

**FACTORS INFLUENCING WOMEN PERFORMANCE IN ENTREPRENEURSHIP,
A CASE OF SALON BUSINESSES WITHIN ELDORET TOWN, UASIN GISHU
COUNTY, KENYA**

DORYCE NYANDUKO MOMANYI

**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT FOR THE
REQUIREMENT OF THE AWARD OF DEGREE OF MASTER OF ARTS IN
PROJECT PLANNING AND MANAGEMENT OF THE UNIVERSITY OF
NAIROBI**

2014

DECLARATION

I, declare that this research project is my original work and it has not been presented in any other university.

Signature.....

Date.....

DORYCE NYANDUKO MOMANYI

L50/62084/2013

This research project has been submitted for examination with my approval as University Supervisor.

Signature.....

Date.....

MR. PATRICK CHEBEN SIMIYU

Lecturer,

University of Nairobi

DEDICATION

This study is dedicated to my loving parents Benedict Momanyi and Eunice Kerubo who laid for me a solid foundation of education and also taught me values of life.

ACKNOWLEDGEMENT

My special gratitude and appreciation first goes to my supervisor Patrick Cheben Simiyu for his dedicated support and guidance. Second I want to appreciate and specially thank my course work lecturers for their tireless effort in ensuring our successful completion of our course work. I also want to recognize my classmates, group members and the entire class of 2013/2014 with whom we have travelled this journey offering one another both academic and moral support both as groups and individuals. Special thanks also to my colleagues at work for their encouragement, time and moral support not forgetting Jackline Onunga of Spacelink Glorious Enterprises for her typesetting services.

I am also indebted to my beloved husband Andrew Kaptalai who acted tirelessly as my guardian with full financial, mental, moral and physical during the program; he was a great source of strength and motivation.

My gratitude goes to the University of Nairobi for granting me the opportunity to pursue this course with the institution.

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ABBREVIATIONS AND ACRONYMS

GOK:	Government of Kenya
GGGR:	Global Gender Gap Report
KWFT:	Kenya Women Finance Trust
GME:	Global Entrepreneurship Monitor
MSME:	Micro Small and Medium Enterprises
MFI:	Microfinance Institutions
NCWK:	National Council of Women of Kenya
NGO:	Non Governmental Organization
WE:	Women Entrepreneur
WEA:	Women Entrepreneur Association
WED:	Women's Entrepreneurship Development
WEDGE:	Women's Entrepreneurship Development and Gender Equality

ABSTRACT

In spite of the apparent benefits of entrepreneurship, there is little empirical data on how far the perceived benefits of women entrepreneurship are realized in Africa (Chigunta, 2005) especially in rural areas where empirical research data is hard to come by. In view of this, a study on this topic was appropriate. Therefore, was important to conduct research involving women entrepreneurs under a collective culture. This study aimed at filling the gap by exploring women entrepreneurial future plans, problems of venturing in business and the motivation for entering entrepreneurial jobs among women in Eldoret. The study was guided by the following research objectives; To establish the extent to which career interest influence performance of women in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya, to establish the extent to which access to funding influence performance of women in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya, to determine extent to which influence of business planning skills of women on their performance in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya and to determine the influence of work life balance on performance of women in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya. In this research, descriptive research design was used. This Study targeted 200 respondents/ women entrepreneurs from the selected salons in Eldoret town. The researcher employed Census sampling technique. A sample size of 132 was selected from the target population. The study employed the use of questionnaires as the main tool of data collection. Data collected was subjected to quantitative analysis to find out the major problematic factors and a test applied to find the statistical significance of the research questions. The study found out that many women entrepreneurs in Uasin- Gishu County were married women. This might have been because of the support that these women get from their husbands in terms of capital and moral support and guidance in business. The study also revealed that women with small households were more involved with business than those with large households. The study found out that majority of women entrepreneurs were those women with a relatively high level of education i.e. those with college and university education were more involved in business. This is partly because of their literacy level is high. The study found out that career interest in women lowered their involvement in business ventures This is probably because of the little time left on their disposal that is used as family time thus hinder their involvement in entrepreneur ventures. It is evident that the involvement of women in Entrepreneurial ventures is faced with so many huddles that the majority of women have surpassed to be equivalent in business with the male. The mothering role of women is seen as a hindrance to performance in Entrepreneurial ventures due to the work life balance that comes with their role. On the other hand majority of the respondents saw women as having the same capabilities in performing in business if given an equal opportunity with men. It is also seen that the women lack basic managerial skills like self-concept, managerial competence and commitment to business.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Entrepreneurship involves the capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit such as starting a new business with the aim of making a profit out of the activities of the business. Entrepreneurs are widely recognized as the prime movers of economic development; the people who translate ideas into action (Ansoff, 2006). An interesting though not widely accepted definition of an entrepreneur is a person who has the ability to scan and identify opportunities in his or her environment, gather the resources necessary to take advantage of the opportunities and implement successful action to utilize the opportunities. This definition identifies an entrepreneur by their behavior rather than the specific occupation they are involved in. Those who have studied entrepreneurial behavior have noted certain characteristics such as innovativeness, ability and willingness to take calculated risks, determination, insight, total involvement, independence, need for achievement, leadership ability and so on. The benefits of entrepreneurship for development and economic growth have been widely highlighted. Entrepreneurship is seen as a self-development strategy for community development (Ahuja, and Lampert, 2010) allowing individuals and households escape poverty (Stevenson, and Jarillo, 2003) and innovation (Djordjija, 2010).

Entrepreneurship has been claimed to be the single most important pathway out of poverty. Hence, international development agencies are demanding for stronger tools for expanding employment and entrepreneurial opportunities (OECD, 2009; Baumol, 2005). For example, it is demanded to improve the access of small and micro-enterprises

to finance information and technology and develop new sound business practices. Further, there is need to create more inclusive business models that directly integrate low-income people as entrepreneurs, suppliers, distributors, retailers, employees and consumers. These entire requirements need more collaborative approaches between large companies, small enterprises, public sector entities, civil society organizations and the poor themselves.

Performance involves women actively engaging as full members in the process of economic development by coming up with individual programs to boost their economic power. Women performance in entrepreneurship ventures are an essential precondition to the development of the nation as a whole. Entrepreneurship amongst women has been a recent concern. Various national, regional and international conventions and documentation have emphasized that enabling the population, regardless of gender to actively participate in social and economic wellbeing is critical for long-term and sustainable social, political and economic development of any society. Women entrepreneurs have become important players in the entrepreneurial landscape (Ansoff, 2006). Although the number is still small as compared to businesses owned by men, this is encouraging as it shows that women no longer adhere to the stereotype that only men can be wage earners in the family. Besides numerous obligations assigned to women including reproductive chores such as childcare and doing house work, women can find success through their own businesses.

Globally, women in developed countries such as the United States of America and Britain have become aware of their existence, their rights and their work situation. They do not want to limit their lives in the four walls of the house as mere housewives. They demand equal respect from their partners. In Malaysia, women have played a very important role in the economic development and stabilize the economy through entrepreneurship in periods of recession (Stevenson, and Jarillo, 2003). Thus, the Malaysian government has continuously created and developed quality, resilience, and successful entrepreneurships by cultivating an enterprising culture among Malaysian women. Besides that, the number of women venturing into entrepreneurship has increased steadily since the 1970s. The increases in the number of technical and vocational training institutions on entrepreneurship have generated greater skills to women to venture into economic development programs (Antoncic,; 2006 Aminah, 1998; Komogawa, 2003). Women in India have come a long way from being just 'homemakers'. The world now sees them with a different eye and a new respect. Women entrepreneurship in India has come a long way from women working only part time. Successful women entrepreneurs in India have made their presence felt in every field such as the world of politics, music, fashion, movies and entertainment or business. Women constitute around half of the total world population. So it is in India also. They are therefore regarded as the better half of the society. In traditional societies, they were confined to the four walls of houses performing household activities and small businesses focused on fashion, food and other services sector but are not a different thing altogether as the modern Indian woman has successfully ventured into entrepreneurship.

In Africa, women have started engaging in Micro Small and Medium Enterprises (MSMEs) but as mere helpers of their male partners. These MSMEs are in both formal and informal sectors engaging in farm and non-farm economic activities such as small manufacturing, commerce and social services. Besides, overall, the concept of women entrepreneurship has received limited attention and in-depth analysis from researchers since women are often treated as a general homogeneous adult group (Baumol, 2005; Schoof, 2006; Chigunta, 2002). Previous studies have emphasized the differences between developed and developing countries but have not gone further to differentiate rural and urban women entrepreneurs within countries. Little is known about entrepreneurship in emerging economies or in developing countries. Majority of the entrepreneurship research so far is concentrated on developed countries and mature markets. (Bruton, 2008; Naude, 2010) particularly entrepreneurship among low-income people is not well understood posing potential challenges to strengthening entrepreneurial efforts at the local context (Antoncic, 2006).

The Kenyan women of middle class financially as well as in rural areas have to go a long way to alter their role and to achieve equal rights and position because traditions are deep rooted in the society. Some progress is more visible among upper class families in urban cities. Whereas efforts have been made to promote entrepreneurship among the women, most of them seem targeted at the urban women who are a small proportion of the overall women population.

Women entrepreneurs have been designated as the new engines for growth and the rising stars of the economies in developing countries to bring prosperity and welfare. A variety

of stakeholders have pointed at them as an important untapped source of economic growth and development (Minniti and Naudé, 2010). According to Rubenstein, (2000), entrepreneurship has been accepted worldwide as an important way of integrating more people into the economic environment. In developing countries the engagement of marginalized sections of the population such as the youth and women in entrepreneurship can empower these people and subsequently contribute to economic growth (Muller and Thomas, 2000). A woman entrepreneur' is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of an entrepreneurial woman, who is capable of contributing values in both family and social life. Woman entrepreneur refers equally to someone who has started a one women business to someone who is a principal in family business or partnership or to someone who is a shareholder in a public company which she runs Concept of Women Entrepreneur. In Eldoret town, Uasin Gishu county women have not ventured in entrepreneurship as compared to the men.

1.2 Statement of the Problem

Most studies involving women entrepreneurs relate to either the reasons that women choose to become entrepreneurs (Buttner and Moore, 1999; Lee, 1997; Sarri and Trihopoulou, 2005) or on the barriers that these women face while attempting to start up a business (Brindley, 2005; Menzies, 2004). Furthermore, most of these researches are done widely in the developed countries like the USA and the UK under the individualistic culture orientation. These women need to be recognized to highlight their constraints and needs, they need international aid to be able to develop socially and economically; they need assistance for capacity development. Unemployment indicators for sub Saharan

Africa reveal that women constitute a high percentage of the unemployed, even when they represent only 32 per cent of the working age population.

Moreover, women are more likely to lack the skills, the experience and social networks that provide access to jobs and long-term job security (Baumol, 2005) making women unemployment one of the major challenges for African governments. One approach to tackle this crisis that has gained popularity among both academics and policy makers is an inquiry into women entrepreneurship and how it can mitigate societal needs.

Currently, however, the development of women entrepreneurship is very low in Kenya, especially in Eldoret town. In spite of the apparent benefits of entrepreneurship, there is little empirical data on how far the perceived benefits of women entrepreneurship are realized in Africa (Chigunta, 2005) especially in rural areas where empirical research data is hard to come by. In view of this, a study on this topic is now appropriate. Therefore, it is important to conduct research involving women entrepreneurs under a collective culture. This study aimed at filling the gap by exploring women entrepreneurial future plans, problems influencing women venturing into entrepreneurship and the motivation factors affecting women performance in entrepreneurship in Eldoret town, Uasin Gishu County, Kenya.

1.3 Purpose of the Study

The study investigated the factors influencing women performance in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya

1.4 Objectives of the Study

The study was guided by the following research objectives.

- i. To establish the extent to which career interest influence performance of women in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya
- ii. To establish the extent to which access to funding influence performance of women in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya
- iii. To determine the extent to which business planning skills of women influence their performance in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya
- iv. To determine the extent to which work life balance influence performance of women in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya

1.5 Research Questions

- i. To what extent does career interest influence performance of women in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya?
- ii. To what extent do access to funding influence performance of women in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya?
- iii. To what extent do business planning skills influence performance of women in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya?
- iv. To what extent do work life balance influence performance of women in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya?

1.6 Significance of the Study

Women entrepreneurs have not been highlighted in any previous research. Most of the researches on entrepreneurs are mainly focused on the men entrepreneurs not

women entrepreneurs thus the women entrepreneurs was benefit from the results of the research findings as they will highlight their weaknesses and make possible recommendations.

This study adds to the body of knowledge on the contributions of entrepreneurship on empowerment of women in Kenya as reflected by any change in their living standards at individual, household or enterprise level. The results of the study will provide a framework for strategic initiatives and innovative ideas that will lead to improvement of government's positive impact on the lives of the women and contribute to national development.

The results are also invaluable to the government for determination and establishment of regulatory legal framework for entrepreneurship in Kenya, which will ensure the realization of the economy's main objective of poverty eradication and best ways to address gender specific issues. Despite government attempts to motivate women into entrepreneurship and contribute to economic development, the level of poverty has not been significantly reduced. Thus, this study identified economic roles of women entrepreneurs in poverty reduction in Kenya.

1.7 Delimitations of the Study

The study was conducted between the months of April and June, 2014 on the factors affecting factors influencing women performance in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya. It targeted women respondents who are in entrepreneurship.

1.8 Limitations of the Study

Some of the respondents were not willing to fill the questionnaires hence leading to spending more time explaining to them the importance of the research. These hampered the information needed by the researcher in the required time frame.

1.9 Assumptions of the Study

This study was based on the following assumptions:

- (i). That the target population was willing to volunteer information to the researcher.
- (ii). That the respondents selected for the study would give accurate information that helped the researcher answer the necessary research questions and achieve the objectives of the study.
- (iii). The researcher was able to raise enough financial resources for conducting the study to completion.

1.10 Operational Definition of Key Terms

Factors: This refers to situations or circumstances that influence a status quo. In this study, factor is used to denote the situations that impact on women's capability to venture into entrepreneurship as their male counterparts (Barrett, 2008).

Entrepreneur: This is a situation where a business is originated by the owner and is the main shareholder who started it (Gold, 2009)

- Performance:** This is how well or poorly one does in business. In this study, performance regards to how women entrepreneurs run their businesses (Barrett, 2008).
- Business ownership:** The owner of an enterprise for the purpose of this study is defined as the person who originates the business idea, making the initial business investment and the person who is the key decision maker regarding the operation of the business (Gold, 2009).
- Woman Entrepreneur:** This is a situation where a sole owner of a business is a woman (Gold, 2009)
- Small Enterprises:** Enterprises employing more than 10 people, but less than 50.
- Lower micro-enterprises:** Enterprises which employ up to five paid people (White, 2007).
- Upper micro-enterprises:** Enterprises employing between 6 and 10 paid employees (White, 2007).
- Characteristics:** key personal and organizational features of women entrepreneurs in SME (White, 2007).

1.11 Organization of the Study

The study comprises of five chapters namely chapter; one, two and three, four and five. Chapter one deals with the background of the study, problem study, research objectives, hypothesis, and significance of the study, delimitation of the study and the possible limitations that was encountered by the researcher. Chapter two basically deals

with reviewing of theories and the past studies. The past studies offer insights and are beneficial in guiding and providing information to the researcher. Chapter three: Research design and methodology. It encompasses: the research design which the researcher will use. The study area where the researcher will undertake the study, the target population and the sample size that the researcher will obtain the information from, researcher instruments which the study employed in collecting the information, validity and the reliability of the research instruments, data collection procedures, data analysis procedures, operational definition of variables and ethical consideration. Chapter four presented data analysis, presentation and discussion while Chapter five presented summary of findings, conclusion, recommendations, contribution to the body of knowledge and suggestions for further research.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents information on discussing the literature review of the objective of this study and the conceptual framework applied to this study .It will contain information from what other researchers and scholars have already done in order to be able to facilitate the study

2.2 Career Interest of Women and Performance in Entrepreneurship Ventures

This concept reflects an individual's innermost thoughts on whether they have the abilities perceived as important to task performance, as well as the belief that they was able to effectively convert those skills into a chosen outcome (Bonnell, and Gold, 2009). As one group of researchers has noted, people are motivated throughout their lives by perceived self-efficacy, rather than by objective ability, and perceptions deeply affect both their affective states and behaviors (Bonnell, and Gold, 2009). Research in this area has consistently emphasized the importance of career interest and self-efficacy as a key factor in determining human agency (Bandura, 1989) and has convincingly shown that those with high self-efficacy for a certain task are more likely to pursue and then persist in that task (Antoncic, 2006).

An important aspect of self-efficacy is that it is seen to be task and domain specific (Bandura, 1989, 1992, 1997). In other words, a person can have high self-efficacy in one area, but low self-efficacy in another. Self-efficacy varies in important ways from the concept of "locus of control." Locus of control is a generalized construct that refers to individuals' overall belief in the power of their own actions across a variety

of situations, while self-efficacy refers to an individual's self-confidence in specific tasks and situations (Rubenstein, C. 2000). In this sense, people may have strong internal locus of control (belief about their general ability to control outcomes), but low self-efficacy for certain very specific tasks/skills. Dhaliwal, and Amin, (2005) reiterates that self-efficacy is domain specific, and that we must assess expectations for success (or personal efficacy) for specific areas.

Self-Efficacy as an Antecedent to Career Choice Not surprisingly, the concept of self-efficacy has been extensively employed in the career theory literature to explain perceived career options, stated career preferences, and ultimately, career-oriented behaviors (Betz and Hackett, 1981, 1983; Eccles, 1994; Hackett and Betz, 1981). Recently, Bandura, Barbaranelli, Caprara, and Pastorelli (2001) included self-efficacy as one of a variety of socio cognitive influences on the career aspirations of children, and found that academic self-efficacy had the strongest direct effect. Research by Markham et al. (2002) further suggests that self-efficacy reliably predicts scope of career options considered, occupational interests, perseverance in difficult fields, and personal effectiveness.

While the relationship between self-efficacy and career choice has been well established in the career theory literature, most studies have not included specific career options May, 2007 around entrepreneurship. Certainly, it would seem logical that the same effects of self-efficacy would exist in entrepreneurial careers. Indeed, given the complex tasks involved for an individual to locate an opportunity, assemble the resources, set up a business, and build it into a successful entity, self-efficacy or the belief in one's ability to succeed as an entrepreneur would seem to be especially important. As

Rubenstein, (2000) note, often the entrepreneurial role is not clearly defined, and many uncertainties may exist regarding the success of one's venture. These uncertainties, they claim, can well serve as barriers to entrepreneurs, especially in the start-up phase. One's uncertainty surrounding the likelihood of success would seem to be inextricably linked to the belief that one has the abilities to succeed (self-efficacy).

Women entrepreneurs' engaged in business due to push and pull factors which encourage women to have an independent budgetary occupation and stands (Aldrich, 2001). The extent to which women entrepreneurs face structural barriers in these areas will arguably have an impact on the performance of their ventures. Studies have also shown that women entrepreneurs, mostly in developing countries, lack the ability to save yet savings are needed to protect income, act as a security for loan and could be re-invested in the business (Akanji, 2006). Savings as a micro-finance factor enable people with few assets to save, since they could make weekly savings as well as contribute to group savings, and such savings are mobilized by the micro-finance institutions for further lending to other clients (Dhaliwal, and Amin, 2005).

Women entrepreneurs, especially in developing countries also lack training (IFC, 2007) and entrepreneurial process which is a vital source of developing human capital. Training also plays a crucial role in providing learning opportunity for individuals to improve their skills, attitudes and abilities (Brana, 2008). In most literatures, the effect of training on women entrepreneurs' performance, especially in developing countries, has not been adequately addressed. Studies supports the fact that majority of micro-finance institutions' clients do not have specialized skills, and so

cannot make good use of micro-finance factors (Karnani, 2007), hence they need training. Salaried employment provides prior business experience that is vital for enterprise success, yet women entrepreneurs mostly in developing countries lack this (Brana, 2008). This further strengthens the need for training as a micro-finance factor for the women entrepreneurs.

It is important to note that public policy initiatives designed to increase women's access to information, skill improvement, and funding (OECD, 2001; Allen and Truman 1993) are underway in many developing countries. Still, the relative impact of the effect of social structures in non-OECD and developing countries differs from that in the United States and Canada where more than 30% of all small companies are women-owned, social networks and support systems are well developed, and women have equal access to entrepreneurial training and information resources (OECD, 2001);Brush 1999). Further, women from some OECD countries are increasingly accepted as equals in their entrepreneurial endeavors, making it easier for their businesses to succeed and grow. These differences in social structures across developed and developing countries suggest variation in individual factors affecting performance of women-owned businesses. To date, studies examining the performance of women-owned businesses in non OECD and developing countries are very limited. Furthermore, the theories explaining performance were based on populations from developed OECD countries that may or may not be applicable in other country contexts. The extent to which these theories explain individual effects on performance in one country Israelis examined. Israelis representative of a small non-OECD country where social systems work, family, and organized social life differ from those in other countries.

In Kenya, women are almost invisible to formal financial institutions they receive less than 10 per cent of commercial credits (MahbubulHaq human Development Center, 2000). When women do have access to credit it is often in small amounts, whether this suits their needs or not. Entrepreneurs usually require financial assistance of some kind to launch their ventures be it a formal bank loan or money from a savings account. Women in developing nations have little access to funds, due to the fact that they are concentrated in poor rural communities with few opportunities to borrow money (Stevens, G. A., and Burley, J. (2007). The women entrepreneurs are suffering from inadequate financial resources and working capital. The women entrepreneurs lack access to external funds due to their inability to provide tangible security. Very few women have the tangible property in hand. Women's family obligations also bar them from becoming successful entrepreneurs in both developed and developing nations. Having primary responsibility for children, home and older dependent family members, few women can devote all their time and energies to their business (Starcher, 2008).

Indeed, a survey of women business owners in 2000 found that having an advanced degree positively predicts acquisition of equity funding (Carter, 2003), and a recent study found that successful women entrepreneurs – those who have founded high-tech companies – are similar to their male peers in their education and experience (Cohoon, Wadhwa and Mitchell 2010). On the other side of the same coin, (Brophy, 1999) suggests that investors appear to undervalue women entrepreneur when they have less industry experience. The causality of these relationships goes untested in this prior

work, but status characteristics and lack-of-fit theories suggest an explanation we can examine empirically.

2.3 Access to Funding and Women Performance in Entrepreneurship Ventures

The major threat on women entrepreneurs is access to finances for capital and expansion of their ventures. Nevertheless, women are also either illiterate on how to access this financial aid. Majority of women entrepreneurs have a challenge in establishing a budget because of their illiteracy. Some training on record keeping is necessary for woman entrepreneurs. Other threats affecting women an entrepreneur includes record keeping and working capital management. With proper training and seminars, this can be collected.

A study (Rubenstein, 2000) of women entrepreneurs in the western world, proposed that three factors influence entrepreneurship antecedent influences i.e., background factors such as working capitals and genetic factors that affect motivation, skills and knowledge, the incubator organization the nature of the organization where the entrepreneur was employed just prior to starting a business; the skills learned there) and environmental factors (e.g., economic conditions, access to venture capital and support services, role models). Research from the rest of the world indicates that women and men differ on some of the above factors. While several of these financial factors are in inherent to many countries, some of them are more severe in Kenya (Barrett and Weinstein, 2006).

Women have less success in entrepreneurship because they are less likely than men to have education and experience in technology (Greene, 2003; Simard 2008), and/or ties to strategic entrepreneurial networks (Brush, 2006). However, research showing gender differences in the effects of education, experience, and social networks

on career outcomes suggests that background characteristics and social capital may be necessary but not sufficient conditions for explaining women's differential access to venture capital (Burt 1998; Long and Fox 1995; Fox 2001).

While these dimensions of a candidate's background are not the only relevant characteristics of their human capital, a number of studies have found that relevant education and industry experience of the entrepreneur positively predicts venture investment (Birn, Hague, Vangelder, 2003) and venture survival and success (Colombo and Grilli 2005; Cooper, Gimeno-Gascon and Woo 2004). Further, studies have shown that the more specific an entrepreneur's human capital is to the venture, the more likely the business was successful (Cooper, Gimeno-Gascon and Woo 2004; Pennings, Lee and van Witteloostuijn 1998). We anticipate that a technical background is therefore one signal to investors regarding the potential for success. Since performance standards in high-tech entrepreneurship advantage masculinity, double standards theory would suggest that women entrepreneurs are held to higher standards of competence. At the same time, while culturally shared gender beliefs provide guidelines for how to act, they provide only abstract and diffuse instructions, and how gender stereotypes influence judgments and behaviors depends on the particular situation at hand (Birn, R., Hague, P., Vangelder, P. 2003. Research shows that gender stereotypes disadvantage women in the workplace most when there is a perceived lack-of-fit between women's attributes and the attributes believed to be necessary for success in traditionally male occupations and top positions (Heilman, 2012). For example, research has shown that women with personal attributes that are culturally associated with femininity (e.g., being sexual attractive or a mother) are evaluated more negatively than men as well as women who do not have those

personal attributes (Heilman and Stopeck 1985; Correll, Benard, and Paik 2007; Fuegen, Biernat, Haines and Deaux 2004).

2.4 Business planning skills and Women Performance in Entrepreneurship Ventures

According to Yusuf (1995) the most critical factors contributing to business success consist of good planning skills, access to financing, personal qualities, and satisfactory government support. Huck and McEwen (1991) studied in Jamaican business owners reported that business owners in Jamaica considered that the planning factor is the most critical ingredient for the success of a business. Family's emotional or instrumental supports are one of the crucial success factors for women entrepreneurs. Lee and Choo (2001) studied work-family conflict in Singapore found that family members and others support can reduce the conflict of women entrepreneurs. Furthermore, owning business by female without interfering by family would have greater success in their business. Moreover, the women careers depend on the planning decision of their spouses rather than the other way around (Fernandez, 1981).

Buttner and Moore (1997) stated that business performance is usually measured from the economic perspectives of proper planning and budgeting, growth in sales or employees; and/or by the increase in profits. As most people generally equate money and profits as the best way to measure individual and business success, many might not view a majority of women-owned businesses as successful due to it being smaller in size and slower in growth. As a result, some women define business success from an economic viewpoint ignoring their own initiatives of properly planning the business. A handful of women entrepreneurs measure success as and when they can see

that they are an economically valuable resource (Dhaliwal, 2000). This is to say that once they feel they are generating an income and contributing to the family, that and only then do they feel that they have attained some measure of success. A study by Davies-Netzley (1998) found that gross receipts and sales of women-owned businesses remain significantly lower than those of men-owned firms.

A study of Nigerian women business owners by Ehigie and Umoren (2003) found that a high self-concept regarding their role in business and commitment to business can help women to become more successful entrepreneurs. This study also reveals that entrepreneurial success depends on management skills and psychological factors such as self-concept, managerial competence, and work-stress and business commitment. Interestingly, Rogers (1980) and Ross and Lyle (1978) found that women can be successful in any venture if they have a positive frame of mind.

An interesting research entitled *Entrepreneurship and Social Inclusion* by Fielden and Dave (2004) suggest that poor management skills and socially constructed barriers were responsible for inhibiting women's progressions. According to Rahim's study (1996) social support is negatively associated with stress. Findings from a study by Chay (1993) also indicated that social support moderates the effect of work stressors. Besides social support, strong ties in the business world do help women in achieving success in their businesses. A study of McClelland et al. (2005) showed that the female entrepreneurs in Canada, Singapore and Ireland utilized networking as a means of business development. Other factor such as internal motivation is another important factor that can contribute to success in business. The role of extended family in providing capital for new firms and facilitating the apprentice training of its members is significant to the success of

prospective entrepreneurs (Nafziger, 1969). Finally, innovation in the business through Information Communications Technology (ICT) play an important role in supporting women entrepreneurs on business by gaining a low cost structure and achieving higher returns per customer (Marlin and Wright, 2005)

The ability to tap into new record innovation methods requires expertise, knowledge and contacts. Women in Kenya are faced many problems to get ahead their life in business. A few problems can be detailed as. The greatest deterrent to women entrepreneurs is that they are women. Women, in particular the less educated ones, also find it more difficult to get financing from banks because they lack information on how to go about securing a loan. Moreover, bank managers are often more reluctant to lend to women than to men.

2.5 Work life balance and Performance of Women in Entrepreneurship Ventures

A gender sensitive, multi-level analysis along the lines proposed by Brush, de Bruin and Welter (2009) lends itself rather well to analyze the intrinsic relationships between business and the family that play an important role in business performance and growth. There is evidence that family support (both financial and emotional) is an important determinant of entrepreneurial behavior: it shapes the confidence of women entrepreneurs to achieve their ambitions, enhancing the chances for the growth of their business (Anna, 2000). More importantly, the division of work and care responsibilities within the household between husband and wife plays a vital role in the performance of entrepreneurs and the growth of their businesses (Jennings and McDougald, 2007; Aidis, 2007).

Jennings and McDougald (2007) demonstrate that women entrepreneurs in developed countries are more likely to experience time conflict, stress spill-over due to incompatibility between the family domain and care responsibilities on one hand, and the business domain and work responsibilities on the other. Consequently, women are more likely to use coping strategies that (intentionally or unintentionally) limit rather than enhance the growth of their businesses. Among such coping strategies are superwoman attempts to respond to all demands, career delay or lower career aspirations, reduction of working hours, turning down business, travel or relocation opportunities, and cutting back on community involvement or time spent with family. Other strategies are the one-job/one-career strategy where one partner takes on a part-time or less demanding job so that the other can pursue a business or career. Very common, especially in upper class families is the phenomenon of hiring a wife, which in most countries is a female domestic helper - often underpaid and undocumented migrant - to assist with child care, household duties, meal preparation, etc.

Jamali (2009) observes that women entrepreneurs who struggle to reconcile work and family do so within largely internalized and taken-for-granted norms of appropriate female behavior in their society. She argues that the gendered ascription of women to family and childcare responsibilities creates tensions and negative feelings such as guilt that put pressure on women entrepreneurs to 'conform with prevailing (un-codified) value standards (Harrison, R. T. and Mason, C. M. 2007). This results in difficulties in managing their businesses next to their family responsibilities, a lack of mobility to pursue an optimal business location in terms of access to markets and services

According to a study by Paige and Littrel (2002) success is determined by intrinsic criteria of an individual which includes internal freedom and independence, controlling a person's own future, and the desire to be an own boss. Masuo, (2001) found that business success is commonly defined in terms of personal development, personal achievement and economic measures which include return on assets, sales, profits, employees and survival rates; and non-pecuniary measures, such as customer satisfaction. The individual characteristics of most women focus on their age, managerial skills, individual view on risk, previous entrepreneurial experience, level of education, occupation of parents and industry experience levels affecting entrepreneurial firm performance. Age and years of formal education have been shown to correlate positively with the business performance of women entrepreneurs. Fairtlough, (2000) reckons that less educated women may face financial or human capital constraints which limit their business pursuits. At the same time, managerial skills and particular strengths in generating ideas and dealing with people (Birley and Norburn, 1987; Brush and Hisrich, 1991; Hisrich and Brush, 1984; Hoad and Rosko, 1964) were important for a woman entrepreneur in establishing a business. (Box, Watts and Hisrich, 1994) and (Box, White and Barr, 1993) found that the entrepreneur's years of prior experience in the industry are positively correlated with firm performance. This is supported by (Schiller and Crewson, 1997) who found that the dominant predictors of success for women entrepreneurs are industry experience and years of self-employment. However, Shim and (Harrison, and Mason, (2007) found that women have less work experience and their firms were younger than men. As a result, they lack networks or contact, socialization practices and family roles. (Masud, 1999) in a study on micro-enterprise project through 319 women in

Peninsular Malaysia discovered that women gained knowledge through their projects in managing and controlling productive resources, skill, and experience, and an increase in their ability to source relevant information and solve problems that equip them to become entrepreneurs and setting the business successfully.

From the environmental perspective, family influence, particularly parental influence has been found as the antecedent of small business career interest. Family members, especially parents play a key role in establishing the desirability and credibility of entrepreneurial action for individuals. (Scherer, 1989) found that the presence of a parent entrepreneurial role model was associated with an individual's business performance. Individuals with a parent entrepreneurial role model were perceived to be high performers and were significantly different from individuals without entrepreneurial role models, who were perceived to be low performers. The majority of successful women entrepreneurs identified one parent as being more influential, that is, many successful women identify strongly with their fathers (Henning and Jardim, 1978).

Belcourt (1991) in his study reported that 33 percent of Canadian women entrepreneurs surveyed stated their fathers were entrepreneurs. This is logical as parent-child relationship promotes achievement striving and independence (Stein and Bailey, 1973).

Female labor force participation also seems to be related to the attitude of the family towards women. (Harrison, and Mason, 2007) for instance, in a study of selected successful career women in Malaysia, revealed that changing attitudes of parents and

husbands towards a more positive trend were perceived to be related to higher educational attainment of women which in turn could influence women's participation in the labor force by setting up their own businesses.

2.6 Theoretical Framework

The current study adopted the status characteristics theory and its application to gender (Ridgeway, 2009) considers how the nature of men's and women's education/work history and social ties may be interpreted differently in the venture capital context. Gender is a status characteristic, an attribute to which widely held cultural beliefs i.e. status beliefs attach greater competence and esteem to one category of the attribute over another (Berger, 2001). Studies show that contemporary cultural beliefs in the U.S. describe men as generally more competent than women in tasks with the highest social value, especially if they require traits such as aggressiveness, assertiveness, agency and instrumentality (Fiske, 2002; Spence and Buckner, 2000). These beliefs have power because, as explained by status characteristics theory (Berger, 2001), in situations where gender is salient, cultural beliefs about gender influence what individuals expect from each other and, in turn, how individuals treat each other (Dovidio, 1998). Importantly, gender beliefs may affect behavior even when men and women consciously endorse gender equality and are motivated to behave in unbiased ways, simply because people are aware that others believe men are generally more competent than women (Ahuja, and Lampert, (2010). In the venture capital context, for example, if the venture capitalist personally believes that a female entrepreneur is a good candidate for CEO, the fact that most people don't think women are as competent as men in this position may still bias the VC's evaluation.

The venture capital industry is one where, above all, good ideas are emphasized, and investment decisions are more or less perceived to be gender-blind (Brush, 2006). However, recent research indicates that perceptions of meritocracy in an occupational culture can actually obscure (Castilla, 2008) and even encourage gender-based decision-making (Sindhuja, 2009). In addition, the industry is one in which we might expect gender to be highly relevant since high-tech entrepreneurship is a stereotypically masculine career in Western society (Lewis 2006; Wajcman, 2010), and cultural beliefs hold masculine characteristics to be essential for successful entrepreneurship (Gupta, Turban and Bhawe 2008; Thébaud 2010). We can expect, then, that gender bias plays a role in how male and female entrepreneurs are evaluated in the venture capital process. Performance expectations should, at the outset, advantage men over women entrepreneurs in the evaluative process.

Additionally, it is likely that such expectations create a higher standard for competence for women entrepreneurs. As (Foschi, 2000) has shown, status-based expectations, under certain conditions, create stricter standards for competence for the lower-status group. In male-typed tasks, a man's success reinforces the belief that men are more competent at the task, while a woman's success is inconsistent with performance expectations. Thus, women's success may be attributed to factors such as luck rather than ability, while failure confirms expectations for women, but not for men (Wagner, Ford and Ford, 200). A double standard hence emerges, as women must demonstrate greater success and make fewer errors in order to be seen as equally competent as men. Support from this theory has emerged from studies of both experimental (Biernat and Fuegen, 2001) and non-experimental designs (Sindhuja, 2009).

This theory is relevant to this study in that it states that gendered double standards influence entrepreneurs' decision-making. In particular, it expects that the presence and absence of human capital and social ties differentially influence evaluations of female and male entrepreneurs. This thus leads to the shortage of women entrepreneurs as they are phased out by male counterparts in entrepreneurship. This theory is also relevant to this study in that it develops a framework to understand the effective implementation of a strategy in entrepreneurship that can seek to eliminate the challenges of gender disparity in entrepreneurship. It identifies the challenges faced in entrepreneurship and relates to gender.

2.7 Conceptual Framework

The conceptual framework outlines a model that the study shall employ in analyzing how the various factors influencing women performance in entrepreneurship ventures within Eldoret town. This model shall be as in Figure 2.1:

Independent Variable

Dependent Variable

Entrepreneurship

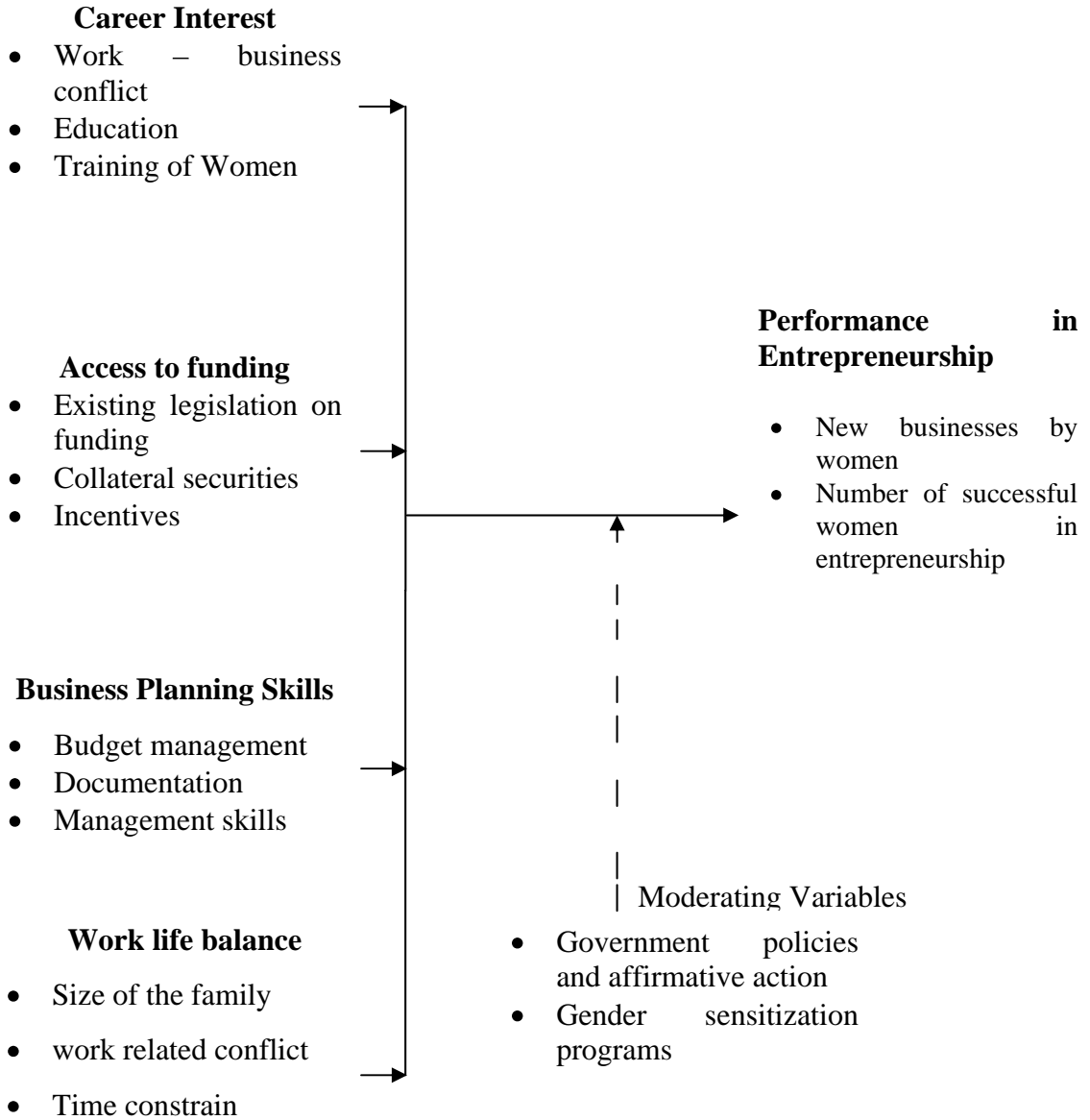


Figure 1.0 Conceptual framework

As outlined in the conceptual framework, various aspects of women participation affect the chances of venturing into entrepreneurship. These factors are divided into four key areas which are:

Women are less active and risk passive thus not willing to take the risk of venturing into business as compared to their male counterparts who are aggressive and assertive to risk. Women face work related inequalities and existing legislation in the society and the government do not support this gender in the development of entrepreneurial ventures. The government does not grant any incentives to women to encourage them generate business ideas and implement. Business is a science requiring wide technical knowledge. Management of the business is the technical aspect of organizing and monitoring activities of the business. Both time and funds should be monitored well to make the business a success. Women trying to venture into business face shortage of resources such as funding to meet their expenses. These include limitation in raw materials, financial resources, labour and expertise. Government and other business regulating bodies also instill other stiff requirements such as licenses and certificates of registration of businesses that make women shy away from entrepreneurship. Contrary to the men, women play a major role in the society whereby they are held up with so many Work life balance that they develop a conflict of roles trying to venture into entrepreneurship.

2.8 Gap in literature review

As compared to men, there is a slight lower number of women worldwide engaged in entrepreneurial activity. An important resource of data is the Global Entrepreneurship Monitor (GME) project, which estimates that more than 187 million

women are engaged in entrepreneurial activity (GEM, 2012). On a global scale, the gender gap does not seem to be that alarming. GEM data (2012) demonstrates that men make up 52% of all entrepreneurial activity, compared to 48% of women entrepreneurs. In fact, some data suggest that women have outpaced men in the rate of new businesses they form (Minniti and Naudé, 2010). When reviewing research on women's entrepreneurship it becomes apparent that, even though the available data and studies on the topic is growing, there is lack of reliable and consistent data on women's entrepreneurship particularly in developing countries and emerging economies (Minniti and Naudé, 2010; Jamali, 2009). Following from that, a main point of criticism is that most of the literature available on women entrepreneurship draws on experiences in developed economies and Western societies (Ahl, 2006). On the other hand, consistent country specific data on the scale and scope of the gender gap in entrepreneurship remains unclear, indicating a need for findings to be more frequently compared with the nature and challenges of men's entrepreneurship instead of solely listing barriers and obstacles for women. (Ahl, 2006) argues that in women's entrepreneurship research we tend to make a mountain out of a molehill. She finds evidence for when studying women entrepreneurs, scholars tend to overemphasize minor statistical differences while ignoring overlap and similarities. In their overview on understanding motivations and challenges of women entrepreneurs across the world (Minniti and Naudé, 2010) also identify a series of gaps in current research on the topic and propose an agenda for future research. They indicate for example that it remains unclear how, and if, entrepreneurial activity of women results in growth and to what extent. (Minniti and Naudé, 2010) argue that there is a great need for systematic analysis, especially in developing countries, that perhaps

might result in a solid understanding of how the distinctive characteristics of female entrepreneurship are accounted for by the existing models of growth. Not much is known about the size and behavior of women's businesses in the developing context and data related to the amplitude of micro, small and medium businesses and how they operate is lacking in most countries. Besides the need to further study the interface between work and family, particularly in developing.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This section dealt with research design, target population, sample size and sampling procedures, research instruments, instrument validity and reliability, data collection procedures and data analysis techniques.

3.1 Research Design

Research design is considered as a blueprint for research, dealing with at least four problems: which questions to study, which data are relevant, what data to collect, and how to analyze the results. The best design depends on the research question as well as the orientation of the researcher (Robson, 2003). In this research, quantitative study research design was used. A quantitative research design was suitable as it helped to seek data from different women entrepreneurs and also collect data without manipulating the research variables or the respondents.

3.2 Target Population

A population is a set of individual cases, people or objects which bear common observable characteristics. It is a set of entities concerning which statistical inferences are to be drawn (Patton, 2006). On the other hand, target population refers to the entire group of individuals or objects to which researchers are interested in generalizing the conclusions (Patton, 2006). This study used census sampling design and target registered salons within Eldoret town. Therefore the target population was as illustrated in the table

3.1

Table 3.1: Target Population

Respondent category	Target population (No. of Salonist)
Vera Beauty and Fashion	17
Classic hair salon, Eldoret	12
Lillano Hair Design	16
Wise Lady Salon, Eldoret	10
Florida Hair Salon, Eldoret	13
Bestlady salon, Eldoret	14
Amani Hairdressing Salon, Eldoret	16
Sunset Hair Salon, Eldoret	15
wayside salon, Eldoret	12
Cutex, Eldoret	13
Adriano Beauty Salon, Eldoret	10
Nubian Queen Salon, Eldoret	15
Glorious Beauty salon, Eldoret	11
Judy's Salon, Eldoret	12
Lelesta beauty and Fashion	14
Total	200

Source: County Government Records of Registered Salon Businesses in Eldoret

Town (2014)

3.3 Sample Size and Sampling Procedures

Newman (2000) explains that the important factor to consider when determining a sample size is to keep it manageable enough. This enabled the researcher to derive from the population detailed data within reasonable periods and efficient resource use. The researcher ensured a high degree of correspondence in sampling the target population to enhance accuracy. The sample size was obtained from a target population of 200 respondents. Sampling is that part of statistical practice which concerns the selection of individual observations intended to yield some knowledge about a population of concern,

especially for the purposes of statistical inference (Ghoshi, 2002). Sampling frame which has the property that study can identify every single element and include any in the sample. The most straight forward type of frame is a list of elements of the population preferably the entire population with appropriate contact information. The sampling frame must be representative of the population and this is a question outside the scope of statistical theory demanding the judgment of experts in the particular subject matter being studied (Kothari, 2006).

The study employed the Krejcie and Morgan formulae (1970) from where a total sample size of 132 respondents was obtained. Krejcie and Morgan (1970) methods the following formula to determine sampling size:

Table 3.2: Sample Size

Respondent category	Target Population	Sampling procedure	Sample size
Vera Beauty and Fashion	17	17/200x132	11
Classic hair salon, Eldoret	12	12/200x132	8
Lillano Hair Design	16	16/200x132	10
Wise Lady Salon, Eldoret	10	10/200x132	7
Florida Hair Salon, Eldoret	13	13/200x132	8
Bestlady salon, Eldoret	14	14/200x132	9
Amani Hairdressing Salon, Eldoret	16	16/200x132	11
Sunset Hair Salon, Eldoret	15	15/200x132	10
wayside salon, Eldoret	12	12/200x132	8
Cutex, Eldoret	13	13/200x132	9
Adriano Beauty Salon, Eldoret	10	10/200x132	7
Nubian Queen Salon, Eldoret	15	15/200x132	10
Glorious Beauty salon, Eldoret	11	11/200x132	7
Judy's Salon, Eldoret	12	12/200x132	8
Lelesta beauty and Fashion	14	14/200x132	9
Total	200	200	132

Source: Study 2014

3.4 Research Instruments

3.4.1 Questionnaires

The study employed the use of questionnaires as the main tool of data collection. A questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents (Newman, 2006). The questionnaire was the most appropriate research tool as it allowed the researcher to collect information from a large population (women entrepreneurs) with varied business enterprises; the findings remain confidential, save time and since they are presented in paper format there is no opportunity for bias. The data gathered using the questionnaires was coded for easy analysis. Questionnaires were used to collect data from the women entrepreneurs.

3.4.2 Validity of Research Instruments

Validity refers to whether the questionnaire or survey measures what it intends to measure. As nearly as possible, the data gathering should match the decisions you need to make. This means if you need to make a priority-focused decision. In ensuring the questionnaires validity, the researcher gave a copy to the supervisor who determined whether it suits the study or not. The questionnaires would help to collect the needed information for they were valid. (Hopkins 2000).

3.4.3 Instrument Reliability

In various areas of study, the accurate dimension of hypothesized variables posed a test by itself. Therefore, reliability and item analysis was used to construct reliable measurement scales, to improve existing scales, and to assess the reliability of

scales already in use. Specifically, reliability aids in the design and evaluation of sum scales, that is, scales that are made up of multiple individual measurements. The measurement of scale reliability was based on the correlations between the individual items or measurements that make up the scale, relative to the variances of the items (Kombo, 2006).

The questionnaire was tested for reliability by using Cronbach coefficient alpha to determine the internal consistency of the items. This is a method of estimating reliability of test scores by the use of a single administration of a test. Consequently, it provides good measures of reliability because holding other factors constant, the more similar the test content and conditions of administration are, the greater the internal consistency reliability (Mugenda and Mugenda, 1999). In this study, the items were considered reliable since they yield a reliability coefficient of 0.70. This figure is usually considered respectable and desirable for consistency levels (Koul, 1993).

3.5 Data Collection Procedures

This refers to the series of events to be followed during the data collecting process. In this research study, the researcher first collected an introductory letter from the University of Nairobi and book appointments with women Entrepreneurs of the various enterprises before making a formal visit on the respective day of the appointment. The researcher made a request to be allowed to conduct the study in the selected salons located in Eldoret town. Upon visiting, on the day of study the researcher picked the samples of respondents and issued them with the questionnaires and gave them the questionnaires to fill after which the questionnaires were collected upon after five days of completion and in case of any problem amongst the employees in filling the

questionnaires; the researcher assisted them before taking away the collected data. The researcher assembled all the information collected for analysis.

3.6 Data Analysis Techniques

Data was edited and put in the system to compute the means, variance, and standard deviation. Descriptive statistics techniques, the results of the study were presented in frequency tables and percentages.

Data analysis is the process of bringing order, structure and meaning to the information collected (Mugenda and Mugenda, 2003). Numerical values was assigned to responses (coding) in the questionnaires to represent measurement of variables, the data was then analyzed and presented in form of tables, frequencies and percentages. The study sought to identify the factors affecting women performance in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya. The raw data was then analyzed using, Statistical Package for Social Sciences (S.P.S.S) and MS-Excel. The researcher used descriptive statistics to analyze the data into meaningful information that was used to make conclusions and recommendations. The descriptive statistics uses measures of central tendency such as mean, median and mode to describe a group of subjects. The researcher used graphic presentation such as the use tables and frequency tables to present the data.

3.7 Operational definition of variables

To achieve the objectives of the study the researcher investigated the factors influencing women performance in entrepreneurship: A case of registered salon businesses within Eldoret town Uasin Gishu County Kenya. The objectives of the study included; To establish to what extent does career interest influence performance of

women in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya, to establish to what extent does access to funding influence performance of women in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya, to determine what extent does influence of business planning skills of women on their performance in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya and to determine the influence of work life balance in performance of women in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya. To achieve these objectives questionnaires were used each with specific questions for each objective

Table 3.7 Operational Definition of Variables

Objective	Variables	Indicators	Measurement scale	Tools of analysis	Types of tools
To establish extent to which career interest influence performance of women in entrepreneurs	Independent Effects of career interest	<ul style="list-style-type: none"> • Work – business conflict • Education • Time constraint 	Ordinal	Descriptive statistics. tables and pictures	Frequency distribution tables
To establish extent to which access to funding influence performance of women in entrepreneurs	Independent Access to funding	<ul style="list-style-type: none"> • Existing legislation on funding • Collateral securities • Incentives 	Ordinal	Descriptive statistics Tables and pictures	Frequency distribution tables
To determine the influence of business planning skills of women on their performance in entrepreneurship ventures	Independent Business planning skills of women	<ul style="list-style-type: none"> • Planning and Budget preparation • Human resource management • Financial management 	Ordinal	Descriptive statistics. tables and pictures	Frequency distribution tables
To determine the influence of work life balance in performance of women in entrepreneurship ventures	Independent Work life balance	<ul style="list-style-type: none"> • Size of the family • Work related conflict • Time constrain 	Ordinal	Descriptive statistics Tables and pictures	Frequency distribution tables
	Dependent Performance in Entrepreneurship	<ul style="list-style-type: none"> • New businesses by women • Number of successful women in entrepreneurship 	Nominal	Descriptive statistics Tables and pictures	Frequency distribution tables

Source: Study 2014

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION, INTERPRETATION AND DISCUSSION

4.1 Introduction

This chapter presents the results and discussions of quantitative data analysis of the study. It is divided into two major sections. The first section describes the demographic characteristics of the empirical survey, marital status of the respondents, family size, educational and training levels. The second section of the chapter provides results and discussions which were based on the four major research questions of the study. For the purposes of this preliminary analysis, descriptive statistics was frequently used to describe the general characteristics of the data collection.

4.2 Response Rate

The researcher had issued 132 questionnaires targeting the same amount of respondents. Out of these, 123 questionnaires were filled meaning that the study had a 93% response rate. Table 4.1 shows the study findings.

Table 4.1 Response return rate

Dispatched	Returned	Percentage
137	123	93
Total	123	93

From the table 4.1, percentage return rate was 121 (93%). According to Nachimias and Nachimais (1958) 80% to 90% return rate is enough for a descriptive survey study.

4.3 Background Information

The research assessed the background information of the respondents in an effort to ensure that sampling was effectively done under the following themes.

4.3.1 Marital Status of the Respondents

The researcher sought to establish the marital status of the respondents since the findings would assist categorize the respondents based on marital status and the findings are as presented in Table 4.2

Table 4.2 Marital Status

Response	Frequency	Percentage
Widowed	11	09
Single	43	35
Separated	39	32
Married	30	24
Total	123	100.0

Table 4.2 indicates that a majority of the respondents (35%) were single, 32% were separated, 24% were married and 09% were widowed. This was interpreted to mean that most women entrepreneurs in Uasin Gishu County were either single or married.

4.3.2 Respondents' Family Size

The researcher sought to establish the respondents' family size respondents since the findings would assist categorize the respondents based on family size and the findings are as presented in Table 4.3

Table 4.3 Respondents' Family Size

Response	Frequency	Percentage
More than 5	21	17
Between 3-5	64	52
Less than 3	38	31
Others	00	00
Total	123	100.0

From Table 4.3 majority of the respondents (52%) had a family size of between 3 and 5, 31% had a family size of less than 3, and 17% had a family size of more than 5. This was interpreted to mean that most of the women entrepreneurs in Uasin Gishu County had average sized families.

4.3.3 Respondent's Highest Level of Education and Training

The researcher sought to establish the respondents' highest level of education and training. Table 4.4 shows the study findings.

Table 4.4 Highest Level of Education and Training

Response	Frequency	Percentage
University	44	35
College	54	44
Secondary	25	20
Primary	01	01
Total	123	100.0

Table 4.4 shows that a majority of the respondents (44%) were college graduates, 35% were university graduates and 20% were secondary graduates while 01% were primary school leavers, this was interpreted to mean that most women entrepreneurs in Uasin Gishu County were well educated and thus they had high chances of success in their entrepreneurial ambitions.

4.4 Career Interest and Women’s Performance in Entrepreneurship Ventures

The study sought to determine the influence of career interest in performance of women in entrepreneurship ventures within Eldoret town, Uasin Gishu County. To answer this question the respondents were asked to rank the various statements as per their level of agreement to listed statements. The findings indicated that majority of the respondents (90%) were of the opinion that women were faced with work - business conflict that couldn’t allow them to venture into entrepreneurship, 88% said that women were too committed to their work that they couldn’t find time to venture into entrepreneurship, while 72% held that women were not equipped with adequate knowledge to venture into entrepreneurship. Table 4.5 shows the study findings.

Table 4.5 Career Interest and Women’s Performance in Entrepreneurship Ventures

Statement		SA	A	D	SD	T	M
Women are faced with work - business conflict that can’t allow them to venture into entrepreneurship	F	70	47	0	6	123	4.5
	%	57	35	7	1	100	90
Women are not equipped with adequate knowledge to venture into entrepreneurship	F	24	50	47	2	123	3.6
	%	20	41	38	1	100	72
Women are too committed to their work that they can’t find time to venture into entrepreneurship	F	37	40	43	3	123	4.4
	%	30	33	37	3	100	88

From Table 4.5 it can be deduced that majority of the respondents (90%) were of the opinion that women were faced with work - business conflict that couldn’t allow them to venture into entrepreneurship, 88% said that women were too committed to their work that they couldn’t find time to venture into entrepreneurship. This was interpreted to mean that most career women in Uasin Gishu County were so much held up with the pursuit of their professional careers, and this posed a big challenge to their entrepreneurial ambitions. Career goals/ambitions were therefore an obstacle to entrepreneurial development of most women in the County. This findings concurs with Mahbub(2000) observation that women have fewer business contacts, less knowledge of how to deal with the governmental bureaucracy and less bargaining power, all of which further limit their growth. Since most women entrepreneurs operate on a small scale, and are generally not members of professional organizations or part of other networks, they often find it difficult to access information. Most existing networks are male dominated

and sometimes not particularly welcoming to women but prefer to be exclusive. Even when a woman does venture into these networks, her task is often difficult because most network activities take place after regular working hours. There are hardly any women-only or women-majority networks where a woman could enter, gain confidence and move further. Lack of networks also deprives women of awareness and exposure to good role models. Few women are invited to join trade missions or delegations, due to the combined invisibility of women-dominated sectors or sub sectors and of women as individuals within any given sector (Mahbub, 2000).

4.5 Access to Funding and Women's Performance in Entrepreneurship Ventures

The study also sought to establish how access to funding influences performance of women in entrepreneurship ventures within Eldoret town, Uasin Gishu County. And the findings revealed that majority of the respondents (88%) believed that the existing government legislation does not favor women venturing into entrepreneurship, 84% said that there was limited access to funds by women due to lack of collateral security to acquire them, while 80% were of the opinion that lack of incentives from the government hinders women from venturing into entrepreneurship. Table 4.6 shows the study findings.

Table 4.6 Access to Funding and Women’s Performance in Entrepreneurship Ventures

Statement		SA	A	D	SD	T	M
The existing government legislation does not favor women venturing into entrepreneurship	F %	69 56	35 28	17 14	2 2	123 100	4.4 88
There is limited access to funds by women due to lack of collateral security to acquire them	F %	42 34	70 57	9 7	2 2	123 100	4.2 84
Lack of incentives from the government hinders women from venturing into entrepreneurship	F %	50 40	34 28	33 27	6 5	123 100	4 80

From Table 4.6 the findings showed that majority of the respondents (88%) believed that the existing government legislation does not favor women venturing into entrepreneurship. The findings are in agreement with earlier study findings by Rubenstein, C. (2000) who asserted that women entrepreneurs in the all over the world, are faced with three factors influencing their entrepreneurship antecedent i.e., background factors such as working capitals and genetic factors that affect motivation, skills and knowledge, the incubator organization the nature of the organization where the entrepreneur was employed just prior to starting a business; the skills learned there) and environmental factors (e.g., economic conditions, access to venture capital and support services, role models). Research from the rest of the world indicates that women and men differ on some of the above factors. While several of these financial factors are inherent to many countries, some of them are more severe in Kenya due to government legislation (Barrett and Weinstein, 2006).

4.6 Business Planning Skills and Women’s Performance in Entrepreneurship Ventures

The study also sought to determine the influence of women’s planning skills on their performance in entrepreneurship ventures within Eldoret town, Uasin Gishu County. The findings indicated that majority of the respondents (90%) held that planning success depends on management skills and psychological factors such as self-concept, managerial competence, and work-stress and business commitment. 76% were of the opinion that women have limited knowledge for proper keeping of records; while 62% said that women lacked basic skills for planning and budgeting to venture into entrepreneurship. Table 4.7 shows the study findings.

Table 4.7 Business planning skills and Women’s Performance in Entrepreneurship Ventures

Statement		SA	A	D	SD	T	M
Women lack basic skills for planning and budgeting to venture into entrepreneurship	F	24	31	36	32	123	3.1
	%	16	25	26	18	100	62
Women have limited knowledge for proper keeping of records	F	26	60	28	9	123	3.8
	%	21	49	23	7	100	76
Planning success depends on management skills and psychological factors such as self-concept, managerial competence, and work-stress and business commitment	F	67	42	11	3	123	4.5
	%	55	2	34	9	100	90

According to the study results as illustrated on table 4.7, it can be deduced that majority of the respondents (90%) held that planning success depends on management skills and psychological factors such as self-concept, managerial competence, and work-stress and business commitment. According to Yusuf (1995) the most critical factors contributing to

business success consist of good planning skills, access to financing, personal qualities, and satisfactory government support. Huck and McEwen (1991) studied in Jamaican business owners reported that business owners in Jamaica considered that the planning factor is the most critical ingredient for the success of a business. Family's emotional or instrumental supports are one of the crucial success factors for women entrepreneurs. Lee and Choo (2001) studied work-family conflict in Singapore found that family members and others support can reduce the conflict of women entrepreneurs. Furthermore, owning business by female without interfering by family would have greater success in their business. Moreover, the women careers depend on the planning decision of their spouses rather than the other way around (Fernandez, 1981).

4.7 Work life balance and Women's Performance in Entrepreneurship Ventures

Lastly the study sought to determine the influence of work life balance and performance of women in entrepreneurship ventures within Eldoret town, Uasin Gishu County. To answer the objective the respondents were asked to give their opinions about Work life balance and their influence on performance of women led enterprises using a likert scale. The findings revealed that majority of the respondents (86%) believed that Size of families discourage women from participating in entrepreneurship. On the other hand, 84% said that Work related conflicts discourage women from participating in entrepreneurship, while 78% were of the opinion that, Time constraint discouraged women from participating in entrepreneurship. This was interpreted to mean that Size of families is a major stumbling block for many women who would like to venture in the entrepreneurial businesses. Table 4.8 shows the study findings

Table 4.8 Work life balance and Women’s Performance in Entrepreneurship Ventures

On work life balance and their influence on women’s performance in entrepreneurship ventures, Table 4.8 shows that a majority of the respondents (86%)

Statement		SA	A	D	SD	T	M
Size of families discourage women from participating in entrepreneurship	F	61	44	11	7	123	4.3
	%	50	36	5	9	100	86
Work related conflicts discourage women from participating in entrepreneurship	F	50	53	14	6	123	3.9
	%	30	53	4	13	100	78
Time constraint discourage women from participating in entrepreneurship	F	70	33	18	2	123	4.2
	%	57	20	16	7	100	84

believed that Size of families discouraged women from performing in entrepreneurship.

This was interpreted to mean that the Size of families is a major stumbling block for many women who would like to venture in the entrepreneurial businesses. The findings are in agreement with Aldrich (2007) who noted that the entrepreneur environment is surrounded by many societal factors such as cultural, economic, political and social forces. These factors can join together to create threats or opportunities where the entrepreneur operates.

Aldrich pointed out that individual’s personalities and behaviors, firms, political/legal systems, economic conditions, and social traditions are all intertwined with the national culture from which they originate. Furthermore, taking women themselves as subjects for analysis and comparison three levels of similarity or difference should be

considered. First, no matter where women live, they experience similar types of role complexity, especially when combining the roles of working mother and wife. Second, no matter where women live, they encounter similar problems when trying to get started as entrepreneurs or when trying to expand their business activities. Third, in contrast to male entrepreneurs, women entrepreneurs face unique challenges arising from the local environment in which they must operate (Aldrich, 2007).

4.8 Indicators of Women's Performance in Entrepreneurship Ventures

The researcher sought to identify the indicators of women's performance in entrepreneurship ventures within Eldoret town, Uasin Gishu County. The findings revealed that majority of the respondents (84%) said that the number of women in entrepreneurship is equal to the number of men. 82% were of the opinion that there are successful women in entrepreneurship currently; while 76% held that women were coming up with entrepreneurship ventures. This was interpreted to mean that there are equal opportunities for both men and women to venture in entrepreneurial business. Table 4.9 shows the study findings.

Table 4.9 Indicators of Women’s Performance in Entrepreneurship Ventures

Statement		SA	A	D	SD	T	M
The number of women in entrepreneurship is equal to the number of men	F	60	40	15	8	123	4.2
	%	49	32	8	12	100	84
Women are coming up with entrepreneurship ventures	F	37	42	17	27	123	3.8
	%	30	34	9	27	100	76
There are successful women in entrepreneurship currently	F	47	44	9	22	123	4.1
	%	38	36	7	19	100	82

On the indicators of women’s performance in entrepreneurship ventures, results on Table 4.9 reveal that a majority of the respondents (84%) said that the number of women in entrepreneurship is equal to the number of men. This was interpreted to mean that there are equal opportunities for both men and women to venture in entrepreneurial business.

CHAPTER FIVE
SUMMARY OF THE FINDINGS, DISCUSSION, CONCLUSIONS AND
RECOMMENDATIONS

5.1 Introduction

This chapter provides a summary of major findings as deduced by the study, it also presents Conclusions, Recommendations and areas of further research.

5.2 Summary of the Study

The study sought to investigate the factors influencing women performance in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya. And the following were the study findings.

Concerning Career interest and performance of women entrepreneurship ventures, within Eldoret town, Uasin Gishu County, The findings indicated that majority of the respondents (90%) were of the opinion that women were faced with work - business conflict that couldn't allow them to venture into entrepreneurship, 88% said that women were too committed to their work that they couldn't find time to venture into entrepreneurship, while 72% held that women were not equipped with adequate knowledge to venture into entrepreneurship.

On access to funding and its influence on performance of women in entrepreneurship ventures within Eldoret town, Uasin Gishu County, The findings revealed that majority of the respondents (88%) believed that the existing government legislation does not favor women venturing into entrepreneurship, 84% said that there was limited access to funds by women due to lack of collateral security to acquire them,

while 80% were of the opinion that lack of incentives from the government hinders women from venturing into entrepreneurship.

Concerning women's management skills on their performance in entrepreneurship ventures within Eldoret town, Uasin Gishu County, The findings indicated that majority of the respondents (90%) held that planning success depends on management skills and psychological factors such as self-concept, managerial competence, and work-stress and business commitment. 76% were of the opinion that women have limited knowledge for proper keeping of records; while 62% said that women lacked basic skills for planning and budgeting to venture into entrepreneurship.

And lastly on work life balance and performance of women in entrepreneurship ventures within Eldoret town, Uasin Gishu County, The findings revealed that majority of the respondents (86%) believed that Size of families discourage women from performing in entrepreneurship. On the other hand, 84% said that Work related conflicts discourage women from participating in entrepreneurship, while 78% were of the opinion that, Time constraint discouraged women from performing in entrepreneurship. This was interpreted to mean that Size of families is a major stumbling block for many women who would like to venture in the entrepreneurial businesses.

5.3 Discussions of the findings

This section discusses the findings of study. The purpose of the study was to investigate the factors influencing women performance in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya. And the following were the study findings

Concerning Career interest and performance of women entrepreneurship ventures it can be deduced that majority of the respondents (90%) of the respondents were of the opinion that women were faced with work - business conflict that couldn't allow them to venture into entrepreneurship, 88% said that women were too committed to their work that they couldn't find time to venture into entrepreneurship. This was interpreted to mean that most career women in Uasin Gishu County were so much held up with the pursuit of their professional careers, and this posed a big challenge to their entrepreneurial ambitions. Career goals/ambitions were therefore an obstacle to entrepreneurial development of most women in the County. This findings concurs with Mahbub (2000) observation that women have fewer business contacts, less knowledge of how to deal with the governmental bureaucracy and less bargaining power, all of which further limit their growth. Since most women entrepreneurs operate on a small scale, and are generally not members of professional organizations or part of other networks, they often find it difficult to access information. Most existing networks are male dominated and sometimes not particularly welcoming to women but prefer to be exclusive. Even when a woman does venture into these networks, her task is often difficult because most network activities take place after regular working hours. There are hardly any women-only or women-majority networks where a woman could enter, gain confidence and move further. Lack of networks also deprives women of awareness and exposure to good role models. Few women are invited to join trade missions or delegations, due to the combined invisibility of women-dominated sectors or sub sectors and of women as individuals within any given sector (Mahbub, 2000).

On access to funding and its influence on performance of women in entrepreneurship ventures, the findings showed that majority of the respondents (88%) believed that the existing government legislation does not favor women venturing into entrepreneurship. The findings are in agreement with earlier study findings by Rubenstein, C. (2000) who asserted that women entrepreneurs in the all over the world, are faced with three factors influencing their entrepreneurship antecedent i.e., background factors such as working capitals and genetic factors that affect motivation, skills and knowledge, the incubator organization the nature of the organization where the entrepreneur was employed just prior to starting a business; the skills learned there) and environmental factors (e.g., economic conditions, access to venture capital and support services, role models). Research from the rest of the world indicates that women and men differ on some of the above factors. While several of these financial factors are inherent to many countries, some of them are more severe in Kenya due to government legislation (Barrett and Weinstein, 2006).

Concerning women's business planning skills on their performance in entrepreneurship ventures it can be deduced that majority of the respondents (90%) held that planning success depends on management skills and psychological factors such as self-concept, managerial competence, and work-stress and business commitment. According to Yusuf (1995) the most critical factors contributing to business success consist of good planning skills, access to financing, personal qualities, and satisfactory government support. Huck and McEwen (1991) studied in Jamaican business owners reported that business owners in Jamaica considered that the planning factor is the most

critical ingredient for the success of a business. Family's emotional or instrumental supports are one of the crucial success factors for women entrepreneurs. Lee and Choo (2001) studied work-family conflict in Singapore found that family members and others support can reduce the conflict of women entrepreneurs. Furthermore, owning business by female without interfering by family would have greater success in their business. Moreover, the women careers depend on the planning decision of their spouses rather than the other way around (Fernandez, 1981).

And lastly on work life balance and performance of women in entrepreneurship ventures, majority of the respondents (86%) believed that Size of families discourage women from performing in entrepreneurship. This was interpreted to mean that Size of families is a major stumbling block for many women who would like to venture in the entrepreneurial businesses. The findings are in agreement with Aldrich (2007) who noted that the entrepreneur environment is surrounded by many societal factors such as cultural, economic, political and social forces. These factors can join together to create threats or opportunities where the entrepreneur operates. Aldrich pointed out that individual's personalities and behaviors, firms, political/legal systems, economic conditions, and social traditions are all intertwined with the national culture from which they originate. Furthermore, taking women themselves as subjects for analysis and comparison three levels of similarity or difference should be considered. First, no matter where women live, they experience similar types of role complexity, especially when combining the roles of working mother and wife. Second, no matter where women live, they encounter similar problems when trying to get started as

entrepreneurs or when trying to expand their business activities. Third, in contrast to male entrepreneurs, women entrepreneurs face unique challenges arising from the local environment in which they must operate (Aldrich, 2007).

5.4 Conclusion

The purpose of the study was to investigate the factors influencing women performance in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya. And the following were the study findings.

Concerning Career interest and performance of women entrepreneurship ventures it can be deduced that majority of the respondents were of the opinion that women were faced with work - business conflict that couldn't allow them to venture into entrepreneurship. This was interpreted to mean that most career women in Uasin Gishu County were so much held up with the pursuit of their professional careers, and this posed a big challenge to their entrepreneurial ambitions.

On access to funding and its influence on performance of women in entrepreneurship ventures, the findings showed that majority of the respondents believed that the existing government legislation does not favor women venturing into entrepreneurship. The findings are in agreement with earlier study findings by Rubenstein, C. (2000) who asserted that women entrepreneurs in the all over the world, are faced with three factors influencing their entrepreneurship antecedent i.e., background factors such as working capitals and genetic factors that affect motivation, skills and knowledge, the incubator organization the nature of the organization where the

entrepreneur was employed just prior to starting a business; the skills learned there) and environmental factors (e.g., economic conditions, access to venture capital and support services, role models).

Concerning women's business planning skills on their performance in entrepreneurship ventures it can be deduced that majority of the respondents held that planning success depends on management skills and psychological factors such as self-concept, managerial competence, and work-stress and business commitment. According to Yusuf (1995) the most critical factors contributing to business success consist of good planning skills, access to financing, personal qualities, and satisfactory government support.

And lastly on work life balance and performance of women in entrepreneurship ventures, Majority of the respondents believed that majority of the respondents believed that Size of families discourage women from participating in entrepreneurship. This was interpreted to mean that Size of families is a major stumbling block for many women who would like to venture in the entrepreneurial businesses. The findings are in agreement with Aldrich (2007) who noted that the entrepreneur environment is surrounded by many societal factors such as cultural, economic, political and social forces.

5.5 Recommendations

On the basis of the findings and conclusions above, this section presents the recommendations of the study.

1. There ought to be a transparent way put in place by the government for women to access government funds. This is to limit the many beurocratic procedures and time spent in trying to get these funds. When the procedure is made to take a shorter time to access funds there will be more women involvement in Entrepreneurial ventures.
2. There should be an introduction of vocational trainings to women to enhance their skills in business management. This can be done on weekly basis or weekends so as to equip the women with knowledge of basic business skills like the maintenance of records and balance sheets so as to manage their finances in a good way
3. There ought to be an introduction of balance in gender roles between men and women. The men should aid the women in Work life balance or hire a helper so as to increase the time women spent in Entrepreneurial ventures. The increase in time in business will automatically increase their performance.
4. There should also be programs put in place by various organizations to encourage women in various professions to engage in Entrepreneurial ventures. With these programs in place the women will see the advantage of their engagements in business enterprises. There should be an encouragement of girl child education to tertiary level colleges. This is because in the research it revealed that majority of those who engage in Entrepreneurial ventures have high literacy level.

5.6 Contributions to body of knowledge

The study had the following contribution to the body of knowledge.

Objectives	Contributions
To establish the extent to which career interests influence performance of women in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya.	This study found out that most women are interested in their careers and want to build them. They dedicate most of their time left for entrepreneurship.
To establish the extent to which access to funding influence performance of women in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya.	The study noted that women efforts in entrepreneurship are frustrated by limitation of access to funds. Women fail to access funds through loans due to stringent processes involved and large collaterals.
To determine the extent to which business planning skills of women influence their performance in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya.	This study established that most women have limited planning skills thus lack proper strategies for conducting their businesses. Women should be trained on management and planning skills.
To determine the extent to which work life balance influence performance of women in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya.	The study established that there exists a conflict of work and time among women. Women play key roles at home as compared to men. They are charged with the responsibility of ensuring that their families are well catered for and their work places are also demanding. This lack of time locks out most women from entrepreneurship.

5.7 Suggestion for Further Study

1. Effect of male moral support on involvement of women in business
2. Impact of social background on performance in business
3. An assessment of other factors that influence women involvement in business

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APPENDICES

APPENDIX I: INTRODUCTION LETTER

DORYCE MOMANYI,

THE UNIVERSITY OF NAIROBI,

P.O BOX 30192-00100

NAIROBI.

Dear recipients

I am Doryce Momanyi Masters Student in the University of Nairobi carrying out a research study on “Factors Influencing Women performance in entrepreneurship, A Case of salon businesses within Eldoret town” Uasin Gishu County, Kenya. The information collected was used to make recommendations for improvement of women in entrepreneurship.

You are therefore kindly requested to participate and respond as best as you can to items in the questionnaire/interview guide. The information provided was treated with utmost confidentiality and was used only for the purpose of this study.

Let me take this opportunity to thank you in advance for taking part in this study.

Yours sincerely,

DORYCE MOMANYI

APPENDIX II: QUESTIONNAIRE FOR WOMEN ENTREPRENEURS

This Questionnaire is to be used by the Researcher/Research assistant when interviewing the respondent. The questionnaire is made up of sections A, B and C. Please answer each question by writing on the spaces provided or tick (✓) against the boxes provided. The information provided was used for the purpose of this research only; therefore do not write your name on the answer sheet. Please note that there are no correct or wrong answers.

SECTION A: PERSONAL DETAILS

1. Name of the enterprise and physical location

.....
.....

Business street/village.....

3. Marital status:

Single () Married () Separated () Widowed ()

4. Family size:

Less than 3 () between 3 and 5 () More than 5 ()

5. Level of education and training:

Informal/none () Primary () Secondary () College () University ()

SECTION B: SPECIFIC RESEARCH QUESTIONS

- 1) **To determine the influence of career interest in performance of women in entrepreneurship ventures within Eldoret town, Uasin Gishu County.**

Using the rating given below, provide your response in relation to the statement regarding career interest of women on their performance in entrepreneurship ventures.

Key-Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD)

Career Interest	SA	A	D	SD
Women are faced with work - business conflict that can 't allow them to venture into entrepreneurship				
Women are not equipped with adequate knowledge to venture into entrepreneurship				
Women are too committed to their work that they can't find time to venture into entrepreneurship				

- 2) **To establish whether access to funding influence performance of women in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya**

Using the rating given below, provide your response in relation to the statement regarding access to funding on their performance in entrepreneurship ventures.

Key-Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD)

Access to funding	SA	A	D	SD
The existing government legislation does not favor women venturing into entrepreneurship				
There is limited access to funds by women due to lack of collateral security to acquire them				
Lack of incentives from the government hinders women from venturing into entrepreneurship				

3) To determine the influence of Business planning skills of women on their performance in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya

Using the rating given below, provide your response in relation to the statement regarding Business planning skills of women on their on their performance in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya.

Key-Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD)

Business planning skills	SA	A	D	SD
Women lack basic skills for planning and budgeting to venture into entrepreneurship				
Women have limited knowledge for proper keeping of records				
Planning success depends on management skills and psychological factors such as self-concept, managerial competence, and work-stress and business commitment.				

4). To determine the influence of work life balance on performance of women in entrepreneurship ventures within Eldoret town, Uasin Gishu County, Kenya.

Using the rating given below provide your response in relation to the statement regarding Work life balance of women on their performance in entrepreneurship ventures in Eldoret town, Uasin Gishu County.

Key-Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD)

Work life balance	SA	A	D	SD
Size of families discourage women from participating in entrepreneurship				
Work related conflicts discourage women from participating in entrepreneurship				
Time constraint discourage women from participating in entrepreneurship				

5) **Kindly rate the following statements as to the extent to which you agree on them on the ways in which the women performance in entrepreneurship can be improved in Eldoret.**

Key: SA- Strongly Agree, **A-** Agree, **UD** – Undecided, **D** – Disagree, **SD** – Strongly Disagree

Statements	SA	A	UD	D	SD
The number of women In entrepreneurship is equal to the number of men					
Women are coming up with entrepreneurship ventures					
There are successful women in entrepreneurship currently					

Any other opinion?

.....

5. Efforts being undertaken in Kenya (by government, NGOs and donors) to economically empower women entrepreneurs.

a) In your opinion what efforts are being undertaken by the Kenya Government to support you and your enterprise?

.....

What about the NGO's and other donors in you know?

.....
.....
.....

How are these efforts in a) and b) above empowering you as a women entrepreneur?

.....
.....
.....

6. Key skills and abilities: None () Yes ()

If you have specific abilities/skills please, give details below and how you acquired them
(Apprenticeship, on-the-job training, workshops, formal training)

a) Management skills - list specific abilities:

.....
.....
.....

b) Technical skills e.g. computing etc - list key skills:

.....
.....
.....

APPENDIX: III

1. You must report to the County Commissioner and the County Education Officer of the area before embarking on your research. Failure to do that may lead to the cancellation of your permit.

2. Government Officers will not be interviewed without prior appointment.

3. No questionnaire will be used unless it has been approved.

4. Excavation, filming and collection of biological specimens are subject to further permission from the relevant Government Ministries.

5. You are required to submit at least two(2) hard copies and one(1) soft copy of your final report.

6. The Government of Kenya reserves the right to modify the conditions of this permit including its cancellation without notice.

REPUBLIC OF KENYA

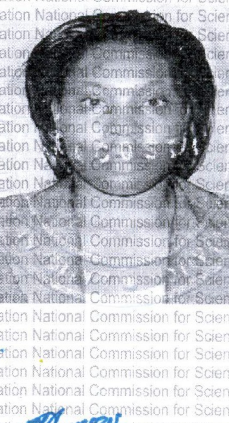
NACOSTI
National Commission for Science, Technology and Innovation

RESEARCH CLEARANCE PERMIT
Serial No. AP/2015
CONDITIONS: see back page

THIS IS TO CERTIFY THAT:

MISS. DORYCE NYANDUKO MOMANYI
of UNIVERSITY OF NAIROBI, 0-30200
KITALA, has been permitted to conduct research in Uasin-Gishu County
on the topic: FACTORS INFLUENCING WOMEN PERFORMANCE IN ENTREPRENEURSHIP A CASE STUDY OF SALON BUSINESSES WITHIN ELDORET TOWN, UASIN GISHU COUNTY, KENYA
for the period ending: 15th December, 2014

Permit No : NACOSTI/P/14/0619/2088
Date Of Issue : 9th July, 2014
Fee Received : Ksh 1,000


National Secretary
National Commission for Science, Technology & Innovation

Applicant's Signature



**NATIONAL COMMISSION FOR SCIENCE,
TECHNOLOGY AND INNOVATION**

Telephone: +254-20-2213471,
2241349, 310571, 2219420
Fax: +254-20-318245, 318249
Email: secretary@nacosti.go.ke
Website: www.nacosti.go.ke
When replying please quote

9th Floor, Utalii House
Uhuru Highway
P.O. Box 30623-00100
NAIROBI-KENYA

Ref: No.

Date:

9th July, 2014

NACOSTI/P/14/0619/2088

Doryce Nyanduko Momanyi
University of Nairobi
P.O.Box 30197-00100
NAIROBI.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on *“Factors influencing women performance in Entrepreneurship, a case study of salon businesses within Eldoret Town, Uasin-Gishu County, Kenya,”* I am pleased to inform you that you have been authorized to undertake research in **Uasin-Gishu County** for a period ending **15th December, 2014.**

You are advised to report to **the County Commissioner and the County Director of Education, Uasin-Gishu County** before embarking on the research project.

On completion of the research, you are expected to submit **two hard copies and one soft copy in pdf** of the research report/thesis to our office.


SAID HUSSEIN
FOR: SECRETARY/CEO

Copy to:

The County Commissioner
The County Director of Education
Uasin-Gishu County.