
Understanding Knowledge Sharing Practices Among Retail Entrepreneurs

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Abstract: Knowledge has become a key resource for development and growth of any society because of its importance in individual and organisational lives. However, a fundamental problem that has been identified is that people often lack the desire to share knowledge, especially in a competitive entrepreneurial environment. The study investigated KS practices of female traders in a Nigerian market. Descriptive survey research design was adopted. Convenience sampling technique was used to select 380 traders and a structured questionnaire was developed to collect data. Findings reveal that the traders shared knowledge but majorly tacit knowledge through various means such as face-to-face interactions, apprenticeship, training, among others. Attitude, subjective norms, perceived behavioural control, social interaction, trust, social identification, shared language and goal, enjoyment in helping other, and reciprocal benefit have positive and significant relationship with intention of the traders to share knowledge. Intention also has positive and significant relationship with knowledge sharing behaviour (KSB), and accounted for 62.3% of the variability of KSB ($R^2=0.623$). The study contributes to the existing literature on KS behaviour by providing empirical evidence from a Nigerian competitive entrepreneurial environment. The study provides information to policy makers on factors that should be given considerations when KS is to be promoted in the workplace. This paper is one of the first pieces of empirical research that has attempted to explore knowledge sharing practices in a Nigerian business environment.

Keywords: Competitive Environment, Knowledge Sharing, Motivational Factor, Social Capital, Social Exchange, Female Entrepreneurs in Nigeria

1. Introduction

Knowledge, which has become a key resource for the development and growth of any society, has been receiving a lot of attention in the scholarly world. The attention that is being given to knowledge came from the realisation of its importance in individual and organisational lives. Knowledge is “information processed by individuals including ideas, facts, expertise, and judgment relevant for individual, team, and organisational performance” [1]. It is the insights, understandings, and practical know-how that people possess [2]. Given the fact that the society is faced with knowledge loss resulting from death, retirement, relocation, job transfer, mobility, among others, the sharing of knowledge became an important concept that is pivotal to successful knowledge management. This brings to fore the importance of knowledge sharing (KS) in human society.

The words ‘knowledge sharing’ and ‘knowledge transfer’ are often used interchangeably. KS is defined as the activities through which knowledge such as information, skills, or expertise is exchanged among people, friends, families, or organisation [3]. Wang and Noe [1] describe KS as the movement of knowledge between individual in order to help them collaborate with others to solve problems, develop new ideas, or implement policies or procedures. Hence, KS is a social interaction culture, involving the exchange of knowledge, experiences and skills. Through KS activity, knowledge (information, skills, or expertise) is exchanged among people, friends, families, communities or organisations. KS is described as the ‘supply-side knowledge management’ because people can acquire supplied knowledge through KS systems [4].

KS involves not only the sharing of knowledge by the knowledge source (knowledge donating) but also the acquisition and application of knowledge by the recipient

(knowledge collecting). Van Den Hooff and De Ridder [5] explain knowledge donating as communication based upon an individual's own wish to transfer intellectual capital, while knowledge collecting attempts to persuade others to share what they know. KS greatly improve work-quality, decision-making skills, problem-solving efficiency as well as competency [6]. It is equally a learning experience for the sharer because knowledge sharers may learn others' perspectives on the same issue being shared. Thus, KS not only improves competence of the people that are involved in the process, but also benefits the community or organisations by speeding up the deployment of knowledge. It can then be concluded that KS is a key element in the survival of any cultural system because it is the driving force for enhanced productivity, economic growth and performance.

However, a fundamental problem that has been identified is that people often lack the desire to share knowledge with other members of the community or organisation [7], especially in work settings. Trading, for instance, is competitive because it involves counter-parties, and traders engage in the profession to make income. Traders operate, competes and functions in this competitive environment, which is a dynamic external system. More importantly, the more sellers of a similar product or service, the more competitive the environment in which they compete. Studies [8-10] have pointed out that knowledge many not be shared in a competitive environment, where knowledge shared could be used to gain undue advantage of others or constitute jeopardy to self- interest (e.g. job security) or for apprehension of fear that sharing may reduce or jeopardise sales volume, profit or performance, as the case of trading. Studies have also shown that people are unwilling to share knowledge, especially when they do not have an understanding of the benefits associated with KS. People are also reluctant to share knowledge because of the fear of loss of power or control over what they have or fear of misuse of knowledge as knowledge recipient may take unjust credit for the knowledge. Lack of trust in people could also contribute to knowledge hiding. Hence, with the many benefits associated with KS, not many people are favourably disposed to it, especially in a competitive environment such as a business environment. This unwillingness of individual to share and integrate knowledge is one of the central barriers to KM. Davenport and Prusak [2] explain that KS is often unnatural because people think that their knowledge is valuable and important. Liang et al. [11] also explain that people who possess great amounts of knowledge are unwilling to share it.

Many researches have investigated KS practices of people in non-competitive environments, while little attention has been paid to this activity in environments where a lot of value and reward is attached to performance and where competition is stiff. There is the need to investigate whether people share knowledge in a competitive environment such as in markets. This study, therefore, investigated KS practices of female traders in Aleshinloye market, Ibadan, Nigeria. The study specifically investigated the factors

influencing KS among the traders in order to ascertain which factors need to be promoted to ensure effective and continuous KS among these people. Thus, the study provides answers to the following research questions:

- a) Do female traders in the market share knowledge among themselves?
- b) How frequent do they share knowledge?
- c) What type of knowledge do they share and which type of knowledge do they share most?
- d) What are the various means or ways of sharing knowledge among the traders?
- e) What are the factors that influence KS among the traders?

2. Theoretical Background, Research Model and Hypotheses

It should be noted that scholars in the social, behavioural and information sciences have studied human behaviour and activities in social environment using numerous theoretical underpinnings. Aside studies where content analysis [12] and literature review [13] were used, survey studies adopted a variety of models. Some of these previously used models for survey studies include the theory of reasoned action (TRA) [e.g. 14], modified TRA [e.g. 15], theory of planned behaviour [e.g. 16], social cognitive theory [17, 18], Delone and McLean's success model [19], social exchange theory [11, 20-24], and social capital theory [22, 25-29]. Some of these studies have been able to identify factors that influence KS intention and behaviour of various populations. While some found significant relationship among the variables and KS intention and behaviour, some did not. This calls for further investigation on some of these variables to establish their influence on KS especially in a competitive environment. This study adopts variables from the theory of planned behaviour (TPB), social exchange theory (SET), social capital theory (SCT), and motivation theory, thus providing theoretical framework for this study. Figure 1 presents the research framework of the study.

2.1. The Theory of Planned Behaviour and KS

The TPB is an improvement on the TRA with the addition of another variable, perceived behavioural control. The theory proposes that behavioural intention of individuals is influenced by attitude, subjective norms (SN) and perceived behavioural control (PBC). Numerous studies [30-33] have employed TPB in studying KSB of people. The variables, Attitude, SN and PBC are adopted from the TPB.

2.1.1. Attitude

Attitude can be expressed to be the entirety of evaluation of behaviour positively or negatively, that is, "an individual's positive or negative feelings about performing a behaviour" [34, p. 216]. It is determined through an assessment of one's beliefs regarding the consequences arising from a behaviour

and an evaluation of the desirability of these consequences. An individual who has a positive attitude towards KS is more likely share knowledge than the one who has a negative attitude. In the context of this study, attitude is the evaluation measure of behavioural belief of the traders that KS is favourable or harmful [35]. Many studies [15, 30, 35-38]

have found significant and non-significance relationship between attitude and KS. Hypothesis 1 is postulated on the basis of this argument.

H1. There is a significant relationship between attitude and KS intentions of the traders.

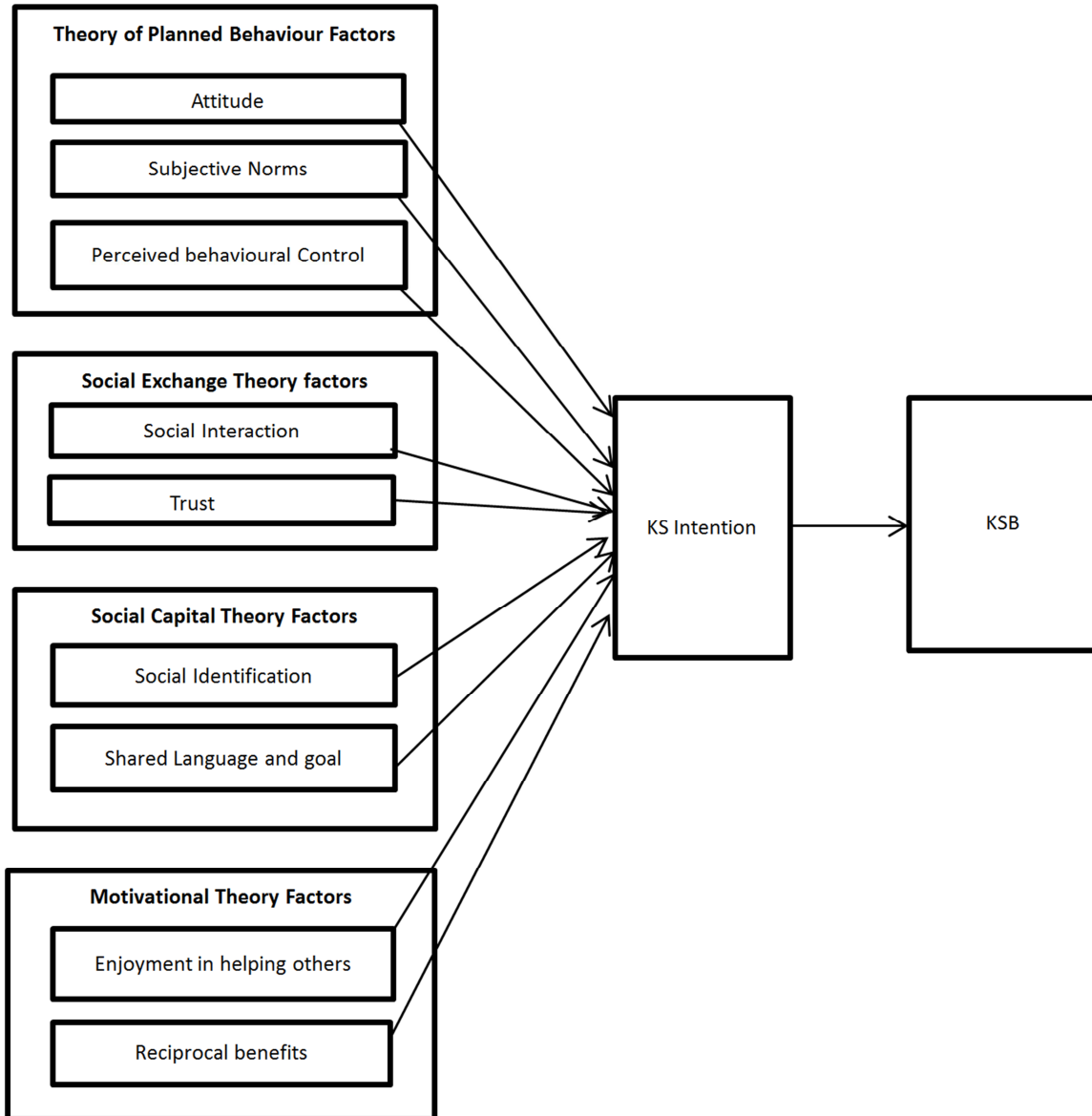


Figure 1. The Research Model.

2.1.2. Subjective Norms (SN)

Ajzen [39] described SN as the perception of general social pressure of people to perform or not to perform a given specific behaviour. SN evaluates whether an individual is willing to conform to the surrounding social pressure in its existence to sequentially perform a distinct behaviour. This implies that an individual will have a higher tendency to share knowledge if the individual perceives that conforming to the social norm is crucial [35]. Several studies [37-38, 40-41] have investigated the influence of SN on KSB. SN, as an independent variable in this study, is postulated to influence

KS among the traders, hence hypothesis 2:

H2. There is a significant relationship between subjective norms and KS intentions of female traders.

2.1.3. Perceived Behavioural Control (PBC)

Human behaviour is propelled by beliefs about factors that can either aid or deter performance of the behaviour and the perceived powers of these factors. PBC is an individual's perceived ease or difficulty of performing the particular behaviour [39]. It is seen as being reclusive of the total set of available control beliefs, and determined by the total set of accessible control beliefs. PBC factor could be dispositional

factors that refer to the people's belief about the perceived of vital resources and opportunities that may aid KS. Many researchers [30, 37-38] have employed PBC to study KS intentions and found positive or negative significant influence of the variable on KS. Based on this, another hypothesis is proposed:

H3. There is a significant relationship between perceived behavioural control and KS intentions of the traders.

2.2. Social Exchange Theory and KS

The social exchange framework was introduced by Blau [20] and Homans [42], explaining that the concept of social behaviour was based on exchange. The SET explains that individuals share knowledge because of the perception of the benefit that may result from such behaviour. SET also explains that individuals regulate their interactions with other individuals based on a self-interest analysis of the costs and benefits of such an interaction. These benefits include future reciprocity, status, job security, balance of power and maintenance of future relationships [43-45], and may help to explain the motivation of individuals' behaviours in a community to share knowledge [46]. Hence, KS requires a willingness to collaborate with others. The SET has been used by studies to investigate individual's KSB [11, 22- 24]; however, the studies reported inconsistent findings. This study adopted the variables, social interaction and trust, from the SET.

2.2.1. Social Interaction (SI)

Social interaction is the degree to which members of a community have existing social ties. It represents the strength of relationships, the amount of time spent and the frequency of communication among members of a community [47]. Social interaction and network ties provide the opportunity to combine and exchange knowledge and influence both access to parties for combining and exchanging knowledge and anticipation of value through such exchange as explained by Hall [48]. Hence, social interactions enable individuals to increase the depth, breadth, and efficiency of knowledge shared. Several studies [e.g. 47, 49-51] provide empirical support for the influence of social interaction on individual's KS. On this basis, this study also proposes that:

H4. There is a significant relationship between social interaction and KS intentions of the traders.

2.2.2. Trust

Trust is viewed as a set of specific beliefs dealing primarily with the integrity, benevolence, and ability of another party [47, 52]. Trust influences the degree to which people have confidence in others' reliability, openness, and honesty. Trust is particularly important in volitional behaviour such as KS. Trust creates and maintains exchange relationships, which lead to sharing of knowledge, hence trust is considered the most effective and least costly method that can encourage people to share their knowledge [53, 54]. Trust is a critical factor for KS as it can act as a barrier or facilitator, hence its choice in this study. Hypothesis 5 is then postulated:

H5. There is a significant relationship between trust and KS intentions of the traders.

2.3. Social Capital Theory and KS

The concept of social capital draws attention to the effects and consequences of human sociability and connectedness and their relations to the individual and social structure. Social capital is defined as "the aggregate of the actual potential resources which are linked to possession of a durable network of more or less institutionalised relationships of mutual acquaintance or recognition" [25, p. 248]. Ostrom, p. 176 [55] also defines social capital as the "shared knowledge, understandings, norms, rules, and expectations about patterns of interactions that groups of individuals bring to a recurrent activity". Social capital is networks, norms, trust and resources embedded in social networks that can be accessed or mobilised through ties in the networks [56, 57]. Social capital is, therefore, one type of social relationship characterised by trust, reciprocity, and cooperation that is associated with positive community-development outcomes [58]. The SCT suggests that social capital, the network of relationships possessed by an individual or a social network and the set of resources embedded within it, strongly influence the extent to which interpersonal KS occurs [27]. Social capital is assumed to affect KS by providing access to people with relevant knowledge or needs and questions; providing a common interest and an atmosphere of mutual trust [29]. This study adopted the variables, social identification and shared language and goal from the social capital theory.

2.3.1. Social Identification (SId)

Social identification is the process whereby individuals see themselves as one with another person or group of people [27]. Darvish and Nikbakhsh [59] explain that valuable knowledge is embedded in individuals and people may not contribute their knowledge unless with another individual that is seen as a mate or having same goal. Hence, the perception of social identification, in form of unity and togetherness, could motivate people's activeness to share knowledge [47]. van den Hooff and Huysman [29], Darvish and Nikbakhsh [59] and Omotayo and Babalola [60] found that social identification positively influenced KS. It is therefore hypothesised that:

H6. There is a significant relationship between social identification and KS intentions of the traders.

2.3.2. Shared Language and Goal (SLG)

A shared language and goal is viewed as a bonding mechanism that helps different parts of a community or an organisation to integrate or combine resources [61]. Organisation or community members who share a vision will be more likely to become partners in sharing or exchanging their resources. The common goals, interests, and visions that members of a community share help boost KS among them because shared language and goal provides a common conceptual apparatus for evaluating the likely benefits of

exchange and combination. van den Hooff and Huysman [29]; Omotayo and Babalola [60], Lasode and Ogunsola [62], Lei [63] found that shared language and goal positively influenced KS. Thus, another hypothesis is postulated:

H7. There is a significant relationship between shared language and goal and KS intentions of the traders.

2.4. Motivational Model and KS

Among the numerous theories that have been used to study KSB is the theory of motivation. A significant body of research in psychology has supported the motivation theory as an explanation for people's behaviour. Within the information systems domain, Davis et al. [64] applied motivational theory to understand new technology adoption and use, and conclude that motivation is a primary trigger for KS. Motivation is also identified by Deci and Ryan [65], Osterloh and Frey [66] as a key determinant of general human behaviour. Motivation results from the interaction of internal factors and external incentives. These internal factors are called intrinsic motivations, e.g. interest to help others, wanting to discover new things or feeling a personal interest in something. The external incentives are called extrinsic motivations, e.g. monetary reward or promotion. While extrinsic motivation focuses on the goal-driven reasons such as benefits earned when performing an activity, intrinsic motivation defines the pleasure and inherent satisfaction derived from a specific activity. These two broad classes of motivation have been defined and examined across various contexts and studies. The variables reciprocal benefits and enjoyment in helping others are adopted from the motivational theory.

2.4.1. Enjoyment in Helping Others (EHO)

Intrinsic motivation is an autonomous motivation. It emanates from within an individual and does not rely on external pressure. It is the perception that users will want to perform an activity "for no apparent reinforcement other than the process of performing the activity per se" (Davis et al., p. 1112 [64]). Intrinsic motivation is driven by interest or satisfaction derived from an activity. When knowledge workers engage in KS voluntarily because they find it interesting, they are sharing knowledge wholly volitionally. Some forms of intrinsic motivation include enjoyment in helping others, competence and knowledge self-efficacy. Studies [14-15, 24, 36, 64, 67] have established that KS could be influenced by each of these types of motivation. Another hypothesis is therefore proposed:

H8. There is a significant relationship between enjoyment in helping others and KS intentions of the traders.

2.4.2. Reciprocal Benefits (RB)

Extrinsic motivation is the perception that users will want to perform an activity "because it is perceived to be instrumental in achieving valued outcomes that are distinct from the activity itself, such as improved job performance, pay, or promotions" (Davis et al., p. 1112 [64]). Extrinsic motivation is a controlled motivation and comes from outside an individual in form of rewards, promotion, coercion or punishment. From an extrinsic

motivational perspective, individual behaviour is driven by its perceived values and the benefits of the action. The fundamental goal of extrinsically motivated behaviours is receipt of rewards or reciprocal benefits [68]. When an individual engages in KS either because of the perceived pressure from the people or with the expectation of some incentives in return, their behaviour is externally regulated and controlled. Some prior researches in KS have identified extrinsic motivators to be organisational rewards, expectations of reciprocity, reputation and loss of knowledge power [2, 24, 43, 67]. Hypothesis 9 is thus postulated:

H9. There is a significant relationship between reciprocal benefits and KS intentions of the traders.

2.5. Knowledge Sharing Intentions and Behaviour

Intention is one of the variables of the TPB. Intention to share knowledge is seen as an indication of an individual's readiness to perform a given behaviour. It is assumed to be an immediate antecedent of behaviour. It depicts the willingness of an individual to carry out a specific given task. This implies that for personal knowledge to be shared by individuals, they must develop or nurture the intention to do so. Ajzen [39, 69], as well as some other authors, [34, 70-72], have shown that intention has a strong and direct influence on behaviour. Knowledge sharing behaviour (KSB) is the degree to which an individual actually shares knowledge with other persons, groups or organisation as well as sharing task-relevant ideas, information and suggestion [11]. Studies have established that a positive intention usually predicts a positive KSB. The last hypothesis is therefore postulated:

H10. There is a significant relationship between the traders' intention to share knowledge and KSB.

2.6. Methodology

The study adopted a descriptive survey research design. The population of study is female traders in Aleshinloye market, Ibadan, Nigeria. The study purposively focused on only the female traders because females have been found to be more willing to share knowledge than the males. They are also more sensitive to instrumental ties than males [14, 73]. In addition, preliminary investigation by the researcher reveals that the population of female traders was more than males in the market. However, due to indeterminate population of female traders in the market, convenience sampling technique was used to select 380 traders who were above eighteen years and were willing to participate in the study.

A structured questionnaire was developed to collect data (see Appendix A). Some items in the questionnaire were adopted from [15, 24, 43, 47, 74], which were modified to suit this study. The instrument was given to a panel of experts for review, and revised accordingly. The instrument was pilot tested among female traders at Joke plaza, Bodija, Ibadan with 40 respondents and minor changes were made to the instrument. The internal consistency and reliability were established as all modified items went through reliability test

through the use of Cronbach Alpha to pick variables with higher values of alpha which were more desirable to measure the variables in the study. The instrument shows high reliability with alpha values for the scales higher than 0.7. The reliability analysis is presented in Table 1.

Table 1. Cronbach Alpha Results of the Variables.

Variables	Alpha levels	Number of Items
Attitude	0.717	4
Subjective norm	0.897	4
Perceived behavioural control	0.918	4
Social interaction	0.763	4
Trust	0.840	4
Social identification	0.727	4
Shared language and goal	0.882	4
Enjoyment in helping others	0.868	4
Reciprocal benefit	0.772	4
Intention to share knowledge	0.872	4
Knowledge sharing behaviour	0.820	4

Three hundred and eighty copies of questionnaire were administered at the market from January 11 to 27, 2018 with the assistance of four research assistance. The process of data collection was tedious as majority of the women were busy attending to customers at the time of visit. The researchers

Table 2. Characteristics of the Respondents.

Variable	Measurement	Frequency (N=352)	Percentage (%)
Age	Below 30	7	1.9
	31-40	20	5.7
	41-50	121	34.4
	51-60	172	48.9
	Above 60	32	9.1
Educational Qualification	Primary School leaving Cert	25	7.1
	Secondary School leaving Certificate	85	24.1
	Grade II, National Certificate of Education, Ordinary National Diploma	88	25.0
	HND	71	20.2
	First degree	72	20.5
Frequency of KS	Master's degree	11	3.1
	Doctoral degree	0	0.0
	Everyday	295	83.8
Types of knowledge shared	Occasionally	44	12.5
	As situation demands	13	3.7
Types of knowledge mostly shared	Tacit knowledge only	0	0.0
	Explicit knowledge only	0	0.0
	Both tacit and explicit	350	99.4
	Missing value	2	0.6
Modes of knowledge sharing	Tacit knowledge only	243	69.0
	Explicit knowledge only	109	31.0
Modes of knowledge sharing	Telephone conversation	119*	33.8
	Face to face conversation/discussion	310*	88.1
	Electronic mail	32*	9.1
	Social media (e.g. Facebook, Instagram, LinkedIn, etc.)	222*	63.1
	Apprenticeship/Mentoring/Training	251*	71.3
	Messaging services (e.g. short message service, chats, etc.)	89*	25.3

* Multiple choice options

There are actually two distinct types of knowledge as presented by Nonaka and Takeuchi [75], which are explicit (coded) and tacit (that which is in people's heads) knowledge. Explicit knowledge exists at the epistemological

had to visit the market several times before appreciable copies of questionnaire could be retrieved. At the end of the data collection process, 352 copies of questionnaire were retrieved and deemed suitable for data analysis, giving 92.6% return rate.

2.7. Data Analysis, Results and Discussion

Data was analysed using the Statistical Package for Social Sciences (SPSS). Descriptive statistics and linear regression analysis were used to test frequency distribution and percentages, prediction power of the independent variables on the dependent variable, as well as to validate the study model.

2.7.1. Characteristics of the Respondents

Table 2 presents some characteristics of the respondents. Respondents in the age range 51-60 constituted the majority (about 49%). Majority (92.9%) had above senior secondary school certificate. Most of the traders shared knowledge on a daily basis (83.8%). Most of them shared both tacit and explicit knowledge (99.4%), but majorly tacit (69.0%), through various means such as face-to-face interactions or discussion (88.1%), Apprenticeship/Mentoring/Training (71.3%), and others.

dimension where explication is possible using written or coded formats [76]. It is the type that is documented and public, structured, fixed-content, externalised, and conscious [77], and can be codified into formal information that comes

in tangible forms as written books, documents, manuals, white papers, guidelines, blueprints, technical specifications, scientific formulas, databases, organisational designs and policy manuals. On the other hand, tacit knowledge resides in the human mind, behaviour, and perception, is highly personal (held within the holder), subjective, experience based, contextualised, job specific, and difficult to formalise, articulate and communicate fully. It is not captured by formal education or training, but usually transferred through conversation or narrative. However, tacit knowledge is capable of becoming explicit knowledge [75, 78]. Sharing of tacit knowledge is made possible through networking among those who possess it. Majority of the traders shared tacit knowledge. This may not be unconnected with the fact that they are always busy attending to customers, hence they do not have the time or opportunity of documenting knowledge. The traders network majorly while they are together in the market and so it is easier for them to share tacit knowledge when they engage in discussion. Studies, [75, 77, 79-84] have also established that tacit knowledge is mostly or frequently shared in informal environment than formal one.

2.7.2. Test of Hypotheses

All hypotheses were tested in null form, posing the assumption that a significant relationship does not exist between the independent and dependent variables. The level of significance was pre-set to 5%, thus, if $p < 0.05$, the null

hypothesis was rejected while the null hypothesis was not rejected if $p > 0.05$. Simple linear regression was used to test the hypotheses. Table 3 presents the results of the relationship for null hypotheses 1 to 9. The results revealed that all the independent variables have positive and significant linear relationship with intention to share knowledge by the traders ($p < 0.05$). However, the coefficients of determination (R^2) of the variables are farther from 1, except for trust, which shows a weak predictive ability of the variables. Attitude accounted for 7.5% of the variability of intention ($R^2 = 0.075$), SN accounted for 17.2% ($R^2 = 0.172$), PBC accounted for 16.4% ($R^2 = 0.164$), SI accounted for 30.3% ($R^2 = 0.303$), Trust accounted for 48.2% ($R^2 = 0.482$), SId accounted for 18.4% ($R^2 = 0.184$), SLG accounted for 17.8% ($R^2 = 0.178$), EHO accounted for 18.9% ($R^2 = 0.189$), while RB accounted for 5.8% ($R^2 = 0.058$).

In addition, a unit increase in attitude will increase intention by 0.234 (23.4%), a unit increase in SN will increase intention by 0.396 (39.6%), a unit increase in PBC will increase intention by 0.392 (39.2%), a unit increase in SI will increase intention by 0.482 (48.2%), a unit increase in Trust will increase intention by 0.567 (56.7%), a unit increase in SId will increase intention by 0.489 (48.9%), a unit increase in SLG will increase intention by 0.398 (39.8%), a unit increase in EHO will increase intention by 0.436 (43.6%), and a unit increase in RB will increase intention by 0.197 (19.7%).

Table 3. Simple Linear Regression Analysis for Hypothesis 1 To 9.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.725	0.274		13.620	0.000
Attitude	0.200	0.045	0.234	4.484	0.001
N=350; df =1; F ratio = 20.106; p = 0.001; R = 0.234; R Square = 0.075; Adj. R square = 0.072					
(Constant)	2.918	0.262		11.134	0.000
SN	0.274	0.035	0.396	7.882	0.000
N=350; df =1; F ratio = 62.135; p = 0.000; R = 0.396; R Square = 0.172; Adj. R square = 0.170					
(Constant)	2.578	0.313		8.239	0.000
PBC	0.264	0.035	0.392	7.636	0.002
N=350; df =1; F ratio = 58.317; p = 0.002; R = 0.392; R Square = 0.164; Adj. R square = 0.162					
(Constant)	2.569	0.258		9.941	0.000
SI	0.317	0.034	0.482	9.383	0.000
N=350; df =1; F ratio = 88.045; p = 0.000; R = 0.482; R Square = 0.303; Adj. R square = 0.301					
(Constant)	3.643	0.254		14.356	0.000
Trust	0.305	0.059	0.567	5.200	0.000
N=350; df =1; F ratio = 27.038; p = 0.000; R = 0.567; R Square = 0.482; Adj. R square = 0.480					
(Constant)	2.511	0.280		8.958	0.000
SId	0.370	0.042	0.489	8.823	0.000
N=350; df =1; F ratio = 77.851; p = 0.000; R = 0.489; R Square = 0.184; Adj. R square = 0.171					
(Constant)	2.819	0.268		10.515	0.000
SLG	0.236	0.029	0.398	8.071	0.000
N=350; df =1; F ratio = 65.152; p = 0.000; R = 0.398; R Square = 0.178; Adj. R square = 0.176					
(Constant)	2.688	0.257		10.465	0.000
EHO	0.141	0.016	0.436	8.968	0.002
N=350; df =1; F ratio = 80.430; p = 0.002; R = 0.436; R Square = 0.189; Adj. R square = 0.186					
(Constant)	4.010	0.255		15.719	0.000
RB	0.128	0.035	0.197	3.673	0.000
N=350; df =1; F ratio = 13.489; p = 0.000; R = 0.197; R Square = 0.058; Adj. R square = 0.055					

Dependent Variable: Intention to share knowledge

Several studies [2, 10, 14, 60, 62, 85-89] have identified a wide range of factors that motivate KS practices, which include the independent variables identified in this study.

Positive and significant linear relationship between the TPB variables (attitude, SN and PBC) and intention to share knowledge observed in this study is supported by the findings of many studies. The TPB establishes that individual behaviour is driven by behavioural intentions where behavioural intention is a function of an individual's attitude toward the behaviour, the SNs surrounding the performance of the behaviour, and the individual's perception of the ease with which the behaviour can be performed (PBC). A positive attitude usually leads to the performance of a behaviour, hence, the traders engaged in KS because of positive attitude towards KS, influence of other traders, family or friends (SNs) and the perception of the ease (PBC) with which they shared knowledge (mainly tacit knowledge through discussions). Some other studies, such as [30-33, 90], have also been able to establish direct link between attitude, SN, PBC, and KS intention and behaviour.

This study found positive and significant relationship only between SI, while the result is not significant for Trust. Social interaction, in this study, is conceptualised as the strength of the relationships, the amount of time spent, and the frequency of communication between the traders. The result of this study provides evidence that SI significantly predicts KS among the traders. It is a known phenomenon that people need to interact in order to share knowledge. The mere fact that the traders' shops and stalls are located closely together in the market provides an opportunity of interacting on a daily basis, which also affords them the privilege of sharing knowledge (tacit) with ease and in a cost-effective way. The finding corroborates previous empirical studies, such as [11, 47, 59, 63, 91], but is contrary to [92] and [60], which found that SI did not significantly influence KS.

The link between SET and trust is that individuals develop trust for another person only when there is guarantee that such dealings will not be detrimental to them. High level of interpersonal trust correlates with high levels or willingness to share knowledge [93]. Hence, trust is important for creating an atmosphere for KS. Whenever there is trust within individuals in an organisation or community, there is a tendency of higher cooperation and commitment [76, 94]. It should however be noted that even though trust is an important factor in KS, it may be subjective. In the case of this study, the traders are in business to make income; hence, sharing knowledge with their competitors is like giving out the secrets they are using to make income, which their competitors could use to have an edge over them. The result corroborates [29, 59, 95-96] which found a significant relationship between trust and KS.

Social identification, in this study, has significant relationships with KS intention. Social identification makes individuals see themselves as one with another person or group of people [27]. The findings show that traders have

developed a sense of belonging and positive feeling toward their community, and are glued together by the connection among them, which is their profession (trading). Hence, the perception of social unity and togetherness of the traders could have motivated their interests and activeness to share knowledge. This finding is consistent with previous studies such as [24, 29, 47, 59, 63], and, but is contrary to [92] who found that social identification did not impact KS.

Shared language and goal facilities access to other people in a group, and enhances understanding, vision and communication among individuals. The results provide evidence that SLG significantly influenced KS among the traders. The result also show a positive slope which implies that the traders will share their knowledge more if there is an increase in understanding of SLG that exists among them. It has been established that people tend to relate better with individuals that they share the same goals and values, as in the case of the traders, rather than communicate with someone who has divergent opinions or goals. These findings are consistent with the study of [29, 59, 60, 63, 92, 97-98].

This study found that the traders were intrinsically inclined to share knowledge as EHO has significant relationship with KS intention. EHO derives from the concept of altruism, which suggests that altruistic people are willing to share knowledge to help others [50]. Studies have shown that people are intrinsically motivated to contribute knowledge because they enjoy helping others [67]. Hence, knowledge contributors who feel pleasure in sharing knowledge or derive enjoyment from helping others may be more favourably disposed to KS and more inclined to share knowledge. The result of this study agrees with the studies of [14, 15, 24, 72, 74, 99], which have established that EHO is an intrinsic motivation that contributes significantly towards KS intention and behaviour.

In addition, RB is individuals' subjective perception of gain from their behaviours. It is a form of conditional gain, which makes people have a general expectation of some future return [20]. The SET suggests that individuals evaluate the perceived ratio of benefits to cost and base their action decisions on the expectation that will lead to rewards such as respect, approval, reputation and tangible incentives [20]. Thus, the expectation of personal benefits can motivate individuals to share their knowledge with others. According to Davenport and Prusak [2], people's time, energy and knowledge are limited; therefore, except when profitable, people are usually unwilling to share these scarce resources with others. Most often, people believe that they could obtain mutual benefits [99] or knowledge feedback in the future [24] through KS. In the case of this study, the traders would expect their colleagues to also share knowledge since they are in the same profession. Many empirical studies have also confirmed that reciprocal or perceived benefits have continually helped drive KS intention and behaviour [2, 11, 14, 43, 72]. Thus, if members of a community believe they can obtain RB from other members by sharing knowledge, they will develop a

more positive attitude towards KS.

The result of the test of relationship between intention and

KSB (null hypothesis 10) is presented in Table 4.

Table 4. Simple Linear Regression Analysis of Relationship between Intention and KSB.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	4.822	0.346		13.924	0.000
Intention	0.870	0.068	0.568	12.853	0.000

N=350; df=1; F ratio = 165.193; p = 0.000; R = 0.568; R Square = 0.623; Adj. R square = 0.321

Dependent Variable: KSB

A positive and significant relationship exist between intention and KSB ($\beta=0.568$, $p=0.000<0.05$). Intention accounted for 62.3% of the variability of KSB ($R^2=0.623$), and a unit increase in intention will increase KSB by 0.568 units (56.8%). This finding is in conformity with the findings of some studies [34, 39, 43, 69-72, 100] which have established a direct link between intention and actual behaviour.

3. Conclusion

This study contributes to the existing literature on KS behaviour by providing empirical evidence from a Nigerian entrepreneurial environment. The results validate the findings of systematic and rational models of individual's behaviours with regards to KS. The study is able to prove that KS intention and behaviour of individuals is planned and intentional, and could be motivated by TPB variables, social exchange, social capital and motivational factors. These factors could be promoted to enhance or improve KS especially in an environment where sharing of knowledge could be seen as a jeopardy to self-interest or advancement. The study also recommends that group activities should be encouraged and collaborative sharing emphasised among the traders so as to foster more interaction and boost the confidence they have among one another. This could be achieved through the regular meetings the traders hold in the market every week. In addition, for the traders to achieve continuous growth in their businesses, KS practices need to become an integral part of their day-to-day activities.

4. Limitations and Recommendations for Future Research

The highlighted limitations are aimed to point out path for upcoming research. The population was limited to a small population, that is, only female traders in a particular market. The study also adopted convenience sampling technique. Hence the results cannot be generalised to all traders in Nigeria. Future studies could include both male and female traders located in various markets in Nigeria. Future studies could also replicate or extend the findings with different methodology or instrument. These limitations notwithstanding, the findings of this research have

contributed to KS literature.

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