Youth Involvement in ICT Informal Sector Jobs in Ile-Ife, Nigeria: Motivators, Gender Notions and Satisfaction

Michael Bamidele Onabajo, University of Ibadan, Ibadan, Nigeria
Adedeji Oluwaseun Adewusi, University of Ibadan, Ibadan, Nigeria

ABSTRACT
This article examines the motivators of gender notions and satisfaction in ICT informal sector jobs among youths in Ile-Ife, Osun state. A cross-sectional research design was employed to collect data. A total of 168 questionnaires and 30 in-depth interviews were administered and conducted on young ICT entrepreneurs. Findings revealed that socio-cultural factors such as peer group, parental influence, and social responsibilities have positively motivated youths to engage in ICT informal sector jobs. It also revealed that men were more prominent in ICT informal jobs like repairs, sales of mobile phones and computers, and women engage in the sale of rechargeable cards. Lastly, the study found that income ($\beta = 0.062$, $p = 0.003$) positively influences satisfaction with ICT informal sector jobs. The study concluded that youths are socio-culturally motivated to engage in ICT informal sector jobs. However; there are gender occupational differences in ICT informal sector jobs.

KEYWORDS
Gender, Informal Sector Jobs, Information and Communication Technology (ICT), Motivators, Satisfaction, Youths

INTRODUCTION
The National Youth Development Policy (2001) asserts that the youths are not only a foundation, but pillars of a society; their energies, inventiveness, character, and orientation define the pattern of development of a nation. They - the youth – are a particular segment of the national population that is sensitive, energetic, and active and the most productive phase of life as citizens as buttressed by child psychologists. The youth are also the most volatile and yet the most vulnerable segment of the population in terms of socio-economic, emotion and other aspects (Anasi, 2010). Furthermore, the youths serve as a good measure of the extent to which a country can reproduce as well as sustain itself. Therefore, special attention should be given to youth’s development to take advantage of opportunities for innovation, growth and economic prosperity/advancement. While it is generally believed that youthful population is an important asset for innovation and creativity in a society, the opposite could be the case if these peculiarities of the youths are not well harnessed (Gilbert & Eyring, 2010).

Meanwhile, a great vision of successive governments in Nigeria is premised on becoming one of the 20 most industrialized economies in the world by the year 2020. The aforementioned goal cannot be achieved if a country with over 95 million of the youthful population has over 70% of persons in this category unemployed (NBS, 2013). However, the attainment of this aspiration hinges on the extent to which the country is able to create and nurture, a competitive and adaptive human
resource base, responsive to the rapidly industrializing and globalizing economy. Equally is to remind ourselves that the Millennium Development Goals (MDGs), which has metamorphosed to Sustainable Development Goals (SDG’s) include poverty eradication, zero hunger, good health and wellbeing, industry, innovation, and infrastructure, which suggests that youths should be empowered in all ramifications. However, Nigeria is far from achieving these goals as unemployment among the youths is growing uncontrollably. The informal sector constitutes a viable section of the economy within which the youth can be saved from the wrath of joblessness (Onyemachi, 2013).

The informal sector provides employment opportunities for the populace that are unable to secure wage employment in the modern sector (Adewusi, 2015). In Africa, Nigeria is leading in informal sector activities from its enormous population of about 172 million, and years of lowly economic performance indicated by rising rate of unemployment of 12.9% and increasing poverty rate of up to 54% (CBN, 2009). Schneider (2002) estimated the size of the informal sector in Nigeria to be at 57.9% of its gross national product (GNP) or equalling US$212.6 billion. Considering her size, Nigeria is only surpassed by Zimbabwe’s 59.4% or $42.4 billion and Tanzania’s 58.3% or $52.4 billion (CBN/FOS/NISER, 2001). In terms of population, financial transaction and market size, the pendulum swings in favour of Africa’s most populated country and third-largest economy, Nigeria (Onyebueke & Geyer, 2011).

Meanwhile, in the World Employment Report (2001), youths have the chance to get employed in the informal sector through the growth, application, and use of vocational opportunities in Information and Communication Technology (ICT). This has contributed tremendously to job and wealth creation, reduced unemployment rate, and strengthened the economy of the nation. Most youths find work in various private and public organizations, while others start their own ventures such as telecentres, computer training centers and cyber cafes (World Employment Report, 2005). For young people in the informal economy, micro-entrepreneurism is a bottom-up method for generating an income, self-reliance, and a new innovative path to earning a living and caring for oneself (ILO, 2002). Since business persons introduce new products and new production processes into an economy, free enterprise is generally accepted to be a necessary condition for sound long-term economic development.

More so, ICT is a radical force that reduces the barriers of entry to labour markets and the level of formality in the employment impact relationship. It removes geographic boundaries, enhances tractability in the value chain, allowing youths to vie for higher-positions due to certain skills they have acquired in technology. Olaniyi (2009) states that Information and Communication Technologies, especially mobile devices, have influenced the mini-enterprise of the rustic households positively. It has affected the socio-economic relationship of various families with an improvement in the ability to negotiate financial power and has ostensibly reduced poverty rate and the population of unemployed youths. All of these have increased people’s awareness of ICT’s potentials for trade. Fatoki & Chindoga (2011) who assert that cultural attitudes influence the business activities of a population and that the interaction between culture and indirect jobs is stronger in the case of some groups than others. However, Yusuf (2014) opined that there are two classifications of informal sector employment generation: “the atypical sector which consists of dissimilar low-grade activities like gardening, waiter, cleaner, scrap collectors (onibola), and the proper sector, comprising small-scale enterprises that relate, contend with, and depend on or complement the formal sector, which can be regarded to as modern informal sector”. The latter classification is of interest in this article.

Spector (1997) describes job satisfaction has a global emotional reaction that individuals have on his/her job. Job satisfaction has to do with a person’s perception and evaluation of his/her job. This perception is influenced by the person’s exceptional factors such as needs, values, career ladder and nature of work, among other things (Spector, 1997). Individuals evaluate their jobs on the basis of factors which they regard as being vital to them. Meanwhile, Leung’s (2011) affirms that employees who were satisfied with their job tended to have a highly permeable limit at home and a highly flexible work atmosphere. On the contrary, people who experience low job satisfaction were faced with a high
Related Content

The Effect of Choice and Announcement Duration on the Estimation of Telephone Hold Time
www.igi-global.com/chapter/effect-choice-announcement-duration-estimation/22394?camid=4v1a

A Cooperative Framework for Information Browsing in Mobile Environment
Zhigang Hua, Xing Xie, Hanqing Lu and Wei-Ying Ma (2006). Encyclopedia of Human Computer Interaction (pp. 120-127).
www.igi-global.com/chapter/cooperative-framework-information-browsing-mobile/13110?camid=4v1a

Mobile Technology and Social Identity
Virginia Yonkers (2015). Encyclopedia of Mobile Phone Behavior (pp. 719-731).
www.igi-global.com/chapter/mobile-technology-and-social-identity/130186?camid=4v1a
How Do People Use Their Mobile Phones?: A Field Study of Small Device Users


www.igi-global.com/article/people-use-their-mobile-phones/51656?camid=4v1a