

Light Entrepreneurship and Customer Funded Business Model

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ABSTRACT

This study investigated the light entrepreneurship and customer funded business model among African Nations. The study adopted analytical cross sectional design and correlation design. Randomized quota of entrepreneurs practicing customer funded business with systemization of passion on light entrepreneurship from five were selected Africa Nations on basis of accidental sampling technique and quota sampling method. A total population of 1000 and sample size of 286 was determined using Slovin's Formula at 0.05 level of significance. The 286 copies of questionnaire were administered, only 257 was deem fit after processing, retriever, coding and cleansing. The Parallel reliability was used to determine the consistency of the instrument that results to 96.10 (0.961). Five research questions and five hypotheses were raised which was tested with non-parametric measurement using Kendall's tau_b because of its monotonic function via SPSS 25 version. From the findings, light entrepreneurship strongly correlates with the customer funded business model. Hence, passionate light entrepreneurs significantly facilitate the effectiveness and efficiency of match-maker, pay-in-advance, subscription, scarcity and service-to-product. Hence, it was revealed that the alternate hypotheses were accepted. Based on the findings and conclusion, this study contributes to the knowledge that passion is a vital code to assess the viability of light entrepreneurship in full scale. Light bulb and social entrepreneurs keep the fire of passion burning to avoid entrepreneurial exist. It could be recommended that light entrepreneurs should focus on their passion as drive to achieve their goals. More so, subscription, pay in advance and service to product and match making should be utilized in businesses with complexity in the long-term.

KEYWORDS: Light Entrepreneurship, Passion, Customer Funded Business, Match Maker Model, Pay-In-Advance Model, Subscription Model, Scarcity Model, Service-To-Product Model

1.1. Introduction

Entrepreneurs in Africa are not very much conversant with adopting changes in the macro and micro enterprise. The future would look very bright if entrepreneurs can synchronized with part-time entrepreneurship, serial entrepreneurship, yellow entrepreneurship, lean entrepreneurship, agile entrepreneurship, therapeutic entrepreneurship and light entrepreneurship to achieve corporate goals. Most worrisome is the neglect of light entrepreneurship to boost the socio-economic flow of value creation and wealth creation by entrepreneurs. Most interestingly, the light entrepreneurship would be efficient and effective if screwed with customer funded business by John Mullins (2014) as discussed in his book “Start, Finance, Grow Your Company with Your Customers Cash”.

Mullin (2005-2015) began a curious investigative research on exploring how enterprise can be independent in terms of fund raising without borrowing, venture capital and capital financing. Entrepreneurs always have difficulty on how to start-up an enterprise. The problem of starting a business in Africa has been of great concern among the stakeholders in all dimensions. Africa market and economic has been affected by high inflation rate, interest rate, discount rate and exchange rate from over decades. This has melted the financial institutions for meeting up financially with market demand on the supply of cash flow that would commensurate client needs.

This means that the start-up syndrome, financing and growth of the customer lie in the methods of leverage either in debt or equity. The growth of every micro and macro enterprise is very significant to every nation, because the dependability of budgeting, gross domestic product, gross national product, national income and per capital income lies on it. This is while customer funded business is very necessary and should not be a matter of joke by entrepreneurs.

Customer funded business is pivoted in five models that focused on match-maker, pay-in-advance, subscription, scarcity and service-to-product (Mullins, 2015). The customer funded business model provides solution for direct financing to the enterprise by utilizing the customer funds or payment method as an opportunity and competitive edge advantage. The risk associated with the customer funded business is very minute because the porosity and volatility is being mitigated by the model. The customer funded business model makes the entrepreneurs to be hopeful and confident in merchandizing operations.

Entrepreneurs that embarked on the customer funded business model have advantages and benefits on fund generating using the client or customer. Nevertheless, therapeutic entrepreneurs should adopt the customer funded business model as therapy to mitigate threat and worrisome situation on their livelihood. This demonstrates how customer funded business can boost the healthiness, wellness, life satisfaction, wellbeing and quality of life in the short-term and long-term (Ovharhe, 2022). Customer funded business can encourage entrepreneurs to venture on more reliable risk without fears, embedded learning and action learning. Africa in general, most especially in Nigeria, South-Africa, Kenya, Morocco, Rwanda and Egypt has good entrepreneurial foundation to commerce customer fund business model. With the product and services in their stock market shows good platform for adopting and integrating the customer funded business model.

The application of customer funded business model enhances free flow and speed in the enterprise activities (Ovharhe & Okolo, 2022). The customer funded business model facilitates transaction from the angle of supply chain management system, consignment inventory

management system and enterprise requirement planning (Ovharhe, Ahunanya & Woko, 2022; Ahunanya, Ovharhe, Emenike & Otto, 2022a; Ahunanya, Ovharhe, Emenike & Otto, 2022b). The authenticity of this free flow and speed in the enterprise should be taken as competitive advantage by Africans in the micro enterprise such as the small and medium scale (Kianto & Waajakoski, 2010). The convenience means by entrepreneurs inculcating the customer funded business in Africa countries is to practice light entrepreneurship.

Light entrepreneur is a passion oriented form of entrepreneurship. It is very easy in practice, less risky, less costly, less logistics among others (Kalogiannidis, 2020). Light entrepreneurship is a new form of entrepreneurship that does not require the entrepreneurs to encompass stressors, rather the burden of the work is transferred to the stakeholders in the business chain (Suomi.fi, 2022). Light entrepreneurs do not required to get an office, pay tax, involved in invoicing and advertisement of the product and services (Vero.fi, 2022). Light entrepreneurs just need to take advantages of the customer funded business model to achieve her entrepreneurial dreams, passion, vision and vision. Entrepreneurs can be in their official or corporate merchandizing activities and be understudying a new business port folio by utilizing the principles of light entrepreneurship. In light entrepreneurship, the entrepreneurs and intrapreneurs do not need an ID card; get registered with the stock exchange commission (SEC) and corporate affairs commission (CAC).

Light entrepreneurship can operate with their passion on several platforms such as light bulb entrepreneurship and light social entrepreneurship. The light bulb entrepreneurship is the creation of bright bubbling atmosphere were cohort of experience entrepreneurs rubs mind on sustainability, survival and success opportunities in the business environment. Whereas, light social entrepreneurship operates as the name implies in the field of entrepreneurship. It focuses on the attribute of social entrepreneurship (Chibuike and Ovharhe, 2022).

Light entrepreneurship is highly needed in Africa and sub Sahara part because of the level of high unemployment and non-cash flow in the economy for venture capital. Hence, this research set to close the knowledge gap that exists between light entrepreneurship and customer funded business in micro enterprise among African nations.

1.2. Objective of the Study

The following specific objectives were explored as itemized beneath.

- i.** To explored the association between passionate light entrepreneur and matchmaker among micro firms
- ii.** To explored the association between passionate light entrepreneur and pay-in-advance among micro firms
- iii.** To explored the association between passionate light entrepreneur and subscription among micro firms
- iv.** To explored the association between passionate light entrepreneur and scarcity among micro firms

v. To explore the association between passionate light entrepreneur and Service-to-Product among micro firms

1.3. Research Questions

Prior to the specific objectives, the following research questions were stated.

i. What is the association between passionate light entrepreneur and matchmaker among micro firms?

ii. What is the association between passionate light entrepreneur and pay-in-advance among micro firms?

iii. What is the association between passionate light entrepreneur and subscription among micro firms?

iv. What is the association between passionate light entrepreneur and scarcity among micro firms?

v. What is the association between passionate light entrepreneur and Service-to-Product among micro firms?

1.4. Hypotheses

In alliance with the research questions and specific objectives, the null hypotheses were raised.

Ho_i: There is no significant association between passionate light entrepreneur and matchmaker among micro firms

Ho_{ii}: There is no significant association between passionate light entrepreneur and pay-in-advance among micro firms

Ho_{iii}: There is no significant association between passionate light entrepreneur and subscription among micro firms

Ho_{iv}: There is no significant association between passionate light entrepreneur and scarcity among micro firms

Ho_v: There is no significant association between passionate light entrepreneur and Service-to-Product among micro firms

2.1. Literature Review

2.1.1. Concept of Light Entrepreneurship

With the adoption of light entrepreneurship in Africa, difficulty in entering new business and market could be very easy. The risk of entrepreneurial exit would be details from certain product

and services. This provides an avenue for experimentation of new product development phenomena such as test marketing, product concept and prototype development (Kotler & Armstrong, 2020). Light entrepreneurship sparked breathe into any business in the micro scale before extending to large scale in the long term. To start a new business has always been difficult task because of the pitfalls and bottlenecks associated with it (Darley, 2022). Sometimes it is a game of the survival of the fittest. But passion is a factor to the sustainability, survival and success of light entrepreneurship (Zhao, 2021). While light entrepreneurship is a credible factor to the growth and development of SMEs in the short term before extending to large scale in the long term (Kotler & Armstrong, 2020). Hence, light entrepreneurship is a factor that contributes to the easy adoption of customer funded business model.

So, passion is a vital code to assess the viability of light entrepreneurship in full scale. Light entrepreneurs ought to keep the fire of passion burning to avoid entrepreneurial exist. Light entrepreneurship gives direction of modalities on entering new businesses (Walker, 2014). The entrepreneur takes time to learn from mistake and prepare for better future to face the market, competition and customer. It needs passion to illuminates the light entrepreneurship.

In light entrepreneurship you do not need to have any business ownership or structure of your own in perfecting the transaction, you can even be an informal middle man (Yung, 2018). This means that you may not have any registration number from the corporate affairs commission or belong to the stock exchange or security and exchange commission. Light entrepreneurship makes you free from those burdens, because you do not need finance business experts and accountant for transaction modalities (Vero.fi, 2022). Light entrepreneurs are being enveloped under an umbrella company which can shoulders the burden.

Light entrepreneurship is an opportunistic means of doing business passionately to satisfied entrepreneurial journey and dreams (Suomi.fi, 2022). It is a good start point that drives entrepreneurs to pursue their dreams in the long-terms. The burden of invoicing, documentation, office layout, ergonomic functions and overhead cost are weighted by the umbrella firm. Also, very interestingly, light entrepreneurs are free from withholdings tax and insurance cost.

Light entrepreneurship is one of the easy way to become an entrepreneur because it is least risky, no setup costs and no need of utilization of business identity card. Light entrepreneurs do not bothers about running cost, they just operates under the umbrella company. Light entrepreneurship is accessible to all to follow their passion. Light entrepreneurship is learning, unlearning and relearning phase for startup entrepreneurs to fulfill their dreams (Vero.fi, 2022). It is recommended for entrepreneur to learn new phase of business as concept testing and rest marketing before the launching of new product development to face the competition. Hence, light entrepreneurship can be for students, pensioner, business tycoon, workers, religious leader, disability, traumatized and those with disorder conditions.

2.1.2. Concept of Customer Funded Business

Customer funded business is totally different from the business angels, business incubator, venture capitalist and money lender (Mullins, 2014). These institutions mentions focus on the entrepreneur to raise financial funding (Jeff, 2008). Rather, customer funding business focuses more on the customer. There will be no pressure of payback period and return on capital employed unlike customer funding business that seeks on value creation for the customer and wealth creation for the entrepreneurs (Ovharhe, 2022).

The clear demarcation is that the entrepreneurs do not seek to satisfy the investor, but all attention is on the customer. Thus, the entrepreneurs only develop and design lean thinking framework to satisfy the customer (Ovharhe & Okolo, 2022). In this case, the customer is all in all in the systematic chain from the end to the beginning.

Mullin (2015) identified five model which pivot the customer funded business in any market situation that comprises of matchmaker, paying in advance, subscribing with payment, scarcity on flash sales and servicing orientation to the product.

Matchmaker Models

In Nigeria and other Africa nations, the micro enterprise utilized match-making a lot unknowingly to them by blending with the customer funded business model. Some micro enterprise liaises with Jumia, Konga, Amazon among others of their kind to align the seller and buyer together. Other major aspects are those that own truck vehicle and crushed stone or sand dump might be match make by a light entrepreneur who earns commission or based on their memorandum of understanding (Lawton & Marom, 2011).

Another ways of customer funded business in Africa is the selling of landed property or other valuable asset among buyers and sellers of interest (Kotler & Armstrong, 2020). The agent in the business is perceived as the light entrepreneurs who benefits commission with certain percentage. Light entrepreneurs also benefits from hospitality and tourism business, where the client is expected to do the financing. The light entrepreneurs have nothing to regret apart from time and expediting cost (Millins, 2020).

Customer funded business can occurs in supply chain management among the consignee and consignor also with the franchisee and franchisor. For example, in the businesses like vehicle, drilling fluid, product logistics, etcetera (Ovharhe, Ahunanya & Woko, 2022; Ahunanya, Ovharhe, Emenike & Otto, 2022a; Ahunanya, Ovharhe, Emenike & Otto, 2022b).

Pay-in-Advance Models

In Africa pay-in-advance is usually an advance deposit or payment as agreed by the parties involved. Pay-in-advance is mostly practice in Nigeria by consultants, legal team and merchant men. The pay-in-advance is very good because it makes both parties to be serious in case of litigation issues. In Africa and mostly Nigeria, South Africa, Ghana and Kenya, the pay-in-advance most be legally guided by the company policies. Before involving in such kind of transaction, both parties must study the memorandum of association and article of association of the companies involved to know the powers bestow on the participants to avoid problems in the long-run or short-run (Lantis & Wunderlich, 2018). Most micro business in Nigeria, Cameroun and Algeria preferred paying in advance of property such as equipment, television, clothing, furniture, kitchen utensils and fashion utilities (Minh-Tri, 2021).

Subscription Models

Subscription model is very necessary in Africa because of lack of statistical organized data to track defaulters of business. Subscription is payment mostly done in full on basis of daily, weekly, monthly, quarterly, semi-annually and annually. In Africa most corporate organizations subscribe to telecoms providers like MTN, Globa-com, DSTV, Airtel etcetera. Internet subscription is bona fide boom on the customer funded business parity in the whole of Africa continent (Mohd, 2012).

Subscription revealed the true identity of customer funded business model. If an entrepreneur can start-up with customer funded business on subscription, the model would be used to gain the market share as competitive edge over the others struggling to capture the market territories (Mullins, 2015).

Scarcity Models

The scarcity model or flash sales have certain restrictions by governmental agencies in most country. But, in the eye of capitalist is an avenue of generating working capital to boost her portfolio in the market environment (Lawton & Marom, 2011). In this sense, the seller buys the product or opportunities before it is down in the market. Hence, this model creates a system where demand exceeds supply in the market (Mouzas, Henneberg & Naudé, 2007). Whereby, unnecessary and excessive demand, stimulates the demand curve, creating falsehood bend light parabolic (Putnam, 2001).

Although, there will be excessive profit but it dangerous to the goodwill of the entrepreneurs because it is detriment to the client/customer wellness and wellbeing (Yung, 2018). For example, the hoarding of petroleum products and sport tickets (football match). It could even leads to cognitive dissonance with negative cog-structure (Pristl, Kilian & Mann, 2020).

Service-to-Product Models

This is among the best for light entrepreneurs, serial entrepreneur and intrapreneur because of the job creation structure among the link between products and service. The service to product has a trait of missionary selling vast numbers of goods and services (Ovharhe & Igboke, 2021). This is associated with computers, vehicles, decoders of telecommunication products, musical equipments, laboratory equipment, and complex health device and mechanical/electronics products. The good thing about service to product model is the long chain of jobs it can offer to the nation's socio-economic system by creating small and medium scale enterprising entrepreneur in light entrepreneurship, serial entrepreneurship, infopreneurship, part-time entrepreneurship, hybrid entrepreneurship and therapeutic entrepreneurship (Ovharhe, Woko & Ezeocha, 2021).

2.1.3. Light Entrepreneurship and Customer Funded Business

It is so interesting that the passion associated with light entrepreneurs can illuminate any business from the start (Vero.fi, 2022). The only factors that are needed are the passion, vision, mission and fusion to cope with the risk culture (Ovharhe, 2022). The risk culture tendency in

light entrepreneurship should not be compared to extrapreneurship, co-entrepreneurship, serial entrepreneurship, lifestyle entrepreneurship, hybrid entrepreneurship, therapeutic entrepreneurship, lean entrepreneurship among others (Ovharhe & Okolo, 2022; Chibuike, Ovharhe & Amara, 2022).

This to say that light entrepreneurship is a good recommendation for exit entrepreneurship being moderated by customer funded business. Customer funded business being newly adopted business strategy and model among Africans needs to follow the paradigm shift as illustrated and augmented by Mullins (2014). The model believed that rising of funding should be strictly being customer focused. The benefits of the customer focused are as enormous as itemized beneath;

- i. It enhance value creation for the product or services for customer suitability, branding and specification
- ii. It enable the producer not to deviate from standard
- iii. The producers and dealers owes the customer satisfaction
- iv. No thinking of venture capital, business angel and loans repayment
- v. It leads to product modification, rejuvenate, rebranding, repackaging, retooling, recurring, re-coloring and repositioning towards the customer benefits.
- vi. It builds customer relationship management, relational (external) capital, social capital, customer value and customer trust (Ovharhe, Woko & Ogolo, 2021).

It is advisable for light entrepreneurs to embark on mission to pattern their enterprise philosophy towards customer funded business in matchmaking, paying in advance, subscribing with payment, scarcity on flash sales and servicing orientation to the product (Mullins, 2015).

2.2. Theoretical Paradigm

2.2.1. Relational Social Capital Theory

Relational social capital is an external capital resource that builds bond, bridge and networking among stakeholders (i.e. light entrepreneurship and customer funded business) in mutual relationship, trust and shared value as an intangible asset with great net worth.

The elegant French sociologist Pierre Bourdieu (1930–2002) establish a credible stands on relational social capital that would strengthen light entrepreneurship and customer funded business as chain of trust, integrity, diligence and honesty (Bourdieu & Wacquant, 1992). The component trust and integrity is fundamental to light entrepreneurship. Light entrepreneurs need high level of trust and integrity to performance their business among the stakeholders involve in the transactions. If there is bridge of trust in the business, light entrepreneurs cannot function effectively. In Africa, trust is difficult to ascertain, because most business ends up in swollen headed issue or conflict. Sometimes the stakeholders involved in the business tried to outsmart one person with negative or dysfunction measures (Bourdieu, 1986).

Thus, diligence and honesty can be attributed to customer funded business. This is applicable to the firm to ensure the right specification, right placement, right quality, right quantity, right taste, right delivery and right packaging is done to ascertain the diligence and honesty of the vendor. Hence, all components can be applicable to the light entrepreneurship and customer funded business as demand may calls on trust, integrity, diligence and honesty (Horne & Mollborn, 2020).

However, Bourdieu (1994) strongly argues that relational social capital is orchestrated in mutual relationship and trust being anchor on social networking, social interconnectivity and social bond. The three dimensions of strengthen from social capital are fundamental to light entrepreneurship and customer funded business. Since, it involved less risk and high level of trust, social networking, interconnectivity and bonds should be perfected to articulate diligence in the business with all stakeholders involve because most factors are done on digital platforms nowadays (Fukuyama, 1995). This is the climax of artificial intelligence that must be enshrined on light entrepreneurship and customer funded business that needed Africans to buckles and couples up (Gannon & Roberts, 2020).

In another phase, the American sociologist James Coleman discussed social actions in alignment with relational capital on environmental and economic paradigm prior to social norms, trust, networking and individual seeking their goals (Coleman,1988). He sees certain actors as key determinant to operate the resources and potential to achieve its goals. This may be streamline to light entrepreneurs utilizing their skills, talent and competence to actualize their targeted goals (Doering & Ody-Brasier, 2021).

Also, the actors use certain innovation skills to achieved customer funded business model on match making, service to product, scarcity, subscription and pay in advance. This can easily be achieved on the basis of mutual relationship and trust because of building bond, networking and bridge on the customer (Coleman, 1990).

3. Methodology

This study adopted analytical cross-sectional study because it is based on quantitative and qualitative research being integrated with cross sectional design and correlation design. The design is used to harmonize the association and relationship among the explanatory and response variable via light entrepreneurship and customer funded business model. The targeted population is focused on entrepreneurs from five selected Africa nations (Nigeria, South-Africa, Kenya, Morocco, Rwanda and Egypt) with experience on customer funded business model and knowledgeable about light bulb entrepreneurship and social light entrepreneurship using accidental sampling and quota sampling techniques. The sample size was determined via using the Slovin's Formula which is in alignment with Taro Yamane 1967. Hence, 1000 entrepreneurs where selected accidentally, while the quota sampling was employed to choose the sample size of 286 respondents. The pilot study was based on parallel form reliability. Parallel forms reliability is a measure of reliability obtained by administering different versions of an assessment tool (both versions must contain items that probe the same construct, skill, knowledge base, etc.) to the same group of individuals. Parallel reliability uses same instrument being divided into two question sets. The SPSS statistical software was used on five point likert scale, Kendall's tau_b was adopted on basis of the non parametric model because it analysis bivariate on ordinal scale (i.e. 5 likert scale). It exhibits monotonic function as measures of association between the explanatory variable and response variable on increasing or decreasing.

4. Results and Discussions

The hypotheses were tested via non-parametric approached using Kendall's tau_b because of the bivariate nature of the analysis.

Test of Hypothesis I

Ho_i: There is no significant association between passionate light entrepreneur and match-maker among micro firms in West African entrepreneurs

Correlations

			Passion	Match
Kendall's tau_b	Passio n	Correlation Coefficient	1.000	.002
		Sig. (2-tailed)	.	.837
		N	257	257
	Match	Correlation Coefficient	.002	1.000
		Sig. (2-tailed)	.837	.
		N	257	257

From the model output above, the P-value of 0.02 is less than 0.05 alpha level of significance, while the correlation co-efficient strength is 0.837 (83.70%). This means that the explanatory variable possess the tendency to influence response variable. This is to say that entrepreneur passion on utilizing light entrepreneurship creates association of influencing match-making model by 83.70%. Thus, in the nut shell the null hypothesis was rejected, while the alternate accepted. Gannon and Roberts (2020) fathoms how social capital can influence socio-economic activities as match-making of product or services being activated by light entrepreneurs. Match making is very vital among the streams of light entrepreneurs because it is much easy and less risk to be integrated by the stakeholders involve. Vero.fi, (2022) believes strongly that light entrepreneurs are possesses passionate dream to accomplished their entrepreneurial journey which can be the bedrock of match-maker model.

Test of Hypothesis II

Ho_{ii}: There is no significant association between passionate light entrepreneur and pay-in-advance among micro firms in West African entrepreneurs

Correlations

			Passion	Advance
Kendall's tau_b	Passio n	Correlation Coefficient	1.000	.007
		Sig. (2-tailed)	.	.789
		N	257	257
	Advan ce	Correlation Coefficient	.007	1.000
		Sig. (2-tailed)	.789	.
		N	257	257

The model above portrays the probability value of 0.007 that is less than 0.05 alpha level. Moreover, the association strength revealed 0.789 (78.90%) which has the capability of facilitating pay-in-advance model of the customer funded business. More so, the strength base of passion in the light entrepreneurship displays the volume of patronage shown by customer in the pay in advance model. This makes the null hypothesis to be rejected and alternate to be accepted. In the simultaneous vein Hador(2017) seeks to cope with risk on achieving corporate goals. They believe business like customer funded in this nature of pay in advance has certain risk, but could be easily achieved in the long term because of the iota of relationship in the among the light entrepreneurs stakeholders.

Test of Hypothesis III

Ho_{iii}: There is no significant association between passionate light entrepreneur and subscription among micro firms in West African entrepreneurs

Correlations

			Light	Sub
Kendall's tau_b	Light	Correlation Coefficient	1.000	.001
		Sig. (2-tailed)	.	.902
		N	257	257
	Sub	Correlation Coefficient	.001	1.000
		Sig. (2-tailed)	.902	.
		N	257	257

The model above fine-turns the cordial relationship among light entrepreneurship and subscription model in the long term. Subscription model in Africa has been utilized in the telecoms industries such as DSTV, MTN, Globacom and Airtel. It is credible sources of customer funded business model in the long-term. The customers are well satisfied with the operandi of the model because they are surrounded by consumer advocate, tasked force and legitimate framework to issue complains. This is while the p-value is 0.001 with strength of 0.902 (90.20%) which is very awesome for any business of this nature. Kianto and Waajakoski (2010) discussed how intellectual capital as form of intangible asset could be used as mutual trust on time of patronage. Light entrepreneurs should build framework of trust to facilitate subscription in their merchandizing functions. Suomi.fi (2022) fine-tune means in which light entrepreneur can achieved their growth with passion they possess in the enterprise operations towards fund raising to accomplished her dreams.

Test of Hypothesis IV

Ho_{iv}: There is no significant association between passionate light entrepreneur and scarcity among micro firms in West African entrepreneurs

Correlations

			Passion	Scarcity
Kendall's tau_b	Passio n	Correlation Coefficient	1.000	.000
		Sig. (2-tailed)	.	.911
		N	257	257
	Scarcit y	Correlat ion Coeffici ent	Correlation Coefficient	.002
Sig. (2-tailed)			.911	.
N			257	257

Warmth and friendly relationship among the passion on business by entrepreneurs in alignment with the scarcity model is very strong and high because of the belief system of Africans. The model could be abuse to a high extent that it's might affect micro economics and macro economics. The p-value of 0.000 with 0.911 (91.10%) makes it a questionable tendency. Entrepreneurs practice the scarcity model, but it seems detriment to the business cycle that affected the interest rate, inflation rate and exchange rate. This is because Africans lacks the facilities like storage, control devices and plan-production schedule to monitor situation under predictive measures. Bekanwah, Uboegbulam and Miidom (2020) study examined the relationship between relational capital and business growth of manufacturing companies in Nigeria. They acclaim it to the fact that model like customer funded business is very vital for growth because of the relationship build in long-term.

Test of Hypothesis V

Ho_v: There is no significant association between passionate light entrepreneurship and Service-to-Product among micro firms in West African entrepreneurs

Correlations

			Passion	Service
Kendall's tau_b	Passio n	Correlation Coefficient	1.000	.014
		Sig. (2-tailed)	.	.704
		N	257	257
	Servic e	Correlat ion Coeffici ent	Correlation Coefficient	.014
Sig. (2-tailed)			.704	.
N			257	257

The symmetrical coordinate among the passionate light entrepreneurship and service-to-product result to the rejection of the null hypothesis, because the P-value of 0.014 with 0.704 (70.40%) reveals how the explanatory variable override the response variable. This fingered while Africans do not take much advance of the service to product in the field of mechatronics, jewelries, vehicles, among others. Though, there are service oriented entrepreneurs in Africa, but it is not adopted on the trench of customer funded business. Light entrepreneurs have to wake up and dive into these symmetrical opportunities to stimulate volume and frequencies of patronage. Hidalgo, Monticelli and Bortolaso (2021) postulated that symmetrical relationship built mutual trust among light entrepreneurs on service to product venture. Thus they focused more on social enterprises but it's more applicable to light entrepreneurs. Walker (2014) added that the love and passion of entrepreneurs in service to product will sustain their proficiency in profitability, productivity and mutual benefits.

5. Conclusions, Recommendations and Contribution to Scholarship

5.1. Conclusion

Using the Kendall statistic, all the hypotheses in the model were above 0.6 (60%) association among passionate like entrepreneurship influence on match making, subscription, pay in advance, scarcity and service to product. The output of the research revealed that there are positive correlates among the explanatory variable and response variables. This means that light entrepreneurship has significant correlates on customer funded business model.

5.2. Recommendations

1. Light entrepreneurs should focus on their passion as drive to achieve their goals.
2. Subscription, pay in advance and service to product and match making should be utilized in businesses with complexity in the long-term
3. Scarcity model should be applied with caution so it will not affect socio-economic activities and detriment to society at large

5.3. Contribution to Scholarship

-Business and companies law should recognized light entrepreneurship as a light conceptual entity

-Light entrepreneurship sparked breathe into any business in the micro scale before in the long term extends to large scale

-Light entrepreneurship is a factor to customer funded business. While light entrepreneurship is a credible factor to the growth and development of SMEs in the short term before extending to large scale in the long term. Hence, light entrepreneurship is a factor that contributes to the easy adoption of customer funded business model.

-Passion is a vital code to assess the viability of light entrepreneurship in full scale.

Light bulb and social entrepreneurs keep the fire of passion burning to avoid entrepreneurial exist.

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APPENDIX A QUESTIONNAIRE

Name: -----

Business Characteristics: -----

Location: -----

INSTRUCTION: Please tick appropriately in the boxes provided

SOCIO-ECONOMIC CHARACTERISTICS OF RESPONDENCE

a. Gender: male Female

b. Age: 18-25 26-35 36-45 46-55 55 and above

c. Status: Married Single Widowed Divorced
Separated

d. Occupation: Student Farming Artisan Private Enterprise
Trading Civil/public service Unemployed Security Personnel
Others.....

e. Educational Qualification: Post graduate Tertiary Secondary
Primary None

f. How long have you lived in Obio-Akpor LGA?
1-10 years 21-30 years

11-20 years

31years and above

g. Religion: Christianity

Traditional Religion

Islam

Others

SECTION B

CATEGORY A: LIGHT ENTREPRENEURSHIP

Please indicate by ticking any of the following that is applicable

S/N	Passionate Light Entrepreneur	STRONGLY AGREE	AGREE	UNDECIDED	DISAGREE	STRONGLY DISAGREE
1.	Light bulb entrepreneur shows the brightness of firms mission					
2.	Light social entrepreneur is good for developing nations					
3.	Visionary entrepreneur promote the strength of the enterprise in the future					
4.	Trait entrepreneur is an advantage to ethnicity in business					

CUSTOMER FUNDED BUSINESS

A	Match-Maker	STRONGLY AGREE	AGREE	UNDECIDED	DISAGREE	STRONGLY DISAGREE
1.	There is social bond in match making					
2.	Match making is pivoted on trust					
3.	Match making is less risk in business					
4.	Match making do not need venture capital					

B	Pay-In-Advance	STRONGLY AGREE	AGREE	UNDECIDED	DISAGREE	STRONGLY DISAGREE
1	Business angel is not needed in this model					
2	This model fine-tune					
3	Pay in advance stimulates demand and supply coordinates					
4	Pay in advance assist business owners with high equity on leverage					
C	Subscription	STRONGLY AGREE	AGREE	UNDECIDED	DISAGREE	STRONGLY DISAGREE
1	Subscription ascertain the enterprise on its market quota					
2	Subscription is beneficial in operational and strategic plans					
3	Subscription enables firm to determine their competitive parity					
4	Subscription gives competitive advantage to enterprise					
D	Scarcity	STRONGLY AGREE	AGREE	UNDECIDED	DISAGREE	STRONGLY DISAGREE
1	Scarcity is good when there are demands					
2	Scarcity can be detriment when there are no supply chain					
3	Scarcity model has high internal return of investment if properly plan					

4	Scarcity is best at strategic alliance					
E	Service-to-Product	STRONGLY AGREE	AGREE	UNDECIDED	DISAGREE	STRONGLY DISAGREE
1	The model enhance enterprise life cycle					
2	This model provides sustainability in the short term and long term					
3	Service to product boost the socio-economics of nations					
4	Service to product fine-tune the supply change of business					