

**FACTORS INFLUENCING GROWTH OF WOMEN
OWNED SMALL AND MEDIUM SIZED ENTERPRISES
(SMES) IN NYARIBARI CHACHE SUB-COUNTY**

BY

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**Research project report submitted for Partial fulfillment of the
requirement for the award of Master of Arts in Project Planning
Management of The University of Nairobi**

2017

DECLARATION

Declaration by candidate

This research project report is my original work and has not been presented to any examination body. No part of this project proposal shall be reproduced without consent.

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Declaration by the university supervisor

This research project report has been submitted for examination with my approval as the University supervisor.

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DEDICATION

Special dedication to my parents Mr. & Mrs. Machuki who have supported me acquire knowledge. Extended regards to my dear brothers and sisters and my dear children who have also contributed in a great deal towards my spiritual, academic, social, economic growth. God bless you abundantly.

ACKNOWLEDGMENT

I solemnly wish to thank Almighty God for the gift of life that He has given me.

Secondly I wish to thank my university supervisor Dr. Otieno for his good and encouraging work that he has tirelessly given me an opportunity to learn more and more in the world of research.

I also wish to give my special thanks to all my lecturers for their meticulous skills that he impacted on me to enable me collect, analyze and proficiently present my research.

Finally, I wish to acknowledge the tireless effort of all people, without whom this study would have not succeeded.

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LIST OF ABBREVIATIONS

CMA: Capital Market Authority

GDP: Gross Domestic Product

NCS: Nyaribari Chache Sub-county

R&D: Research and development

SME: Small and Medium Enterprise

SPSS: Statistical Package for Social Sciences.

ABSTRACT

The purpose of this study sought to investigate the Factors Influencing growth of women owned Small and Medium Enterprises (SMEs) in Nyaribari Chache Sub-county of Kisii County. It was guided by the four objectives; To determine the extent to which levels of education influence growth of women owned SMEs; To assess the extent to which access to funds influence growth of women owned SMEs; To examine the influence of training on growth of women owned SMEs; To examine the influence of culture change on growth of women owned SMEs. Secondary information was obtained from different scholars to provide related literature of the study which was presented as per the study objectives. Primary data for the study was collected through the use of questionnaires through face to face interviews. This study was targeting small business owners, managers, suppliers, hawkers and from employees who are working within Nyaribari Chache Sub-county. Descriptive survey research design was adopted in this study because it enabled the researcher to obtain information that described the existing phenomena through questionnaires. Simple random sampling was used to select sample size of 200 SME employees out of the entire population of 2000. 200 questionnaires were issued to the respondents. 150 of the questionnaires from all respondents were returned realizing an instrument return rate of 75 percent, which satisfied the purpose of the study. Data analysis involved the use of qualitative and quantitative techniques in derivation of explanations and inferences from the findings through logical descriptions, and quantitative analysis through descriptive statistics and use of chi-square to test hypothesis at 5% confidence level. From the findings, the study concluded that majority of the women did not own SMEs in Nyaribari Chache Sub-county due to unfavorable cultural practices and fear of unknown. Level of education and professional training on women was critical in enhancing performance and growth of women owned SMEs. However, the fact that majority of the SMEs owners had not been trained on issues related to SMEs; they lacked expertise. The management and resource mobilization skills development strategy influenced performance and growth of women owned SMEs to a great extent. The majority of the women entrepreneurs were empowered in managing their businesses through the various empowerment forums that they attended. This helped the women to better manage their SMEs and improve their profitability. The study may also inform the relevant stakeholders on the appropriate strategies to be used in increasing women productivity and sustainability of SMEs. The researcher suggested that a study to be carried out to further find out the factors influencing growth of women owned SMEs.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Small and Medium Enterprises have been recognized as being great contributors to the global economy offering both employment and platform for innovative ideas. They form a larger percentage of the businesses that operate in Kenya as compared to their counterpart, the large companies. The need for finance is of paramount importance for the success of any firm, be it big or small for women or men owned enterprises (Kung'u, 2011). Gray and Lawless, (2000) further notes that in their studies relating to SMEs that enterprises have tended to focus on large enterprises utilizing scale of economies. They further connotes that small and medium sized enterprises (SMEs) have only just emerged as a field of study in its own right, as a result of the innovations and the result of solutions they provide to different economic problems particularly in terms of employment.

Globally, SMEs serves the main source of economic growth of both developed and developing countries. In addition, more than 99% of all enterprises in the world are SMEs. For instance in the US , the SME sector is said to provide 67% employment and 61% manufacturing sector output, respectively. Moreover, Korea has over 30 million SMEs comprising of 99.9% of the enterprises and employing over 88.1% of the work force (CMA, 2010 cited by Gachoki, 2014).

According to Morison (2006) the need to attract, motivate, develop, equip, sustain and retain SMEs are critical to global prosperity and performance should be articulated in good business conditions. The impacts of globalization have pressured SMEs to greater demands. Innovation relies on bringing together different types of research and utilizing this knowledge to design new

products, therefore innovation greatly relies on research and development investments. Normally developed countries allocate about 3% of GDP to R&D activities. Some developing countries, including China, India and Brazil, have rapidly increased their expenditure, to levels with those of the world's most developed countries. Morrison further argues that in Africa region available data from some African countries show that in 2003 SMEs in Kenya employed 3.2 million people and accounted for 18 percent of the national GDP. In Nigeria, SMEs account for 95 percent of formal manufacturing activity and 70 percent of industrial jobs. In South Africa micro and small firms provided more than 55 percent of total employment and 22 percent of GDP in 2003.

In Kenya, SMEs have become important players in its economy, but at the same time they continue to face constraints that limit their development and financial performance. Lack of access to financial services is one of the main constraints, and a number of factors have been identified to explain this problem. These include the segmented and incomplete nature of financial markets, which, increases transaction costs associated with financial services. On the supply side, most formal financial institutions consider SMEs un-creditworthy, thus denying them credit. Lack of access to financial resources has been seen as one of the reasons for the slow growth of firms. Difficulties in accessing credit has held back the micro and small enterprise sector in Kenya as most financial institutions view them as unstable and often place tighter lending requirements before advancing credit (Atieno, 2009 cited by Kung'u, 2011).

Nyaribari Chache Sub-county (NCS) has a population of approximately 100,000 of women residents holding about 2000 enterprises. A larger portion of residents in Nyaribari Chache Sub-county entirely practice firms and non-firms activities. In SME sector, the owner is normally identified as an entrepreneur because he/she initiates the obligation to venture, run the entity and fully responsible to any of his or her business. According to Sessional Paper No.2 of 2005 on

Development of Micro and Small Enterprises(SMEs) cut across all sectors of the country's economy and provide one of the most prolific sources of employment, not to mention the breeding ground for entrepreneurs in medium and large industries, which are critical for industrialization. The women of NCS suffers detrimental factors like lack of adequate training and low level of education for the SME managers, poor road network, few market stalls for the business persons, and almost negligible financial institutions and resources to boost the SMEs. This has led to a challenging situation that calls in researchers to find out the possible way out.

SME in NCS encompasses juakali business, firms, kiosks, medium enterprises like shops, posho mills, firms, farming aquaculture and groceries. The SME has greatly improved livelihood of NCS's residents and also benefiting other constituencies. However, this SME have been facing serious challenges like; lack of skills for managers due to their level of education, poor infrastructural development as well as insufficient financial resources. SME industry attracts the unskilled persons or those retrenched from their formal jobs or those skilled and are unable to secure formal jobs in their areas of study. This is regarded as the second best option for those unable to secure jobs in the modern sector. Employment growth in SME sector has far outpaced growth in the large modern sector. This has so far been proven factual by the massive growth of SMEs over the years. The population density of SMEs is more in urban centres than it is in rural areas (Carlos, 2011; Moyi2013 cited in Ochido, 2016).

Presence of human relation skill for SMEs' managers can boost the morale hence influencing growth tremendously leading to achieving better results at the end of the tunnel. This human relation skill can be inducted to the respective SMEs trainings like, through on-job and off-job trainings.

1.2 Statement of the problem

The growth of entrepreneurship in Kenya has led to an increase in number women owned SMEs in Kenya. Thanks to entrepreneurship, the SMEs sector plays a key role in the economic development and contribute to a large extent to employment and poverty reduction in the country. According to the Sector Plan for Manufacturing 2008-2012 of the Kenya Vision 2030, the manufacturing sector whose major component is value adding SMEs among the key productive sectors identified for economic growth and development because of its immense potential for wealth and employment creation as well as poverty alleviation (JICA, 2007). In NCS for quite long time now, have been experiencing some conditions that have continually influenced both positively and negatively the growth of SMEs. It has been affected by lack of adequate financial institutions, poor conditioned roads, insufficient institutions that impact the entrepreneurial skill to SME managers, existence of few SME role models that trigger the interest of others to initiate such a programme thus factoring in such an autonomous growth influence of SME. Women entrepreneurs face formidable problems and one way of stimulating this healthy growth in the small enterprise sector is to introduce specific remedies for specific problems in the sector. Moreover, women face fierce challenges from their male counterparts, issues of lack of adequate SME training, lower levels of education among women, lack of collateral to enable women access funds, and unconducive cultural aspects like property inheritance significantly hinders women from clear focus of enhancing entrepreneurial development (Gichira and Nelson, 1997 cited by Gachoki, 2014).

1.3 Purpose of the study

The study sought to explore the factors that influence growth of women owned small and Medium Enterprises (SMEs) in Nyaribari Chache Sub-county of Kisii County.

1.4 Objectives of the study

The study was guided by the following objectives:

- i. To determine the extent to which levels of education among the women influence growth of women owned SMEs;
- ii. To assess the extent of which access to funds influence growth of women owned SMEs;
- iii. To examine the influence of professional training on growth of women owned SMEs;
- iv. To examine the influence of cultural practices on growth of women owned SMEs.

1.5 Research questions

The study was guided by the following research questions:

- i. To what extent do levels of education influence growth of women owned SMEs?
- ii. How does access to funds influence growth of women owned SMEs?
- iii. Does professional training influence growth of women owned SMEs?
- iv. How does cultural practices influence growth of women do owned SMEs?

1.6 Hypothesis

The study sought to satisfy the following hypothesis

- i. H_0 : There is no significant relationship between the level of education among women and growth of women owned SMEs;
- ii. H_0 : Access to funds does not influence growth of women owned SMEs;
- iii. H_0 : Professional training does not influence growth of women owned SMEs;
- iv. H_0 : There is no relationship between cultural practices and growth of women owned SMEs

1.7 The significance of the study

The study significantly sought to aid the Ministry of Industrialization (MOI) to design effective outreach activities to potential firms in order to promote SME managerial skills and increase the level of education, thus promoting enhanced collaboration of financial resources for SME and prepare comprehensive plan of improving physical infrastructure hence boosting growth of SME in NCS.

SMEs growth may go along in helping solve problems of unemployment and poverty reduction, which in turn reduces the crime rates in the county. The research refined the mind of the women entrepreneurs their return on investment having paid for the programs.

1.8 Limitation of the study

This study was limited to the following challenges: Inadequate finance to conduct the study, insufficient time to conduct the study. Since the study focused on small scale women traders in Nyaribari Chache Sub-county, the findings may not be generalizable to other market areas. The differing Nyaribari Chache Sub-county environments, in terms of business culture, competition, business concentration and different SMEs dealing in different products limits the results of this study to women owned SMEs in Nyaribari Chache Sub-county. Nevertheless, the underlying theoretical assumptions and methodology of this study, as well as the findings of this study will be of assistance in other areas in assessing capacity building on performance and growth of women owned SMES in Kenya as a whole.

1.9 The scope of the study

The study was conducted at Mwembe, Jogoo, Maeri Mbili, omosocho, Nyanchwa and Nyamage villages which exist in Nyaribari Chache Sub-county of Kisii County.

1.10 Assumption of the study

The basic assumptions of the study were that all respondents gave desired information. The instruments used gave the appropriate data to be used for data analysis and presentation.

1.11 Definition of terms

Business: refers to an entity whose main aim is to make a profit.

Growth: Refers to the increase in the number of employees, sales and profits of SMEs.

Information: refers to data that has been processed that holds a certain meaning to the user.

Residents: refers to locals and non-locals who have stayed within constituency for a period of not less than six months.

Small and Medium enterprises: Refers to the small business employs between 2 and 10 persons, while the medium set-ups employ between 15-50 people. They are formal and operate from a venue. Most of the enterprises are registered with the Registrar of Companies. They have the potential to grow.

Performance -This refers to how an employee is procedure at a given organization over a specific period of time.

Women: Female gender of human being.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter therefore, shall review the previous literature of scholars who have pointed out literature related to this study. It shall also indicate influence of growth of women owned Small and Medium Enterprises (SMEs). The review will cover the following: overview of SMEs, level of education, access to funds, training and cultural practices that influence the growth of women owned SMEs.

2.1.1 Overview of SME

Defining SMEs is challenging, because there is no single agreed definition of an SME. And numerous are applied among OECD (Organization for Economic Co -operation and Development) countries, and employee numbers are not the sole defining criterion. SME are usually independent non subsidiary firms which employ certain number of employees. In the European union the most frequent upper limit designation an SME is 250 employees, but some countries can set the limit to 200, while over the sea The United States consider SMEs to include firms with fewer than 500 employees. (OECD, 2005)

The new SME definition is done for all business categories and also takes better account of different types of relationships between enterprises. The new definition also ensures that different support measures are awarded only to the ones that need them. Changes are also done because the businesses are now days more innovative and technology plays a crucial role as well. (EU Commission, 8)

The most SMEs play a big role in the creation of jobs and a country's employment rate. evident public benefit of small business growth is the contribution made by SMEs to employment. A large number of studies carried out in various countries have concluded that small business plays major role in job creation. (Hamilton, 2007)

2.2. Influence of level of education growth of women owned SMEs

Margi Lévy and Philip Powell (2005) argued that growth women owned SMEs is determined by a combination of the entrepreneur, level of education, strategy and the firm organization. The author also defined key influences on SMEs growth, internal factors that reveal how decisions and features effect the growth of a firm. The studies indicate that uneducated women do not have the knowledge of measurement and basic accounting. Low-level risk taking attitude is another factor affecting women folk decision to get into business. Low-level education provides low-level self- confidence and self-reliance to the women folk to engage in business, which is continuous risk taking and strategic cession making profession. Investing money, maintaining the operations and ploughing back money for surplus generation requires high risk taking attitude, courage and confidence. Though the risk tolerance of the ability of women folk in day-to-day life is high compared to male members, while in business it is found opposite to that. Achievement motivation of the women folk found less compared to male members. The low level of education and confidence leads to low level achievement and advancement motivation among women folk to engage in business operations and running a business concern. A firm's growth is dependent on the managerial knowledge (Macpherson & Holt, 2007). Training is crucial aspect for the productivity and quality as well as it influences the effectiveness, efficiency and motivation of the employees (Thassanabanjong et al., 2009).

The SME owner has considerable personal influence over a firm's strategies, tactics and operations to engage in decision process across the firm. As a result, although a flat, informal organizational structure is likely to exist, decisions making tends to be quite centralized around the owner. The entrepreneurs' personality and behavior are to be causal factors for or against growth-orientated achievement. It is characteristic of small business that power decision are centralized at the level of owner -manager, so his or her personality, skills, responsibilities, attitude and behavior will have decisive influence on business strategy. (Levy and Powell, 2005)

Market competition has a larger affect for SMEs chance of survival and uncertainty is high as most of the smaller companies tend to have smaller share of the capital. This leads SMEs to have one or two major customers and are do not have big influence on prices.

Larger companies with higher market share usually determine prices. (Levy & Powell, 2005)

SMEs face difficulties employing and retaining skilled graduates, because they prefer to work for less that can offer higher salary, job security and career possibilities. In order to meet the demands of the fast changing work environment which is typically associated with SMEs it is essential that smaller firms ensure that they are able to attract, retain and motivate high quality employees with effective transferable skills through the existence of a strategic training plan and a specific budget for training (Jameson, 2000).

Khan (2004) revealed for the following constraints to the growth of SME sector in Bangladesh:

- (a) Shortage of skills at all levels (facilitating institutions and entrepreneurs,
- (b) Lack of industrial organization,
- (c) Limited size of the market and its low growth rate, and
- (d) Lack of sound policy and constructive program, poor state of Technology.

Qudus and Rashid (2000) reported that entrepreneurs in SME sector had to face a myriad of bureaucratic obstacles in their quest to start a SME enterprise. Begum (1993) reported about inadequate government efforts and incentives that appeared to have retarded the process of SME growth in the nation.

Lack of infrastructure facilities in Bangladesh is another hindering factor for the growth of SMEs in Bangladesh (McDowell, 1997). This is truly a global challenge. Various types of small and medium sized enterprises (herein referred to as SMEs) such as village handicraft makers (weaving, embroidery etc) potteries, dying, small machine shops, restaurants, plastics, knitting, small dairy process, toys, leather goods, live stocks, fisheries, chemical, transport, constructions are common in Bangladesh. Since these are labor intensive products, SME sector has gained momentum in the past few years.

Entrepreneurs from Hong Kong, Japan and Korea have taken advantage of Bangladesh's cheap and easily trainable labor and its infrastructure facilities to manufacture products for the export market. Thus SMEs are becoming increasingly important and recognized as the engine of growth in this country. It may be mentioned here that SMEs are widely regarded as the driving force for economic growth of both developed and developing nations. The important contribution that SME sector can make to employment and income generation is worldwide recognized, and in particular in Bangladesh. It is now an accepted fact that the country's more than six million SMEs –firms of less than 100 employees have a significant role in generating growth and jobs (ADB, 2004).

According to Brush et al. (2009) marketing is another obstacle for companies to grow since many businesses confront challenges establishing effective distribution channels, communicating product features, pricing products and services in an attractive way, implementing sales and marketing efforts to win and retain customers and undertaking

constant product development in order to sustain sales. SMEs generally do not have the knowledge or information about other markets, thus, this limit their ability to market their products to larger groups of customers and expand their business.

The level of education triggers inherent motivation and boosting morale and confidence on both men and women thus enhancing growth of SMEs to greater heights (Ondieki, 2013). In addition, Delmar (1996), points out that, the level of education prompts motivation of the managers which is important determining factors for SME growth. These can be either "push" or "pull" motivations. "Pull" type motivations are intrinsic factors that the manager controls, whereas "push" motivations are extrinsic factors over which the manager has little influence (Walker et al., 1999). Several studies reveal the existence of a positive link between growth and the presence of a "pull" or "positive" motivation on the part of the manager at the time of creation, such as the perception of a market opportunity (Storey et al., 1989; Kalleberg and Leicht, 1991), personal accomplishment motivations or the search for a certain social status (Stratos Group, 1990; Kolvereid, 1991).

2.3 Influence of access to funds on growth of women owned SMEs

Access to SMEs credit is recognized as an important strategy in achieving the Millennium Development Goals (MDGs) of promoting gender equality, women's empowerment and poverty reduction. Simultaneously, socially responsible investments have gained momentum on financial markets. The microfinance sector offers attractive opportunities to investors seeking to participate in alleviating poverty in developing countries. The World Development Report of 2000/2001 widely recommended the microcredit for poverty reduction and as a social safety net for the poor of the developing countries. In addition, financial dimension of performance is critical for both large and small enterprises.

The resource limitations associated with SME's indicate that the dimension of quality and time are critical to ensure that waste levels are kept low and that high level of productivity performance is achieved. (World Development Report, 2001; Obwogi, 2006 as cited by Chege, 2014).

According to Hashimoto (2011), SMEs grow because they have resources which are not fully utilized within the firm and entrepreneurial motivation exists which so profit is seeking. Therefore, access to credit by SME's is influential in order to increase their profitability and enhance growth. In addition, Nichter and Goldmark, (2005), indicates that, an increase in the number of employees over time because the owners are usually able to remember the number of employees over time, though they may not have maintained the written records which are reliable. Entry barriers were said to be high for new business starters to access loan finance. Two reasons can be sighted as the causes for this state of affairs. The first being the fact that new business starters, especially SMEs, lack information and the experiences as to how to approach microfinance institutions while the second was that microfinance institutions trust entrepreneurs with whom they have long business relationships much more than the soundness of the business ideas. Once business dealings are started and good track records established, one does not face any problems getting additional loans (Wole, 2009 and Chege, 2014).

Women suffer mostly when seeking to get funds for their business. Due to the fact that a small proportion of women have asset to use as collateral. Baas (2006), points out that theoretical models acknowledge, collateral requirements are stringent in these countries because the financial environment in these nations typically involves opaque information and weak enforcement. However, little evidence is available with respect to the determinants of

collateral for loans that are extended to SMEs in emerging and less developed markets.

Beck et al. (2006) use the World Business Environment Survey (WBES) to examine 12 financing obstacles and report that collateral requirements are the third most important of these obstacles. Furthermore, Access to credit by small and medium enterprises (SMEs') contributes to incremental growth of SME employment and income. SMEs' holders are thereby able to increase their stocks as well as increase on sales made periodically.

They are able to take bigger risks due to the financial aid given by the micro finance institutions. They are able to curb their short term liabilities and this increases their growth rate. This is in accordance with Bogan (2011), who explores how changes in capital structure could improve the SME's efficiency and financial sustainability by looking at the existing sources of funding for SME's by geographic region.

2.4 Influence of training on growth of women owned SMEs

Cole (2002), connotes that, training is a learning activity directed towards the acquisition of specific knowledge and skills for the purpose of an occupation or task. The focus of training is the job or task for example, the need to have efficiency and safety in the operation of particular machines or equipment, or the need for an effective sales force to mention but a few. In addition training is the planned and systematic modification of behavior through learning events, activities and programs which results in the participants achieving the levels of knowledge, skills, competencies and abilities to carry out their work effectively (Gordon 1992).

Shelton (2006) advised that in order to improve the survival and performance of women-owned ventures, programmes should be implemented to assist women in selecting appropriate work-family management strategies. If work-family conflict is addressed, a potential stumbling block for women business owners will be removed and the effectiveness of other programmes

will be enhanced.

Kock (2008) argued that many women want post-start-up support that is accessible after trying out the skills learned in earlier training. Mentoring is one method of providing this support, which can be very effective as it addresses the specific problems faced by the individual entrepreneur. The support can include individual as well as group-based assistance directed at specific problems where mentors serve as role models. Langowitz and Minniti (2007) found that women tend to perceive themselves and the entrepreneurial environment in a less favorable light than men. Programmes aiming to improve perceptions of aspiring women entrepreneurs may lead to higher rates of business start-up.

Women owned SMEs are not exclusive to matters of training. In ensuring that the employee remains with the company following training, employers may implement a strategy to training that fosters commitment. Training that is attributed to increase employee commitment may serve to counter the numerous direct and indirect costs associated with turnover. Although a commitment strategy can be tied to all company human resource practices; recruitment, selection, performance evaluation, and so on, the focus of this study will further seek to determine whether training can lead to an increase SMEs employee commitment and in turn foster employee retention(Onyango,2012).

Studies alludes, performance that is above aspiration levels (success) triggers adjustments in the opposite direction, so that success stimulates subsequent failure either through an increase in aspirations or through a decrease in search and an increase in slack. The idea of stimulating improvement by defining past performance as a failure is a familiar theme in the goal setting literature. Whether the cyclic process produced by these two negative feedbacks leads to an observed positive or negative serial correlation for performance depends on the speeds of the three

adjustments to failure or success and the frequency of observation. At the same time, there are also negative feedback effects by which success or failure in organizational performance creates countervailing tendencies. Based on one common speculation, organizational performance below target or aspiration levels (failure) triggers increases in search, decreases in organizational slack, and decreases in aspirations (Cyert and March, 1988; Pritchard et al., 1988; Onyango, 2012). Triggered aspirations in either way will influence growth of women owned SMEs in either direction.

2.5 Influence of cultural practices on growth of women owned SMEs

According to Chelunget (2013), Culture has also been observed to have an effect in women participation in entrepreneurship and access to business credit. Women owned SMEs are increasingly recognized as an important driver of economic growth, productivity, innovation and employment, and it is widely accepted as a key aspect of economic dynamism. Culture constrains the opportunities women pursue in pursuing business credit. Women can face additional barriers related to custom, have less time available due to the prevailing gender division of labor, or have lower intra-household bargaining position and consequently less control over their earnings. Nevertheless, the significant numbers of enterprises were owned by men. In other words, it was not common to see women-owned businesses worldwide including even developed countries like the America and Britain. However, this trend is long gone in these developed countries (ILO, 2006; Ukpore, 2009).

The society we are living in is patriarchal in nature. In addition Njeru and Njoka (1998) point out that due to patriarchal social authority structures, women received substantial family support in the start-up stages of their businesses, but later on such support was limited, restricted or withdrawn for fear of husbands losing dominance over their wives. Moreover, there are many socio-cultural factors in Kenya impacting negatively on the upbringing of girls. Many

ethnic cultures socially condition girls to acquire the need for affiliation, rather than achievement.

Previous studies alludes that, Cultures constrained the opportunities women pursue.

Women faced additional barriers related to custom, had less time available due to the prevailing gender division of labor, or had lower intra-household bargaining position and consequently less control over their earnings. For the women entrepreneurs who were looking to achieve scale and further develop their enterprises, such constraints reduced their incentive to grow businesses and thus their ability to access financial services.

On the same note, cultures practices may collide and we observe frustration, low productivity, and the failure of innovations to survive and diffuse (Chelunget, 2013; Schein, 1997).

Burnes and Todnem (2011) connote that, SMEs leaders' primary tasks is to bring about change in order to maintain or enhance organizational success. Previous research has shown that as many as 70 % of all change initiatives fail to achieve their intended outcome (Bessant and Haywood, 1985; Crosby, 1979; Hammer and Champy, 1993). Furthermore, it is leaders' ultimate responsibility to mitigate anxiety and create a stable working environment to thereby obtain desired trust and commitment from the entire organization. To achieve this, leaders have been found to have a number of embedding mechanisms to influence employees and thus their cultural perceptions. In particular, what leaders pay attention to, measure, and control regularly has been found to be of significant importance when preparing employees for upcoming change, as it signals the leaders' greatest concerns on a daily basis. Therefore, for women owned SMEs to thrive well, a positive and transformational cultural change should be effected thus giving rise to a good environment for business endeavor.

2.6 Conceptual framework

The researcher adopted this type of framework in order to come up with a comprehensive overall idea of the Factors influencing Growth of women owned SMEs in Nyaribari Chache Sub-county of Kisii County.

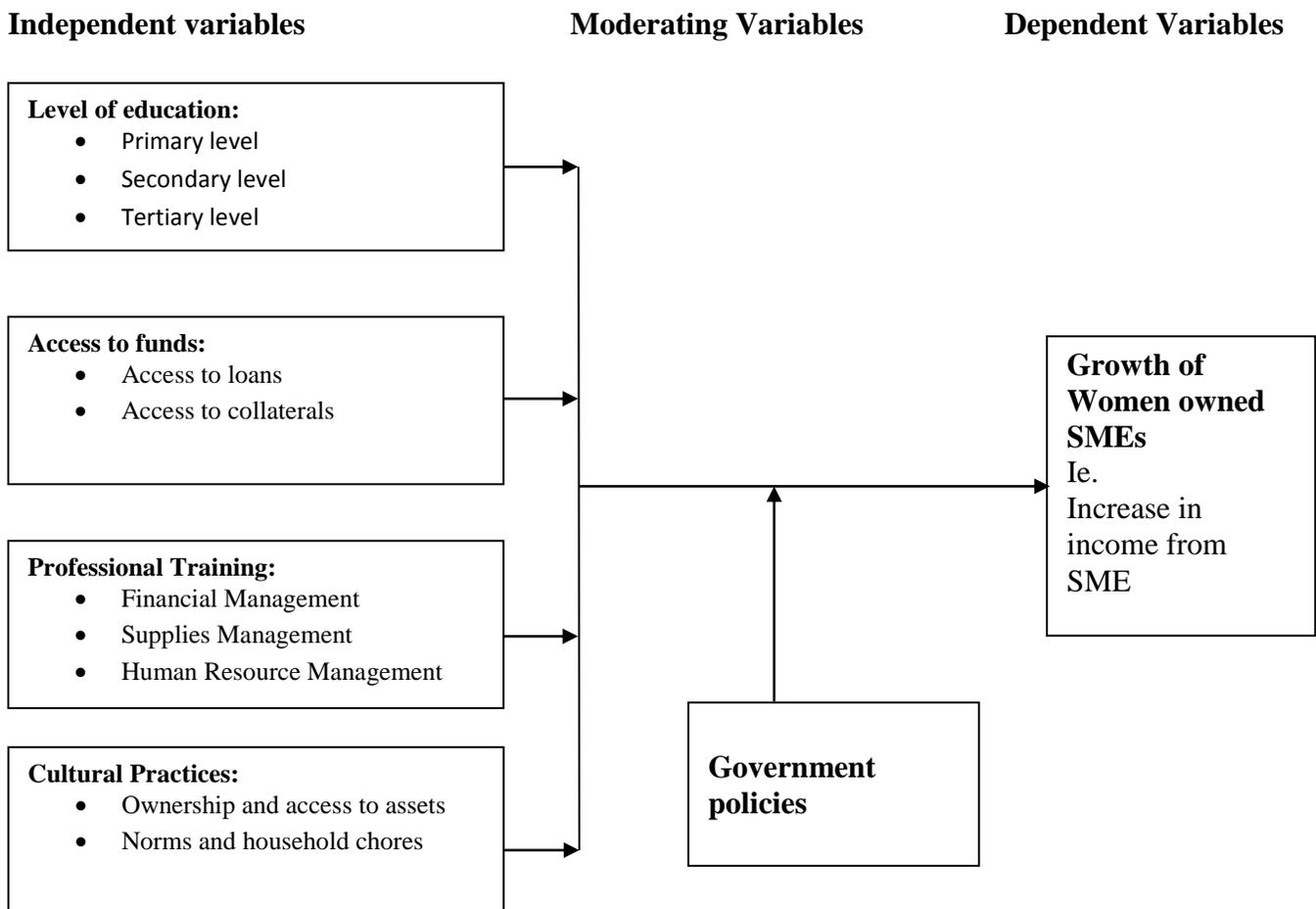


Figure 2.1 Conceptual framework of the relationship between factors influencing growth of women owned SMEs

Level of Education: Education is the key to any locked door. The higher the level of education the greater the ability to acquire the congruent skills for SMEs endeavor. The academic ladder increases the congruency of skills, for instance from primary to tertiary level. The level of education provides a basis for SME analytical skills to women and men therefore increasing the ability to manage ones enterprise effectively.

Access to Funds: SMEs cannot operate without funds, barriers to access of funds like unreasonable collateral requirement and high interest rates subjected to loans should be evaluated and reduced significantly in order to draw low income SME project owners to participation.

Professional Training: Professional Training promotes integration to the SMEs sector. It earns SMEs employees relevant power to execute tasks effectively and more efficiently in order to attain the desired output. Through induction of employees with human resource, financial management, purchasing, book keeping, IT skills, capacity building process and development will motivate the manpower thus equipping them with relevant SMEs operational skills.

Cultural practices: African culture seems not to be friendly to women entrepreneurship. Perplexing and patriarchal society intimidate upcoming women entrepreneur in the SMEs sector. Women are ascribed to inadequate access to ownership of crucial assets like land. A positive and friendly culture should be enhanced in order to ascertain the desired SMEs outcome.

2.7 Knowledge Gap

Most of the literature reviewed is mostly from different authors originating from different countries whose strategic approach and strategic footing is different from that of Kenya. Further, the studies do not center into the issue of factors influencing growth of women owned SMEs. The studies done in Kenya have also not fully looked at the factors particularly challenging

women and growth of SME in Kisii County. Thus, there is a research gap on factors influencing growth of women owned SMEs in Kisii County in which this study will seek to fill.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presented the research design, target population, data sampling and sample size, data collection and analysis methods adopted to address factors influencing the growth of women owned small and medium enterprise (SMEs) in Nyaribari Chache Sub-county of Kisii County.

3.2 Research Design

The study adopted a descriptive survey research design. This is because data was collected and reported the way it is without any manipulation of any variable. Descriptive survey design are used in preliminary and exploratory studies as cited in (Orodho, 2004) to allow researchers gather information, summarize, present and interpret for the purpose of clarification. Descriptive survey design was appropriate for this study because it enabled the researcher gather information on a wide range of participants.

3.3 Study Area

The study was carried out in Nyaribari Chache Sub-county Kisii County. This County was purposely selected by the researcher due to ease collection of data, and being the only one with an existing adoption of high number of SMEs, hence respondents could provide the required information if interviewed by the researcher.

3.4 Target population

According to Kisii County Ministry of Industrialization 2015-2016 data source, Nyaribari Chache has 2000 registered SMEs owned by women. A total of 2000 SMEs employees from Nyaribari Chache Sub-county formed the researcher's target population. Data was collected using questionnaires.

3.5 Sample size and sampling techniques

According to Mugenda (2003) a target population of 10-20% was useful when the population is high. The sample for the study will consist of 200 SME employees from the area of study which will take a 10% proportion of target population. Simple random sampling technique was used to obtain the sample.

3.6 Instrument Validity and Reliability

The instrument validity represent the degree or extent to which the result of a study are a faction of what will be tested and the extent to which the results are generalized to other similar situations (Boar and Gal, 1989). To enhance validity, the researcher used the research instruments appraised by the supervisor whereby the sample of few employees was randomly selected to fill the questionnaire to reduce the extraneous influence of the research findings due to prior knowledge of the information required by the instrument.

On other hand instrument reliability is defined as the degree to which instruments are free from measurement error. The test retest techniques was used to assess reliability administering the instrument twice to the some group in subject.

3.7 Methods of Data Analysis

The data collected was processed and analyzed in three activities namely; Data editing whereby the researcher used this method to select the most relevant and reliable information from the rest. Data coding; the researcher used computers to process the data of the study and tabulate it. The researcher used this to deliver required information of the study. The data was edited and

corrected for any errors based on the responses, omissions and other inconsistencies. The data analysis consisted of the tabulation frequency, calculation of percentages and hypothesis was tested using chi-square at 0.05 confidence level.

Similarly qualitative data was analyzed using; statistical package for social science computer program (SPSS) for easy analysis and interpretation, responses to each item in the questionnaire presented in a table showing the frequency responses that was re - computed into percentages.

3.8 Ethical Considerations

Consent was also obtained from individual participants before commissioned for the interviewed.

The nature of the research was well explained to them and after several questions on anonymity and confidentiality answered and the participants reassured that their identities as well as the information remained confidential, they agreed to take part in the study.

Since the respondents were reluctant to disclose some information, the researcher reassured them of use and confidentiality of the information given by carrying an introduction letter from the university indicating the data is only for academic purpose.

3.9 Operationalization of variables

Table 3.1: Operationalization of variables

Objectives	Variable	Indicators	Measurement	Scale	Data collection methods
To determine the extent to which level of education influence growth of women owned SMEs.	Education level	Number of tertiary level education holder of SMEs. Number of secondary level holder of SMEs. Number of primary level holder of SMEs	Frequency Percentage	Ordinal	Questionnaires

To assess the extent to which access of funds influence the growth of women owned SMEs.	Access to funds	No of women that access credit. Number of women that meet the collateral requirement	Frequency Percentage	Ordinal	Questionnaires
To determine the influence of professional training on the growth of women owned SMEs.	Professional training	Number of women with financial management skills; Number of women with procurement skills	Frequency Percentage	Ordinal	Questionnaires
To examine the influence of cultural practices on growth of women owned SMEs.	Cultural practices	Number of women access to property ownership; Household chores.	Frequency Percentage	Ordinal	Questionnaires

CHAPTER FOUR

DATA ANALYSIS, INTERPRETATION AND PRESENTATION

4.1 Introduction

This chapter focuses on the analysis of data, interpretation and presentation of information analyzed. Data analysis was based on the influence of the independent variables on depend variables.

4.2 Questionnaire return rate

The researcher issued 200 questionnaires to the respondents. 150 questionnaire copies were returned to the researcher giving an instrument return rate of 75%. The questionnaire return rate was illustrated in the table 4.1

Table 4.1 Questionnaire return rate.

Target population	Sample	Returnable
Total		
2000	200	150

Table 4.1 revealed all the copies of questionnaire were administered to the respondents, 150 of the questionnaires were received back, giving the questionnaire response rate of 75%.

A response rate refers to the percentage subjects that respond to the questionnaire. A response rate of 50% was deemed adequate for analysis and reporting, a response rate of 60% was good and a response rate of 70% and over is considered very good, Mugenda and Mugenda (2003). In this respect, the study was perceived to have an excellent questionnaire response. This was because copies of the questionnaire were administered and collected back by a well-trained and motivated research assistant while closely being supervised by the researcher.

4.3 Demographic characteristics of the respondents.

The researcher found that demographic characteristics of the respondents was great significance of the study, to investigate the factors influencing growth of women owned small and medium enterprises in Nyaribari Chache Sub-county.

4.3.1 Characteristic of the respondents by age

The researcher found that the age characteristics of the respondents were of great significance to the study underlying the investigation of the factors influencing growth of women owned small and medium enterprises in Nyaribari Chache Sub-county. The respondents responded to this item and the responses was drawn as shown in the table 4.2.

Table 4.2 Age characteristics of the respondents

Age in years		Frequency
Percentage		
18-20	0	0
21-25	30	20
26-30	80	53
Above 30	40	27
TOTAL	150	100

The 4.2 indicated that out of the 150 respondents who filled the questionnaire 18-20 years (0%), the age bracket of 21-25(20%), 26-30 years (53%), and above 30 years (27%)

In the table 4.2 implied the respondents have optimum age of (21-30) which was the reflection of the period in life. The age bracket below 20 years, participation was low since, most of the people at this age were still school going people and some in colleges.

4.3.2 The level of education of the respondents.

This dimension of the respondent's demographics was considered important of the study. The respondents completed the questionnaires stating their level of education and their response were as shown in the table below 4.3.

Table 4.4 Educational level of the respondents

Level of education	Frequency	Percentage
Primary	6	4
O-level	96	64
Certificate	24	16
Diploma	10	7
Degree	12	8
Masters	2	1
PhD	0	0
Total	150	100

Table 4.3 indicated that 96(64%) of the respondents had secondary education, 24(16%) had tertiary education, 12(8%) had degrees, 10(7%) had diplomas, and 2(1%) has masters from universities respectively. This implied that the majority of the respondents were secondary school holders.

4.5 Influence of level of education among women on SMEs growth.

This variable of the level of education among women was believed to be of great significance to the study. This was because majority of the respondents indicated that indeed the level of education has a greater influence on growth of women owned SMEs.

4.5.1 Response based on rating the significance of level of education on SMEs growth.

The respondents filled the questionnaire on this item and their responses are illustrated in the figure below.

Table 4.4 Significance of levels of education among women.

Rating Percentage	Frequency
Very Significant 65	98
Fairly Significant 20	30
Significant 15	22
No impact 0	0
TOTAL 100	150

The table 4.4 indicated that out of the 150 respondents who completed the questionnaire, 98(65%) very significantly stated that level of education influenced the SMEs growth; 30(20%) and 22(15%) rated fairly significant and significant respectively. None of the respondents rated the level of women as insignificant.

4.5.2 Response based on level of education.

The respondents filled the questionnaire and table 4.5 illustrated their responses.

Table 4.5 Responses to ascertain whether level of education influences growth of SMEs.

Response Percentage	Frequency
Yes	109
	73

No	41	27
TOTAL	150	100

Table 4.5 indicated that out of 150 respondents who filled the questionnaire 109(73%) agreed that indeed the level of education among women influences the growth of women owned SMEs; 41(27%) disagreed intently. This findings indicate further that the majority of the respondents concurred that the level of education significantly influence SMEs growth.

4.5.3 Learned women and organization skills.

The respondents filled the questionnaire and table 4.6 illustrated their responses.

Table 4.6 response based on learned women and organization skills.

Response Percentage		Frequency
True	120	80
False	30	20
Don't know	0	0
TOTAL		150
100		

Table 4.6 indicated that out of 150 respondents who filled the questionnaire 120(83%) agreed that it is true that learned women have greater organization skills while 30(20%) denounced that there is no relationship between level of education and organization skills. Thus learned women are able to use their organization skills to boost growth of their SMEs.

4.5.4 Interaction levels of learned women

The respondents filled the questionnaire and table 4.7 illustrated their responses.

Table 4.7 response to ascertain whether level of education of women affects interaction.

Interval	Frequency	Percentage
Yes	124	83
No	26	17
Don't know	0	0
Total	150	100

Table 4.7 indicated that out of 150 respondents who filled the questionnaire 124(83%) indicated that learned women have increased interaction levels, while 26(17%) indicated that there is no influence of level of education on women’s interaction. This further indicate that a greater percentage of respondents found out that the higher the level of education the greater the interaction capacity hence influencing growth of SMEs.

4.6 Influence of access to funds on SMEs’ growth.

Access to funds is an integral process for any project undertaking. Capital base, access to loans, access to collaterals and assets, availability of guarantors, good credit history and savings is crucial for any SME manager. Respondents gave their responses based on influence of access to funds on growth of women owned SME as illustrated on the tables below.

4.6.1 Access to loans.

The respondents filled the questionnaire and table 4.8 illustrated their responses.

Table 4.8 response to ascertain whether one has an access to loans.

Response	Frequency	Percentage
Yes	70	47
No	80	53
Total	150	100

From the findings, majority (53%) of the respondents indicated that they had not accessed any loan for their business. Only 47% of the respondents had received loans to aid them boost their SME businesses. This depicts that majority of the women entrepreneurs were not accessible to loans hence less empowered in financing their businesses through the various loans. This helped the women to better manage their SMEs, this in nutshell challenged business growth..

4.6.2 Sources of funds for SMEs.

The respondents filled the questionnaire and table 4.10 illustrated their responses.

Table 4.9 Response based on sources of funds for SMEs.

Response	Frequency	Percentage
Saving	80	53
Loans	60	40
Sell of asset	10	7
Other	0	
Total	150	100

Findings on table 4.9 indicated that out of all respondents who filled the questionnaire 80(53%) indicated that the source of the funds for their business is savings; 60(40%) were from loans; and 10(7%) was from sells from assets. This indicates that most of the women who own SMEs get their capital from their personal savings.

4.6.3 Collaterals required to access funds for SMEs.

The respondents filled the questionnaire and table 4.10 illustrated their responses.

Table 4.10 response based on collateral required to access funds for SMEs.

Interval	Frequency	Percentage
Title deeds	50	33
Incomes statement	88	59
Car logbooks	12	8
Other	0	0
Total	150	100

Responses as in table 4.10 indicated that out of all respondents who filled the questionnaire 88 (59%) indicated that income statements were a requirement to access funds; 50(33%) indicated that their main collateral requirement was title deeds; car logbooks had the least response of 12(8%).

4.6.4 Ratings significance of accessibility of funds.

The respondents filled the questionnaire and table 4.11 illustrated their responses.

Table 4.11 response based on level of significance of the accessibility of funds.

Interval	Frequency	Percentage
Very good	130	87
Good	20	13
Fair	0	0
Poor	0	0
Very poor	0	0
Total	150	100

Findings, indicated that out of all respondents who filled the questionnaire 130(87%) indicated a majority response from the respondents agreed access to funds is crucial for growth of any SME with a response rated as “very good”; 20(13%) indicated a rating of “good” rating. This findings clearly indicate that 100% of the respondents confirmed that accessibility of funds to women is crucial for sustainability and growth of SMEs.

4.7 Influence of professional training on growth of women owned SMEs.

This was because majority of the respondents indicated that professional training has a greater influence on the growth of women owned SMEs. Responses are tabulated as in below.

4.7.1 Frequency of training.

The respondents filled the questionnaire and table 4.12 illustrated their responses.

Table 4.12 response based on the frequency of frequency of training.

Response	Frequency	Percentage
Always	0	0
Very often	0	0
Fairly often	3	2
Rarely	66	44
Never	81	54
Total	150	100

Table 4.12 indicated that out of respondents who filled the questionnaire 81(54%) indicated that they never had training, 66(44%) said that training was really conducted, 3(2%) indicated that training was fairly conducted. This findings further provides that 98% of the respondents connoted that training was not conducted.

4.7.2 Influence of training on SMEs Growth.

The respondents filled the questionnaire and table 4.13 illustrated their responses.

Table 4.13 response to ascertain whether training influence growth of SMEs.

Response rating	Frequency	Percentage
Very significant	112	75
Fairly significant	12	18
Significant	10	7
No influence	0	0
Total	150	100

Findings indicated that out of all respondents who filled the questionnaire 112(75%) agreed that the training was very significant, 28(18%) and 10(7) indicated that training was fairly significant and significant respectively.

4.7.3 Training and acquisition of SME skills.

The respondents filled the questionnaire and table 4.14 illustrated their responses.

Table 4.15 response based on training renders skill acquisition.

Response	Frequency	Percentage
True	99	66
False	51	34
Don't know	0	0
Total	150	100

Table 4.14 indicated that 99(66%) of the respondents agreed that training has critical part in skill acquisition while 51(34%) had a differing opinion training does not lead to skill acquisition.

4.7.4. Challenges that lack of training pose on SMEs' growth

The respondents filled the questionnaire and table 4.15 illustrated their responses.

Table 4.15 response to ascertain whether lack of training challenge SMEs growth.

Response	Frequency	Percentage
Reduced stock	58	39
Collapsing of business	72	48
Suspension of business	10	7
Closure of outlets	10	7
Total	150	100

Table 4.15 indicated that out of all respondents who filled the questionnaire 72(48%) agreed that lack of training leads to collapsing of business, 58(39%) leads to reduced stock, 10(7%) and 10(7%) leads to suspension of business and closure of outlets respectively. This findings provides that training is key to any SMEs' growth.

4.8 Influence of cultural practices on growth of women owned SMEs.

This was because majority of the respondents indicated that cultural practices greatly influence on the growth of women owned SMEs. Responses are tabulated as in below.

4.8.1 Land ownership.

The respondents filled the questionnaire and table 4.16 illustrated their responses.

Table 4.16 response based on land ownership among women.

Response	Frequency	Percentage
Yes	48	32
No	102	68
Total	150	100

Table 4.16 indicated that out of respondents who filled the questionnaire 102(68%) indicated that land ownership is a cultural challenge while 48(32%) indicated that they are allowed to own land.

4.8.2 Freedom of engaging in business.

The respondents filled the questionnaire and table 4.17 illustrated their responses.

Table 4.17 response to ascertain whether women are allowed to engage in business.

Response rating	Frequency	Percentage
Yes	78	52
No	72	48
Total	150	100

Findings indicated that out of all respondents who filled the questionnaire 78(52%) agreed that they are allowed to engage in business, 72(48%) clearly indicated that they are not allowed to engage in business of any manner.

4.8.3 Women support to own business.

The respondents filled the questionnaire and table 4.18 illustrated their responses.

Table 4.18 response to ascertain whether women receive support from their husbands to start business.

Response	Frequency	Percentage
Yes	76	51
no	74	49
Total	150	100

Table 4.18 indicated that 76(51%) of the respondents agreed that they usually receive support to start business from their husbands while 74(49%) had a differing opinion that they did not get any support to start business from their husbands.

4.8.4. Sharing of household chores.

The respondents filled the questionnaire and table 4.19 illustrated their responses.

Table 4.19 response to ascertain whether household chores are shared amongst spouses.

Response	Frequency	Percentage
Yes	72	48
No	78	52
Total	150	100

Table 4.19 indicated that out of all respondents who filled the questionnaire 72(48%) agreed that they share household chores, while 78(52%) indicated that household chores are no shared. This findings further shows that this cultural practice hinders women owned SMEs' growth.

4.9 Hypothesis testing for the influence of level of education among women on growth of SMEs' growth

H₀: There is no significant relationship between the level of education among women and growth of women owned SMEs in Nyaribari Chache Sub-county of Kisii County.

Table 4.20: Showing chi-square testing on the influence of level amongst women on SMEs' growth

O	E	O-E	$\frac{(O - E)^2}{E}$
109	150	-41	11.21
120	150	-30	6.00
124	150	-26	4.51
150	150	0	0.00
			$\frac{\Sigma(O-E)^2}{E} = 21.72$

$\chi^2 C = 21.72 > \chi^2 = 7.815$ at 3 degrees of freedom and 5% level of confidence.

Since the calculated chi-square value of 21.72 is greater than the critical chi-square value at 5% level of confidence, we reject the null hypothesis and accept alternative hypothesis. Thus, there is a significant relationship between the level of education among women and growth of women owned SMEs in Nyaribari Chache Sub-county of Kisii County.

4.10 Hypothesis testing for the influence of access to funds among women on growth of SMEs' growth

H₀: Access to funds does not influence growth of women owned SMEs in Nyaribari Chache Sub-county of Kisii County.

Table 4.21: Showing chi-square testing on the influence of access to funds amongst women on SMEs' growth

O	E	O-E	$\frac{(O - E)^2}{E}$
0	55	-55	55.00
20	55	-35	22.28
70	55	15	4.09
			$\frac{\Sigma(O-E)^2}{E} = 81.37$

$\chi^2 C = 81.72 > \chi^2 = 5.991$ at 2 degrees of freedom and 5% level of confidence.

Since the calculated chi-square value of 21.72 is greater than the critical chi-square value at 5% level of confidence, we reject the null hypothesis and accept alternative hypothesis. Thus, access to funds influence growth of women owned SMEs in Nyaribari Chache Sub-county of Kisii County.

4.11 Hypothesis testing for the influence of professional training on growth of SMEs' growth

H₀: Professional training does not influence growth of women owned SMEs in Nyaribari Chache Sub-county of Kisii County.

Table 4.22: Showing chi-square testing on the influence of professional training on SMEs' growth

O	E	O-E	$\frac{(O - E)^2}{E}$
0	6.25	-6.25	6.25
3	6.25	-3.25	1.69

10	6.25	3.75	2.25
12	6.25	5.75	5.29
			$\frac{\sum(O-E)^2}{E} = 15.48$

$\chi^2 C = 15.48 > \chi^2 = 7.815$ at 3 degrees of freedom and 5% level of confidence.

Since the calculated chi-square value of 15.48 is greater than the critical chi-square value at 5% level of confidence, we reject the null hypothesis and accept alternative hypothesis. Thus, professional training influence growth of women owned SMEs in Nyaribari Chache Sub-county of Kisii County.

4.12 Hypothesis testing for the influence of cultural practices on growth of SMEs'

H₀: There is no relationship between cultural practices and growth of women owned SMEs in Nyaribari Chache Sub-county of Kisii County.

Table 4.23: Showing chi-square testing on the influence of cultural practices on SMEs' growth

O	E	O-E	$\frac{(O - E)^2}{E}$
48	68.5	-20.5	6.16
72	68.5	3.5	0.18
76	68.5	7.5	0.82

78	68.5	9.5	1.32
			$\frac{\sum(O-E)^2}{E} = 8.46$

$\chi^2 C = 15.48 > \chi^2 = 7.815$ at 3 degrees of freedom and 5% level of confidence.

Since the calculated chi-square value of 8.46 is greater than the critical chi-square value at 5% level of confidence, we reject the null hypothesis and accept alternative hypothesis. Thus, cultural practices influence growth of women owned SMEs in Nyaribari Chache Sub-county of Kisii County.

CHAPTER FIVE

SUMMARY, FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction.

In the previous chapter, the qualitative and quantitative data collection was presented and discussed. In this chapter, Conclusions are drawn and recommendations are made. It also outlines certain contributions made by the study on this field of knowledge as well as putting forth number of recommendations to be considered in order to effectively address factors influencing growth of women owned SMEs. The chapter finally offers suggestions for further research for one study in isolation can provide all answers to problems in a particular field.

5.2 Summary of the findings of the study.

The study was conducted in Nyaribari Chache Sub-county targeting the women owned SMEs.

The research objectives provided for ground developing questionnaires that was used as the technique of data collection. The probability sampling design involving simple random sampling, procedures was employed.

Respondents were interviewed with the objectives of eliciting their understanding of SME growth and also what challenges they are facing in their quest to render overall SMEs growth.

On critical service quality attributes the following findings, emerged. Majority of the respondents engaged in this industry were aged between 21-30 years. This age group was found to be the period in life in which people became aggressive to stabilize economically for purpose of providing for the family. The high rating for men against the women was because men generally engage to activities outside their homes.

The observation from the findings of this study is that most of the respondents were 96(64%) of the respondents had secondary education, 24(16%) had certificate level. This implied that the majority of the respondents were of low academic educational backgrounds. This was found to be because those members were ill-prepared to seek alternative employment opportunities that proved very competitive.

5.3 Factors influencing the growth of women owned SMEs

Findings from the respondents of the study conducted clearly indicate that access to funds, level of education among women, professional training and cultural practices significantly influence growth of women owned SMEs.

Based on the findings, access to funding played a crucial role in enhancing performance space of women owned SMEs thus power to expand and grow significantly. In accordance to sources of funding, findings show that 53% of the funds come from the personal savings by SMEs owners,

40% and 7% of the sources of funding for the SMEs are said to sourcing from loans and selling of assets respectively.

5.3.1 Level of education and SMEs growth

Education gives confidence and ability to do something. Women are not exception in this crucial development arena thus the findings shows that: 100% of the respondents indicated that education is crucial for any SMEs' growth. In Addition, on responses to ascertain whether the level of education among women is influential towards SMEs growth, 73% of the respondents pointed out that it is truly influential. Moreover, this research proved that 80% of the learned women have organization skills thus leading to good business integration thus boosting the SMEs growth to greater heights'

As the level of integration of learned women increases, findings shows that business interaction increases significantly thus promoting the growth of SMEs. Findings further shows that, 83% of the respondents concurred that interaction levels influence the growth of SMEs.

Therefore it is prudent based on the findings to note that, there is a significant relationship between the level of education and growth of women owned SMEs.

5.3.2 Access to funds and SMEs growth

Access to funds is a crucial aspect towards SMEs sustainability, growth and development. Funds in any undertaking serves as a strong pillar of any undertaking. This research found out that 53 %, 40%, and 7% of the respondents' views on the sources of funds for the SMEs indicated as savings, loans and sell of assets respectively. This findings shows that a large proportion of capital or sources of funds for business is savings.

In nutshell, research further provides that 53% have no access to loans due to strong collateral requirements for instance; 53% of the respondents, 33% and 8% indicated that income statement,

title deeds and car logbooks as collateral challenges to access of loans for business. In addition, research shows that, the following obstacles to accessing funds were evident: lack of collaterals (53%), poor credit history (20%), poor income statement (13%), high interest rates (11%) and lack of guarantors (3) with the least percentage of respondents.

Moreover, 100% of the respondents indicated that access to funds is very significant and it entirely influence the growth of SMEs growth. Based on this finding, Access to funds influences the growth of women owned SMEs

5.3.3 Professional training and SMEs growth

Professional training leads to acquisition of SME skills, these skills that are acquired broaden the capacity of an SME manager thus leading to increased intervention ability thus leading to SMEs' growth. The researcher finds out that, 75%, 18% and 7% of the respondents indicated that the influence of professional training on growth of SME is very significant, fairly significant and significant respectively. On the same note, findings shows that, 66% of the respondents agreed that truly training leads to acquisition of relevant skills that may boost SMEs growth. Despite of the importance of professional training to SME holders, respondents noted that lack of training may be detrimental to an organization. For instance, findings shows that lack of training can lead to: reduced stock, collapsing business, suspension of business, and closure of outlets represented by percentage response rate as 39%, 48%, 7% and 7% respectively.

Majority of respondents indicated that training has never been conducted despite of its importance in skill dissemination. Findings shows that, 54%, 44% and 2% of the respondents noted training was never conducted, rarely conducted and often conducted respectively. Therefore based on this finding, professional training influences the growth of women owned SMEs.

5.3.4 Cultural practices and SMES growth

Cultural practices like asset ownership such as land, rental premises, properties like cars and business ownership is integral in the growth of SMEs. Stringent and extreme cultural practices may deprive the women power to own properties hence increasing collateral challenge in case a woman wants to seek for loan approval for the business.

The researcher found out that the area under study is inhabited by patriarchal force thus many women who own SMEs do not have their own land, assets and their husbands do not share household chores. This cultural practice has significantly reduced the growth of women owned enterprise in the area.

Moreover, 68% of the respondents admitted that they never owned land while 32% acknowledged owning land. In addition, 51% of the respondents acknowledged assistance from their husbands to start businesses. On the same note 52% of the respondents agreed that they are set free to engage in businesses.

Cultural practices have continued to destruct women spirit of entrepreneurship. To a larger extent this factor seems to be a cornerstone collapse of most of the women owned SMEs due to the fact that the patriarchal society does not give them room to operate freely. Based on tis findings the researcher finds a clear relationship between the cultural practices and growth of women owned SMEs.

5.4 Conclusion

From the study, conclusion were made based on the findings. In concurrence with the previous studies conducted by different scholars in this fields. It can be concluded that access to funds, level of education among women, professional training and cultural practices directly influenced the growth of women owned Small and Medium Enterprises. In addition, Poor infrastructure like bad and dilapidated road networks greatly impacted negatively on the growth of the women owned SMEs due to delays in delivery, high cost of transport. Socio-cultural factors had no much impact on the growth of the women owned SMEs due to modernity and diversity of our culture.

The above mentioned contributions provide a framework for the understanding and boosting the growth of women owned enterprises. Areas of improvements were also suggested for future studies.

5.5 Recommendation for further research.

The study had some limitations which could be addressed by future research. The sample size was small which has implications for the generalize ability of the findings to the large population from which it was drawn. The fact only some stakeholders were surveyed is another limitation because they are not the only beneficiary of SMEs. Only the sample size of 200 out of 2000 respondents in Nyaribari Chache Sub-county of Kisii County were visited during the course of the research study. The questionnaire did not go through vigorous testing as it should have. Time and financial constraints also posed a challenge to the research process.

It is suggested that a more comprehensive and representative sample, reflecting the demographics of respondents across racial lines need to be drawn. All the locations in Kisii County would have been included in the study and the items which constitute a questionnaire need to be subjected to vigorous testing in order to improve validity of research results. More time and financial resources have to be made available.

The questionnaires need to be properly tested so that internal and external validity can be improved. The t-test on this study sample yielded a result that was 100%, the percentage has to be improved to enhance the credibility of the result. In cases where one to groups methods of questionnaire administration are conducted, more research assistants would be required to guard against participants who tend to help each other in completing questionnaires. Closer monitoring of respondents would enhance the validity of the research results. More time and financial resources would be required for the study, an obvious constraint of this study that had adverse effects on the quality of the data collected. Funding would be obtained from stakeholders like government. Thus committing financial and other resources as its disposal to such investigations would be more rewarding than the damage caused by failure of the current regulation process.

It is important that the future research be conducted to investigate a more statistically relevant research procedure in order to ensure that the validity problem identified by some researchers in respect of the disconfirmation theory be reduced or eliminated (Gronroos 2000). Another focus of a future study would be to establish ways of incorporating more independent variables. This would enable researchers to attribute perception of transport services to the antecedents more accurately.

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APPENDIX I: WORKPLAN

Activities	Time						
	Jan-Feb 2017	March 2017	April 2017	June 2017	July 2017	Aug 2017	Sept – Nov 2017
Preparation of proposal							
Presentation to department							
Corrections							
Presentation							

to the faculty							
Corrections							
Presentation and first defense of proposal							
Presentation to graduate school							
Apply for permit and other requirements							
Preparation of tools of study							
Data collection							
Data processing and analysis							
Final report writing							
Final defense and submission							

APPENDIX II: BUDGET

Core Activities	Items	Cost per unit	Total (kshs)
Proposal Preparation and Defense	Stationery	Papers/ books/pens/photocopies	8,000
	Typing and Editing	printing@30 page proposal	4,000
	Internet Browsing	Data bundles @1500monthly for 4 months, visit to library	6,000
		@4months travel @1000monthly	4,000
Presentation at Department	Presentation at the department /	Travel / subsistence Editing and printing	4,000 2,000

Faculty	Correction Presentation at the faculty & correction	Traveling / subsistence Editing and printing	4,000 2,000
Sub Total for proposal preparation			30,000
Preparation for Fieldwork	Applying for permit	Fee for permit	3,000
	Familiarization of the Study area	Transport / subsistence Travel and subsistence Networking	4,000 5,000
Preparing research tools	Preparation of data Collection instruments	Printing/ photocopies	8,000
Testing tools for Study	Pilot study	Photocopies	2,000
		Travel and subsistence	3,000
Sub Total for preparation of tools of study			25,000
Data collection and Supervision	Data collection	Travel /subsistence@ 2,000 for 10 days	20,000
	Supervision fee	2visits @ 5,000	10,000
Data processing and analysis	Editing and coding Data Analysis	Cost for data analyst/clerks	20,000
Sub Total for Data collection			50,000
Submission of thesis	Final report writing	Stationery expenses	8,000
	Photocopies /binding	8 copies @500	4,000
	Travel cost	Transport/ subsistence	3,000
Sub Total for preparation of final report			15,000
Total Costs			120,000
10% contingencies			12,000
Grand total			132,000

APPENDIX III: CHI SQUARE CRITICAL VALUES

χ^2 (Chi-Squared) Distribution: Critical Values of χ^2

<i>Degrees of freedom</i>	<i>Significance level</i>		
	5%	1%	0.1%
1	3.841	6.635	10.828
2	5.991	9.210	13.816
3	7.815	11.345	16.266
4	9.488	13.277	18.467
5	11.070	15.086	20.515
6	12.592	16.812	22.458
7	14.067	18.475	24.322
8	15.507	20.090	26.124
9	16.919	21.666	27.877
10	18.307	23.209	29.588