

Risk Financing Techniques and Business Survival among Electronic Dealers in Lagos State, Nigeria

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ABSTRACT

Risk financing is a critical element of a resilient future and important metrics in preservation of lives, property and business. This study assesses the relationship between risk financing techniques and business survival among small and medium size enterprises using electronic dealers at Alaba International Market, Ojo, Lagos as a study sample. The study adopted a convenience sampling technique with the population that consists of the total number of electronic dealers at the market; simple regression statistical technique was employed and the result affirms the prominence of risk financing techniques in the survival of business of electronic dealers in Lagos, Nigeria. Recommendations from the study include packaging of insurance services to attract business owners and to make insurance products affordable to improve on their behavioural attitudes to risk.

Keywords: Risk financing techniques, risk retention, risk transfer, business survival, SMEs

1.0 INTRODUCTION

Small and medium Sized enterprises (SMEs) are vehicle that stimulates the essential economic drive of any developed or developing economy (Ajemunigbohun, Isimoya, & Elegunde, 2020; Dayour, Adongo, & Kimbu, 2020; Ledwin & Watson, 2019). Past researchers such as Alaka, Ajemunigbohun & Balogun (2022), Anokwuru & Wike (2021), Ibiwoye, Mojekwu & Dansu, (2020) posit that about ninety percent of enterprises are small and medium sized which make up for 60 percent of the employment opportunity in the private sector of any economy and recapitulate the contributing share of SMEs in business activities and employment creation within the continent of Africa to be around 90

percent and 50 percent respectively, an prospects that can be extensively annexed only if the various exposures the accompany the various opportunities handled efficiently and effectively.

Risk financing techniques are necessary financial mechanism which involves combinations of risk transfer and risk retention for safety of lives, properties and businesses. Risk transfer technique such as insurance remains essential to the progress of business activities in the world, with emphasis on small and medium-sized enterprises (Ajemunigbohun & Adeoye, 2018; Chatterjee & Wehrhahn, 2017). SMEs according to Adeosun, & Shittu, 2019; Muriithi, 2017; Morina & Gashi, 2016 are fundamental developmental section for progress of every nation's economy and realisation of anticipated growth which are commonly manifest in the private sector of the economy by creation through jobs and foster prosperity.

Survival of SMES is linked with the agility of a business entity to persist in an enterprise pursuit in spite of demanding environmental components (Barnabas, Nwuche, & Anyanwu, 2016). In many entities, survival is a desire that has the capacity to bolsters satisfaction and assist the execution of other organisational objectives. Among the many environmental components (internal or external) that affect the survival of SMEs, risk management practices play a major role. According to Amah (2017) and Nwokolo & Onuoha (2021), effective risk management techniques provide continuity in business pursuits which is essential for companies to carry on its desirable organisational objectives

SMEs have been in existence in Nigeria business environment for a long time, yet it appears most of the operators of the industry have not been able to put into consideration risk factors involved in sustaining the survival of the industry. Furthermore, it seems the government policies guiding day to day running of the industry are not appropriate, considering the nature of the Nigerian business environment. Earlier researchers identified some problems that operators and owners of SMEs encounter to include: inability to properly identify risk, poor valuation of risk and control systems, lack of adequate knowledge of financial management and erratic nature of Nigeria business environment. All this necessitates the need to evaluate the relationship between risk financing techniques and business survival with the objectives to identify the various techniques applied for risk management, assess the relationship between risk retention techniques and survival and evaluate the effect of risk transfer techniques on survival among electronic dealers in Lagos, Nigeria.

2.0 LITERATURE REVIEW

Risk is defined as element or activity that causes entity to fail its business objectives (Turner, 2010 also quoted in Obalola, & Ajemunigbohun, 2017). It is also depicted as an element which may deeply influence business objectives in a way that can may have deviating consequence on both predicted and unforeseen situations in business capital and earnings (Gwangwava, Manuere, Kudakweshe, Tough, & Rangarirai, 2014).

Vichitdhanadadee, Wilmshurst and Cliff (2009) postulated that the continued existence and achievement of SMEs depends on the continuous improvement of their

performance by sustaining sufficient resources including employee and updated information towards improving on business benefits.

Shibia and Barako (2017), in studying determining factors of micro and small enterprises growth in Kenya, established that the approaches small business proprietors embrace to access funding, experience, education, and infrastructural provision are among other elements that affect their survival. The study adopted agency theory which is the obliging bond that develops as soon as an economic agent (the principal) bequests right to an entity (the agent) to act on behalf of the principal in which the welfare of the principal will be affected by the decisions of the agent (Arrow, 1985; Wright, Mukherji, & Kroll, 2001). From the agency theory, there subsist the agency risks which surface when the principals who may be stakeholders or financiers engage agents (e.g., workforces or directors) to act on their behalf.

Agency problems spring out of an agency theory, which, according to Fekadu (2015), is delineated as a situation where agents always pursue self-interest at the detriment of the principal's welfare. As such, the principal (policyholder) might incur a cost tagged-agency costs (i.e., the principal's value loss experienced in monitoring the agent's activities). Feinman (2018) reiterates that agency problem and opportunism are two comprehensive issues relatively advantageous to the insurer in risk financing. He maintains that the agency problem gives room for opportunistic behaviour. Feinman (2014) earlier posited that whenever an agency problem arises, the insurers' responsibilities in reference to claim become vague, and the insured becomes poorly placed to monitor the performance of those responsibilities. According to Fadun (2013), agency problem occurs when an agent conceals information and controls firms in their own interest. Feinman (2016) reiterates that balance response is required in dealing with false swearing principles when focusing on agency problem and opportunism concerning the parties in an insurance contract.

However, for every agency problem, agency cost is incurred. Jerzemowska (2006) defines agency cost as a sort of transaction costs incurred in connection with how an organisation is coordinated. He reiterated that the rationale behind incurring these costs is the assurance that managers' actions will be in the stakeholders' optimal interest. Thus, Daniel (2018) had remarked that remedy provisions for agency costs may be established through application of effective managerial monitoring. The possible incentives in an agency-problem come up with the agent affecting certain tasks of the principal by taking decisions or actions, which seem to have some consequences on wellbeing of both of them. Feinman (2018) remarks that the dynamic nature of risk financing decisions presents agency problems in a situation whereby each person in insurance contract employs their discretionary intent in its survival without respect for contractual commitment and instead acts in its interest.

3.0 EMPIRICAL REVIEW

Several surveys existed both within and outside Nigeria to recognise risk financing techniques and how they are in relations to insurance companies and other areas of

endeavors (Al Qubtan et al., 2021; Bashaija, 2022; Diaz & Sanchez, 2016; Offiong, Udoka, & Bassey, 2019; Pitchaya & Widya, 2020).

Zoghi (2017) in an attempt to investigate the present situation of risk management in Turkey examined the connection between risk management practices and SMEs. The study sampled 192 respondents, gathered relevant information via the questionnaire and employed Chi-square test and cross-tabulation in the statistical analysis of collected data. His findings revealed a relationship and association between the variables in many cases.

Van den Boom (2019) carried out an empirical analysis of financial risk management in Dutch SMEs using a descriptive research design. Data was collected through a questionnaire approach with 97 cases selected during the period from 2013 to 2016. Responses for the study were gathered from those involved in trading, servicing, logistics, engineering, construction, trading, and auditing which show that determinants of the level of financial risk management in the Dutch SMEs were estimated by the level of education of the risk manager and the degree of decentralisation.

Chakabva, Tengeh, and Dubihlela (2021) investigated factors constraining effective risk management in emerging market in South Africa. The study engaged questionnaire, as a research instrument, in the collection of data, with 320 responses from FMCG. The findings of the study disclosed the importance of both tangible and intangible resources in the efficaciousness of risk management among SMEs in South Africa and concluded that owner and manager must focus attention on both intangible and tangible resources, which could have positive impact on risk management.

Aduloju and Akindipe (2022) in an attempt to ascertain the effect of risk control techniques on organisational performance among ten major clustered markets in Lagos, comprising of oil and gas, manufacturing, servicing, and general merchandised companies, adopted survey research design and used convenience sampling method. A regression technique was employed for the data analysis. The study proved that there is a progressive correlation between risk control techniques and SMEs' performance in Lagos State and suggested that SMEs should increase its risk appetite to improve efficient management of their businesses.

4.0 METHODOLOGY

The study adopted a cross-sectional survey research design to provide for data collection from a number of subjects within the same timeframe, and at a single point in time. The method was employed to free the results of the study from bias so as to produce the least margin of error with increased trust in the precision of data collected and thus provide results that are judged to be credible.

The population of this study consisted of the total number of electronic dealers at Alaba International Market in Ojo, Lagos State. This market is one of the largest electronics market in Nigeria

The study adopted convenience sampling technique based on the availability and readiness of the respondents to complete the research instrument. Data for this study were collected through questionnaire due to its suitability to the design of the study with regards

to its wider coverage. A total number of one hundred and seventy (170) copies of questionnaire were distributed among electronic dealers in the Market, out of which 125 copies were properly filled, useful, and relevant for data analysis, making 74 percent response rate. Simple regression technique was adopted as the analytical tools **for** the purpose of achieving the set objectives in this study.

4.1 Data Analysis and Results

Table 4.1: Respondents' Perceptions of Bio-Data of the Business

Variables	Options	Number of Respondents	Percentages
Gender	Male	90	72
	Female	35	28
Ages	18 <30	19	15.2
	30 < 40	37	29.6
	40 < 50	49	39.2
	50 < 60	16	12.8
	60 & above	04	3.2
Education	SSCE/NECO	48	38.4
	OND	34	27.2
	HND/BSc	19	15.2
	MSc	08	6.4
	Others (primary, professional, etc.)	16	12.8
Business Size Classification	Small	33	26.4
	Medium	71	56.8
	Large	21	16.8
Risk Management Guidelines	Yes	46	36.8
	No	79	63.2

Source: Field Survey, 2023

The analysis on Table 4.1 reveals that 72 percent of the respondents were male, while 28 percent were female. This indicates that a majority of electronic dealers in Alaba International Market are male. The majority of the respondents' ages were both 29.6 percent and 39.2 percent for ages 30 years but less than 40 and 40 years but less than 50 respectively; those respondents of 18 years but less than 30 recorded 15.2 percent while aged 50 years but less than 60 were 12.8 percent; 3.2 percent was recorded for respondents aged 60 years and above. For education qualification, 38.2 percent represented those respondents with SSCE/NECO and 27.2 percent was for OND, 15.2 percent was recorded

for HND/BSc holders; 6.4 percent for MSc; and 12.8 percent for others. The business size classification of the electronic operators shows that majority were medium, representing 56.8 percent, while 26.4 percent was recorded for small business, 16.8 percent were said to be large business. As for the risk management guidelines, majority of the business investigated revealed that there was no risk guidelines on their part.

4.2 Analysis of Data

In order to test the hypothesis that there is no relationship between risk retention techniques and survival of the electronic dealers in Lagos State, regression analysis was carried out and the results are shown in the tables below:

Table 4.2: Simple Regression Results for Risk Retention Techniques vs. Business Survival

4.2a. Model Summary

	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.283 ^a	.079	.060	.95431

a. Predictors: (Constant), Risk Retention technique

4.2b. ANOVA^a

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.570	1	3.570	3.921	.054 ^b
	Residual	40.982	45	.911		
	Total	44.552	46			

a. Dependent Variable: Business Survival

b. Predictors: (Constant), Risk Retention technique

4.2c. Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.604	.490		5.310	.000
	Risk Retention technique	.283	.143	.283	1.980	.054

a. Dependent Variable: Business Survival

Source: Authors' computation, 2023

Table 4.2, shows a positively low relationship between risk retention technique and business survival. Value from R square revealed that about 7.9% variation in electronic

dealers' business survival is explained by risk retention techniques, meaning that 92.1% of the business survival enjoyed by the electronic dealers comes from factors other than risk retention techniques and The Adjusted R square at 6.0% shows that a true variation in business survival is explained by risk retention techniques. The result in table 4.2 is statistically insignificant at (p-value = 0.54) as seen in the ANOVA, which is greater than the 0.05 confidence interval used in this study. A value greater than 1 shows that F-ratio yields an efficient model but 3.921 F-ratio indicates that this model is not very efficient.

Table 4.3: Simple Regression Results for Risk Transfer Techniques vs. Business Survival

4.3a. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.365 ^a	.133	.114	.92637

a. Predictors: (Constant), Risk Transfer Techniques

4.3b. ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	5.934	1	5.934	6.915	.012 ^b
Residual	38.618	45	.858		
Total	44.552	46			

a. Dependent Variable: Business Survival

b. Predictors: (Constant), Risk Transfer Techniques

4.3c. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.307	.486		4.746	.000
Risk Transfer Techniques	.393	.150	.365	2.630	.012

a. Dependent Variable: Business Survival

Source: Authors' computation, 2023

The regression analysis presented in table 4.3 shows that the relationship between risk transfer technique and business survival is positively low. The model also shows that only about 13.3% variation experienced by electronic dealers' business survival is responsible for risk transfer techniques. This means that 86.7% of the business survival

enjoyed by the electronic dealers comes from factors other than the predictor used in this model (risk retention techniques). The generalisation of the results (Adjusted R square) indicates that 11.4% of the variation in business survival is explained by risk retention techniques (all risks insurance, business interruption insurance, credit insurance). The result in table 4.3 is statistically significant as shown in the ANOVA table (p-value = 0.01) which is less than the 0.05 confidence interval adopted in the study.

5.0 CONCLUSION AND RECOMMENDATIONS

Findings from the study revealed that risk financing techniques have positive and significant effects on the survival of electronic dealers in Lagos, Nigeria. They also show that if risk financing techniques are well managed, they will play a vital role in impacting the survival of SMEs. The responses gathered proved that if risk financing techniques are effectively implemented they will adequately boost the capacity of SMEs. Thus, insurance providers in Nigeria should create more awareness about the benefits that SMEs can derive when they transfer their risk and emphasis on the risk management substitutions so as to greatly motivate the electronic dealers and other business financiers to buy risk management services.

This study recommends that insurance education must be prioritized to change the psychological and sociological belief of the people and attract them to insurance as a tool to manage their risks. More so, insurance companies in Nigeria must rebrand insurance business to be attractive and reasonably priced to business operators/owners so as to improve their behavioural risk attitudes. Electronic dealers in Lagos State must be encouraged to transfer their aspiration to manage risk off to the insurance companies for suitable commercial security.

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