destination for some of these retrenched workers and this will swell up the numbers operating in the informal economy. Respondents mention that activities in the informal sector have helped them improve their living conditions and that, even though presently things have not remained the same, it does not mean there is no possibility for growth.

For instance, AG 19 indicates that:

"*Am sure by next year, I will be able to wholesale plenty yams as compared to this year and in the next five years, I will be able to be a wholesaler where people can also come and retail from me"* (AG 19).

Again AG 13 adds that:

"*I will be able to do more of the bird feeds and dustbins as compared to now, and with more apprentice to train"* (AG 13).

Moreover, AG 4 put it that:

"[...] Am sure I will get more apprentices to work with and move from this place to acquire a bigger store since it costs much; it costs around 40,000 Ghana cedis" (AG 4).

This implies that there is hope for the possibility of growth of the informal sector. Furthermore, the prospects within the informal sector are evaluated based on the number of people joining the informal sector and this is tabulated in Table 5.7

Table 5.7: Types of Business

Type of Business	**Increased**	**Decreased**
Service	10%	40%
Retail	50%	10%
Manufacturing	40%	50%

Source: Field Data, 2018

The study identifies which type of business has more prospect with regards to the number of people joining the informal sector. In accordance with the interview with respondents, more people are not joining the service sector. This reflects why there are only 20% of informal entrepreneurs in the service sector.

Also, the participants mention that the number of people joining the business with regards to the retail sector has increased. Moreover, the respondents are of the view that the number of people joining the manufacturing sector is becoming few. They further reveal that it is due to the difficulties in getting enough capital to purchase raw materials for production. This could be attributed to the current economic hardship; thus, making things very expensive. Sample responses are revealed below to buttress this assertion:

"[…] People are leaving the business because the materials used for the basket weaving business are expensive and bought from a far distance. Once we go for it, we are stopped and disturbed by the government so it makes people lose in the end. That is why people are actually leaving the business" (-AG 1).

Furthermore, AG 13 mentions that:

"[…] People have stopped seriously because these Chinese and other people from other countries have spoilt the market so we do not get many sales as compared to business previously" (-AG 13).

Interestingly, the question probed further to then know the factors that contribute to the success of informal entrepreneurs in their business operation with regards to the challenges faced.

5.1.8 Factors Contributing to the Success of Informal Entrepreneurs

Factors contributing to the success of informal entrepreneurs were essential to look at in order to understand how they thrive in the sector; despite the challenges they face. Table 5.8 provides the factors contributing to the success of these informal entrepreneurs

Table 5.8: Factors Contributing to the Success of Informal Entrepreneurs

Factors	***Percentage***
Hardworking	45
Creativity	30
Perseverance	35

Source: Field Data, 2018

From the table, hard-working is one of the factors that contribute to the success of informal entrepreneurs in the informal sector. The majority of the respondents mention that to be successful is to work harder. To them, doing business in the informal sector is very difficult and requires human strength so if one becomes lazy, that means the business cannot be a successful one.

For instance, AG 22 stresses that:

"*I double the way I work to overcome my financial problems because I manage my home; and I want my kids to reach this university people are talking about. For example, if previously, I wake up at 8 am to come to work, I now come around 5 am just to get more clients than my friends would"* (AG 22).

Moreover, AG7 also puts it that:

"[...] The nature of my work is very difficult so if I do not work harder, I would not reach where I want to be. Working hard has been the ultimate goal for my success" (-AG 7).

Furthermore, the respondents mention that creativity is a characteristic of every entrepreneur and should be part of having a successful business. They attribute creativity to changing their style and way of working. Sample responses attesting to the above are revealed below:

"Ohh when I realised that people were not patronising my products, I changed the design of my slippers. You know women want colourful and curvy things, so I had to change the design of my slippers and it really worked, trust me" (AG 13).

AG 6 also says that:

"[...] Anytime people come and buy from me, I try to take their contacts; the few ones who would give to me. Anytime I come to work, I call and find out if they would be coming to the market, and if they would, I ask them what they would want and make sure they are ready before they arrive" (AG 6).

This means that informal entrepreneurs create relationships with customers as a way of changing their ways of working.

Moreso, perseverance is a key in the informal sector contributing to the success of informal entrepreneurs. To them, the unstable economic condition does not make them go on strike but instead, adopt determination attitudes and focus on their business activities. According to them, there is no place than trading in the informal sector so it is either they persevere to succeed or quit. It is of such factor that makes AG 12 reiterate that:

"*You see, I did not go to school and I do not have anywhere else to trade apart from here. Perseverance is key. if I do not hold on and sustain in times of difficulty, how will I take care of my family? In fact, having this in mind has brought me thus far"* (AG 12).

This implies that informal entrepreneurs need to be creative, have a perseverant spirit and work hard enough to be successful in their business operations.

5.2 Discussion of Findings

This section of the study discusses the findings with support from existing literature.

5.2.1 Lack of Formal Education as a Motivation to Informal Entrepreneurship

In this study, it has come to notice that the majority of the respondents who engage in informal entrepreneurship have either basic education or no formal educational background. It is recognised that people who have basic education or no form of formal education have no other option other than to operate in the informal sector.

According to the findings of the study, formalising of business activities are taught in the classroom, hence, only the educated need to formalise their business operations. This indicates that informal entrepreneurship is meant for the uneducated. By implication, individuals who have no formal educational background operate in informal business activities. This confirms the findings of the study by Palmer (2007), who emphasised that the growth of informal entrepreneurship is due to the increased number of people who have not been to school. Also, Armengot, Parellada and Carbonell (2010), note that the increased number of people who operate in the informal sector is as a result of their poor educational background. Similarly, Adom (2014), finds from a study conducted in Koforidua in Ghana that people operate in the informal sector as a survival strategy because they are isolated from the formal economy as a result of low-level education.

Again, it is made clear from the study that operating in the informal sector is as a result of lack of knowledge and information on formalising businesses. The perception is that the informal sector is a sector that is part of the country's way of doing business and not something that needs to be formalised. Lack of knowledge and information leads to unawareness of business registration and payment of taxes. However, it is important to highlight here that the informal entrepreneurs apart from their regular market tolls, also pay some fixed tax called Tax Stamp. This is a sticker that is bought from the Ghana Revenue

Authority (GRA) and is displayed at the business premises. The difficulty with this tax is that it is highly regressive and only informal entrepreneurs with permanent locations often paid it. Hence, giving the chance to temporary informal entrepreneurs to avoid the payment. The disadvantage is that informal entrepreneurs are not able to ask for bank loans in order to expand businesses beyond a certain limit.

As echoed by Greve and Salaff (2003) and Nichter and Goldmark (2009), when entrepreneurs do not have the right knowledge and information, they limit their chances of participating in public programmes. The scholars also stress that informal entrepreneurs do not get the chance to ask for bank loans to expand their businesses beyond a certain limit when businesses are not formalised. Informal entrepreneurs in the study, mention that prior knowledge before setting up businesses would have probably made them aware of the importance of formalising business ventures and pave the way for bank loans for business expansion.

5.2.2 Menial Nature of Business Activity as a Motive for Informal Entrepreneurship

The menial nature of informal business activity is discovered as a motive for informal entrepreneurship. It is discovered from the study that the decision to start an informal business is dependent on the nature of business activities. It is realised that the menial nature of dealing in businesses such as selling agro-based products, fish processing, food processing, and dealing in services such as barbering, hairdressing, among others call for informal set-up. Informal entrepreneurs believe that such businesses do not need any form of formal registration. According to the study area, informal entrepreneurs make up their mind to deal in such businesses because they are knowledgeable from the background that such form of businesses is to be conducted in the informal sector. Unlike other empirical studies (Lee & Tsang, 2001; Rahman, 2011; Fuad & Bohari, 2011; Indarti & Wulandaru, 2003) that confirm that individuals venture into starting their own businesses because of the need for achievement, need for power, and need for affiliation, this study finds that people venture into informal entrepreneurship due to the menial nature of their businesses. This is new and could be a contribution to literature.

5.2.3 Harassment by City Authorities as a Challenge to Informal Entrepreneurs

The study reveals that constant harassment by city authorities locally known in the Ghanaian 'Ga' as "Aaba ee" has remained an issue of concern to informal entrepreneurs and has become a challenge that limits their growth. The constant harassment from the city authorities leads to loss of customers and decreases revenue. As aptly noted by Mitulla (2003) during a study in South Africa, it was found that harassment meted out to informal entrepreneurs makes them lose customers, decreases income and distracts their business activities because city authorities make the environment insecure for informal entrepreneurs. Also, as confirmed by Mitullah (2006), authorities have made informal traders insecure because they beat, harass and seize their goods without giving them prior warning.

Moreover, from the study came a discovery that the 'Aaba ee' fuels corrupt practices by taking an unapproved sum of money in return for their goods seized. It has also come to notice that these city authorities have sexual intercourse with female informal entrepreneurs, before their goods are returned, thereby placing the health of the informal workers at risk.

In addition, the study finds that some informal entrepreneurs lost their lives and sometimes get seriously injured during struggles with these 'Aaba ee'. The reason for the constant harassment is that informal entrepreneurs sell at undesignated places. Adom (2016) suggests that to formalise the informal sector is not through harassment but constant education and sensitisation on the significance of paying social security and tax to make people accept the need to formalise their business operations. The formalisation and the eradication of the informal sector, therefore, does not call for harassment by authorities but constant education. In fact, formalising the informal economy is still far from a reality.

5.2.4 Invasion of Counterfeit Goods as a Limitation to Informal Entrepreneurship

Invasion of counterfeit goods by foreigners largely affect informal entrepreneurs' business. The raid of counterfeit goods come in the form of shoes, slippers, bags, clothes, among others. In the study area, these counterfeit goods are very cheap and attract customers to patronise them rather than the locally made ones. This is as a result of the failure of Ghana Customs Service to ensure that contraband goods do not enter the country. This poses many challenges to informal entrepreneurs and stands out as a key finding as it is a big challenge in the business operations of informal entrepreneurs. This challenge results in slumping sales, which limits their profitability level.

5.2.5 Low Self-Esteem as a Constraint for Curbing Informal Entrepreneurship Challenges

Low self-esteem is discovered as a hindrance to curbing the challenges informal entrepreneurs face in their business operations. It is realised that two-thirds of the respondents in the study area underestimate themselves. This is as a result of lack of formal education the majority of informal entrepreneurs lacked right from childhood. As a result, they are not bold enough to take up the needed steps to curb the challenges they face in their business operations. Informal entrepreneurs feel the absence of formal education; to them, it means their voices will not be heard. The motive behind this is that, once there is a problem, there is the need to know someone in authority before a problem gets solved. This gives room for 'do nothing' as an option when faced with challenges within the sector. From the study, it is recognised that authorities do not pay heed to the woes of informal entrepreneurs and so there is no need to report to them about the challenges faced in the sector. This sheds light on "decent work" by ILO (2002), which indicates that informal entrepreneurs lack representation of voice to make their work protected. This limitation excludes them from getting little or no access to public infrastructure and benefits.

5.2.6 Activities of Queen Mothers as a Constraint to Informal Entrepreneurs' Business Expansion

The study reveals that activities of queen mothers limit the expansion of informal businesses. This reflects the findings of Sachs (2003) and Williamson (2000) who mention that informal institutions pose a hindrance to the growth of informal businesses. In this study, the hindrance comes in the form of presenting some quantities of wares and 10% commission on goods sold to queen mothers. It is believed that queen mothers ensure the safety of the informal entrepreneurs in the informal sector.

Reportedly, in order to show appreciation and continuity of stay in the informal sector, there is the need for informal entrepreneurs to willingly allow queen mothers to take some part of their goods for free anytime they need. This is a big challenge because in every business, individuals invest to get profit; so if, at the end of the day, informal entrepreneurs invest in their business operations to make profit but, make savings in the pockets of the queen mothers, then it affects their profitability and the ability of informal entrepreneurs to expand their businesses beyond a certain limit. This is due to the fact that the profits that need to be saved to expand their businesses are given to the queen mothers for free in order to ensure their continuity in the market. These informal institutions are themselves not regulated but tend to exploit their colleague informal operators. This is really a big challenge as it stands out as a key finding in this study.

5.2.7 Branding as a Tool for Curbing Challenges Faced in the Informal Sector

The study discovers that though two-thirds of the respondents take no action on the challenges faced, one-third of them adopt branding as a strategy when faced with an invasion of counterfeit goods in the study area. Their strategy for curbing personal challenges is branding. The branding of their products covers giving of names to their products, and adopting different designs for their products. They believe that giving names will make consumers and customers identify them and their products. When this happens, they have easy recognition in terms of location. The study discovers that some specific Ghanaian symbols are used as designs on the various products such as bags, slippers, shoes, among others to make their products look different from that of the foreign goods. The reason for using specific Ghanaian symbols is to give them hope in times of keen competition. They believe the symbols have meanings that are heartfelt. These symbols include, namely: ‘Gye Nyame’ (Only God) ‘Sankofa’ (back to your roots / come back to the old stuff), ‘Ani Bere’ (Seriousness, Diligence, and Perseverance), ‘Biribi wo suro’ (There is something in the heavens, such as Hope, Reliance on God for inspiration), among others.

Reportedly, the meanings of these symbols give them hope for the future. For instance, ‘Gye Nyame’ (Only God) is chosen because they believe it takes only God to have a hand in their daily sales. ‘Sankofa’ (back to your roots /come back to the old stuff), is to remind Ghanaian consumers to purchase their products since they existed before the invasion of the counterfeit goods. Another symbol, which is the ‘Ani Bere’ symbol (Seriousness, Diligence, and Perseverance), signifies that they work with all seriousness, diligence and perseverance. This means giving up is their last option. It is stressed that ‘Biribi wo suro’ (There is something in the heavens) means that there is hope that everything will be all right despite the invasion of the foreign products. These perceptions of using symbols as a form of branding signify how creative informal entrepreneurs in the study area possess. This discovery also stands out as a key finding in the study.

5.2.8 Hard Work, Creativity and Perseverance as Key Drivers of Success

Largely, hard work, creativity, and perseverance are key drivers that contribute to the success of the informal sector. Informal entrepreneurs work hard by changing attitudes towards work in order to succeed in the sector. This is achieved by reporting to work as early as possible in order to reach more customers. Also, creativity has become the order of the day whereby informal entrepreneurs either become creative by strategically creating a good relationship with their customers or by branding their products. These strategies have a significant positive influence on their success in the sector. In addition to the above mentioned, although there presently are economic hardships and invasion of foreign products, informal entrepreneurs still persevere in the situation and work much harder. These attributes are keen to the success of informal entrepreneurs in the informal sector. Like other studies, this study highlights the study by Alas (2009), who finds that personality traits such as hard-working, perseverance and creativity immensely contribute to the successful performance of enterprises in Estonia.

5.2.9 Informal Entrepreneurship Serves as Employment Opportunities

It is highly recognised that informal business helps in the creation of jobs and gives employment opportunities to many. This highlights Jackson (2016), who mention that there are about 93% of the jobs from the informal sector that is created in Sub-Sarahan regions since the 1990s. Informal entrepreneurs believe that the sector creates jobs for the ‘frustrated’, deprived, and even those who have lost their formal employment. This, in a way, lessens social immoral behaviours such as stealing, taking unnecessary actions out of the frustration, just to mention a few. It is believed that higher start-up business ventures create more jobs for more people, thus, reducing frustration and other immoral behaviours. This sheds light on the study of Baptista and Preto (2011), who found that higher start-up rates lead to job creation in Portugal and The Netherlands. Accra, the capital city of Ghana is swamped with activities of informal entrepreneurs creating more jobs for people in the country. Highlighting on Adom (2016), it has become more revealing that the informal sector provides about 80% of jobs to individuals in Ghana.

In resonation with Adom (2014), informal entrepreneurship does not only contribute to Gross Domestic Product (GDP) but also contributes to the creation of jobs and employment. This makes the informal sector grow and expand because people venture into the sector all the time. Consequently, this throws more light on the prospects of the informal sector (Adom, 2016).

5.3 Chapter Summary

This chapter analysed the themes from the field. The themes included motives behind working in the informal sector; challenges in the informal sector; steps for prevention of challenges within the informal sector; the contributions of the informal institutions on informal entrepreneurs and the prospects; as well as the factors that contribute to the success of informal entrepreneurs. The chapter also analysed the participants’ profile characteristics in order to understand the issues concerning the topic of the study from the participants’ perspectives.

CHAPTER SIX

SUMMARY OF FINDINGS, CONCLUSION & RECOMMENDATIONS

6.0 Introduction

This chapter introduces the summary of the findings, its conclusions, recommendations of the study and future directions for further studies.

6.1 Summary of the Study

The study investigated the prospects and challenges of informal entrepreneurs in Agbogbloshie market in the Greater Accra Region of Ghana. Precisely, the study aimed to: understand the reasons informal entrepreneurs in Agbogbloshie set their businesses in the informal sector; identify the challenges confronting informal entrepreneurs in the informal economy; explore the steps these informal entrepreneurs take to curb the challenges they face within the informal sector; as well as identify the prospects of informal entrepreneurs. In this manner, literature was reviewed on the concept and definitions of the informal sector; the historical development of the sector; characteristics of the informal sector; reasons for operating in the informal sector, among others. Again, the institutional theory was used to understand how informal institutions contribute to the challenges of informal entrepreneurs in the informal sector. Moreover, a synopsis was given concerning the nature of informal entrepreneurship in Agbogbloshie market.

The study embraced the use of the qualitative approach. Data was acquired from informal entrepreneurs in Agbogbloshie using an in-depth face-to-face interview with the help of a semi-structured interview guide. Interviews were recorded with the help of an audio recorder, transcribed and translated in English since the interview was done in Akan ("Twi"), which is the local dialect spoken by most of the participants in the study area. Again, the data was analysed thematically after transcription of the data. The analysis from the findings was presented and discussed according to the existing literature.

6.2 Conclusion of the Study

In relation to the key objective of the study that sought to find the prospects and challenges of informal entrepreneurs in Agbogbloshie, the following themes emerged:

First, the menial nature of business activities pushes people to operate in the informal sector. It is recognised that informal entrepreneurs believe that businesses such as trading in agro-based products, fish processing, food processing, barbering, nail cutting, among others do not require one to formally register a business. This makes them operate in such businesses and settle in the informal sector. Moreover, the size of business activities is one of the reasons that push people into informal businesses. Informal entrepreneurs believe that their businesses are not large enough for registration purposes.

The temporary nature of business activities was furthermore realised to be one of the main reasons informal businesses take place. It was found that informal entrepreneurs are not stationed with one particular business. They move from one business to another so they see no need to register their business since it is not a stable one. They believe that formalising business activities was meant for people who have received a formal education. This, they believe was meant for the educated. It is not duly an intention for informal entrepreneurs to "do away" with burdensome regulation. It is the case that informal entrepreneurs join the informal sector simply because of the menial and temporary nature of their jobs. Therefore, this contradicts the neo-liberal perspectives of previous research (Becker, 2004; De Soto, 1989, 2001; London & Hart, 2004; Nwabuzor, 2005), who mention that informal entrepreneurs rather set their businesses in the informal sector due to the onerous regulatory environment.

Additionally, informal entrepreneurs settle in the informal sector due to unawareness of business registration as they believed that writing their names for unknown authorities meant they had registered their business and paying daily market tolls was a form of paying taxes. These reasons could be attributed to a lack of formal education as it was realised that the majority of the respondents, representing 70%, had no formal education.

Again, it was found that, due to lack of formal education, informal entrepreneurs feel repudiated and not recognised by the society. As such, they do not want to have anything in common with formal processes. The lack of recognition and acceptance makes them see everything about business registration, formalisation and 'paper-work' as belonging to the elite, of which they are not part. They perceive the informal sector to be a place that does not require any form of documentation or recognition. This signifies that people who engage in the informal sector feel maginalised and have no desire to be absorbed in the formal sector for employment, hence, the only surviving option is the informal sector. Consequently, the lack of formal education and the unawareness of business registration are as a result of too little state intervention and poor advice to these informal entrepreneurs in starting their businesess. Therefore, this finding theoretically support the political perspective that informal entrepreneurship (Barbour & Llanes, 2013; Community Links and the Refugee Council, 2011; Copisarow, 2004; Copisarow & Barbour, 2004; Dellot, 2012; Katungi et al., 2006; Llanes & Barbour, 2007) is as a result of poor advice and very little intervention from the government to support informal entrepreneurs during their businesses start-up. If informal entrepreneurs operate in the informal sector because of too little state intervention, then the policy approach required is that the government should: support these informal entrepreneurs with regards to providing them with better information on how to get their businesses registered; the necessary approach to follow to establish a formal business, and what benefits result from doing so; more help in simplifying business formalisation; as well as a better chance in getting finance from mainstream banks to enable them to do so (William, 2014).

Furthermore, activities in the informal sector breed more employment creation and embraces more migrants in the economy; thereby, expanding the informal sector. This helps to eliminate immoral behaviours such as stealing, smoking, just to mention a few; thus, helping in economic development. There is also revenue generation, possibility of growth, as well as increment on the number of people joining the business. These revelations emphasise that there are prospects in the informal sector; nevertheless, there are limitations that pose hindrances to the informal entrepreneurs in the study area. Some of these challenges are the harassment by city authorities that limit the growth of informal entrepreneurs. The harassment comes in the form of beatings and seizing of the properties belonging to informal entrepreneurs and some of these harassments lead to the death of some informal entrepreneurs. Aside from these, women informal entrepreneurs are also at a detriment to their health issues because they are also threatened to exchange sex with city authorities before their seized properties are released to them.

In addition, invasion of counterfeit goods has become a challenge to informal entrepreneurs as they lose their customers to foreign competitors, leading to a decrease in profitability. Due to the nature of institutions in the informal sector, informal entrepreneurs are not able to expand their business activities to a certain limit, and this affects profitability and sales. However, the institutions have the ability to help build good customer rapport that, in the long run, sustains and attracts more demands. It also helps to shape the thinking ability and behaviour of informal entrepreneurs.

Although informal entrepreneurs are faced with challenges within the informal sector, they also adopt branding as a strategy to help curb the challenges they face with regards to the invasion of foreign products. This strategy comes in the form of giving names by using Ghanaian symbols to differentiate their products from foreign invaders. These symbols give hope and comfort informal entrepreneurs not to give up but rather work harder for a better tomorrow. It came to light that some informal entrepreneurs lacked the confidence to seek help when faced with challenges in the sector. The reason was attributed to the formal educational background, and the ability to know someone in authority. Consequently, the majority (two-thirds) of the informal entrepreneurs' low self-esteem prevented them from taking steps to personally curb the challenges faced.

The findings presented above are indications that the objectives assigned for this study have been achieved. The purpose of the study was to evaluate the prospects and challenges of informal entrepreneurs in Agbogbloshie.

Moreover, based on the findings, the study concludes that the nature of institutions in Ghana is not in favour of expanding the business activities of the informal entrepreneurs to a certain limit. Although it helps in shaping the thinking and behaviour of informal entrepreneurs, it affects sales and decreases profitability. It can, therefore, be inferred that institutions contribute to the challenges faced by informal entrepreneurs in the informal sector.

6.3 Recommendations

Based on the findings of the study, the following recommendations are made:

First, the government should bring out clear policies at addressing the challenges of informal entrepreneurs in the informal sector rather than seizing their goods and beating them up to the point of death. There should be a policy to address the needs of informal entrepreneurs and not a policy that is geared towards harassing them.

Secondly, there should be an enforcement of existing regulations to prevent these foreigners from operating in the informal economy.

Thirdly, it is essential that policymakers determine what commercial and labour regulations are suitable to informal self-employment. Also, the state of intervention within the Ghanaian economy should be increased in order to prevent enterprises or businesses from informally starting their businesses. It is also to facilitate the formalisation of these businesses not only through the provision of business advices and providing of support but also the availability and provision of finances to enable them to start up their businesses formally

In addition, there should be the introduction of more educative programs to educate individuals on their rights in Ghana. This will help to instill confidence in each and every Ghanaian enough to take the needed action when the need be, thereby boosting their self esteem.

One possible approach is to also eradicate the manner in which queen mothers collect the goods of their counterpart traders. At least, the percentage put on the wares of newly initiated traders should be minimised to 1% so that they can also get some profit from what they sell. Those caught on collecting the 10% on the wares of the newly initiated traders should be punished. This would help to elicit behaviour change on these institutions.

Finally, though the majority of informal entrepreneurs have not received formal education, there is the need to educate them by creating awareness on the importance of business formalisation. This will help to eradicate the mindset informal entrepreneurs hold on running a formal business.

6.4 Future Directions for Research

The study recommends that future research could be directed at extending the scope of the study to explore the challenges and prospects of informal entrepreneurs. Again, other researchers could employ a quantitative approach as this study used a qualitative approach. Finally, researchers could assess the relationship between formal and informal institutions on informal entrepreneurship in Accra.

6.5 Chapter Summary

This chapter gave a summary of the research, starting from the main objective of the study to how it was realised. It further concluded on the study by pointing out the findings derived and elucidating how the questions stated for the research were answered. The study also pointed out some recommendations for policy implications and gave directions for future research.

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APPENDIX I: INTERVIEW GUIDE

UNIVERSITY OF GHANA BUSINESS SCHOOL

MASTER OF PHILOSOPHY IN MARKETING

QUESTIONNAIRE

Dear Participant,

This questionnaire is specifically designed to help the researcher to evaluate the "challenges and prospects of informal entrepreneurs in Accra; drawing lessons from Agbogbloshie". This questionnaire is part of the requirement for the award of an MPHIL Degree in Marketing, hence making it a purely academic exercise. Your input is very essential and will be given very high confidentiality.

In the case of any comments or queries in relation to this study, you can contact me on the number 0246041991 or e-mail at gertrudemensah53@gmail.com. Thank you

SECTION A: PARTICIPANTS PROFILE

1. What is the name of your trading activity?
2. What is your gender?

   Male ( ) b) Female ( )
3. What is your Educational Qualification?

   a) SSCE ( ) b) Diploma ( ) c) HND ( ) d) Bachelor ( )

   e) Masters ( ) f) Others……………………………………………..

4. What is your age?

   a) 20-30 yrs ( ) b) 31-40 yrs ( ) c) 41-50 yrs ( ) d) 51-60 ( )

5. Nationality: ………………………………………………………….

6. What is your Marital Status?

   a) Single ( ) b) Married ( ) c) Widowed ( ) d) Divorced ( )

7. How long has your business been in operation?

   1-5 ( ) 6-10 ( ) 11-15 ( ) 16-20 ( ) 31-35 ( ) above 35 ( )

8. Which sector does your business conduct trade in?

Wholesaling ( ) Retailing ( ) Manufacturing ( ) Services ( )

9. Is your business registered? Yes ( ) No ( )

10. If not, why haven't you registered?

11. Do you have employees who work for you?

    Yes ( ) No ( )

12. If No, whom do you work with?

13. Do you pay those who work for you?

    Yes ( ) No ( )

SECTION B: CHALLENGES AND PROSPECTS OF INFORMAL ENTREPRENEURS IN AGBOGBLOSHIE

1. What is your understanding of the informal sector?
2. Have you formerly worked before?
3. If yes, were you satisfied with the salary?
4. If No, why?

5. What are some of the reasons that made you operate in the informal sector? Is it still a factor?
6. What problems have you faced in working in the informal sector? Which of these problems still recur? Which of these has/have reduced/eliminated?
7. What are the underlying institutions that pose a challenge to you in this sector?
8. How have you personally addressed the challenges you have faced?
9. Do you see an improvement in your revenue from the time you started a business? For example: has it increased, decreased, remained the same, not sure?
10. Do you see an increase in the number of people joining the informal sector daily? For example: has it increased, decreased, remained the same, not sure?
11. How do you see informal sector activities as a reaction to safety net or employment opportunities?
12. What are the possibilities of the informal sector to economic growth?
13. Where do you see your business in the next year? In the next five years? The next ten years?

APPENDIX II: CROSS CASE ANALYSIS TABLE

ANALYSING THE FINDINGS ACROSS CASES

	AG 1	AG 2	AG 3	AG 4	AG 5	AG 6	AG 7	AG 8	AG 9	AG 10	AG 11	AG 12	AG 13	AG 14	AG 15	AG 16	AG 17	AG 18	AG 19	AG 20	AG 21	AG 22	AG 23
Lack of formal Education as a Motivation to Informal education	✓	✓	✓	✓			✓	✓		✓	✓	✓			✓		✓	✓	✓	✓	✓	✓	✓
Nature of business Activity as a motive for informa L entrepreneurship	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Harassment by city Authorities as a Challenge for infor mal entrepreneurship	✓	✓			✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Activities of Queen mothers			✓	✓	✓	✓	✓				✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓

As a constraint To business ex pansion																							
Invasion of coun terfeit goods as a Constraint to Traders profitabi lity		✓		✓			✓	✓			✓		✓	✓	✓	✓	✓			✓			✓
Low-self esteem As a constraint for Curbing Informal entrepreneurship	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓	✓	✓			✓
Branding as A strategy For curbing Invasion of Ounterfeit goods		✓											✓	✓		✓		✓					
Informal entrepreneurship Serves as an employment opportunities	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓