

**ROLE OF GENDER ON THE GROWTH OF THE EXPORT HORTICULTURE
INDUSTRY IN KENYA: A CASE OF YATTA CONSTITUENCY, MACHAKOS
COUNTY**

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DECLARATION

This project is my original work and has not been presented for a degree in any other university.

Signature

Date

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

Signature

Date

Dr. Owuor Olungah

DEDICATION

This project is dedicated to My Father Mr. Richard Mutua, who taxed himself dearly over the years for my education and intellectual development

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Firstly, I thank God Almighty, without Him, I would not have accomplished this work.

Throughout the process of writing this paper, many individuals from the community have taken time out to help me out. I would like to give a special thanks to the Women of Yatta community as a whole for actively participating in the feedback and contributions for this paper.

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LIST OF ABBREVIATIONS AND ACRONYMS

AAWORD	Association of African Women for Research and Development
ASAL	Arid and Semi-Arid Land
EPC	Export Promotion Council
EPZA	Export Processing Zone Authority
FPEAK	Fresh Produces Exporters Association Kenya
GAD	Generalized Anxiety Disorder
GDP	Growth Domestic Product
HCDA	Horticultural Cooperation Development Authority
IDRC	International Development Research Centre
KES	Kenya Shilling
KFC	Kenya Flower Council
KNBS	Kenya National Bureau of Statistics
MOA	Ministry of Agriculture
MSEs	Micro and small Enterprises
ROK	Republic of Kenya
SEWA	Self Employed Women's Association
SID	Society for international development
UN	United Nation
UNDP	United Nation Development Program
WAD	Women and Development
WB	World Bank

ABSTRACT

The horticulture industry particularly the export subsector has been singled out as one that contributes substantially to the impressive growth for enterprises in the agriculture sector. The horticulture industries involve men and women at different levels and in different ways in both urban and rural areas. These enterprises employ 70% women who are either unskilled or semi-skilled and are employed on a casual basis or on short seasonal contracts (FPEAK, 2011). Despite these efforts, gender inequalities persist and women remain invisible as significant actors in driving economic growth particularly at the macro level where growth indicators are designed.

This study sought to investigate the role of gender on the growth of horticulture industry which is the fastest growing and third in contributing to the national GDP. Thus, the study sought to establish the role of gender on the growth of the export horticulture industry in Kenya with special focus on Yataa constituency, Machakos County. The study adopted a descriptive research design as it entailed description and analysis of the culture and behaviour of humans and their groups from the point of view of those being studied.

There study randomly selected a sample of 59 women from the study population for the questionnaire. In addition, the study interviewed Key informants who were the leaders and staff from the ministry of Agriculture in the region. Qualitative data collected from open ended questions and from the key informants were analyzed through thematic analysis while Quantitative data collected from closed ended questions was analyzed by the use Statistical Package for Social Sciences (SPSS Version 21) and the data presented by use of descriptive statistics such as percentages, means, standard deviations and frequencies.

The study revealed that female entrepreneurs perceive success as the ability to control their own destinies, while males viewed success in terms of achieving goals and financial profitability. The research revealed that informal networks and associations play multiple roles in providing services and act as avenues for mobilizing social finance which influence growth of enterprise. The study concludes that the horticultural industry has a very high potential in ensuring growth and empowering women entrepreneurs. The study recommends that the sector should be developed and well equipped to meet the demands of modern times. Through innovations and investment in technology, the horticultural

industry can be a force to reckon with and given the level of capital necessary for the investment in the sector, women can easily be the drivers in the sector.

CHAPTER ONE

1.0 BACKGROUND TO THE STUDY

1.1 Introduction

The United Nations (UN) has noted that the agriculture sector has women as the majority in population yet their position fades when performance of the sector is being analyzed (UNCTAD, 2003). The sector has consistently been the lead driver of economic growth for many nations globally (ROK, 2011). This concern saw the UN set up the Millennium Development Goals (MDGs) that aspire to end extreme poverty, increase access to education, facilitate gender equality, reduce infant mortality rates and generally make development sustainable by 2015 (UNCTAD, 2006). The issue of women in agriculture forms the vein of the goals and a lot of emphasis has been put to increase the involvement of women if these goals are to be realized by 2015 and beyond (UNDP, 2010). In response to these calls, Kenya has continuously developed policies that deliberately seek intervention to improve the performance of women and reduce rural poverty (RoK, 2003).

The horticulture industry particularly the export subsector has been singled out as one that contributes substantially to the impressive growth for enterprises in the agriculture sector. According to UNCTAD (2006) earnings from the various products have progressively grown with time leading to the subsector alone contributing 11% of the national GDP in 2011. Noteworthy, the specific products recorded impressive growth in the period between 2007 and 2011. Cut flowers increased by 20% from KES 43.102 billion to 58,835 billion; earnings from fruits increased from KES 1,798 billion to 3,535.4 and earnings from vegetables increased from KES 22,354 billion to KES 26,251.2 billion over the same period. The growth is further indicated by increase in production in tonnage which grew by 20%, 45%.and 5% respectively over the same period. This is

demonstrated in table 1 below. This growth trend hence makes this subsector one of the fastest growing in the Kenyan economy and hence worth intensive investigation to contribute in prevailing debates on sustainable development and economic empowerment of women (UNCTAD, 2006).

1.1.1 Global Perspective

The centrality of addressing gender issues in economic development globally is increasingly being recognized (Stotsky, 2006). The world bank has continually commissioned studies throughout the globe and an underlying confirmation is that gender based inequality limits growth (WB, 2011) and that it is essential for both developing and developed nations to unleash the enormous productive potential of its women if impressive strides are to be made towards pro-poor growth (WB, 2011).

The findings of both macro and micro economics analysis of the links between growth and gender inequality have shown that larger gender disparities in basic human rights, resources, economic opportunity and in political voice is directly and indirectly limiting growth in sub-Saharan Africa (SID, 2010) and that women and girls are bearing the largest and most direct costs of these inequalities. In rural areas where agriculture as an economic activity thrives, performance of men and women display huge disparities (Audretsch et al., 2006).

Gender inequalities persist in access to and control of a range of productive, human, and social capital assets (Fairlie and Robb,2008;Shane ,2008). Consequently the core components of poor performance-capability, opportunity security and empowerment differ along gender lines.

In Kenya, gender dynamics in agriculture are not different from the rest of the continent and fellow developing countries. The sector is credited with creating the first ‘African bourgeoisie’ (Kitching,1980;Kibas,1997) and quoted in SID (2010), a publication which audited the Kenya’s Vision 2030 from an income and gender inequality perspective which stipulates that the reason why women are not” bourgeois” is primarily because of affirmation by history. He quotes Sir Arthur Lewis (1954) who asserted that gender inequality is a natural outcome of the increased growth in the capitalist sector’. The term Bourgeoisie in this perspective refers to personalities of very high social economic standing and it would be interesting to establish the evolution of the status of the actors in the sector (Akua, 2004). This is the nexus on which this study was anchored specifically looking at gender divisions in the colonial and post-colonial era and establishing historical facts that could possibly explain the apparent invisibility of women entrepreneurs in agriculture (Catalyst, 2007).

Gender related differences can be traced to the colonial era where the stage was deliberately set for men to play the central role in the production of cash crops whereas women were relegated to the production of food crops (Akua, 2004). This was particularly evident in countries that were colonized by the British like Ghana and Kenya (Strickland, 2004). This dichotomy in gender patterns of production was itself discriminatory as it determined matters such as ownership of land, control and distribution of income and access to other productive resources like extension services, training and specialization in trade (Honohan and Beck, 2007). These patterns have persisted and net effect of which is obscuring of women’s hand in sectoral growth as the present is largely influenced by past practices (McColloch and Ota, 2002).

The post-colonial era inherited these patterns and women continued to be perceived as less productive than men, despite being predominant in labour supply for food crop farms, cash crop farms and horticultural crops specialized farms.

In the last decade, such patterns have weakened and the space of women in the productive space is slowly evolving largely influenced by local, national and international development initiatives like the United Nations- Millennium Development Goals (MDGs). These goals were agreed upon by the United Nations in 2002 and they primarily sought a unified approach to solving problems of humanity like hunger, illiteracy, gender inequalities to mention but a few. One notable outcome of this is greater integration of gender specific roles in driving development processes economies into the wider global economy.

There is an increase in Smallholder producers who are competing in markets that are much more demanding in terms of quality and food safety, and are more integrated than in the past eras. These small producers are best represented by the export horticulture subsector. In many African countries, the subsector has emerged as the leading driver of the agricultural economy and has improved the sector productivity through expanding market spaces form local to global level. The net effect is enabling the rural producers to use the resources available to them more efficiently and sustainably.

According to Dolan and Humphrey (2000), at the time Kenya gained independence, horticulture accounted for 0.3% of the total export value but from late 1960s, the exports expanded both in volume and in the diversity of crops and by 2000, these products had grown to consist of 75 different types of products categorized in raw products mainly

flowers, vegetables (pre-packed and pre prepared) and fruits accounting for 8% of the gross domestic product (Dolan and Humphrey ,2000). Since then, the horticultural export subsector of agriculture has continued to expand in productivity and innovations becoming the leading export commodity and contributing immensely to the economy of many developing countries in sub-Saharan Africa, Kenya being among them. In the last decade, total Output has risen from 26,000 tonnes in 2000 to over 60,000 in 2010 (KNBS, 2011).

According to the Agriculture Review Report published by the Ministry of Agriculture in 2011, The Government earned KES11 billion from horticulture exports and contributed 11 per cent of the GDP in 2010. Today, Kenya remains the largest horticultural exporter in Africa, with export Volumes increasing from 10% to 15% per year (MOA, 2010). The cut flower industry alone employs around 56,000 workers, and approximately two thirds of whom are women. Women also constitute the majority in membership of the cooperatives that coordinate production processes. These processes include the preparation of land for farming, the selection of the quality of seeds, the care management for the crops, harvesting, sorting and packing for export or sale to intermediaries. The prominence of women in the roles spelt above are strong indicators that women are important decision makers and directly influence the process for production to the export level. There is need to draw parallels and establish the point at which roles change to relegate women to the periphery.

1.1.2 Export Horticulture Sector in Kenya

After independence, Kenya's economic policy promoted rapid economic growth through public investment encouragement of smallholder agricultural production and incentives

for private industrial investment and this policy has evolved to ultimately promoting gender specific incentives to encourage growth through agribusiness (ROK, 2005). The Agriculture sector has been biggest contributor of growth mainly in cash crop farming that enabled export business from as early as colonial era when capitalism was introduced by the British colonialists (McCulloch and Ota,2002). This continued on a large scale for the first decade registering an impressive growth trend which continued for three decades. As the three decades progresses, the horticulture subsector evolved and emerged as a major source of foreign exchange in Kenya. Today, it's the third largest source of export earnings after tourism and tea respectively (ROK, 2011). The main products are cut flowers, fruits and vegetables whose growth has championed economic development consistently.

For a comprehensive understanding of growth enablers in the agricultural sector, the key actors who are predominantly women should be adequately profiled as key links between the public and private sector, custodians of food security and instruments of poverty reduction (AAWORD, 2010). The horticulture industry symbolizes these dynamics as women constitute a major constituency of the actors in all the business platforms that make up for the subsector and this study focuses on their role in the growth of the enterprises. According to the Kenya National Bureau of Statistics (KNBS, 2012), women comprise 75% of the rural population and 65% of the labour force. In the floriculture subsector, women comprise 65% of the employees in the flower farms and pack houses (ROK, 2012).

Table 1.1: Annual Exports of Fresh Horticultural Products from 2007-2011

Year	Flowers		Fruits		Vegetables	
	Volume In Tonnage	Value In billion Kenya Shillings	Volume In Tonnage	Value In billion Kenya Shillings	Volume In Tonnage	Value In billion Kenya Shillings
2007	91,152	43,102	15,671	1,798	85,323	22,354
2008	93,653	39,971	17,124	2,071	82,357	16,129
2009	87,041	30,815	21,223	2,284	72,499	16,254
2010	67,731	24,379	19,313	2,047	60,090	13,744
2011	109,950.3	58,835.0	27,050.9	3,535.4	79,245.7	26,251.2

Source: Horticulture Crop Development Authority HCDA (2012)

The horticulture industry particularly the export subsector has been singled out as one that contributes substantially to the impressive growth for enterprises in the agriculture sector.

1.1.3 Role of Gender on Growth OF Export Horticulture

The horticulture industries involve men and women at different levels and in different ways in both urban and rural areas. In Nairobi, the main enterprises are the exporters who primarily are owned by men and those owned by women often have the husband control substantial resources (FPEAK, 2011). Almost all of them employ women in pack houses where quality control takes place indicated by sorting, grading, branding and packaging (Nelson, 2007). These enterprises employ 70% women who are either unskilled or semi-skilled and are employed on a casual basis or on short seasonal contracts (FPEAK, 2011). The high population of women indicates that they are instrumental in making decisions on the products to export and are conversant with international market demands.

According to Fresh Produce Exporters Association of Kenya (FPEAK) women constitute 50% of key decision makers in horticulture export enterprises particularly those involved in fruit and vegetable exports. They make decisions on when the preparation of land for planting is to be done, selection of seeds, selection of labour supply, harvesting, sorting, grading, packaging and linkage management with markets and extension services They

are also a substantial component of the main exporters of flowers directly and indirectly controlling 30% of the management of large scale flower exporting enterprises (HCDA 2011). The supply chain in the export horticulture industry constitutes several business platforms from production level platform to the final consumer at the international level platform. These platforms are defined by the key activities that characterize operations these are growers; contract farms intermediary enterprises; pack house enterprises; exporters; international auction houses'. These platforms link closely with each other and are largely influenced by the end platform which is the international markets platforms.

1.2 Statement of the Problem

A recent study by the World Bank on the status of women involved in agriculture indicated that women are performing poorer than men in sub-Saharan Africa (WB, 2011). The Kenyan case cited women as principal producers of horticultural commodities for both local consumption and for export. The Government has continually recognized the role the women entrepreneurs play and has designed policies, programs and budgets that seek to enhance their productivity in the sector (ROK, 2005:2010).

Despite these efforts, gender inequalities persist and women remain invisible as significant actors in driving economic growth particularly at the macro level where growth indicators are designed. This study sought to investigate the role of gender on the growth of horticulture industry which is the fastest growing and third in contributing to the national GDP (ROK, 2011). Specifically, differences in entrepreneurial characteristics of both men and women; the role social networks play in coordinating markets and investments; whether there are differences in levels of innovativeness in identifying new markets and continuous quality improvement and also involvement of men and women in decision making at production and market levels. Thus, the study sought to establish

the role of gender on the growth of the export horticulture industry in Kenya with special focus on Yataa constituency, Machakos County. The research was guided by the following questions:

1.3 The Research Questions

- i. To what extent does a gender entrepreneurial characteristic influence the growth of the export horticulture industry in Kenya?
- ii. How does gender based social networks influence the growth of the export horticulture industry in Kenya?
- iii. To what extent does gender driven innovations influence the growth of the export horticulture industry in Kenya?

1.4 Objectives of the Study

1.4.1 Overall Objective

The study sought to explore the role of gender on the growth of the export horticulture industry in Kenya with special focus on Yataa constituency Machakos County.

1.4.2 Specific Objectives

- i. To establish the influence of gender entrepreneurial characteristics on the growth of the export horticulture industry in Kenya.
- ii. To assess the influence of gender based social networks on the growth of the export horticulture industry in Kenya
- iii. To examine the influence of gender driven innovations on the growth of the export horticulture industry in Kenya

1.5 Justification of the Study

This study is intended to offer new knowledge concerning the contribution of gender to growth of horticulture industry in Kenya. The focus on the export Horticulture industry is

justified by the fact that few studies have been carried out in this lead sector of economic growth and primarily because women form a huge constituency. As recommended by calas (2007) research on gender and entrepreneurship is a critical area for understanding societal dynamics hence enabling effective response to change.

An in depth analysis of demographic characteristics of women who own exporting horticultural Micro and Small enterprises has the potential of shedding considerable light on the growth drivers at micro level that spur growth beyond the borders. The finding of this study can be of great importance to the policy makers as it can enlighten them on the role of gender on the growth of the export horticulture industry in Kenya. It can thus aid in the process of designing policies that will help in the growth of the sector. The study outcome provides academicians and future scholars with useful literature and a basis for future research.

1.6 Scope and limitations of the Study

The study focused on determining the role of gender on the growth of the export horticulture industry in Kenya with special focus on Yataa constituency Machakos County. There were a number of limitations in the course of the study. Some respondents were not willing to cooperate in filling the questionnaires, this was overcome by having a conversation with the respondents first and an intense rapport creation. Respondents equally took a long time to fill and complete the questionnaires hence delaying the process. However, the researcher ensured that returned questionnaire contained useful information for the research.

1.7 Definition of key Terms

Development: Development is the process of planning and implementing changes in the critical tasks that an organization must perform to be successful at each stage of growth.

Entrepreneurship growth -this is the human action in pursuit of the generation of value, through creation of economic activity.

Gender driven innovations: Krueger & Brazeal (1994) conceptualized gender driven innovation as a multi-component construct consisting of new product introduction research and development expenditures and orders of market entry.

Gender: is the behavioral, cultural, and psychological trait typically associated with one sex.

Growth; is the positive change as result of a process of development where an interacting series of internal changes leads to changes in the characteristics of the growing object.

Women networks: networks refer to social relations and associations formed by people largely involved in the informal economy as traders, manufacturers and small-scale farmers.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter presents a detailed review of literature ranging from women entrepreneurship and social economic development generally and within the export horticulture industry. The conceptual framework of the study which presents the variables that influence the growth of women owned enterprises in the horticulture industry is also a main component of this section. A review of empirical literature within the broad concept of agriculture and economic growth offering a historical perspective of the development of export horticulture in Kenya and detailing how it has evolved to be a major driver of economic growth driven by women who comprise 65% of the rural workforce was undertaken.

2.2 Gender entrepreneurial characteristic and growth of export horticulture

In recent decades, comparisons of male and female entrepreneurs have been done focusing on their characteristics and motivation to start a business (Buttner et al., 1997), management practices (Chaganti,1996) and style (Buttner, 2001) or personality (Fagenson,1993). Some research indicates that female entrepreneurs tend to view success differently from their male counterparts. Male entrepreneurs tend to measure their success on the basis of revenues, sales and financial indicators, while female entrepreneurs focus more on intrinsic values (Buttner and Moore, 1997). Romano (1994) reported gender specific differences in definitions of success. Female entrepreneurs defined success as the ability to control their own destinies, build client relationships and do something meaningful, while males viewed success in terms of achieving goals (Romano, 1994) and financial profitability (Buttner and Moore,1997), measured in monetary terms.

Entrepreneurs motivated by extrinsic rewards reported higher sales and profits than entrepreneurs motivated by intrinsic rewards. With regard to demographic factors, the common notion through various research findings (Brush et al., 2006) has been that female entrepreneurs start their businesses later in life than their male counterparts. In Kenya; gender specific characteristics have been identified in Smallholder development and are viewed as particularly important in redressing social and economic growth at grassroots level (Collier and Lau, 1980).

Furthermore, smallholder production of horticultural crops has several advantages: the use of family labour saves supervision costs and the additional care taken by smallholders can provide high yields of good quality produce from relatively small plots of land (Buttner and Moore, 1997). Since the majority of farmers own less than four acres of land (ROK, 2007) and often have poor access to credit, agricultural inputs and extension services, the opportunity to produce a high-value crop and to obtain assistance with key services and inputs is likely to have a major impact upon the incomes of such smallholders. Women are also visible in decision making positions at the large scale production tier of the export horticulture supply chain.

According to Fresh Produce Exporters Association of Kenya (FPEAK, 2010), women constitute 50% of key decision makers in horticulture export enterprises particularly those involved in fruit and vegetable exports. They are also a substantial component of the main exporters of flowers directly and indirectly controlling 30 percent of the management of large scale flower exporting enterprises (FPEAK, 2010). The determinants of growth specifically for the women owned enterprises will be indicated by the networks they keep both as employees and also owners.

2.3 Gender social network and growth of export horticulture

There are as many formal networks as there are informal networks and associations carrying out positive actions for society. Examples of the informal ones include the Self Employed Women's Association (SEWA) of India and other organizations documented by Chen et al, (2006). The informal networks and associations play multiple roles, such as providing services and clamoring for social justice, as well as being avenues for mobilizing social finance and regulating members' behaviour. These roles are important for production, redistribution, protection and transformation of society and markets (Kinyanjui, 2007).

These networks have been shaped by historical processes, including being completely ignored by policy, legal and regulatory frameworks, as well as culture and their own ingenuity. There is therefore, a need for a multidimensional approach that addresses the way informal and formal institutions converge or diverge in relation to determining growth of the enterprises, as shown by Helmke and Leitsky (2003), who came up with four types of informal networks, namely, complementary, accommodating, substitutive and competing.

Members of these networks coordinate markets and organize society through production, protection, distribution and transformation activities contributing immensely to social and economic development (Kinyanjui, 2008). The role of these networks and associations in market coordination and society transformation has gone somewhat unrecognized by academics, policy makers and development practitioners.

Previously depicted in literature as being based on reciprocity and affection, this function is either grossly misunderstood in literature, or underestimated (Hyden, 1980; McCormick et al., 2003). Interdependence as a principle indicator of networks is determinant of social economic welfare of people. People depend on each other while undertaking social, economic and political transactions. Among small-scale farmers, individuals have certain norms regarding economic, social and political action. These norms form the bedrock for trust-based relationships.

Trust influences how individuals make decisions about pricing and strategies for dealing with life's challenges that have a bearing on the overall running of businesses. For them, running a business is a life-long process which should not be divorced from the various life-cycles. Thus, the keen support that individuals give to each other in cases of illness, death, birth and marriage can be attributed to this interdependence and is extended to the social and economic spheres (Kinyanjui, 2012). The indicators of networks as determinants of growth in the export horticulture enterprises will be memberships, market coordination structures, financing structures and behavioral norms.

2.4 Gender innovations and growth of export horticulture

Innovation has been studied in different contexts but the underlying theme is that innovation involves integration of internal and external competences to come up with new processes, products and new ways of doing old things (Chesbrough, 2003). Other studies assert that an enterprise relationship with external actors takes place in three different innovation phases; the fuzzy, front and end (i.e. to access new knowledge); development (to buy or sell solutions) and commercialization (buy and sell end products or components) (Vujovic, 2008).

On the other front, Manu and Siriam (1998), conceptualized innovation as a multi-component construct consisting of new product introduction research and development expenditures and orders of market entry. The study of innovativeness in export horticulture is anchored within these three phases. Gender differences in accessing new knowledge was investigated to establish whether men have more access to knowledge about market demands, development or commercialization than women therefore perform better. Insights were sought towards level playing ground for both genders.

2.5 Relevance of Reviewed Literature and Research Gaps

This study reviewed theories and empirical literature that attempts to explain determinants of growth and also how growth is measured. This literature is however presented generally. The focus was to provide a gender lens and hidden aspects of enterprise growth that has not been given much attention and where attention is provided to the gender aspects, then it is skewed and presents the women gender as a disadvantaged agency.

The study, therefore, makes a case urging that growth at macro level of the economy is directly and prominently influenced by grassroots economies dominated by women. Women networks perform in similar way as formal and informal networks presented in literature, with the same result of synergy, coordination of markets, financing and regulating behaviour of members.

These synergies drive business incubation an aspect that provides the necessary conditions for business ideas to be generated. This is documented to have multiplier effects as support leads to enterprises startups and continually innovate new processes and

services. Although they have been described as survivalist, these activities contribute tremendously to the wellbeing of the society and as the UN secretary general expressed during the annual meeting of the Commission On Status Of Women Conference of 2011, ‘there is a need to factor happiness in the measurement of growth to be able to fully comprehend what makes life worth living and this can be done by looking at women as principal drivers of growth’ (UN Women, 2011).

2.6 Theoretical Framework

This study was guided by the gender and development theory; During the 1970s the thinking and practice of some academicians and activists vouched for a development approach that sought to separate women from men citing ‘the dangers of integrating women into a patriarchal world’ These voices as captured by Hunt in 1989 set the panel for women specific theorizing which created an approach referred to as Women and Development (WAD) (Rathgeber, 1990).

The WAD paradigm stresses the distinctiveness of women's knowledge, women’s work, and women's goals and responsibilities. It argues for recognition of this distinctiveness and for acknowledgment of the special roles that women have always played in the development process. For example, the WAD perspective gave rise to a persistent call to recognize that women are the mainstay of agricultural production in many areas of Africa, although their contribution has been systematically overlooked and marginalized in national and donor development plans (Buss, 2002).

Efforts to organize have been oriented both to making mainstream bureaucracies more responsive to women's needs and to strengthening bonds among women through active, autonomous local groups and networks. The WAD theory has evolved to lead to the

creation of the Gender and Development (GAD) theory as an explanation of the differences between men and women as important to consider if the human society is to be understood clearly. According IDRC (2000), GAD adopts a two-pronged approach to the study of women and development, investigating women's material conditions and class position, as well as the patriarchal structures and ideas that define and maintain women's subordination. The focus is on relationships between women and men, not on women alone.

This approach is extremely relevant and useful in understanding the transformative role women play in economic development in the export horticulture industry and this study focused on women in a sophisticated field that deals with international markets and perishable, vulnerable and quality sensitive products. How two main dynamics interplay was measured to evaluate the extent to which theory has influenced development of profit making enterprises in horticulture industry. The WAD and Gender Analysis perspectives contributed substantially to this study as this knowledge enabled closing of gap existing between growth drivers at the various levels of the economy.

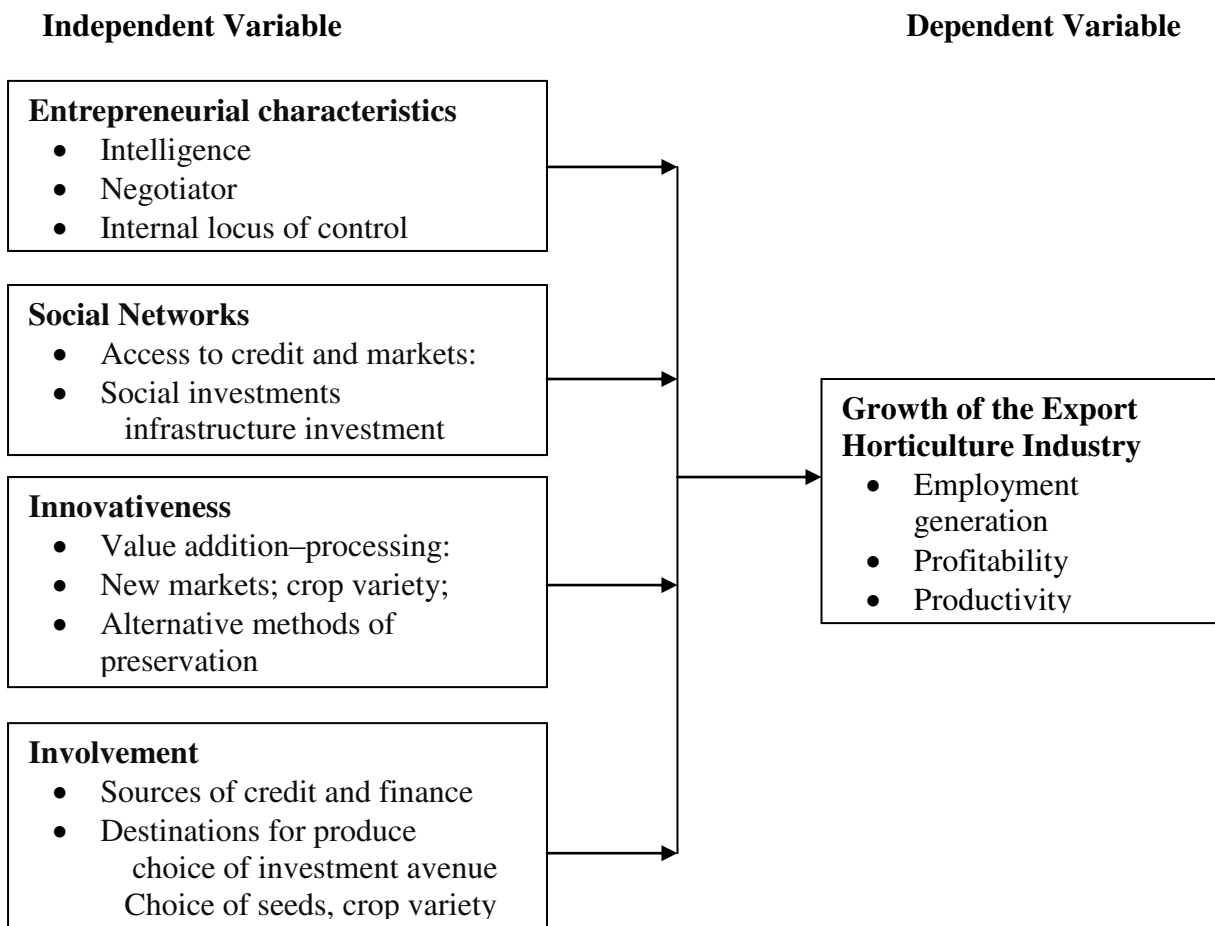


Figure 2.1: Conceptual Framework

CHAPTER THREE

3.0 METHODOLOGY

3.1 Introduction

The research methods available for the study and the applicability formed the outline of this chapter. It presents and describes the procedure, methodology and the techniques used to gather, process, analyze and answer the research questions aimed at establishing the gender influences on the growth of the export horticulture industry in Kenya with special focus on Yataa constituency Machakos County.

3.2 Research site

The study was conducted in Yatta Constituency in Machakos County, Kenya. Yatta Constituency is one of the six constituencies that constitute the expansive Machakos County. It is located in the arid and semi- arid (ASAL) regions of Kenya and receives erratic rains of less than 500mm annually. The altitude of Yatta ranges between 700-800 meters above sea level befitting the bill for a hot tropical climate where evaporation exceeds rainfall. In spite of the tough climatic conditions, the constituency plays host to approximately 148,000 people. The horticultural crops grown in Yatta Constituency include flowers, fruits and vegetables. The crops are grown by groups of farmers either male or female who join hand to have the economy of scales. These crop produce are mainly for export as well as for local consumption.

3.3 Research Design

This study adopted a descriptive research design as it entailed description and analysis of the culture and behaviour of humans and their groups from the point of view of those being studied as defined in (Kombo and Tromp, 2006). The humans in these perspectives

are men and women who own enterprises and those employed in decision making positions in the export horticulture industry. A survey was carried out on the enterprises in this subsector in Yatta constituency. Combining methodologies at different stages of the research process and the use of more than one approach to the investigation of a research question enhances confidence in the ensuing findings (Kothari, 2008).

3.4 Target Population

A population is a group of individuals, objects or items from which samples are taken for measurement while the target population refers to the larger group from which the sample is taken (Kombo & Tromp, 2006). According to the Fresh Producers Exporters Association of Kenya (FPEAK), The Export Horticulture industry has a population of 59 enterprises as at June 2013 in Yatta Constituency. These formed the target population of the study. There are 121 men and 59 women involved in the horticulture business in Yatta Constituency. Further the population includes six key institutions dealing with export horticulture where key informants will be drawn. These institutions are The Export Promotion Council (EPC) The Export Processing Zone (EPZA); The Flower Council of Kenya (FCK); Ministry of Agriculture (MOA). Horticultural Crop Development Authority (HCDA).

Table 3.2: Target population

Specialization Of Enterprise	No Of Enterprises	Male	Female	Total
Flowers	37	53	26	79
Fruits	12	28	18	46
Vegetables	10	40	15	55
Total	59	121	59	180

Source, FPEAK (2013)

3.5 Sampling Techniques and Sample Size

To enable the understanding of the different roles men and women play in driving growth in the export horticultural industry, a census of all the 59 enterprises was carried out. Multi stage sampling was employed, a method recommended for big inquiries extending to a considerable large geographical area and as Kothari (2005) advises, this technique is easier to administer than most single stage designs mainly because of the fact that sampling frame under multistage is developed in partial units. In each enterprise, the study selected a sample of 59 women respondents, from the study population for the study. The distribution is shown in the sampling table below. Purposive sampling was used to select 6 Key informants for the study from six institutions dealing with export horticulture, they included Export Promotion Council (EPC), The Export Processing Zone (EPZA); The Flower Council of Kenya (FCK); Ministry of Agriculture (MOA) and Horticultural Crop Development Authority (HCDA).

Table 3.3: Sample Population

Specialization Of Enterprise	No Enterprises	Total	Sample pollution
Flowers	37	79	26
Fruits	12	46	18
Vegetables	10	55	15
Total	59	180	59

3.6 Data Collection Methods

3.6.1 Survey Questionnaire

With regard to the role of gender on the growth of the export horticulture industry in Kenya, the study used a survey questionnaire administered to each member of the sample population. The questionnaires had two parts. Part one comprised of questions seeking to know demographic information of the respondent. Part two of the questionnaire had

questions enquiring about the role of gender on the growth of the export horticulture industry in Kenya; these included gender entrepreneurial characteristics, gender based social networks and gender driven innovations and growth of the export horticulture industry in Kenya.

The questionnaire had both open and close-ended questions. The close-ended questions provided more structured responses to facilitate tangible recommendations. The closed ended questions were used to test the rating of various attributes and this helped in reducing the number of related responses in order to obtain more varied responses. The open-ended questions provided additional information that may not have been captured in the close-ended questions.

The researcher with the assistance of research assistants administered the questionnaire individually to all respondents. The study exercised care and control to ensure all questionnaires issued to the assistants were received and to achieve this, the study maintained a register of questionnaires, which were sent out, and which were received back.

3.6.2 Key Informant Interviews

Key informants were the leaders and staff from the ministry of Agriculture in the region as already noted in the sampling. The individuals are deemed to possess specialized opinion on the subject under investigation. Key informants' in this study included a total of 6 informants from key institutions dealing with export horticulture.

The key informant interview guide (Appendix II) was used to collect data pertaining to the role of gender on the growth of the export horticulture industry in Kenya.

3.7 Pilot Test

The study carried out a pilot study to pretest and validate the questionnaire. Cronbach's alpha methodology, which is based on internal consistency, was used. Cronbach's alpha measures the average of measurable items and its correlation. This is in line with a quantitative research design methodology employed in this research project.

The aim of the pilot study was to test the reliability of the questionnaires. According to Ebrahim (2003), a pilot test is necessary for testing the reliability of data collection instruments. Cox (2000), explains reliability of research as determining whether the research was to truly measure that which it was intended to measure or how truthful the research results were. Pilot study was conducted to detect weakness in design and instrumentation and to provide proxy data for selection of a sample (Kuvaas, 2010).

The researcher selected a pilot group of 10 individuals from the target population to test the reliability of the research instrument. The pilot data was not included in the actual study. The clarity of the research instruments to the respondents was established so as to enhance the instrument's validity and reliability. The pilot study enabled the researcher to be familiar with research and its administration procedure as well as identifying items that required modification. The result of the pilot helped the researcher to correct inconsistencies that were seen to arise from the instruments, which ensured they measured what was intended

3.8 Data processing and Analysis

Before processing the responses, the completed questionnaires were edited for completeness and consistency. Qualitative data collected from open ended questions and from the key informants were analyzed through thematic analysis while Quantitative data collected from closed ended questions was analyzed by the use of descriptive

statistics using SPSS (Version 21) and presented through percentages, means, standard deviations and frequencies. The information was displayed by use of bar charts, graphs and pie charts and in prose-form. The qualitative information has been presented through verbatim quotes that enhances and amplifies the voices of the informants.

3.9 Ethical Considerations

The researcher exercised utmost caution while administering the data collection instruments to the respondents to ensure their rights and privacy are upheld. Prior to actual administration of the instruments, an introduction on the aim and the purpose of the study was made to the respondents in the language they best understand. The study also sought informed consent of the respondents before they were provided with all the requirements of the study.

To ensure confidentiality, giving names on the questionnaires were made optional and an assurance given to those that had given their names that they were not to be mentioned in the report if they do not wish so. Furthermore, no respondent was coerced into the exercise at any level and that anyone was free to withdraw at any stage of the interview. The study findings will be made available to them on request and the thesis will be publicly available at the University of Nairobi Library. Later, attempts will be made to publish the findings in journals for the wider scientific community.

CHAPTER FOUR

4.0 THE ROLE OF GENDER ON THE GROWTH OF THE EXPORT HORTICULTURE INDUSTRY IN KENYA

4.1 Introduction

This chapter discusses the interpretation and presentation of the findings obtained from the field. The chapter presents the background information of the respondents, findings and the analysis based on the objectives of the study. Descriptive statistics have been used to present the findings of the study. The study had a sample of 59 respondents from which 55 were duly interviewed making a response rate of 93.2%. This response rate was satisfactory to make conclusions for the study as it acted as a representative. According to Mugenda and Mugenda (1999), a response rate of 50% is adequate for analysis and reporting a rate of 60% is good and a response rate of 70% and over is excellent. Based on the assertion, the response rate was excellent

4.2 General information

This section presents the general information of the respondents, specifically it captures the age of the respondent, highest academic qualification, duration in the horticulture industry and category of the enterprises.

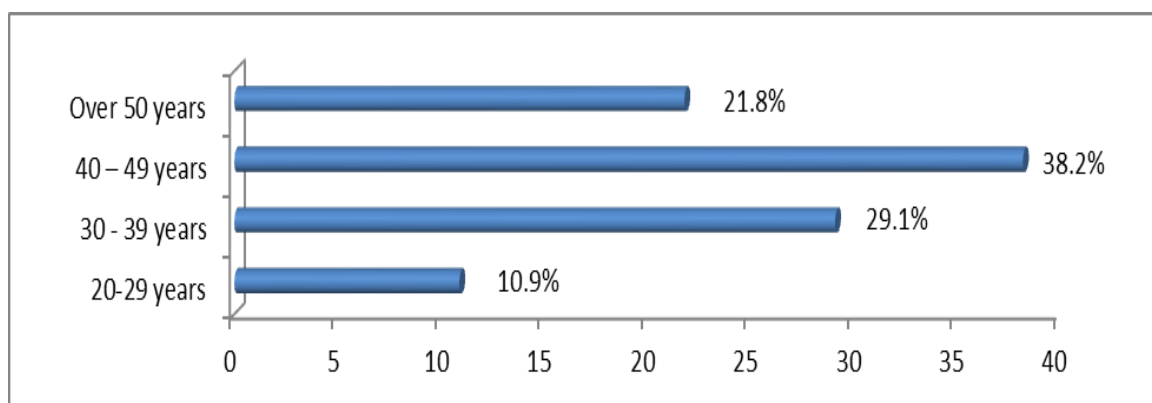


Figure 4.2: Age of the respondents

The study requested the respondents to indicate their age categories. The results indicate that most of the respondents as shown in table 4.2 were aged between 40-49 years

(38.2%), followed by 30-39years at 29.1%, 50 years and above at 21.8% and lastly 20-29 years at 10.9%. This implies that respondents were well distributed in terms of their ages.

Highest academic qualification

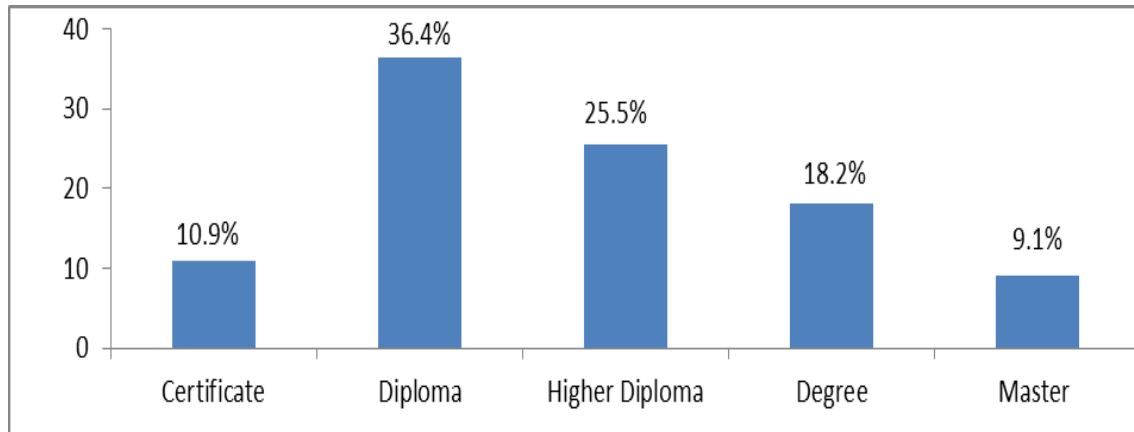


Figure 4.3: Highest academic qualification

The study requested the respondents to indicate their highest level of education achieved. The results indicates that most of the respondents were ordinary diploma holders(36.4%) followed by higher diploma holders (25.5%), then degree holders (18.2%) and certificate (10.9) and masters holders (9.1%) respectively.. The high level of education is a testimony to the fact that education is a key ingredient in the development of women and the advancement in the horticultural industry.

Duration in the horticulture industry

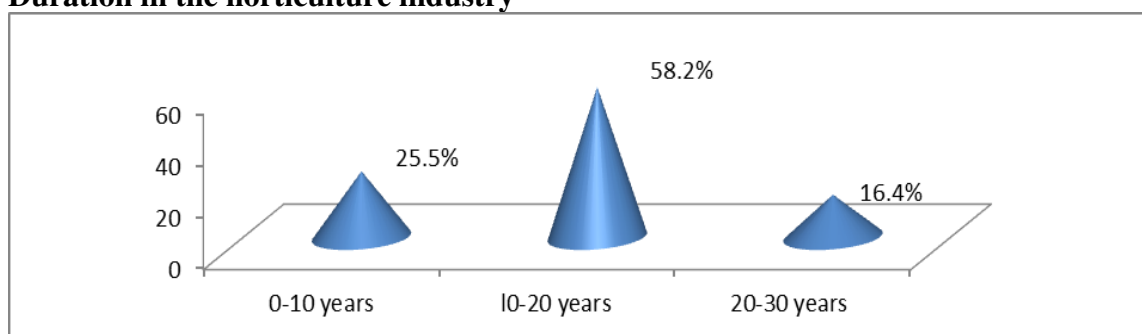


Table 4.4: Duration in the horticulture industry

The study sought to establish the period which the respondents had been operating in horticultural industry. Majority (58.2%) had stayed for between 10-20 years, 25.5% had been in the industry for between 0-10 years whereas 16.4% had been in operation for

between 20-30 years. This implies that majority of the respondents had been in the horticultural sector for a considerable period of time and therefore, were in a position to give credible information relating to this study.

Table 4.5: Category of the enterprises

Category of horticulture	Frequency	Percentage
Flowers	25	45.5
Fruits	12	21.8
Vegetable	18	32.7
Total	55	100

The study requested the respondent to indicate the category which their enterprises belonged. The findings shows that 45.5% of the respondents indicated that their enterprise operated in the line of flowers, 32.7% of the respondents indicated that their enterprises deal with vegetables, whereas 21.8% of the respondents indicated that their enterprises deal with fruits. This implies that enterprises dealing with different horticultural products were equitably engaged in this research.

4.3 Gender entrepreneurial characteristics and growth of export horticulture

This section sought to establish the influence of gender entrepreneurial characteristics on the growth of the export horticulture industry in Kenya. The study sought to determine the effects of gender entrepreneurial characteristic on growth of horticulture industry. The results are shown on table 4.4 below.

Table 4.6: Effects of gender entrepreneurial characteristic on growth of horticulture industry

Opinion	Frequency	Percentage
Yes	51	92.7
No	4	7.3
Total	55	100

When the respondents were asked whether a gender entrepreneurial characteristic has any effects on the enterprise, the results are as shown on table 4.4 above. The majority (92.7%) agreed that gender entrepreneurial characteristic affects the growth of entrepreneur enterprise in the horticulture industry whereas 7.3 % of the respondents were of the contrary opinion. This implies that gender entrepreneurial characteristic has positive effects on the growth of entrepreneur enterprise in the horticulture industry.

On further inquiry, the research intended to find out the extent to which gender entrepreneurial characteristics influence the growth of the industry. The results are shown on table 4.5 below.

Table 4.7: Extent to which gender entrepreneurial characteristic influence the growth of horticulture industry

Extent	Frequency	Percentage
Very Great Extent	19	34.5
Great Extent	23	41.8
Moderate Extent	9	16.4
Less Extent	4	7.3
Total	55	100

The results indicate that a majority (41.8%) of the respondents indicated that the influence was to a great extent, 34.5% of the respondents indicated to a very great extent, 16.4% of the respondents indicated to a moderate extent, whereas 7.3% of the respondents indicated to a little extent. This implies that gender entrepreneurial characteristic influence the growth of entrepreneur enterprise in the horticulture industry to a great extent.

The study revealed that gender entrepreneurial characteristic influence the growth of entrepreneur enterprise in the horticulture industry, through various ways different gender

view their success and growth, through gender motivation and their level of intelligence in managing their business. The study also established that failure rates for horticultural firms owned by women are higher than those owned by the men. Reasons attributed to this failure being the limited access to finance, stringent collateral requirements and women's double roles among others.

On the extent to which entrepreneur characteristics influence the growth of horticulture industry, the research finding are presented in Table 4.6 below,

Table 4.8: Extent to which entrepreneur characteristics influence the growth of horticulture industry

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std deviation
female entrepreneurs tend to view success differently than their male counterparts, male entrepreneurs tend to measure their success on the basis of revenues, sales and financial indicators, while female entrepreneurs focus more on intrinsic values	1	0	5	28	21	4.24	0.24
Gender characteristic and motivation to start a business influence the success of their business	2	2	1	34	16	4.09	0.29
Female entrepreneurs perceive success as the ability to control their own destinies, while males viewed success in terms of achieving goals and financial profitability	2	1	3	31	18	4.13	0.26
Entrepreneurs motivated by extrinsic rewards reports higher sales and profits than entrepreneurs motivated by intrinsic rewards.	2	2	3	29	19	4.11	0.24
Female entrepreneurs start their businesses later in life than their male counterparts	1	0	2	34	18	4.24	0.30

Gender difference in business intelligence affect the performance of their business	2	2	1	30	20	4.16	0.26
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The study sought to determine the extent to which the above issues affect the growth of entrepreneur enterprise in the horticulture industry. The findings indicate that most respondents agreed that; Female entrepreneurs start their businesses later in life than their male counterparts, female entrepreneurs tend to view success differently than their male counterparts, male entrepreneurs tend to measure their success on the basis of revenues, sales and financial indicators, while female entrepreneurs focus more on intrinsic values as shown by a mean of 4.24 in each case.

On the other hand, gender difference in business intelligence affect the performance of their business as shown by a mean of 4.16. Female entrepreneurs perceive success as the ability to control their own destinies, while males viewed success in terms of achieving goals and financial profitability as shown by a mean of 4.13.

Further, entrepreneurs motivated by extrinsic rewards reports higher sales and profits than entrepreneurs motivated by intrinsic rewards as shown by a mean of 4.11. Gender characteristic and motivation to start a business influence the success of their business as shown by a mean of 4.09. The study also established that women’s businesses tended to perform less well in terms of sales, employment and growth.

The study found that ways to improving entrepreneur characteristics in order to influence the growth of entrepreneur enterprise in the horticulture industry was through various workshop, training and also encouraging groups of men women in the horticulture industry. In general, it was noted that women in Kenya face many barriers related to socio-cultural, legal, family, lack of management training, access to markets and

economic barriers which impede the growth of their enterprises. These findings concur with the finding of Kinyanjui (2008), who found that the female entrepreneurs tend to view success differently from their male counterparts. Shapero (1982) reported the gender specific differences in definitions of success.

4.4 Gender Social networks and growth of the export horticultural industry

Regarding the gender social networks and its influence on the growth of export horticultural industry, the respondent's views are captured in the table 4.7 below.

Table 4.9: Influence of Gender social groups on growth of horticulture industry

Opinion	Frequency	Percentage
Yes	49	89.1
No	6	10.9
Total	55	100

On whether or not the gender social networks/groups influence the growth of entrepreneur enterprise in the horticulture industry, majority of the respondents (89.1%) agreed whereas (10.9%) disagreed.

Further, the study sought to find out the extent to which the social networks affect the entrepreneurial tendencies of the enterprises. The results are shown on table 4.8 below:

Table 4.10: Extent to which social groups influence the growth of horticulture industry

Extent	Frequency	Percentage
Very Great Extent	10	18.2
Great Extent	35	63.6
Moderate Extent	7	12.7
Less Extent	3	5.5
Total	55	100

The results show that a majority (63.6%) of the respondents indicated to a great extent, 18.2% of indicated to a very great extent, 12.7% indicated to a moderate extent, whereas 5.5% of the respondents indicated to a little extent. This implies that social groups influence the growth of entrepreneur enterprise in the horticulture industry to a great extent.

The study further established that social structures such as work, family and organized social life of the Kenyan women influence the approach taken in venture creation. These have impacted on the women's ability to exploit their entrepreneurial attributes, participate in social networks and hence grow their enterprises. The study found that social groups influence growth of entrepreneur enterprise in the horticulture industry, through access to information, access to finance, economies of scale through joint production, access to farm inputs and also access to market for their produces. A key informant noted thus: *"In this industry, it is important to have close friends who can assist you in times of need and even help get the market for your produce"* (An official of the Ministry of Agriculture).

On the extent to which some specific social attributes have influence the entrepreneurial characteristics, the results are shown on table 4.9 below:

Table 4.11: Extent to which gender social networking influence growth of horticulture industry

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std deviation
informal networks and associations play multiple roles in providing services and being avenues for mobilizing social finance which influence growth of enterprise	1	0	4	32	18	4.20	0.28
Gender difference in networks and associations play an important for production, redistribution, protection and transformation of society and markets.	1	1	3	33	17	4.16	0.29
Gender difference in networks influence their access to credit which has an influence on the performance of their enterprises	0	2	3	35	15	4.15	0.30
Gender difference in social investment affects the profitability of their enterprise	1	0	4	34	16	4.16	0.30
Entrepreneurial gender characteristics influence their infrastructure investment which affects the performance of their enterprise	1	2	2	29	21	4.22	0.25

The study established the extent to which the above aspects of gender social networking influence growth of entrepreneur enterprise in the horticulture industry. Majority of the respondents agreed that; entrepreneurial gender characteristics influence their infrastructure on investment which in turn affects the performance of their enterprise as shown by a mean of 4.22. *“It is so important and paramount to be a member of a social*

grouping that help in innovations and identifying potential areas for growth in the sector” (Noted an official of the Export Processing Zone).

The informal networks and associations play multiple roles in providing services and being avenues for mobilizing social finance which influence growth of enterprise as shown by a mean of 4.20. At the same time, gender differences in networks and associations play an important role for production, redistribution, protection and transformation of society and markets as shown by a mean of 4.17. In addition, gender differences in networks and associations are seen to play important roles in production, redistribution, protection and transformation of society and markets and affects the profitability of their enterprises as shown by a mean of 4.16 in each case.

On credit, respondents noted that gender differences in networks influence their access to credit which has an influence on the performance of their enterprises as shown by a mean of 4.15. The study was also informed that the government needs to pay attention to inequalities faced by women in the business and encourage young female entrepreneurs to *"believe in themselves, raise their hands, sit at the table, take risks and support each other."* (Noted an Agricultural Officer).

The study further revealed that there was need to organize farmers in various groups that would help them in accessing finance, market, information and farms inputs. This way, social networking would improve the growth of entrepreneur enterprise in the horticulture industry. The findings of this study concur with findings of Kinyanjui (2007), who found that gender network roles are important for production, redistribution, protection and transformation of society and markets. The role of these networks and associations in

market coordination and societal transformation has gone somewhat unrecognized by academics, policy makers and development practitioners (Kinyanjui, 2008).

4.5 Gender Innovativeness and growth of export horticulture

Regarding the influence of gender driven innovations on the growth of the export horticulture industry in Kenya, the findings are present in table 4.10 below

Table 4.12: Does gender creativity influences growth of the horticulture industry

Opinion	Frequency	Percentage
Yes	50	90.9
No	5	9.1
Total	55	100

The study sought to determine whether gender creativity has influence on growth of entrepreneur enterprise in the horticulture industry. The findings indicate that majority (90.9%) of the respondents agreed that Gender creativity affects the growth of entrepreneur enterprise in the horticulture industry whereas 9.1% of the respondents were of the contrary opinion.

The study sought to determine the extent to which gender influence growth of horticulture industry, the results are presented in table 4.11 below

Table 4.13: Extent to which gender creativity influences the growth of horticulture industry

Extent	Frequency	Percentage
Very Great Extent	13	23.6
Great Extent	33	60.0
Moderate Extent	6	10.9
Less Extent	3	5.5
Total	55	100

On the extent to which gender creativity influences the growth of entrepreneur enterprise, 60% of the respondents indicated that this happens to a great extent, 23.6% of the respondents indicated to a very great extent, 10.9% of the respondents indicated to a moderate extent, whereas 5.5% of the respondents indicated to a little extent. This implies that gender creativity influence the growth of entrepreneur enterprise in the horticulture industry to a great extent.

The study revealed that gender creativity influence the growth of entrepreneur enterprise in the horticulture industry. However, they noted that alternative methods of financing their venture and alternative methods of preservation influence the growth of their enterprises. An extension officer singled out some areas that render the sector unprofitable. She noted thus: *“Important structural barriers are preventing women from benefiting from trade-orientation; these include: women and girls' limited access to education and skills, including in cutting-edge educational fields; discrimination against women in the control over economic and financial resources, productive assets and access to financial services; and women's limited access to new technologies for production, training, information and marketing* (Extension officer from the Ministry of Agriculture).

The study sought to determine the respondent's level of agreement on statements relating to influence of gender innovativeness on growth of horticulture industry, the results are presented in table 4.12 below:

Table 4.14: Extent to which gender influences growth of horticulture industry

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std deviation
Gender innovativeness during the processing influence the growth of their enterprise	1	2	2	37	13	4.07	0.32
Entrepreneur gender affects their innovation of new markets which influence the growth of their venture	0	2	5	30	18	4.16	0.25
In the horticulture industry the gender innovativeness in the choice of alternative methods of preservation influence the growth of their enterprise	1	3	3	28	20	4.15	0.23
Gender difference in accessing new information on market demands , development and commercialization influence the growth of their enterprise	0	2	4	31	18	4.18	0.27

On the extent of the influence, majority of the responders agreed that; gender difference in accessing new information on market demands, development and commercialization influence the growth of their enterprise as shown by a mean of 4.18. In the horticulture industry, the gender innovations in the choice of alternative methods of preservation influence the growth of their enterprise as shown by a mean of 4.15. Gender innovativeness during the processing influence the growth of the enterprises as shown by a mean of 4.07.

The study also established that should the government continue its efforts to include women entrepreneurs in the trade and investment-related activities, it should be able to also build a directory of women in business and an inventory of women-owned firms with export potential. Brush et al., (2006, found that innovativeness in export horticulture is anchored within these three phases. It is noted that gender differences is a factor in accessing new knowledge and that market demands, development or commercialization of the women enterprises can enable them to perform better.

4.6 Growth of Horticulture Industry

This section presents the research finding on the growth of the export horticulture industry in Kenya. The study revealed that gender characteristic, gender innovativeness and creativity and gender involvement influence the growth of entrepreneur enterprise in the horticulture industry.

The study sought to determine the respondent's level of agreement on statements relating to growth of the export horticulture industry in Kenya. The results are presented in table 4.13 below:

Table 4.15: Extent to which gender influence the growth of horticulture industry

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std deviation
Intelligence	0	1	2	32	20	4.29	0.28
Internal locus of control	1	0	0	28	26	4.42	0.25
Access to credit and market	0	1	3	36	15	4.18	0.32
Infrastructure investment	1	2	1	30	21	4.24	0.26
Value addition through process	1	2	3	30	19	4.16	0.25
Choice of seeds ,crop variety	0	0	0	33	22	4.40	0.30
Source of credit and credit and finance	0	1	0	35	19	4.31	0.32

The study established the extent to which the above aspects of gender influence the growth of entrepreneur enterprise in the horticulture industry. The results indicate that the following aspects had some degree of effects as follows: internal locus of control as shown by a mean of 4.42, choice of seeds, crop variety as shown by a mean of 4.40, source of credit and finance at 4.31, intelligence as shown by a mean of 4.29, infrastructure investment as shown by a mean of 4.24, access to credit and market as shown by a mean of 4.18, value addition through process as shown by a mean of 4.16.

The study also notes that the government should help women entrepreneurs and small-scale producers in export sectors to develop their export strategy and to form alliances with each other so that they use their collective production capacity to pursue and fill large orders from international buyers.

“Export and Import promotion policies from a gender perspective can help increase the favorable participation of women in international trade” (Noted an Official of the Flower Council of Kenya).

CHAPTER FIVE

5.0 SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This section includes the summary of findings, the conclusions and the recommendations originating from the study.

5.2 Summary of findings

5.2.1 Entrepreneurial characteristics

The study revealed that gender entrepreneurial characteristic affect the growth of entrepreneur enterprise in the horticulture industry to a great extent. The study also established that failure rates for horticultural firms owned by women are higher than those for the men. The reasons for this being limited access to finance, stringent collateral requirements and women's double duties among others. Female entrepreneurs start their businesses later in life than their male counterparts. Female entrepreneurs tend to view success differently than their male counterparts; male entrepreneurs tend to measure their success on the basis of revenues, sales and financial indicators, while female entrepreneurs focus more on intrinsic values.

Gender difference in business intelligence affects the performance of their business. Female entrepreneurs perceive success as the ability to control their own destinies, while males viewed success in terms of achieving goals and financial profitability. In addition, entrepreneurs motivated by extrinsic rewards report higher sales and profits than entrepreneurs motivated by intrinsic rewards. The gender characteristics and motivation to start a business influence the success of their business.

The study also established that women's businesses tended to perform less well in terms of sales, employment and growth compared to their male counterparts. Overall, women in

Kenya face many barriers related to socio-cultural, legal, and family, lack of management training, and access to markets and economic barriers which impedes the growth of their enterprises.

5.2.3 Social network

The study revealed that Gender social groups affect the growth of entrepreneur enterprise in the horticulture industry to a great extent. The study also established that social structures such as work, family and organized social life of the Kenyan women influence the approach taken in venture creation have impacted on the women's ability to exploit their entrepreneurial attributes, participate in social networks and hence grow their enterprises.

Gender social network influence their infrastructure investment which affects the performance of their enterprise, informal networks and associations play multiple roles in providing services and being avenues for mobilizing social finance which influence growth of enterprise. Informal networks and associations play multiple roles in providing services and being avenues for mobilizing social finance which influence growth of enterprise. Gender difference in networks and associations play an important role in production, redistribution, protection and transformation of society and markets. Gender difference in social investment affects the profitability of their enterprise, as well as influencing access to credit which has an influence on the performance of the enterprises.

The study also established that government need to pay attention to the inequalities faced by women in the business and encourage young and energetic women to "believe in themselves, raise their hands, sit at the table, take risks and support each other".

5.2.4 Innovativeness

The study revealed that Gender creativity affects the growth of entrepreneur enterprise in the horticulture industry to a great extent. The gender difference in accessing new information on market demands affects innovativeness, development and commercialization. This in turn influences the growth of their enterprises. The innovation of new markets and processing techniques influence the growth of enterprises and the choice of alternative methods of preservation.

The study determined that the following aspects influence the growth of entrepreneur enterprise in the horticulture industry to a great extent, internal locus of control, choice of seeds, crop variety, source of credit and credit and finance, intelligence infrastructure investment, access to credit and market, value addition through process.

5.3 Conclusions

From the findings, the study revealed that Female entrepreneurs perceive success as the ability to control their own destinies, while males viewed success in terms of achieving goals and financial profitability therefore, the study concludes that gender entrepreneurial characteristics plays a positive role on the growth of the export horticulture industry in Kenya.

The research revealed that informal networks and associations play multiple roles in providing services and being avenues for mobilizing social finance which influence growth of enterprise. Thus, the study concludes that gender based social networks play a positive role on the growth of the export horticulture industry in Kenya.

The horticulture industry has a very high potential in ensuring growth and empowering women entrepreneurs. It is important that the sector is developed and well equipped to meet the demands of modern times. Through a process of focused training and people oriented investments, it can be possible to adequately exploit this sector for the betterment of the Kenyan people.

Through innovations and investment in technology, the horticultural industry can be a force to reckon with and given the level of capital necessary for the investment in the sector, women can easily be the drivers in the sector.

5.4 Recommendations

- The study recommends that women in horticultural business should look forward in forming strong interpersonal networks especially in the early stages of their business formation. This can be of great help in financing and securing of the initial resources necessary for new venture creations.
- In order to encourage women into business practice, the study recommends that the county government of Machakos should look forward to creating optimal conditions for women's venturing into business.
- The county government needs to provide tailor made tools and approaches to reinforce women's capacities to start and build sustainable business.
- There is need to initiate programmes that will increase knowledge about women in entrepreneurship and provide a platform for their voices in policymaking.
- The government through the county government should encourage collaboration with ministry of devolution and planning so as to collectively organize for

business empowerment programs. This will induce more women into the horticultural business.

- There is need to provide adequate training to ladies in business as well as the provision of business ideas as this will encourage innovation in the business sector.
- The study recommends that the government should help women entrepreneurs and small-scale producers in the exporting sectors to develop their export strategy and to form alliances with each other so that they can use their collective production capacity to pursue and fill large orders from international buyers.

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APPENDICES

Appendix I: Informed Consent Form

Participants Information Guide

ROLE OF GENDER ON THE GROWTH OF THE EXPORT HORTICULTURE INDUSTRY IN KENYA: A CASE OF YATAA CONSTITUENCY, MACHAKOS COUNTY

Investigator: Betty Mutua

The information in this part are meant to assist you understand this study with a view to enabling you give voluntary and informed consent to participation. Kindly read it carefully before signing the consent form

Dear participant,

You are invited to participate in a study that is currently carried out to explore the **ROLE OF GENDER ON THE GROWTH OF THE EXPORT HORTICULTURE INDUSTRY IN KENYA: A CASE OF YATAA CONSTITUENCY, MACHAKOS COUNTY**.

I have understood the purpose and content of the study that I have been requested to participate in. I have been given a written and verbal explanation of what is expected of me. In addition, I do hereby consent to freely take part in the study without any duress.

Below I append my signature/thumb print to show evidence of my willingness to freely participate in this study.

Participant number _____

Signature _____

Date: _____

Appendix II: Survey Questionnaire

Introduction

The researcher intends to establish the gender influences on the growth of the export horticulture industry in Kenya with special focus on Yataa constituency Machakos County. The respondent is requested to give correct and independent response. Please note that any information obtained through this questionnaire will be strictly confidential and will be used for academic purposes.

NOTE: (Tick the appropriate box or fill the space provided as the case may be.)

GENERAL INFORMATION

1. Which Age bracket do you belong (Years)
20-29
30 - 39
40 – 49
Over 50 years
2. Which is your Gender?
Male
Female
3. What is your highest academic qualification?
Certificate
Diploma
Higher Diploma
Degree
Master
PhD
4. How long have you been in the horticulture industry?
0-10
10-20
20-30
30-40
5. To which category of horticulture industry does your enterprise belong?
Flowers
Fruits
Vegetable

ENTREPRENEURIAL CHARACTERISTICS

6. Does gender entrepreneurial characteristic influence growth of entrepreneur enterprise in the horticulture industry?
Yes ()
No ()
7. To what extent does gender entrepreneurial characteristic influence the growth of entrepreneur enterprise in the horticulture industry?

- Very Great Extent ()
- Great Extent ()
- Moderate Extent ()
- Less Extent ()
- Not at all ()

8. How does a gender entrepreneurial characteristic influence the growth of entrepreneur enterprise in the horticulture industry?

.....

9. To what extent do you agree with the following aspect of entrepreneur characteristics influence the growth of entrepreneur enterprise in the horticulture industry? **1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree**

	1	2	3	4	5
female entrepreneurs tend to view success differently than their male counterparts, male entrepreneurs tend to measure their success on the basis of revenues, sales and financial indicators, while female entrepreneurs focus more on intrinsic values					
Gender characteristic and motivation to start a business influence the success of their business					
Female entrepreneurs perceive success as the ability to control their own destinies, while males viewed success in terms of achieving goals and financial profitability					
Entrepreneurs motivated by extrinsic rewards reports higher sales and profits than entrepreneurs motivated by intrinsic rewards.					
Female entrepreneurs start their businesses later in life than their male counterparts					
Gender difference in business intelligence affect the performance of their business					

10. Suggest practical ways to improving entrepreneur characteristics in order to influence the growth of entrepreneur enterprise in the horticulture industry?

.....

SOCIAL NETWORK

11. Do gender social groups influence the growth of entrepreneur enterprise in the horticulture industry?

Yes ()

No ()

12. To what extent does a social group influence the growth of entrepreneur enterprise in the horticulture industry?

Very Great Extent ()

Great Extent ()

Moderate Extent ()

Less Extent ()

Not at all ()

13. How does a social groups influence growth of entrepreneur enterprise in the horticulture industry?

.....

14. To what extent do you agree with the following aspect of gender social networking influence growth of entrepreneur enterprise in the horticulture industry? **1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree**

	1	2	3	4	5
informal networks and associations play multiple roles in providing services and being avenues for mobilizing social finance which influence growth of enterprise					
Gender difference in networks and associations play an important for production, redistribution, protection and transformation of society and markets					
Gender difference in networks influence their access to credit which has an influence on the performance of their enterprises					
Gender difference in social investment affects the profitability of their enterprise					
Entrepreneur gender influence their infrastructure investment which affects the performance of their enterprise					

15. Suggest practical ways to improve social networking in order to influence growth of entrepreneur enterprise in the horticulture industry?

.....

INNOVATIVENESS

16. Does gender creativity influence the growth of entrepreneur enterprise in the horticulture industry?

- Yes ()
- No ()

17. To what extent does gender creativity influence the growth of entrepreneur enterprise in the horticulture industry?

- Very Great Extent ()
- Great Extent ()
- Moderate Extent ()
- Less Extent ()
- Not at all ()

18. How does gender creativity influence the growth of entrepreneur enterprise in the horticulture industry?

.....

19. To what extent do you agree with the following aspect of gender influence the growth of entrepreneur enterprise in the horticulture industry? **1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree**

	1	2	3	4	5
Gender innovativeness during the processing influence the growth of their enterprise					
Entrepreneur gender affects their innovation of new markets which influence the growth of their venture					
In the horticulture industry the gender innovativeness in the choice of alternative methods of preservation influence the growth of their enterprise					
Gender difference in accessing new information on market demands , development and commercialization influence the					

growth of their enterprise					
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20. Suggest practical ways to improve gender in order to influence the growth of entrepreneur enterprise in the horticulture industry?

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GROWTH

21. Which are the various aspects of gender that influence the growth of entrepreneur enterprise in the horticulture industry?

.....

22. To what extent do you agree with the following aspect of gender as influencing the growth of entrepreneur enterprise in the horticulture industry? **1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree**

	1	2	3	4	5
Intelligence					
Internal locus of control					
Access to credit and market					
Infrastructure investment					
Value addition through process					
Choice of seeds ,crop variety					
Source of credit and credit and finance					

23. Suggest practical ways to improve the growth of entrepreneur enterprise in the horticulture industry?

.....

Thank you

Appendix III: Key Informant Interview

The researcher intends to seeks investigate the role of gender on the growth of the export horticulture industry in Kenya with special focus on Yataa constituency Machakos County. The respondent is requested to give correct and independent response. Please note that any information obtained through this questionnaire will be strictly confidential and will be used for academic purposes.

SECTION A: GENARAL INFORMATION

- 1. Gender of the respondent

.....

- 2. Age of the respondents?

.....

- 3. Length of time in the horticulture industry?

.....

- 4. Position held by the respondent in their organization**

.....

Section B: Gender influence on growth of export horticulture industry

- 5. How does a gender entrepreneurial characteristic influence the growth of entrepreneur enterprise in the horticulture industry?

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.....

- 6. Suggest practical ways to improve entrepreneur characteristics in order to influence the growth of entrepreneur enterprise in the horticulture industry?

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- 7. How does a gender social networking influence growth of entrepreneur enterprise in the horticulture industry?

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- 8. How does entrepreneur’s gender innovativeness influence the growth of entrepreneur enterprise in the horticulture industry?

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.....

9. What should be done to improve the growth of entrepreneur enterprise in the horticulture industry?

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.....

10. How does entrepreneur's gender influence their decision making process and in turn the growth of entrepreneur enterprise in the horticulture industry?

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.....

11. Suggest practical ways to improve gender decision making in order to influence the growth of entrepreneur enterprise in the horticulture industry?

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

12. Which are the various aspects of gender that influence the growth of entrepreneur enterprise in the horticulture industry?

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

13. Suggest practical ways to improve the growth of entrepreneur enterprise in the horticulture industry?

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

Thank you