INTERVENTIONS, ENTREPRENEURIAL ORIENTATION, MACRO ENVIRONMENT AND BENEFICIARY POVERTY REDUCTION BY FAITH BASED ENTERPRISES WITHIN SLUMS OF NAIROBI CITY COUNTY, KENYA

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DECLARATION

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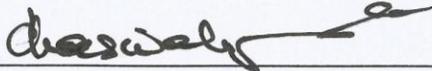
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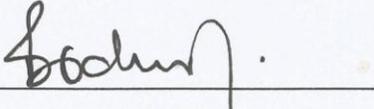
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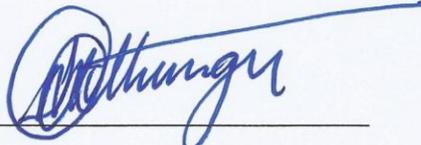
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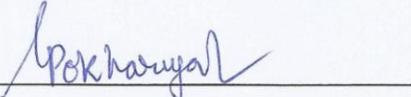
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DEDICATION

This PhD thesis is dedicated to my late mother, Maria Nyungu and my late father Francis Nyungu for their encouragement on education and hard work. Mom and dad I say thank you and may you rest in eternal peace.

To my wife, Rose Masiga Nalyanya for her support, understanding, patience and bearing with me through the Doctoral programme and being there for me always. To our loving children, Charity, Walter and Cindy for the encouragement and interest they had in my studies. May this work give you the inspiration to greater heights in your academic endeavours.

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ABBREVIATIONS AND ACRONYMS

APHRC   African Population and Health Research Centre

BAM   Business as Mission

BPR   Beneficiary Poverty Reduction

EO   Entrepreneurial Orientation

FBEs   Faith Based Enterprises

FBO   Faith Based Organization

IMF   International Monetary Fund

KENSUP   Kenya Slum Upgrading Programme

MDGs   Millennium Development Goals

NCCK   National Council of Churches of Kenya

NGOs   Non-governmental Organizations

NSUPP   National Slum Upgrading and Prevention Programme

ME   Macro Environment

PBOA   Public Benefit Organizations Act 2013

SACCOs   Savings and Credit Cooperative Societies

UNCHS   United Nations Human Settlements Programme

UoN   University of Nairobi

USA   United States of America

ABSTRACT

This study focuses on Faith based entrepreneurship in beneficiary poverty reduction by Faith based enterprises (FBEs) within the slums of Nairobi. In Kenya, about 60 - 70% of the people in Nairobi live in slums and conditions are deplorable. The slums poor are trapped in extreme poverty with various social welfare deprivations. Hence, FBEs come in many aspects to address the social welfare voids with provisions for shelter, water, health services, education and employment amongst others. Despite these noble efforts, there are divergent views on relationships between the constructs of Entrepreneurial Orientation, Macro Environment and Interventions in beneficiary poverty reduction by FBEs with incomplete information to explain success or failure in delivery of social value. Hinged on these gaps and the disputable issues in previous studies, the study sought to establish the effect of entrepreneurial orientation, Macro environment on the relationship between interventions and beneficiary poverty reduction by FBEs. To attain this, four objectives and the relative hypotheses were tested. The study is anchored on the theoretical underpinnings of social network, human capital, institutional and innovation theories. The study was a census and data collected from 72 FBEs distributed in the nine major slums of Nairobi. The study utilized a triangulated primary data collection method through structured questionnaire and interview guide for depth interviews in the organizations. The study uses the descriptive cross-sectional research design and data analysed using descriptive, inferential statistics and qualitatively. The study findings show the root causes of poverty in the slums of Nairobi as alcohol abuse, HIV/Aids and unemployment. The study results provide evidence that FBEs are engines for change exploitation to development that impact positively on the society livelihoods. The study establishes that most of the beneficiaries live in one of the worst-case poverty scenarios as their incomes are below World Bank poverty threshold of $1.90 per day. The study suggests the embedding of enterprise culture by FBEs for business approaches to create wealth as it may be a mitigation to these problems. Interventions had a significant positive effect on beneficiary poverty reduction; entrepreneurial orientation had a mediation effect on the relationship between Interventions and Beneficiary poverty reduction. The study found no moderation effect of Macro environment on the relationships between Interventions and Beneficiary poverty reduction as it was not statistically significant. In all, entrepreneurial orientation, Macro environment and interventions jointly applied is found to have greater outcome than the individual effect of the same variables on beneficiary poverty reduction by FBEs. The study contributes to literature as it exhibits that synergistic application of driving factors other than singly enhance competencies for optimal beneficiary poverty reduction. The findings indicate monitoring and evaluation is absent in most of the FBEs activities and need for practitioners to embed it in implementation plans to track poverty reduction progress. Further, trainings, innovativeness and networking were found to be main traits in the mobilization of resources. This adds value to social network theory as it explains why there are robust beneficiary poverty reduction activities in FBEs with resources and weak in those with less access to resources. However, the study suggests divergent views to human capital theory as it demonstrates that apart from the traditional flair for education and experience emphasis, an enterprise can deliver in social value based on relationships, trust and doing things differently by those involved despite their illiteracies. Pentecostalism and Catholicism FBEs with a geographical spread of 40.3 percent and 38.9 percent respectively are the main religious affiliations involved in beneficiary poverty reduction within slums of Nairobi. Future research could adopt the grounded theory approach for in-depth diverse set of concepts and theories that may emerge to better explain relationships between the study variables and beneficiary poverty reduction by FBEs.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

 Faith-based entrepreneurship as a concept under social entrepreneurship is an emerging innovative approach of creating economic wealth for social change (Raskin, 2000). Globally, Faith Based Enterprises (FBEs) as a matter of fact assist in providing solutions to state failures in welfare and social good by providing survival needs such as water, food, shelter and employment creation (Bovaird, 2006). In effect, the debate on factors influencing interventions by Faith-based enterprises to optimally succeed in delivery of social value to beneficiaries is not conclusive as the little information on the phenomenon is incomplete and displays disagreements by scholars on the subject. For instance, Deacon (2012) and Christiansen (2008) put emphasis on environment-based factors.

On the other hand, Krueger, Reilly and Carsrud (2000) hold that interventions by FBEs have relationships between Entrepreneurial orientation and the competitive environmental dimensions, which enable it deliver social value. However, empirical study by Berger (2003) posits that FBEs use networks of believers to generate social, financial, cultural and spiritual capital for beneficiaries to reduce poverty.

Conversely, Ndemo (2006) attributes FBEs influence in social delivery to structures that include marketing (local and international), micro-finance and trainings relationships besides environment factors. In essence, from the studies reviewed, the debate has inconsistencies in the conceptualization such that significant relationships influencing interventions, entrepreneurial orientation and Macro environment for beneficiaries' poverty reduction by Faith based enterprises were not clear.

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This study is anchored on theories which include social network as the major theory for resource mobilization (Peredo & Chrisman, 2006) and forces that influence managerial decisions in Entrepreneurial Orientation dimensions for positive relationships in enterprise delivery (Gupta & Batra, 2015). According to Johannison and Monsted (1997) and Reynolds (1991) networking enable resource accumulation that diminish risk and provide access to opportunities for beneficiary improved livelihoods.

Supporting theories that guided the study were human capital theory for education and experience for example technical skills for employment (Becker, 1975). Knowledge gained from trainings and experience is critical for promotion of entrepreneurship such as identifying new opportunities in the market to generate incomes for beneficiary poverty reduction. Equally, the institutional theory assists FBEs in legitimacy like obtaining and maintaining resources (Dart, 2004).

According to Nzamujo (2000) institutional theory inquiries into activities of the social enterprise build member confidence and entrepreneurial skills to develop distressed areas. Similarly, the innovations theory is useful in the desire to have more gains that are economical. For instance, promoting new startups that create jobs, organizing factors of production for new products and services to improve living standards (Raskin, 2000; Covin & Slevin, 1986; Drucker, 1985). Sullivan, Mort, Weerawardena and Carnegie (2003) put emphasis on the role of innovation and identified entrepreneurial orientation factors of innovativeness, taking risks, proactiveness as central for higher returns in social value delivery by a social enterprise but did not show how they integrate to deliver.

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Additionally, Faith based enterprises respond to social welfare gaps in slums through various approaches such as providing employment, discovery of new market linkages and investments for beneficiaries economic empowerment to create wealth (Deacon, 2012). The researcher individually experienced the social welfare voids effects by the suffering poor trapped in poverty when he stayed with relatives in Kibera slum.

Disturbing experiences during the stay included hunger, social oppression, limited access to water, health services and even had no toilets. The only remedy was to defecate in polythene bags then thrown as part of the garbage which could pile in heaps and heaps. FBEs come in with employment opportunities and give small loans to start enterprises. The FBEs also initiate survival needs to the people like food, clothes and health services.

However, the extent to which such interventions influenced beneficiaries' poverty reduction by FBEs within the slums was not clear. This informed the motivation for this study on interventions, entrepreneurial orientation and Macro environment for possible new knowledge on tackling welfare deprivations for beneficiary poverty reduction within the slums. In essence, the literature review will show that there exists methodological, theoretical and contextual research gaps in this study. The study mostly focused on methodological gaps and attempted to use a mixed method line of quantitative and qualitative data analysis.

1.1.1 Interventions by Faith Based Enterprises

Interventions by Faith Based Enterprises (FBEs) are actions/decisions that result into plans implemented to improve conditions in economically impoverished areas (Cornwall, 1998). Mwaisela (2000) describes the FBE interventions as important mechanisms for distributing entrepreneurial benefits such as incomes among the beneficiaries to reduce poverty.

Correspondingly, Bruyat and Julien (2000) posit that interventions by FBEs may be explained as integral processes for creation of new value and social change for the individual beneficiary. They range from survival needs such as basic food, water and trainings for entrepreneurial skills (Nzamujo, 1999; Raskin, 2000). In addition, is health to financial services including human rights relief crises and less conventional forms of utilities such as legal aid (Tadros, 2010). Study by Haugh (2007) describes FBE interventions as mitigations that pursue social, environmental and economic aims with religious motives to generate incomes for better standards of living to beneficiaries.

According to Foster (2006), the term Faith based enterprise implies that religious group in other words members of a particular faith are running the enterprise. As social enterprises, FBEs trade for social purposes and plough back the profits to fulfill spiritual and social objectives like poverty reduction. The effect of these mitigations trend in development favoured the choice of FBEs for this study as they are set up and driven by the passion to fill socio-economic needs with possible pathways for beneficiaries' poverty reduction levels within the slums. The FBEs through its networks help accumulate resources to initiate programmes to reduce poverty (Bates, 1997).

Further, the FBEs respond to social needs gaps by initiating investments to create economic wealth for social change (Raskin, 2000). However, the extent of the relationships between FBE interventions and other variables as to how this can be attained was not clear. This informed the thinking that there could be other relationships that influence FBE interventions to deliver on beneficiary poverty reduction within the slums thus the clarity sought by this investigation.

1.1.2 Entrepreneurial Orientation

Entrepreneurial orientation (EO) refers to processes, policies, practices and decision-making activities that lead to different discovery like research for new venture activities (Lumpkin & Dess, 1996). Empirical study by Krueger et al., (2000) posits that entrepreneurial orientation dimensions shape the entrepreneurial intent in an enterprise and reinforces other human capital attributes like individual skills and internal locus of control for propensity to deliver. This implies that EO is embedded in the FBEs interventions and may be a key ingredient to deliver social value such as incomes from opportunities exploited. Gupta and Batra (2015) posit that social networks forces in the environment may have positive linkages with entrepreneurial orientation dimensions thus influencing performance of an enterprise.

Given these facts, entrepreneurial orientation construct relationships with environmental factors may provide essential influence for FBEs to exploit perceived opportunities for beneficiary poverty reduction within the slums of Nairobi. Weerawardena and Sullivan (2006) contend that EO is a multidimensional construct operationalized in terms of key dimensions of proactiveness to market opportunities, innovativeness, risk taking,

competitiveness for an enterprise to outperform competitors in the marketplace with a propensity to act autonomously such as bringing forth a poverty reduction idea and carry it to completion. In the same way, study by Gathungu, Aiko and Machuki (2014) found that characteristics of entrepreneurial organizations, is what is often referred to as entrepreneurial orientation of the enterprise, a context on which the management takes risks for a competitive advantage to deliver.

Correspondingly, Walter, Aver and Ritter (2006), Covin and Slevin (2006) submit that the environment contingent factors have close essential relationships with EO and the enterprise's (FBE) degree of entrepreneurship is the extent it intervenes or applies to the dimensions. However, the extent of the relationships among EO and other constructs to deliver was not clear.

1.1.3 Macro Environment

The success of any enterprise depends on how it competes in its market environment. The general business environment has come to be volatile, unpredictable and competitive for business entities, (Pearson & Robinson, 2012). According to Kotler and Armstrong (2013), business enterprises should be driven by customer needs in the products and services they offer lest risk irrelevance with failure in service delivery.

From this perspective, Faith based enterprises operate within the constraints of the Macro environment to shape opportunities for resources to deliver in social value and reduce poverty (Covin & Slevin, 1986). Comparatively, Macro environment describes the outside forces which influence enterprise operations (Naumann & Bennett, 2000).

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The micro environment is within the confines of the enterprise while macro environment refers to circumstances not within the control of the enterprise. Aldrich and Mindlin (1978) contend that macro environment may be conceptualized as a source of information, and a stock of resources for enterprises to exploit. This essentially signifies that FBEs depend on the macro environment forces for resources to deliver.

In effect, according to Deacon (2012), interventions by Faith based enterprises depend on socio-cultural environment factors to optimally succeed in delivery of social value to the poor. In essence, Weerawardena and Sulvin (2006) found that the macro environment indicators as policy, legal structures, social cultural political consideration and technology advances are essential opportunities in raising resources for poverty reduction activities. Through macro environment forces, FBEs are able to exploit opportunities for the social sustainability of distressed areas for example lobbying for policies to promote education for skills to jobs and social capital accumulation (Raskin, 2000). Additionally, the technology advances has brought big impact of the Web such as efficiency in infrastructure, markets, new quality products and services for instance televisions, computers and mobile phones that may positively influence beneficiary poverty reduction within the slums.

Through the social cultural environment, the FBEs may focus on the demographic factors of beneficiaries, educational levels, culture, religious affiliations as they may positively or negatively affect beneficiary poverty reduction. The exploitation of these factors gives glimpse to the society shifts in cultural values for change of mindsets to economic prosperity and better living standards (Raskin, 2000).

Equally, the legal environment is necessary to exploit for the FBEs to operate within the law for example laws guiding business, environment protection and quality of products and services offered (Tadros, 2010). The introduction of the youth development fund and women enterprise fund are entrepreneurship stimulus kits that FBEs can source for to spur beneficiary poverty reduction.

Further, political environment forces such as ideologies, riots may influence business performance thus enhance or destroy beneficiary poverty reduction by FBEs. The political aspect may influence laws, to build sustainable enterprises that can lead to poverty reduction such as health centres, schools, water and funding agencies. Ndemo (2006) posits that environmental sustainability strategies such as waste resource management disposal and pit latrines are important to business enterprises for proper hygiene and friendly natural living environment.

Nevertheless, it is of utter necessity for enterprises to explore economic environment if they have to effectively respond to national and global business threats (Bagheri, 2012). This may entail taxation regimes, markets, sourcing for financiers and suppliers for optimum incomes from products and services offered to enhance living lifestyles. The general business environment mainly captures the macro environment factors. The diligence the FBEs respond with to macro environment factors determines its success in the deliveries for beneficiary poverty reduction.

However, Machuki and Aosa (2011) hold that the external environment has an effect on delivery by an enterprise. This lends credence to Murgor (2014) assertion that enterprise delivery is determined, in part by the combination of forces from the Macro environment capabilities arguing that in effect no single factor can effectively influence delivery by an enterprise. Overall, all the previous reviewed studies had unclear conclusions with different conceptualizations from the current research study that adopted a multidimensional investigation on interventions, entrepreneurial orientation, and Macro environment relationships in beneficiary poverty reduction by FBEs.

1.1.4 Beneficiary Poverty Reduction Concept

The concept of beneficiary poverty reduction is for finding solutions to social and economic problems facing the society and uplift incomes beyond the poverty line threshold of average daily income $1.90 (World Bank, 2015/2016). Beneficiary poverty reduction concept drives at changing lifestyles such as building self-confidence to be in charge of own destinies (Deacon, 2012), better nutrition for healthy minds, (Nzamujo, 2000) for a palatable discourse with those who live in better areas.

It may therefore be deduced that beneficiary poverty reduction explains social value delivery or gains to the respective individuals for social and economic empowerment to reduce poverty levels. In essence, beneficiary poverty reduction by FBEs is not for profit to the enterprise but links to deliver social benefits such as water, health services, shelter, trainings for skills amongst others and improve lives of the disadvantaged individuals. Further, it entails for individual gains or advantages that meet the welfare deprivations to better living standards such as improved housing (Bokea et al, 2000).

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In effect, it involves exploitation of perceived entrepreneurial activities such as startups, loans to drive for solutions to pressing out of hand social and economic needs for improved living standards, incomes and change in lifestyles to beneficiaries. Haugh (2007) submits that Faith based enterprises through its network are able to draw on resources be it human or financial that are unavailable to competitors in responses to meet the social gaps for beneficiary poverty reduction. Likewise, Ndemo (2006) asserts that FBEs mobilize resources from members through local congregational networks for arrangement of healthcare to the poor of Korogocho and Kibera slums in Nairobi to improve livelihoods.

Poverty is a multidimensional phenomenon that has different meanings for different people. World Bank poverty threshold (2015) pegs its meaning at living on income of 1.90$ or less per day. Essentially, Kirui (2003) contends that poverty is the deprivation of sufficient resources from individuals, households or entire communities such that it is not possible to satisfy a socially acceptable minimum standard of living. On the other hand, poverty reduction is the initiative or intervention to reverse these deprivations.

Practically, the Kenya government alone is not able to manage the explosive rise in slum poverty given the limited meager resources. Due to such state shortfalls, Faith Based enterprises through outreaches to the slums assist in providing solutions to beneficiary poverty reduction such as provision of survival needs for instance food and initiating sustainability programmes such as social enterprises for incomes (DePriest, & Jones, 1997).

In Kenya, it is estimated that roughly 60-70% of people in Nairobi live in slums (APHRC, 2014). The United Nations Human Settlements Programme (UNCHS) (2003) defines a slum as an area that has inadequate reach to safe water; inadequate access to sanitation, infrastructure, poor structural quality of housing; overcrowded and insecure residential status. In Kenya, a slum is seen as an economically distressed marginalized area inhabited by the poor with deprivations in survival needs and has deplorable conditions that portray probably one of the worst-case poverty scenario noted.

Empirical study by Zwanenberg (2008) posits that fertile grounds to the growth of poverty leading to the mushrooming of slums in Nairobi include inconsistencies in planning, failed housing and health plans, political indoctrinations, social exclusions and influx of migrants from rural areas in search of employment. Essentially, Nairobi slums depict the trappings of extreme poverty with probably the most miserable conditions compared to other living areas.

Due to such deplorable conditions, FBEs (List in Appendix VII) intervene to assist beneficiaries with provision of soft loans/grants, trainings, health services, clean water, path roads, sanitation and shelter (Ochanda, 2012; Deacon, 2012; Raskin, 2000). Marris and Somerset (1971) found competence in trainings to be of great value in FBEs interventions as it enhances the acquisition of skills besides promoting relationships for mobilization of resources for beneficiaries to reduce poverty. However, the relationships, which influence the FBEs interventions in this social value creation, were not clear and this study brings forward comparatives to clear this notion.

1.2 Research Problem

The concerns over relationships between the constructs of entrepreneurial orientation, Macro environment and interventions in beneficiary poverty reduction by FBEs have divergent views linked with incomplete information from theory and past studies to broadly explain success or failure in delivery of social value. Relatively, Macpherson (2012) and Davies (2004) demonstrate that people in slums have glaring social deprivations with trappings of extreme poverty that the Kenya government alone cannot deal with. All other organizations such as the Aga Khan Foundation and Save the Children Kenya have been involved in a wide range of beneficiary poverty reduction activities within the slums of Nairobi but the position has largely not improved.

Faith based enterprises intervene in many aspects to fill the voids for social change with unprecedented provisions of survival needs, soft loans, building of affordable schools, health services, and trainings for employable skills amongst others (Deacon, 2012). Despite these efforts, relationships between the variables interventions, EO, and Macro environment in beneficiary poverty reduction by FBEs for better livelihoods are not clear.

The little theory with no clear literature available is incomplete due to few studies done and cannot depict a coherent framework that can explain success or failure of enterprise in delivery of social value. Empirical studies done display disagreements among scholars for instance Lerner and Haber (2000) focused on success of an enterprise in delivery through EO and environmental dimensions.

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Likewise, Nzamujo (2000) contends that such relationships reinforce enterprise sustainability initiatives for economic growth of distressed areas. However, Deacon (2012) and Christiansen (2008) put strength in environment capacities such as networks, values, beliefs, faith and legitimacy to influence Faith based enterprise interventions for social value creation. In effect, Teece, Pisano and Shuen (1997) contended that values and beliefs can be explored as environment strategic interventions to influence business startups by an enterprise.

Conversely, empirical study by Weerawardena (2006) rejected these concepts and posits that for the FBEs to sustain a competitive advantage and deliver social value there are direct relationships between the constructs of entrepreneurial orientation and environmental dimensions. Despite this argument, the extent of the relationships between EO and other constructs to deliver beneficiary social value by an enterprise was not clear which cast doubt on the EO intervening role.

Similarly, Murgor (2014) lends credence to the idea that enterprise delivery is determined, in part, by the combination of factors from the Macro environment capabilities arguing that in effect no single construct can effectively influence delivery by an enterprise but did not cover intervening role of EO. Furthermore, Walter, Aver and Ritter (2006) and Covin, *et al.* (2006) illustrated that the environment contingent factors have closed essential relationships with EO and the enterprise degree of entrepreneurship is the extent it applies the dimensions.

Furthermore, Gathungu *et al.* (2014) contend that relationships between entrepreneurial orientation and the enterprise incline the management to take risks and favor innovativeness for a competitive advantage to deliver. However, from the arguments above it is open that the studies done had contextual gaps, as they did not provide adequate evidence on the relationships between the macro environment, EO and interventions construct to explain beneficiary social value by an enterprise.

Correspondingly, this begs the question of increased doubt that the multidimensional integral process of entrepreneurial orientation, Macro environment and interventions create and promote utilities for beneficiary poverty reduction by FBEs within the slums. In contrast, Haugh (2007) and Ndemo (2006) acknowledged direct relationships between interventions and networking to raise resources for beneficiary's poverty reduction by FBEs but had no focus on environment as moderating variable nor EO as the intervening variable in the relationships.

These diverse approaches prompted the argument that there was inadequate evidence supporting multi-dimensional relationships between entrepreneurial orientation, Macro environment and interventions to efficiently exploit opportunities and achieve the perceived mission of beneficiary poverty reduction by Faith based enterprises within the slums. However, contextually, there are not many studies around Faith-based enterprises in Kenya as the sector is relatively young. At conceptual level, the reviewed studies had gaps as they conceptualized differently from the current study and partially utilized theories that this study was anchored on. In addition, most of the researches conceptualized relationships between variables differently and had small sample size.

In addition, the previous studies reviewed, show disparities in methodology as they applied different research designs, used different data techniques, did not quantify results and had no consensus in findings. Arguably, the research results were incomplete and conflicting as for instance Weerawardena (2006) used grounded theory and did not quantify results. Deacon (2012) used qualitative analysis, did not quantify results and did not test hypotheses.

Ndemo (2006) applied ethnography design, and results were not quantified. Apart from a few studies, for example Weerawardena (2006), most of the previous studies did not incorporate EO dimensions that was limiting. Krueger et al., (2000) on this context holds that EO is essential to shape entrepreneurial intent in an enterprise with a propensity to deliver in social welfare provisions. In essence, from the start phases in the 1990s to the current times, studies on Faith based entrepreneurship though still in embryonic stages considerably display disagreement among practitioners with absence of a uniform conceptual framework to explain success or failure of FBEs in social value delivery.

Therefore, this study addresses these inconsistencies by hypotheses tests, descriptive and qualitative analyses for possible new knowledge discovery. This may assist in assessing relationships among interventions and other variables to explain the conflicting inconsistencies in the findings. Contextually, most of the previous studies such as Weerawardena (2006) were conducted under different environments mainly in other continents and need for local research context for better understanding of the FBEs beneficiary poverty reduction relationships phenomenon.

It is evident that many of the studies done for instance, Lampkin and Dess (2016) did not examine the joint effect of relationships among interventions, EO and the Macro Environment dimensions to an enterprise in delivery of social value thus this study research frameworks. From the foregoing discourse, this study is different and unique as it sought to examine the interactive relationships between interventions, EO and Macro environment for beneficiary poverty reduction, which has incomplete information in previous researches. The study was guided by the main question: what is the effect of Entrepreneurial orientation and Macro environment on the relationship between interventions and beneficiary poverty reduction?

1.3 Research Objectives

The broad objective of this study was to assess the relationships among Entrepreneurial Orientation, Macro environment, interventions and beneficiary poverty reduction by Faith based enterprises within the slums of Nairobi, Kenya.

The specific objectives were to:

i) Determine the relationship between interventions and beneficiary poverty reduction by Faith based enterprises within slums of Nairobi, Kenya.

ii) Establish the effect of entrepreneurial orientation on the relationship between interventions and beneficiary poverty reduction by Faith based enterprises within the slums of Nairobi, Kenya.

iii) Determine the effect of Macro environment on the relationship between interventions and beneficiary poverty reduction by Faith based enterprises within the slums of Nairobi, Kenya.

iv) Determine the joint effect of interventions, entrepreneurial orientation and Macro environmental factors on beneficiary poverty reduction by Faith based enterprises within the slums of Nairobi, Kenya.

1.4 Value of the Study

The findings of this study provide significant contribution to social entrepreneurship theory development. It offers links to bridge the social needs gaps identified in previous studies for solutions to current and future social problems for better living. In addition, the nature and extent of the FBE strategies such as networking to mobilize resources for incremental wealth in response to social welfare deprivations informs practitioners for replication and promote participatory development in other needy sectors.

Secondly, the joint-effect findings of this study provide awareness for contribution to knowledge development and strengthen programmes to improve life styles of the disadvantaged poor members of the society. In addition, insights will assist donors in thinking out the best ways to deploy the available limited resources in combating poverty levels for better living. Thirdly, the findings of this study provide a platform for scholars and academicians upon which other studies can be based for added value to the existing pool of knowledge on theory, policy and management practice to reduce poverty levels within the slums. On the other hand, the new knowledge will serve to inform management practices by the government agencies and other development partners in tackling slum poverty.

Finally, the study is useful as new information generated offers direction for the government and practitioners to initiate policies that promote programmes for social sustainability needs such as health care, social integration, anti-discrimination, land rights, environmental protection and investments for improved livelihoods within the slums, which are currently absent.

1.5 Organization of the Thesis

This thesis encompasses; Chapter one presents the introduction with descriptions on the research area of Faith based entrepreneurship as a subset of social entrepreneurship. The theoretical underpinnings of the study are also explained. The chapter discourse includes the research problem, research objectives and value of the study.

Chapter two highlights the entrepreneurship theoretical underpinnings on which the study was anchored. The chapter gives glimpse of the literature reviewed pertaining the study variables of Interventions, Entrepreneurial Orientation and Macro Environment in beneficiary poverty reduction. The study knowledge gaps, conceptual framework and hypotheses are highlighted.

Chapter three captures the philosophical versions of the study, research design, population of study and the research instrument. The operationalization of the variables, analysis of data and the analytical models for the study are outlined. Chapter four entails the analysis of the data and results. The chapter gives highlights on the findings of the four study hypotheses. Interviews summary from the organizations is presented.

Chapter five discusses the results of the four hypotheses. Explanations are presented as to whether the four research objectives were achieved. Interpretation are done for each outcome. Chapter six covers the conclusion, recommendations, implications of the study in view of theory, management practice and policy. The study limitations are identified and provisions for further inquiry suggested.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents a review of literature on the concept of Faith based entrepreneurship as a subset of social entrepreneurship relevant to this study. The review focused on Faith based interventions effect on beneficiary poverty reduction. Also presented is summary of empirical studies identifying, research gaps, conceptual framework and the hypotheses of the study.

2.2 Theoretical Foundations of the Study

Faith based entrepreneurship as a concept under social entrepreneurship focuses on various theoretical underpinnings that guide decisions, formation, planning and implementation of enterprise activities for beneficiary poverty reduction. The study main theory of social networking focusses on various issues such as access to resources by the enterprise as an important predictor to exploitation of opportunities by beneficiaries for incomes to better living (Alvarez & Busenitz, 2001).

Earlier studies posit that enterprises rely on social networks supported by human capital resources as catalysts for social value delivery under the Macro environment (Lumpkin & Dees, 1996). According to Reynolds (1991), the social contexts relate to entrepreneurial opportunity with the level of inquiry traditionally being the society. The characteristics and experiences of individual beneficiaries influence their inclination to entrepreneurial activities to generate incomes for better livelihoods.

The social context identifies Macro environmental factors such as political, technology and competition to play important roles in the formation, survival and delivery by social enterprises. The theories on which this study is anchored include, Social network as the major theory (Paredo & Chrisman, 2006), with supporting theories being Human capital theory (Mair & Marti, 2006), Institutional theory (Dart, 2004) and Innovations theory (Sullivan Mort et al, 2003; Covin & Slevin, 1986) discussed as follows:

2.2.1 Social Network Theory

The Social Networks as the major theory to the study explains how social enterprises relate to the Macro environment to acquire resources (Bates, 1997), diminish risk (Granovetter, 1985) and provide access to opportunities for social needs of the society (Johannison & Monsted, 1997). Stronger ties to resource providers by social enterprises facilitate the acquisition of resources for FBE interventions like grants/soft loans to enhance the probability of opportunity exploitation to business startups for creation of wealth to beneficiaries (Aldrich & Zimmers, 1986).

Schnell, Greenberg, Arnold and Shamai (2015) posit that the entrepreneur is embedded in social networks as environment support systems for resources to exploit opportunities. Example of the environment social networks include; markets, supplies, buyers and competitors. According to Gupta and Batra (2015), the social networks forces in the Macro environment are influenced by entrepreneurial orientation dimensions of proactiveness, innovation and risk taking for positive linkage with performance of the enterprise. These inquiries informed the implication of the theory to this study.

Reynolds (1991) identified social networks and environment contexts as a catalyst to entrepreneurial opportunity with focus on building social links and bonds that promote trust for business to excel. According to Johannison and Monsted (1997), networks are a source of competence in social enterprises. They are a source of creativity, which builds innovativeness, which is key in the dimensions of Entrepreneurial Orientation to start utilities that generate incomes for beneficiaries to reduce poverty levels. The grassroots network with members of same faith spurs development in their respective areas (Berger, 2003).

Through networks, study by Haugh (2007) found that non –profit enterprises are able to attract on resources be it human or financial that are unavailable to competitors such as volunteers from the congregation and assets received by donations to deliver social value. In this regard, Ndemo (2006) submitted that FBEs mobilize resources through local congregational networks and use it to provide health care to the poor slums of Korogocho and Kibera in Nairobi. Solidarity developed through networks, strengthens the social enterprise but has weaknesses as group members may be pushed into over-embeddness (Gargiulo & Bernass, 1999).

The network perspective from another view reduces the flow of new ideas into the organization and can result in parochialism and inertia thus resist change. However, despite the wide use of the social networks theory to raise social capital for entrepreneurship, its critical links with other constructs such as the macro environment factors to deliver social value are not clearly established (Paredo & Chrisman, 2006).

2.2.2 Human Capital Theory

Human capital entrepreneurship theory is driven mainly by the factors education and experience (Shane & Venkataraman, 2000; Becker, 1975). Anderson and Miller (2003) contend that under Entrepreneurial orientation construct education and experience relationships in an enterprise are critical for beneficiaries to discover and exploit opportunities to generate incomes and reduce poverty. Similarly, experience is necessary in startups to reduce business failure (Gartner, 1988). Implementation of Human capital theory by FBEs enables trainings and harnesses the right skills, talents and knowledge in the leadership and placement of its employees and stakeholders for effective delivery of social value.

Empirical study by Kristiansen *et al.* (2003) posit that demographic factors such as age, gender, individual background, education plus work experience has an effect on enterprise delivery. Little was however known of the specific relationships that may promote FBEs exploitation of business opportunities and positively start income generating investments for beneficiaries' poverty reduction in the slums.

According to Davidson and Honing (2003) there was still lack of understanding as to what types of knowledge competencies that can be utilized to achieve a social transformation. Krueger *et al.* (2000) hold that experience and education coupled with creativity, innovativeness, proactiveness, risk taking are EO dimensions that enterprises embed in interventions to exploit opportunities for better living.

Resatsch and Faisst (2003) hold that with knowledge, the performance of the enterprise is coordinated and efficiently managed for stakeholders to realize value of their investments. However, this theory has a weakness, as it does not specify the levels of trainings and experience necessary to make beneficiaries successfully exploit opportunities for utilities to reduce poverty.

2.2.3 Institutional Theory

The Institutional theory postulates the means by which enterprises take risks to obtain and maintain resources which are transformed into meeting survival needs of the beneficiaries (DiMaggio & Powel, 1983). The emergence and evolution of FBEs is attributed to institutional theory of legitimacy (Dart, 2004). Legitimacy interprets and explains enterprise interventions such as sustainability programmes for beneficiary poverty reduction (Raskin, 2000).

Suchman (1995) posits that social variables of value, trends, languages, beliefs, faith and ideologies plus changes in the social, political and cultural environments instill institutional theory in activities of the enterprise under the Macro environment. According to Aldrich and Mindlin (1978), conceptualization of the environment mainly involves approaches as source of information and a stock of resources. The managers then exploit such resources and information in effective ways for the enterprise to deliver in beneficiary poverty reduction.

Outcomes of such processes in beneficiary poverty reduction include confidence building and development of entrepreneurial skills for economic growth of the distressed areas like the slums (Nzamujo, 2000). Hence, this anchored the institutional theory to this study besides the presumption it could be adopted by FBE management teams to obtain and maintain resources to address survival needs, provision of soft loans and trainings for skills amongst others for beneficiary poverty reduction.

The legitimacy strategy of institutional theory connects models of organization such as social values and political ideologies to social outcomes (Dart, 2004). It involves management teams of the organization to uphold risky resource commitments for high returns by seizing opportunities in the market place and achieve social ideals of the stakeholders.

Apart from raising resources, Baumol, Litan and Schramm (2009) contend that environmental factors such as culture, legal, traditions, history of the FBE and economic incentives can spur entrepreneurial success for better beneficiary living standards. This concurs with study by Landstrom (1998) which contends that the environment exhibits factors such as economic, political, policy, customers, employees and competition that influence enterprise to deliver. However, how these approaches relate to interventions in beneficiary poverty reduction by FBEs within the slums has no known clarity thus the course of this study. The theory focuses more on management teams which amounts to their glorification and ignores significant involvement of the beneficiaries in decision making.

2.2.4 Innovation Theory

Innovation theory focus on new ideas which are adopted to bring a desired outcome like sustainability programmes by a social enterprise for beneficiaries' poverty reduction (Raskin, 2000; Rogers, 2007). Innovation is a distinctive dimension of EO and is an idea that is seen as new and adopted to bring a desired outcome. Innovativeness reflects the enterprise tendency to intervene and support new ideas, discarding old beliefs and explores new alternatives, novelty, experimentation and creative processes that may result in new products, services or technological processes (Lumpkin & Dees, 1996).

This theory promotes innovative enterprise interventions that create research and technological competencies for new products and services to reduce poverty (Lumpkin & Dess, 2016). Drucker (1985) holds that innovation is the specific tool for entrepreneurs and the means by which they exploit opportunities to start different businesses and services. This is echoed by Dees (1998) finding that for social mission to be embedded by an enterprise, there has to be relentless pursues of new opportunities in continuous innovation.

Miller (1983) attributes the enterprise's degree of entrepreneurship to the extent it innovates, acts proactively and takes risks. Hague (1980) based on this theory holds that the more professionals the enterprise has such as accountants, the higher the level of innovation for it to deliver. Dees and Battle (2006) argued that innovativeness, proactiveness and risk taking are central to the enterprise's efforts to mitigate problems of the poor such as creation of employment, income generating activities and better nutrition levels.

Given the turbulent business environment and the resultant competition, enterprises have to place great emphasis on innovation for robust performance in social value delivery (Jabeen & Mohamood, 2014). However, the innovation model posits some weakness like the pro innovation bias that an innovation should be adopted by all members of the enterprise and should neither be reinvented nor rejected. It is also prone to inaccuracies like when respondents are asked to recall the time at which they adopted the idea.

The spread of new ideas widens gaps to members of the enterprise as the social value may reach the members at different times thus causing inequalities for example in attaining levels of education for the employable skills (Rogers, 2007). This theory is relevant to this study as it postulates development of ideas for new creative outcomes and technological processes that promote new income generating enterprises, new products and services for beneficiary poverty reduction.

2.3 Empirical studies

2.3.1 Interventions and Beneficiary Poverty Reduction

Spear (2007) submit that Faith based initiatives have immense contribution in providing remedies to social welfare failures which the state alone cannot contain. FBEs as social enterprises respond to society social needs not being met by public sector and ploughs back the profits to fulfill its spiritual and social objectives (Foster, 2006). Empirical study by Mwaisela (2000) describes FBE interventions as important mechanisms for spreading entrepreneurial benefits such as incomes among the beneficiaries to reduce poverty. The UNCHS report (2003) describes slums as heavily populated poverty stricken settlements characterized by substandard housing with dirty and miserable living conditions.

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In Kenya, slums depict the trappings of extreme poverty with probably the most miserable conditions compared to other living areas. Due to such deplorable conditions, FBEs intervene to assist beneficiaries with provision of soft loans/grants, trainings, health services, clean water, path roads, sanitation and shelter (Ochanda, 2012; Deacon, 2012; Raskin, 2000).

Marris and Somerset (1971) found competence in trainings to be of great value as an intervention because it enhances the acquisition of skills besides promoting relationships for mobilization of resources for beneficiaries to reduce poverty. This concurs with study by Cornwall (1998) which found that entrepreneurial ventures improve economic status of people in distressed areas but did not show change in lifestyles.

Bach and Stark (2002) contend that Faith based enterprises innovatively use interactive technologies to mitigate social problems and empower the under- represented minority in the societies for a better living. On the contrary, Berger (2003) holds that FBEs through extensive networks of believers generate social, financial, cultural and spiritual capital, sharpen beneficiaries' conscience and reduce poverty. However, Ndemo (2006) attributes FBEs role in poverty reduction to structures that include market access (local and international), micro-finance, trainings and environment factors. This opened a debate of inadequate development of the relationships between interventions and other variables in beneficiary poverty reduction with unanswered questions.

2.3.2 Interventions, Entrepreneurial Orientation and Beneficiary Poverty Reduction

Faith based interventions range from provision of survival needs, soft loans, trainings, business development services and less conventional forms of services such as human rights and legal aid for better living standards to beneficiary poverty reduction (Tadros, 2010). Prabhu (1998) and Sullivan *et al*. (2003) concluded that entrepreneurial orientation dimensions of innovativeness, proactiveness, risk taking, competitive aggressiveness and autonomy are central in decision making for the FBEs to achieve the mission of beneficiary poverty reduction.

The relationship with other variables to achieve this is not clear. Krueger *et al.* (2000) contends that dimensions shape the entrepreneurial intent in an enterprise with the propensity to deliver and reinforces other human capital attributes such as individual skills and internal locus of control. Conversely, Weerawardena and Sullivan (2006) hold that the Entrepreneurial orientation construct is highly moderated by the competitive environmental dynamics for FBE interventions to attain social value creation.

According to Lumpkin and Dess (1996), EO dimension of proactiveness is a response to opportunities in dynamic environments by any enterprise in terms of new products, technologies, emerging markets and community social needs. Despite the findings by Prabhu (1998); Weerawadena and Sullvan (2006) pointing out the EO dimensions in influencing the enterprise interventions, the extent of the relationships between it and social value delivery was not clear which casts doubt on its intervening role.

The risk-taking dimension relates to the taking of bold actions by venturing into the unknown for example when enterprise managers make decisions that commit large amounts of resources to programmes with uncertain outcomes (Hambrick, 2007). Innovation is how the FBE engages and supports new ideas, novelty, experimentation and creative processes that could result in new products, services and markets to reduce poverty levels. In difference to the other dimensions, competitive aggressiveness may refer to FBEs response to threats and doing things differently.

It may reflect the way FBE engages with its competitors, outperforming the sector rivals while responding to the trends and social welfare needs of its members for changed lifestyles. According to Lumpkin and Dees (1996), autonomy stands for the independent actions of the enterprise team to bring forth an idea or vision also carry it through to completion. However, the way EO dimensions relate with other variables to deliver in beneficiary poverty reduction by FBEs within the slums remains not clear.

2.3.3   Interventions, Macro Environment and Beneficiary Poverty Reduction

Covin and Slevin (1986) found that enterprises influence access to resources by beneficiaries through interventions within the constraints of the environment. According to Aldrich and Mindlin (1978), environments may be conceptualized as a source of information, and as a stock of resources, which in turn influence business startups that reduce poverty. This essentially signifies that enterprises depend on the environment, which is a multidimensional construct consisting of the dimensions of complexity, dynamism and hostility to deliver in social value (Dess & Beard, 1984).

The Faith based enterprises Macro environment depend on internal and external factors to optimally succeed in delivery of social value to the poor (Deacon, 2012). Study by Christiansen (2008) posits that the FBEs environment is composed of elements within the enterprise such as relationships networking, values, motivation, leadership and faith. In effect, Teece et al., (1997) contends that values and beliefs/ethical behaviour can be explored as environment strategic variables as they influence business startups. According to Palmer and Bob (2002), external environment contains forces that are beyond the enterprise control such as policy, economic, political, social and technological.

These factors can promote or negate the enterprise interventions and it has to adopt the scenarios in efficient ways to deliver in social value (Johnson, Scholes & Whittington, 2008). Nzamujo (2000) examined the above factors and found that they reinforce entrepreneurial skills and confidence in the beneficiaries with focus on economic growth of the distressed area for better living and reduce poverty.

2.3.4 Interventions, Entrepreneurial Orientation, Macro Environment and Beneficiary Poverty Reduction

Haugh (2007) described FBEs as ventures that pursue society social, environmental and economic needs in response to gaps that the government is unable to meet for better standards of living. Lumpkin and Dess (1996) proposed the model of entrepreneurial orientation be used to guide processes and styles enterprises use within the Macro environment to engage in entrepreneurial activities. The model has five main dimensions being autonomy, innovativeness, risk taking, proactiveness, and competitive aggressiveness. In effect, these factors were found to be associated with success in a research on small tourism ventures in Israel (Lerner & Haber 2000).

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According to Rauch, Wiklund, Frese and Lumpkin, (2009) enterprises need to innovate and take risks to remain relevant in a competitive environment. This concurs with study by Kropp, Lindsay and Shoham (2006) which exhibited a positive relationship between innovativeness and enterprise delivery. Chen and Hambrick (1995) contend that enterprises should be both proactive and responsive in its operations in terms of technology and innovation, competition, taking risks and customers. However, how the relationships of these dimensions affect beneficiary poverty reduction in dynamic environments is not clear.

Mwaisela (2000) holds that sustainability programmes by Faith based enterprises in response to unmet social gaps enhance member economic empowerment thus contribute to their social sustainability for wellbeing. However, Raskin (2000) argued that social sustainability refers to securing basic survival needs such as adequate food, clean drinking water, adequate housing and safe neighborhoods for stability of the society and better standards of living thus a prerequisite strategy for FBEs to reduce poverty of beneficiaries.

Sustainability programmes by FBE include trainings and literacy programmes, business development services such as the formation of enterprises like saccos to increase members economic power (Mwaisela, 2000). Empirical study by Nzamujo (2000) posits outcomes of such programmes in an enterprise include confidence building, self-reliance, personal empowerment and member responsibility. The studies are however not clear as to the extent of the relationships between the variables to effect beneficiary poverty reduction.

Additionally, the FBEs through trainings and education programmes develop skills and attitudes of the beneficiaries to closely involve them in the promotion of investments and infrastructure to create wealth and reduce poverty (Mwaisela, 2000). According to Bokea, Dondo and Mutiso (2000) infrastructure by an enterprise relates to provision of access roads, adequate power, proper sewage system and telecommunications but gave no clarity as to its effect in beneficiary poverty reduction. Examining the relationships among interventions and other constructs for beneficiary poverty reduction by FBEs was not attempted by the reviewed studies.

Kirui (2003) contends that poverty reduction is the deliberate intervention through decisions or actions to reverse the trends and all forms of deprivations to the society. According to Ingle (2014) Nelson Mandela prescribed poverty as manmade and that it could be alleviated by actions of human beings through policies. Empirical study by Bagheri (2012) on slums in Iran posits that enterprise intervention such as startups for income generation, financial services, food security, water supply, infrastructure, sanitation, housing, health services, trainings, land tenure and better levels of nutrition dramatically reduce poverty levels in slums.

Study by Macpherson (2012) posits that participatory income programmes involving the poor reduce poverty in slums. In Kenya, the government slum policy, NSUPP (2013) is the blue print for poverty reduction in slums although its implementation is limited to specific slums. However, the studies reviewed do not clearly show how enterprises should integrate the environment factors, EO and interventions to deliver social value for beneficiary poverty reduction.

2.4 Knowledge Gaps

Botchewey (2007) holds that limited theory and data exist to explain Faith based entrepreneurship as it is still in infancy stages. The extant literature reviewed on the phenomena of this study has incomplete information and is fragmented with conflicting findings. Most of the research articles reviewed did not embrace the today business dimensions such as entrepreneurial orientation that can considerably improve business performance. Contextually, virtually all the studies were qualitative and this study contribution will be a mixed method approach using quantitative and qualitative data analysis. However, from the reviewed literature, conceptual, contextual and methodological gaps were identified.

Conceptual gaps exist as most of the previous studies reviewed depict different conceptualizations from the current study and partly tested theories that this study is anchored on. On contextual gaps, the studies were conducted under different environments most of them abroad and needed local research context for better understanding of the FBEs beneficiary poverty reduction phenomenon.

The previous literature reviewed is incomplete as it showed problems with methodology for instance studies used small population and small samples. The previous studies have inadequate data with data analysis differently done resulting in conflicts in interpretation of findings. For example, study by Weerawardena (2006) used grounded theory and did not quantify results, as it had no hypotheses tests; Deacon (2012) used qualitative analysis, did not quantify results. Ndemo (2006) applied ethnography design and had a small sample with results not quantified.

In essence, studies on Faith based entrepreneurship from the start phase in the 1990s to the current scenario are still in infancy stages (Stoltzfus, 2007). The studies considerably display disagreement among practitioners with absence of a uniform conceptual framework for success or failure of enterprise delivery in social value. Determining the extent of the relationships among entrepreneurial orientation, Macro environment, interventions and beneficiary poverty reduction by FBEs has not be attempted by any research thus room for this current study frameworks to be introduced.

Table 2.1: Summary of Knowledge Gaps

Researcher	Focus of study	Methodology	Major Study Findings	Research knowledge gaps	Focus of this study
Lumpkin and Dess (2016)	Linking EO to firm performance-moderating role of environment. Done Chicago	Used cross-sectional Methodology Performed factor analysis and regression analysis	EO is a multidimensional construct with each dimension having different effects on enterprise delivery	Theory tests not done. Did not have intervening aspect of EO in poverty reduction. Nature of the relationships for enterprise to deliver in social value	Study put emphasis on EO, Environment and test its effectiveness among interventions to beneficiary poverty reduction by FBEs in the slums
Gathungu, *et al.* (2014)	Entrepreneurial Orientation, Networking, External Environment and Firm Performance-Kenya	Qualitative method Reviewed literature on Entrepreneurial Orientation	There is a link between Entrepreneurial orientation, networking for enterprise performance.	The moderating role was not considered. The study had no theory tests. What the determinant moderating relationships in beneficiary poverty reduction are.	Focused on FBE interventions, EO, Environment relationships to reduce poverty in the slums.
Murgor (2014)	External environment, strategic responses and performance of large scale manufacturing Firms in Kenya	Cross sectional study Survey of manufacturing firms.	External environment influences enterprise delivery in performance.	Theory tests not done. Did not consider EO in activities of enterprise to perform. Nature of relationships among interventions, EO & ME for enterprise to deliver in performance	Focused on effect of EO, Environment relationships for beneficiary poverty reduction by FBEs in the slums.
Ochanda (2012)	Faith based enterprises and social economic welfare. Done in Kenya.	Used qualitative methodology Descriptive statistics analysis of data.	Faith based enterprises contribute to the socio economic welfare in Kenya Area lacks data because of limited research.	Did not cover entrepreneurial Characteristics of beneficiaries in FBE poverty reduction Nature of relationships between FBE characteristics and beneficiary poverty reduction	The study focused on test relationships among EO, Environment and beneficiary poverty reduction.
Rakodi (2012)	Links between religion and development-England	Used Qualitative methodology approaches to identify and analyse data.	There are links between religion and development.	Did not cover entrepreneurial Characteristics of beneficiaries in FBE poverty reduction Nature of relationships between FBE characteristics and beneficiary poverty reduction	How entrepreneurial links with beneficiaries reduce poverty by FBEs in slums.
MacPherson (2012)	Approaches to slum upgrading and poverty reduction in African Cities-Done in Kenya.	Used qualitative methods to analyse data.	Participatory approaches fundamental in poverty reduction	Did not consider EO in activities of enterprise to reduce poverty. Nature of relationships among interventions EO & ME for enterprise to deliver	Study focused on entrepreneurial relationships and poverty reduction by FBEs in the slums

Researcher	Focus of study	Methodology	Major Study Findings	Research knowledge gaps	Focus of this study
Bagheri (2012)	Challenges of slums-urban centers -Iran	Used qualitative method to review literature and identify challenges. Did case study survey	Socio-economic disparities prompted by bad policies, lack of services, failure to enforce development controls	How to strengthen poverty reduction policies. Theory tests were not done. Nature of relationships for enterprise to deliver	Focused on EO, Environment relationships for beneficiary poverty reduction by FBEs in the slums.
Deacon (2012)	Pentecostalism and informal settlement. Kibera, Nairobi.	Used Qualitative methods of observation and interviews	Faith value motivate members to come together for provision of basic needs for survival	Did not consider entrepreneurial characteristics of members to reduce poverty. Nature of relationships between FBE interventions and beneficiary poverty reduction	Entrepreneurial transformation strategy in beneficiary poverty reduction by FBEs in the slums.
Christiansen, (2008)	Faith-based entrepreneurship-Business as mission. Copenhagen Norway	Used grounded theory. Explorative data gathering, analysis and validations	Resources and capabilities to be generated by entrepreneurial actions. Faith brings social development .	Did not consider EO in activities of enterprise to deliver. Relationship between interventions and determinants EO, ME and beneficiary poverty reduction.	The study tested the effect of EO & ME relationships among interventions for beneficiaries' poverty reduction by FBE in the slums.
Ndemo (2006)	Sustainability of Faith-based enterprises. Done in Kenya	Used theory to advance discussion. Qualitative method used. Ethnography design for listening and asking questions	Policy directs experiences in FBEs activities. FBEs provide support structure that includes markets, micro- finance and training. Lack of monitoring and evaluation collapses activities.	Had small sample size. Theory tests were not done. Results not quantified What the moderating and intervening relationships are for enterprise social delivery.	The study focused on interventions EO, ME constructs relationships on beneficiaries poverty reduction by FBEs within slums of Nairobi
Mair, & Marti (2006)	Social entrepreneurship research and Explanation.- Done in Spain	Used qualitative method to analyse data Case studies analysis	There is lack of a clear direction as how to study and determine impact of social entrepreneurship	Did not consider EO & ME in activities of enterprise to deliver. Nature of relationships for an enterprise to deliver	The study focused on interventions EO, ME constructs relationships on beneficiaries poverty reduction by FBEs within slums of Nairobi
Weraawardena, & Sullivan (2006)	Social entrepreneurship: A multidimensional model theory, management practice and policy direction. Done in Australia	Used grounded theory and validated data	EO mitigation measures identified as innovativeness, proactiveness and risk taking.	Theory tests not done. Did not quantify results. Did not consider environment in mitigation measures for enterprise to deliver. Relationships among the constructs EO, ME, interventions and beneficiary poverty reduction	The study focused on relationship among EO, environment and interventions for beneficiary poverty reduction by FBEs

Table 2.1: Continued…

Researcher	Focus of study	Methodology	Major Study Findings	Research knowledge gaps	Focus of this study
Peredo & McLean (2006)	Social entrepreneurship Review of the social entrepreneurship concepts.	Used qualitative method to review the social entrepreneurship literature	Social benefits used to measure social value delivery. Entrepreneurship mitigation measures done through combination of opportunities; innovation, risk tolerance.	Did not consider EO, ME in entrepreneurial activities for enterprise actions to deliver. Theory test were not done. What the determinants of EO, ME in beneficiary poverty reduction by FBEs are.	The study examined interventions, EO, Environment and test its effectiveness in exploiting opportunities for beneficiary poverty reduction by FBEs in the slums
Gulis, Mulumba, & Juma, Kakosova (2004)	Health status of people of slums of Nairobi. Done in Kenya	Used cross sectional survey of slums in Nairobi Used descriptive statistics.	Environmental conditions affect health status of people. Research further on education, sanitation, environmental, infrastructure, poverty reduction	Did not consider entrepreneurial orientation, ME relationships for enterprise to deliver social value. Theory test were not done. What the relationships interventions, EO & ME effects to beneficiary poverty reduction are.	The study examined the relationships between interventions EO and Macro environment for beneficiaries poverty reduction by FBEs in slums of Nairobi

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2.5   Conceptual Framework

The conceptual model presented was derived from the theories and past studies reviewed leading to the research knowledge gaps. It depicts the relationships between interventions, entrepreneurial orientation; Macro environment factors and beneficiary poverty reduction by FBEs within the slums of Nairobi. The model illustrates the influence of interventions as the independent variable (Mwaisela, 2000; Marris & Somerset, 1971), entrepreneurial orientation as the mediating variable (Lumpkin & Dess, 1996) and Macro environment as the moderating variable (Aldrich & Mindlin, 1978; Weerawardena & Sullivan, 2006) for effect in beneficiary poverty reduction as the dependent variable (Nzamujo, 2000; Macpherson, 2012) by FBEs within the slums of Nairobi.

Prabhu (1998) and Sullivan *et al.* (2003) posit that entrepreneurial orientation construct is operationalized by innovativeness, risk taking, proactiveness, competitiveness and autonomy. Given the market competitive environment forces, during the study period FBES seemed to place great emphasis on innovation in the interventions for relevance in social value creation to achieve beneficiary poverty reduction.

According to Weerawardena and Sullivan (2006), Entrepreneurial orientation is a multidimensional construct with relationships among competitive environmental dynamics and promotes enterprise (FBE) initiatives with operational efficiency for social value creation. Comparatively, Walter *et al.* (2006), Covin *et al.* (2006) argued that the environment contingent factors have close relationships with EO and the enterprise's (FBE) degree of entrepreneurship is the extent it applies to the dimensions. This study sought focus on these concepts for new knowledge contribution.

The Macro Environment construct as the moderating variable was expected to have a synergy relationship with interventions that could influence beneficiary poverty reduction by FBEs within slums of Nairobi. Beneficiary poverty reduction by FBEs in the slums was the Dependent variable and a viable factor of investigation in this study. This comprised of the actual outputs to beneficiaries by FBEs within the slums. It was measured against targeted outputs such as income, change in lifestyles and living standards. The study schematic diagram (Figure 2.1) of the conceptual model showing the expected relationships between variables in the alleviation of poverty within the slums of Nairobi as discussed.
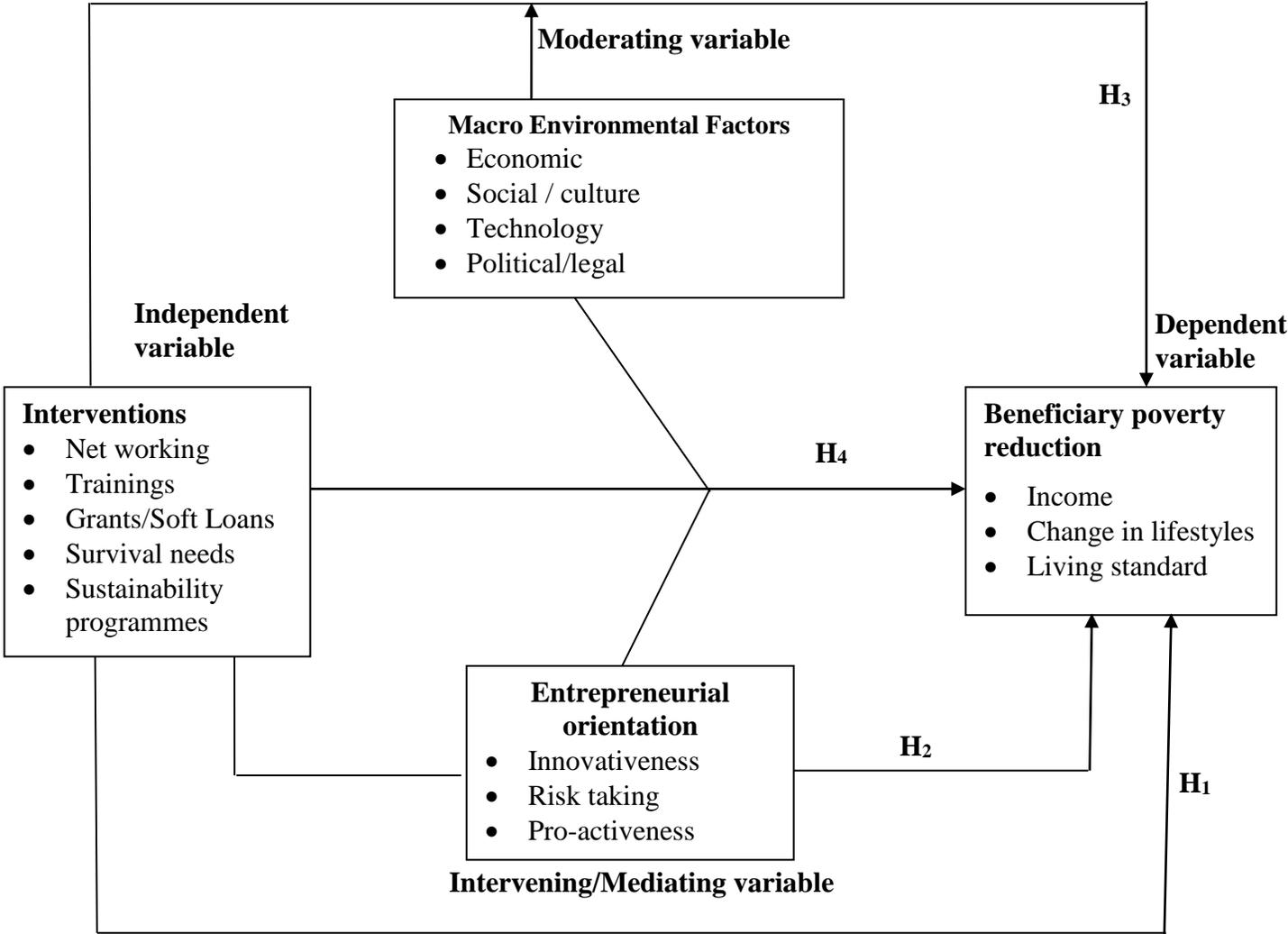
Key:
H=Hypotheses

Figure 2.1: Conceptual Model
Source: Author (2018)

Hypotheses:

The study was guided by the following hypotheses that were tested to establish the effect of entrepreneurial orientation and macro environment on the relationships between interventions and beneficiary poverty reduction.

H_1: There is a significant relationship between interventions and beneficiary poverty reduction by Faith based enterprises within the slums of Nairobi

H_2: The entrepreneurial orientation has a significant intervening effect on the relationship between interventions and beneficiary poverty reduction by FBEs within the slums of Nairobi.

H_3: The macro environment factors have a significant moderating effect on the relationship between interventions and beneficiary poverty reduction by FBEs within the slums of Nairobi.

H_4: The joint effect of interventions, entrepreneurial orientation and macro environment factors on beneficiary poverty reduction within the slums of Nairobi is different from the individual effects of each variable.

2.6   Chapter Summary

This chapter presented a review of the entrepreneurship theoretical underpinnings on which the study was anchored. These included social network, human capital, institutional and innovation social entrepreneurship theories. The literature reviewed pertained to interventions, entrepreneurial orientation and Macro environment by FBEs to reduce beneficiary poverty levels.

In essence, though the field of faith-based entrepreneurship is still in infancy stages, the limited empirical studies were adopted to prove evidence of the distorted unclear relationships between enterprise interventions and other constructs namely EO and ME on beneficiary poverty reduction. The chapter also provides a summary of the knowledge gaps, depicts the study's conceptual framework and the hypotheses that guided it.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter explains research philosophy, research design, sampling techniques, population of study and action plan for the study. The chapter also highlights the research instruments, the methods used to collect data and the analytical data techniques by the study. The measurement concepts and data presentation is discussed.

3.2 Philosophical Orientation

This study involved the application of scientific methodology to objectively discover new knowledge via objective methods of observation, collection of data, surveys and hypothesis tests. This process is an epistemological paradigm approach with focus on positivism and phenomenology inquiries. Positivism gives importance to research methods such as cross-sectional, correlations with focus on quantitative analysis, surveys and experiments (Henning, Van Rensburg & Smit, 2004).

This study was based on a mixed method approach of quantitative and qualitative. The use of mixed method or more than one method was to get dependable data. The study adopted both positivism and phenomenology paradigms for in-depth research findings. Positivism is relevant to this study because it is based on existing theory, tests hypotheses and quantifies results with numerical proof for objective realities. Likewise, phenomenology paradigm was also adopted by this study as it puts stress on objects direct experience and individual interpretations. It attaches importance to focusing on qualitative analysis such as personal interviews to make research decisions.

In essence, this study held interviews using interview guides at the FBEs so as to understand the experiences of the study's participants for in-depth research findings. Janesick (2000) asserts that qualitative inquiry is appropriate for collecting useful data in assessing existing practices and gives basis for decisions. The study covered the entire Faith based enterprises population in the slums of Nairobi.

3.3 Research Design

The study used the descriptive cross-sectional survey research design. It was preferable because it gives results that can be compared across cases or organizations. Again with this design, information could be collected within the same period of time and in one spot than if it was longitudinal which would be reported over an extended period. The data for this study was collected by administering questionnaire to two respondents specifically beneficiary group leader and pastor of the individual Faith based enterprise within the slums of Nairobi.

According to Cooper & Schindler, (2008), a descriptive Cross-sectional research design involves description of characteristics of the population, testing and analyzing the hypothesized relationships quantitatively among variables and qualitatively with data gathered just once   at one point in time. Russel (2000) contends that cross sectional designs allow a researcher to establish whether significant relationships among variables exist at some point in time, which is synonymous with survey research.

The descriptive cross-sectional survey was identified as suitable for this study because the study sought to test the relationships of interventions, entrepreneurial orientation and Macro environment in beneficiary poverty reduction by FBEs within the slums of Nairobi using data gathered at the point of time in the survey. Explanation given of the relationships among the listed constructs is the outcome of the descriptive cross-sectional research. Local studies, which have used a similar research design, include (Kerubo & Kinoti, 2012; Bategeka, 2012, Thuo, 2011).

3.4   Research Setting

The study was carried out in the slums of Nairobi County. The FBEs covered were distributed in the slums, which included Kibera, Mukuru, Mathare, Dandora, Kariobangi, Huruma, Majengo Pumwani, Kangemi and Korogocho (Map - Appendix X). Kibera is the largest slum in Kenya with an estimated population of 1 million. All other organizations such as the Agakhan Foundation and Save the Children Fund have worked on poverty reduction within the slums but the poverty position has not changed.

This explains the coming in of FBEs to assist in various aspects of beneficiary poverty reduction such as education, health, investments and infrastructure for improved livelihoods. In Kenya, it is estimated that roughly over 71% of Nairobi's population of 3.4 million inhabit in slums (GoK, 2013). The slums occupy 5% of the total land area in the city. Nairobi is located at 1^0 '16' latitude south and 36^0 48' Longitude East.

3.5 Geographical location of FBEs

The FBEs which responded were from nine major slums within Nairobi.

Table 3.1: Geographical Location of FBEs

Location-Slum	Frequency	Percentage
Kibera	33	45.8
Mukuru	17	24
Mathare	8	11
Korogocho	1	1.3
Huruma	4	5.6
Majengo Pumwani	1	1.3
Kariobangi	3	4.1
Dandora	1	1.3
Kangemi	4	5.6
Total	**72**	**100.0**

Source: Field data (2018)

As indicated in Table 3.1, Kibera slum had the highest number of participating FBEs at 45.8 percent followed by Mukuru 24 percent. Mathare 11.1 percent, Huruma 5.6 percent and Kangemi 5.6 percent. The lowest number of FBEs were at Korogocho, Majengo Pumwani and Dandora. The large FBE population in Kibera may be attributed to the influence of Pentecostals in social welfare activities and that of Mukuru to Catholicism. The FBEs have brought major social transformations in the distressed slums in which they operate.

3.6 Population of the Study

The target population of study comprised 72 FBEs in the major slums of Nairobi, which were operating as at December 2017. Other emerging slums were not included because FBEs had not established presence. The FBEs were listed from the Individual Faith organizations as shown in Appendix VII. The population was manageable as the number

involved was not large. This was a census study. Russel (2000) describes a census as enumerating population element. The research results applied to the FBE as it represented the effect of interventions such as networking to mobilize resources for beneficiary poverty reduction. The listing of FBEs was based on existence with operational activities at the study time.

3.7 Data Collection

The study utilized a triangulated data collection method to collect primary data, to enhance credibility of data sources based on a complete enumeration of all the targeted 72 Faith based enterprises. Both primary and secondary sources of data were relied on by the study because they reinforce each other (Sekaran, 2007). Primary data was collected through structured questionnaire based on questions that focused on interventions, entrepreneurial orientation, Macro environment and beneficiary poverty reduction by FBEs. The secondary data was collected from FBEs poverty reduction reports. Structured questionnaire (Appendix IV) was administered to beneficiaries comprising closed and open-ended questions.

Drop and pick later approach was used to administer the quantitative questionnaire by trained research assistants. The data collection started after conducting a pilot study in Kawangware slum and the questionnaire refined. Two copies of the questionnaire were distributed to each of the 72 FBEs totaling 144. The two copies of the questionnaire were for two respondents from each enterprise namely beneficiary group leader and spiritual leader.

The interview guide (Appendix V) for depth interviews was used to collect data for qualitative analysis from one management member of the management team in the organization specifically, director or social worker. The beneficiary group leader, pastor (spiritual leader) and management team were chosen because they were likely to exhibit reliable information as they were involved in the development and actual implementation of FBE interventions for beneficiary poverty reduction. The purpose of interviewing at least two respondents from each of the 72 faith based enterprises was to enhance credibility of the data.

The triangulation method was preferred as empirical study Bouma *et al.* (2004) posits that there are a range of advantages in using questionnaires and interviews such as ease of administration and the potential of quality data to be gained. The interview guide (Appendix V) was used to interrogate one person of the management team per each FBE specifically the director/social worker or pastor of the organization for qualitative data.

The key informant method was used to carry out in-depth interviews with the director/ social worker of the organization. It is a method of getting data from persons whose roles infer they are knowledgeable about characteristics of the study population (Vonkorf Wickizer, Maeser, O'Leary, Pearson & Beery, 1992). The slum areas from which data was collected were Kibera, Mukuru, Mathare, Korogocho, Huruma, Majengo Pumwani, Kariobangi, Dandora and Kangemi respectively.

3.8 Reliability Test

Reliability refers to the extent to which consistency of measurement is without bias (error free) and is often assessed using the Test–Retest reliability method (Sekaran, 2007). Reliability indicates accuracy for precision of the measuring instrument to be robust and work unaffected at any time of usage (Russell, 2000). The pilot study was conducted at Kawangware slum to pre-test the research instrument. Likewise, the organization interview schedule was readjusted to improve quality in questions and remove any ambiguities.

The Internal consistency of the measurement was tested using the Cronbach Alpha coefficient as indicated in Table 4.2. The Cronbach's Alpha is calculated to test for reliability and can take any value from zero to one implying no internal consistency and complete internal consistency respectively. Berthoud (2000) stated that a reliability of 0.50 is satisfactory for determining internal consistency by a research instrument. The Cronbach's Alpha reliability coefficients in Table 4.2 show high reliability of the instrument with values ranging from entrepreneurial orientation 0.764 to beneficiary poverty reduction 0.907.

3.9 Validity Test

Sekaran (2007) conceptualized validity as the evidence that the instrument or technique, used to measure intended concept does measure it. Validity is the extent to which the instrument, technique or process used measures the intended concept. Validity of the research instrument was achieved by pre-testing the questionnaire by specialists to improve it using data from 8 randomly selected FBEs in a pilot study at Kawangware slum. This is in line with Hair et al. (2007) posits that pre-test of five to ten respondents is adequate to validate a research instrument.

The instrument was subjected to a review by experts in Faith-based entrepreneurship to ascertain its content validity for production of accurate results on the concepts of interventions, EO, Macro environment and beneficiary poverty reduction. This entailed clarifications on measures to be captured, identification of deficiencies in the instrument like unclear instructions and phrasing of questions amongst others. The outcome was modification of the research instrument to ensure that collected data was validly measured. Factor analysis was used to test convergent and discriminant validity. The findings show there were no cross loadings thus confirming convergent validity. This indicates that the questionnaire measures for the construct under investigation were adequate and confirmed the variables were related.

3.10 Operationalization of the Study Variables

Operationalization refers to the process of defining variables so that they can be measured quantitatively or qualitatively. Hence, this study had four variables (interventions, EO, ME and beneficiary poverty reduction) and was operationalized based on previous studies. Interventions was the independent variable with dimensions of networking (Ndemo, 2006), trainings Nzamujo (2000) amongst others. Entrepreneurial orientation was theorized as the mediating/intervening variable with factors of innovativeness, risk taking, pro-activeness, competitiveness and autonomy Lumpkin & Dees (2016). In addition, Macro environment was the moderating variable with factors of economic, culture, technology and policy (Reynolds, 1991). Lastly, beneficiary poverty reduction as the dependent variable was operationalised on basis of income, change in lifestyles and living standard as proposed by Raskin (2000) and were measured on a rating 5- point Likert scale. Summary of the operationalization of variables used in this study is outlined in Table 3.1.

Table 3.2: Operationalization of Study Variables

Variable / Nature	Operational Indicators	Operational Definitions	Supporting literature	Questionnaire item	Measurement to use	Measurement Analysis
Independent Variable Interventions	Networking	Mobilization of resources, collaboration to attain targets, Bridging social gaps	Haugh (2007) Ndemo (2006) Berger (2003) Reynolds (1991)	Question 13	5 point Likert Type Scale	Descriptive/Inferential Analysis
	Trainings	Skills development for employment; Culture change, management team &members' efficiency, social empowerment, self-incomes, save & invest, start enterprises.	Anderson & Miller (2003) Nzamujo (2000) Gartner (1988) Marrise& Somerset (1971)	Question 13	5 point Likert Type Scale	Descriptive/Inferential
	Grants/Soft loans	Promote savings & loans; Financing poverty reduction activities; seed capital, boost stakeholder poverty reduction fund, fund members to start business.	Baghari (2012) Aldrich &Zimmers (1986)	Question 13	5 point Likert Type Scale	Descriptive/Inferential
	Survival needs	Social benefits such as water, food, housing, security. Access to markets etc.	Tadros (2010) Raskin (2000) Nzamujo (2000)	Question 13	5 point Likert Type Scale	Descriptive/Inferential
	Sustainability programmes	Continuity of home grown agric projects, network relationships, business skills, savings, protect environment, monitoring and evaluation systems, address HIV stigma	Nzamujo (2000) Raskin (2000) Mwaisela (2000)	Question 13	5 point Likert Type Scale	Descriptive/Inferential
Intervening variable (Entrepreneurial orientation	Innovativeness	New ways of doing things, markets, new products and services for efficiency, new technologies, services for best practices	Lumpkin & Dees (2016) Rogers (2007) Ndemo (2006) Drucker (1985)	Question 14	5 point Likert Type Scale	Inferential Analysis
	Risk taking	Propensity for low risk projects; committing resources with uncertainty; bold measures to remain relevant under uncertainty	Rauch et al (2009) Weerawardena and Sullivan (2006) Krueger et al. (2000)	Question 14	5 point Likert Type Scale	Inferential Analysis
	Pro-activeness	Initiating start of enterprises lead in new products & services, new markets	Ndemo (2006) Chem and Hambrick (1995)	Question 14	5 point Likert Type Scale	Inferential Analysis

Table 3.1:   Cont'd…

Variable / Nature	Operational Indicators	Operational Definitions	Supporting literature	Questionnaire item	Measurement to use	Measurement Analysis
Moderating variable Macro environment factors	Economic	Actions for sufficient resources, interest rates Tax cuts on essentials to the poor Resettlement of needy public services to the poor, markets, cheaper credit,	Sullivan (2006) Ruskin (2000) Weerawardena and Dess & Beard (1984) Aldrich &Mindlin (1978)	Question 15	5 point Likert Type Scale	Inferential Analysis
	Social / culture	Social empowerment, building trusts & relationships, promotion of economic growth, disaster mitigations, projections for youths livelihoods, reduce mental stigma	Reynolds (1991) Maggio and Powel (1983)	Question 15	5 point Likert Type Scale	Inferential Analysis
	Technology	New products and services to reduce poverty, changes in techniques; market information, appropriate technology	Lumpkin and Dees (2016) Bach and Stark (2002) Chen and Hambrick (1995)	Question 15	5 point Likert Type Scale	Inferential Analysis
	Political/legal	Influence grants for poverty reduction, tax exemption boosts surplus funds, attract investment, human rights	Ingle (2014) Tadros (2010) Berger (2003) Palmer and Bob (2002) Landstrom (1998)	Question 15	5 point Likert Type Scale	Inferential Analysis
Dependent Variable (Beneficiary poverty reduction by FBEs in Slums of Nairobi)	Income	Average daily income of $1.90, member's buoyant incomes, voluntary savings, tax exemptions.	World Bank 2015/2016 Global monitoring report Raskin (2000)	Question 16	5 point Likert Type Scale	Inferential Analysis
	Change in lifestyle	Self-confidence, better nutrition, reduced crime rate, change in life expectance	Deacon (2012) Bagheri (2012) Nzamujo (2000)	Question 16	5 point Likert Type Scale	Inferential Analysis
	Living standard	Type of housing, members with land leaseholds, change in literacy rates, reduction in child mortality rates	Bokea et al (2000) Raskin (2000)	Question 16	5 point Likert Type Scale	Inferential Analysis

3.11 Diagnostic Tests

Linear assumptions in simple regression were checked by scatter plotting (Figure 4.13-4.15) drawn between the response variable and the predictor to confirm non-linearity. The study used histograms (Figures 4.5 - 4.8) and P-P plots (Figures 4.9 - 4.12) to check the normality of the residuals. In addition, The Shapiro-Wilk Test (Table 4.1) was applied in the study to assess normality.

Further, multi-collinearity test is a phenomenon where more than two predictor variables in a regression model are involved. For multicollinearity statistics, a tolerance rate of less than 1 implies lack of multicollinearity and Variance Inflation Factor (VIF) greater or equal to 5 indicates multicollinearity issues. Conditional number over 15 means multicollinearity problem and over 30 shows significant muliticollinearity issues. The Levene's test (Table 4.13) was applied to test for homogeneity. Collinearity refers to when two variables are near perfect linear combinations of one another. Norusis (1999) posits that Homoscedasticity exists when residuals are scattered randomly around the horizontal line through zero without pattern in the data distribution.

3.12 Data Analysis

The unit of analysis in this study was the FBE. Each of the 72 FBEs were administered with two copies of the quantitative questionnaire for two respondents namely; beneficiary group leader and spiritual leader (pastor) totaling to 144. The analysis was done over the 5-point Likert scale questionnaire responses of 115 out of the expected 144. The study response rate was 79.9%, which was a good representation of the population as it exceeded the minimum of 50% as recommended by Graham (2002).

Data was analyzed by both descriptive statistics (frequency distributions, means plus standard deviations) and inferential statistics (correlation analysis, variance analysis, simple regression analysis and multiple regression analysis) to determine relationships between the variables. According to Mugenda and Mugenda (2008), descriptive statistics give basic features of the data collected on the variables with leeway for further examination of the data.

Inferential statistics established the nature and properties of the relationships plus testing the hypothesized relationships. Pearson Product Moment Correlation (Pearson's r) was applied to measure the strength and nature of the relationships between the variables X and Y. Regression analysis was used to estimate the extent of the relationship to which the dependent variable had role or more independent variables. The coefficient of determination (R^2) measured the degree of variation among variables. Multiple regression analysis was used to examine variation in dependent variable and extent accounted for by a predictor or several predictor variables.

Stepwise multiple regression models were used to express the relationships among the dependent variable and independent variable. Multiple linear regression analysis was applied to study linear relationships among various variables. Qualitative data was analysed through content analysis. Further details of analysis and interpretation were as presented in Table 3.2.

Table 3.3: Summary of Objectives, Hypotheses, Analytical Models and Interpretation of Results

Objective	Hypothesis	Analytical techniques	Interpretation
Objective One: To determine the relationship between interventions and beneficiary poverty reduction by Faith based enterprises within slums of Nairobi.	H_1: There is a significant relationship between interventions and beneficiary poverty reduction by Faith based enterprises within slums of Nairobi	Simple Regression analysis $$Y_1 = \alpha + \beta_1 X + \varepsilon_1$$ Y= Beneficiary poverty reduction by FBEs in slums of Nairobi X= Interventions α= constant (intercept) β_1= Regression co-efficient ε_1= Error term	R^2 shows explained variation in outcome variable attributed to interventions p-value ≤0.05 to confirm statistical significance of the test Std. Beta coefficients to show contributory strength of independent variable to outcome variable F-statistics used to determine robustness of the model. Test for significance of the model.
Objective Two: To establish effect of entrepreneurial orientation on the relationship between interventions and beneficiary poverty reduction by Faith based enterprises within slums of Nairobi.	H_2: The entrepreneurial orientation has a significant intervening effect on the relationship between interventions and beneficiary poverty reduction by Faith based enterprises within slums of Nairobi.	**Stepwise analysis** Four step mediation methodology Baron and Kenny (1986) Step 1: BPR=$\alpha + (\beta_1 X) + \varepsilon_2$ Step 2: EO=$\alpha + (\beta_1 X) + \varepsilon_3$ Step 3: BPR=$\alpha + (\beta_1 EO) + \varepsilon_4$ If the relationship is significant then proceed to step 4 Step 4: BPR=$\alpha + (\beta_1 X) + \beta_1 EO + \varepsilon_5$ $Y = \alpha + (\beta_1 X) + \beta_1 EO + \varepsilon_5$ Y = Beneficiary poverty reduction (BPR) X = Interventions EO = Entrepreneurial Orientation	ΔR^2 to show explained variation in outcome variable attributed to EO If p-value of EO in the 4th model is less than the statistical value, then intervention is supported Std. Beta coefficients and t-statistics to show contributory strength of independent variable to outcome variable ΔF-statistics used to determine robustness of the model. Test for significance of the model.
Objective Three: To determine the effect of the Macro environment on the relationship between interventions and beneficiary poverty reduction by Faith based enterprises within the slums of Nairobi.	H_3: The Macro environmental factors have a significant moderating effect on the relationship between interventions and beneficiary poverty reduction by Faith based enterprises within slums of Nairobi.	Regression analysis (process analysis method) as suggested Baron and Kenny (1986) $$BPR = \alpha + (\beta_1 x_1) + (\beta_2 x_2) + composite * BPR + \varepsilon$$ Where: BPR = Beneficiary poverty reduction x_1 = Interventions x_2= Macro Environment α= constant (intercept) β = coefficient parameters to be determined ε = Error /disturbance, Composite* = interaction term	Significant-value of the interaction term was used to establish moderation. If p-value≤0.05 in the 3rd model, moderation is supported. ΔR^2 to show explained variation in outcome variable attributed to moderator variable Std. Beta coefficients and t-statistics to show contributory strength of independent variable to outcome variable ΔF-statistics used to determine robustness of the model
Objective Four: To determine the joint effect of interventions, entrepreneurial orientation and Macro environment on beneficiary poverty reduction by Faith based enterprises within the slums of Nairobi.	H_4: The joint effect of interventions, entrepreneurial orientation and macro environmental factors on beneficiary poverty reduction by Faith based enterprises within slums of Nairobi is different from the individual effects of each variable.	Hierarchical Multiple Regression analysis $$Y = \alpha + \beta_1 x_{1\alpha} + \beta_2 x_2 + \beta_3 x_3 + \varepsilon$$ Y = Beneficiary poverty reduction x_1 = Interventions x_2 = Macro Environment x_3 = Entrepreneurial orientation α = constant (intercept) β = coefficient parameters to be determined ε = Error /disturbance	ΔR^2 to show explained variation in outcome variable attributed to each independent variable If p-value is less than the statistical value, then overall model is significant Std. Beta coefficients and t-statistics to show contributory strength of independent variable to outcome variable ΔF-statistics used to determine robustness of the model

3.13 Chapter Summary

This chapter covered various contexts to facilitate the study. The areas of overview included the philosophical versions fitting the study, research design, and population of the study, research instruments and its validity with reliability. The chapter also covered operationalization of the study variables, data analysis and the analytical models conceived for the study.

CHAPTER FOUR

DATA ANALYSIS AND RESULTS

4.1 Introduction

This chapter presents the analysis of data and findings on the study variables in line with the set-out research objectives and hypotheses. The study aimed at assessing the effect of relationship among Interventions, Entrepreneurial Orientation (EO) and Macro Environment (ME) on Beneficiary Poverty Reduction (BPR) by Faith Based Enterprises (FBE) within the slums of Nairobi, Kenya. The EO variable mediating effects and moderation ME variable relationships on BPR by FBEs within the slums of Nairobi, Kenya were examined.

The chapter presents the profiles of FBEs, which were the context of the study and description of characteristics of the respondents. The relationships among the study variables and results of tests of the hypotheses are discussed. The chapter also covers the response rate. Descriptive statistics analysis of the study variables using frequency tables, frequency histograms, mean, standard deviations, and the significance tests are also presented. Finally, the chapter presents the discussion of the key findings relating it to previous studies and the theoretical anchorage.

4.2 Response Rate

The target population was contacted through pastors and employees of the FBEs. The researcher also made follow-ups before the questionnaire collection dates. Through the management team, the respondents were informed of the importance of the research findings such as guiding the FBEs assist better in the reduction of poverty levels amongst beneficiaries within the slums.

Table 4.1: Response rate

Slum	Number of FBEs	Questionnaire Frequency	Non Response	Returned	Percentage
Kibera	33	66	14	52	78.7
Mukuru	17	34	8	26	76.4
Mathare	8	16	5	11	68.7
Korogocho	1	2	0	2	100
Huruma	4	8	1	7	87.5
Majengo Pumwani	1	2	0	2	100
Kariobangi	3	6	0	6	100
Dandora	1	2	0	2	100
Kangemi	4	8	1	7	87.5
Total	**72**	**144**	**29**	**115**	**79.9**

Source: Research data (2018)

The results in Table 4.1 show that the actual number of respondents who completed and returned the questionnaires was 115 out of the initially targeted 144. This represents 79.9% actual response rate, which is statistically robust. Questionnaires not returned were 29 representing 20.1% non-response rate. This result is in line with study by Graham (2002) which posits that a response rate of 50% and above of the target population is adequate to gather representative data from the respondents to analyze the study problem. Equally, Nachmias and Nachmias (2004) state that researchers in survey studies have in most cases response rate below 50 percent submitting that response of 50% and over is admissible as a basis for data analysis.

The non-response rate of 20.1 percent is attributed to some of the FBEs reluctance to participate in the survey due to their own confidentiality issues while a few cited lack of time for the non-response. Some of the FBE premises and products had been devastated by floods that no useful information could be obtained thus non-response. The results presented are based on the data from the 115 questionnaires that were correctly filled and returned.

4.3 Reliability Tests

Reliability refers to the extent to which consistency of measurement is without bias (error free) and is assessed using the Test–Retest reliability method (Sekaran, 2007). Russell, (2000) asserts that reliability indicates accuracy for precision of the measuring instrument to be robust and work unaffected at any time of usage. Reliability and validity tests are crucial checks in terms of the quality of the data collected. A measure is reliable if separate ways of measuring something produce equal result (Zikmund, Babib, Carr & Griffin, 2010). Reliability is also a pointer of an instrument's consistency.

The tests of reliability were carried out in order to ascertain the quality of the data which had been collected. The most used measure of multiple items scale's reliability is the Cronbanch's Alpha coefficient and it ranges from zero to one. Zero means there is no consistency while one implies complete consistency. The scales used in this study were aligned with the study context.

Internal consistency method assessed the consistency of the items of the scale by computing Cronbach's Alpha coefficient. To pretest the research instrument, pilot study was done in order to ascertain if the respondents could answer the questions without difficulty. This was necessary so that the instrument could be evaluated in terms of relevance, clarity and comprehensiveness. The final instrument was as attached in Appendix I. The Internal consistency of the measurement was tested using the Cronbach Alpha coefficient.

According to Peterson (1994), researchers concur that if a scale has to be valid and have practical utility, it must be reliable. There is, however, little to guide regarding acceptable reliability for research. Hence, different researchers use different cut-off points of Cronbach's alpha. Davis (1964) suggested a minimum Cronbach's alpha coefficient of 0.5 for predictive research with a population of 25 to 50.

However, Kaplan and Saccuzzo (1982) found minimum Cronbach's alpha coefficient of 0.7 and 0.8 as applicable for basic research. Berthoud (2000) posits that a reliability Cronbach's alpha coefficient of 0.50 is acceptable for a research instrument and indicates sound and reliable measurements for further analysis. This study adopted a Cronbach's alpha coefficient cut-off of 0.7 and above. In essence, the result of the overall reliability test as shown in Table 4.2 confirm reliability and validity of data to make conclusions from the study's theoretical concepts.

Table 4.2: Overall Reliability Tests

Variable	Number of Scale Items	Cronbach's Alpha Coefficient	Interpretation
Interventions	30	0.895	Reliable
Entrepreneurial orientation	9	0.764	Reliable
Macro environment	22	0.845	Reliable
Beneficiary poverty reduction	28	0.907	Reliable

Source: Field data (2018)

The result of the reliability tests for the study variables in Table 4.2 shows that BPR with 28 items had a Cronbach's alpha coefficient of 0.907 as the highest reliability score. EO had the lowest Cronbach's alpha coefficient of 0.764 with 9 items. Overall, Cronbach's alpha coefficient for the variables had values above the study cut off 0.7. This affirmed reliability of the data used for sound measures of the study.

4.4 Validity Tests

Zikmund et al (2010) posit validity is a measure or the extent to which a score correctly represents a concept. According to Awino and Gituro (2011), there are various types of validity such as content validity and construct validity. Content validity of the instrument was measured by testing the questionnaire using data from a pilot study. The study instrument was subjected to a review by subject experts in the particular field of the study. This was to identify deficiencies in the instrument like unclear instructions and phrasing of questions amongst others. The aim was for the necessary modification of the research instrument to collect data that was valid.

The questionnaire met face validity as its concepts reflected pertinent concerns of FBEs for beneficiary poverty reduction. This was done by a review of the instrument covering all the study variables by subject matter experts in Entrepreneurship, Management Science, Strategic Management and social marketing working with FBEs, NGOs and government institutions. Construct validity was also used to assess validity of the questionnaire. Construct validity infers to whether a scale or test measures the construct under investigation adequately. Correlations of the variables as depicted by the conceptual framework was checked for multicollinearity and normality to confirm validity of the statistical assumptions for this study. The data was robust. Further, factor analysis was done to test convergent and discriminant validity.

4.4.1   Factor Analysis for the Key Study Variables

Factor analysis tests were done for each study variable to ensure validity of the research instrument. The tests were done using exploratory factor analysis.   Factor analysis identifies underlying factors which explain the pattern of correlations with a set of observed variables. Previous studies that have used Factor analysis include Ayuya (2018), Khalid (2015), Madara (2014) and Kinyua-Njuguna (2013).

The principal component analysis (PCA) method for data reduction with Varimax rotation were applied to establish the fundamental factors driving predictor variables of the study. PCA is used to reduce a large set of variables to a smaller set called principal component that explain most variations. Varimax rotation was applied as it maximizes the spread of variance evenly within the component. It consolidates a fewer number of highly correlated variables to load on each other. Essentially, only items with Eigen values greater than 1.0 and loadings greater than 0.4 were extracted as recommended (Field, 2009; Kaiser, 1974).

4.4.2 Factor analysis for Interventions

Before applying factor analysis, all the data to the numerous variables measured using different items were subjected to sampling adequacy test by KMO and Bartlett's test. The KMO – Kaiser – Meyer – Olkin Test measures the suitability of the data for factor analysis. It measures the sampling adequacy for each variable and tests whether a sample size is sufficient for factor analysis to be done. The recommended measure varies between 0-1 and values closer to 1 are considered better (Malhotra & Dash, 2011). Bartlett's test of sphericity is a test to check for departures from normality. The test with standard of p-values ≥0.05 is considered appropriate for factor analysis to be done.

Interventions was assessed using five elements that is; networking, trainings, grants/soft loans, survival needs and sustainability programmes. The KMO and Bartlett's computation adequacy measure was .796 implying that the sample for interventions was adequate. The P-value was 0.000, which is less than the significance level of 0.05. This implies that there was correlation between interventions and other variables.

Table 4.3: Total Variance Explained for Interventions

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.747	25.823	25.823	7.747	25.823	25.823	3.651	12.170	12.170
2	3.534	11.781	37.604	3.534	11.781	37.604	3.321	11.071	23.240
3	2.705	9.017	46.621	2.705	9.017	46.621	2.972	9.905	33.145
4	2.129	7.096	53.717	2.129	7.096	53.717	2.517	8.389	41.535
5	1.626	5.420	59.137	1.626	5.420	59.137	2.472	8.239	49.773
6	1.333	4.443	63.580	1.333	4.443	63.580	2.277	7.589	57.363
7	1.118	3.727	67.307	1.118	3.727	67.307	2.186	7.287	64.650
8	1.019	3.397	70.704	1.019	3.397	70.704	1.816	6.054	70.704
9	.837	2.790	73.494						
10	.827	2.756	76.251						
11	.701	2.335	78.586						
12	.689	2.295	80.881						
13	.631	2.103	82.985						
14	.547	1.823	84.808						
15	.498	1.659	86.467						
16	.474	1.580	88.047						
17	.463	1.544	89.591						
18	.412	1.374	90.965						
19	.387	1.291	92.257						
20	.342	1.141	93.397						
21	.334	1.113	94.511						
22	.311	1.038	95.549						
23	.266	.888	96.437						
24	.229	.764	97.202						
25	.206	.685	97.887						
26	.176	.587	98.474						
27	.151	.503	98.977						
28	.132	.440	99.417						
29	.106	.354	99.771						
30	.069	.229	100.000						

Extraction Method: Principal Component Analysis.
Source: Field data 2018

Factor analysis for Interventions was evaluated using 30 measures and it extracted 8 components which explained 70.7 percent variance in Interventions. This indicates that the eight critical factors steer the interventions dimension in beneficiary poverty reduction by FBEs. This means that interpretable factors were eight with Eigen values greater than 1.

This implies that these factors were the most relevant in explaining the variance in interventions.
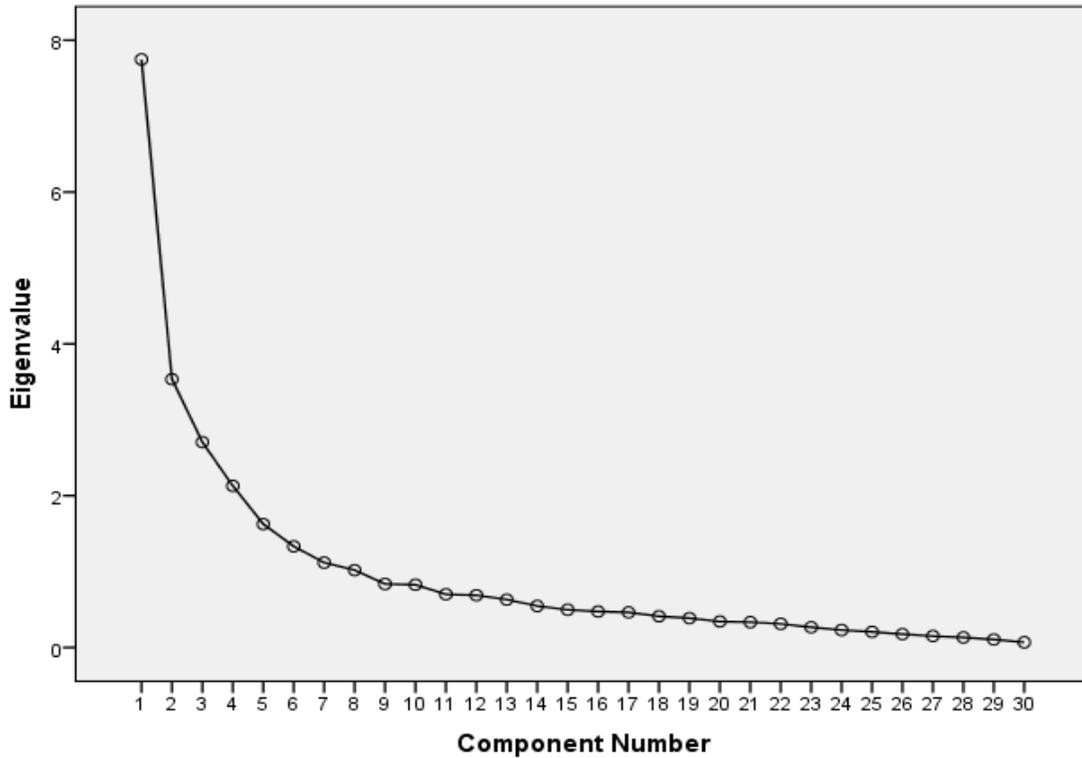
Figure 4.1: Scree Plot for Interventions

Source: Field data, 2018

The Scree plot graphs the Eigenvalues against the component factors for Interventions as shown in Figure 4.1. The Scree Plot for Interventions had an inflexion point on the eighth component providing an indication that the eight factors to the left of the inflexion point were extracted and thus the underlying factors of the Interventions variable. From the eighth factor onwards the line becomes flat meaning successive factors contribute small fractions to the total variance.

Table 4.4 shows the results of the rotated component matrix using Varimax with Kaiser normalization rotation for Interventions. It shows the loadings of each variable on each factor with no cross loadings. All loadings less than 0.4 were suppressed (Field, 2009; Kaiser, 1974).

Table 4.4: Rotated Component Matrix for Interventions

Statement	Component							
	1	2	3	4	5	6	7	8
Resources mobilized and raised through congregational networks					.451			
Collaboration to ensure attainment of poverty reduction targets					.632			
Networks determine the grants and loans received from donors								.729
Networks promote trust to bridge social divides								.768
Training improves skills development to enhance employability and culture change					.456			
Training improves efficiency of management team and members for competitive advantage					.806			
Training enhances social empowerment of members	.475							
Training improves business skills for self incomes					.545			
Training increases capacity to save and invest	.517							
Training builds confidence	.821							
Training helps to tackle negative attitudes towards the poor	.718							
Training helps to keep accurate financial records	.646							
Training strengthens human abilities to tackle poverty	.688							

Table 4.4 continues on 67

Table 4.4: Cont'd…

Statement	Component							
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**
Grants increases savings accumulation by beneficiaries							.769	
Grants enables access to low interest loans		.637						
Loan amount is based on one's savings		.779						
Grants offered with conditions for specific operations		.843						
Food is given to the needy							.813	
We have decent housing			.837					
We have better security than our neighbours			.896					
We have access to the markets for our products			.818					
We have home grown business enterprises		.468						
We have agricultural projects for food security				.687				
We have skills and knowledge for beneficiary economic empowerment				.593				
We have revolving savings and loans scheme		.800						
We work closely with community members						.744		
We protect the environment through better waste disposal						.429		
We have inbuilt monitoring and evaluation systems				.738				
We have enrolled our children in schools						.660		
We address stigma and empower the people				.527				

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization
a. Rotation converged in 8 iterations.

Source: Field data (2018)

According to analysis in Table 4.4, the following observations were made:

Factor 1 is an indicator of training which is related to the human capital theory of the study. It is explained by the statements of interventions listed under component 1. Training which has the highest Eigen value is a crucial factor as it harnesses the right skills for exploitation of business opportunities to earn incomes for beneficiary poverty reduction. The human capital theory puts emphasis on education and experience for skills to employment (Mair & Marti, 2006). According to Davidson and Honing (2003), there was still lack of understanding as to what types of knowledge competences that can be utilized to achieve a social transformation. Further, it is observed that the training factor also loads with elements of social empowerment, capacities to save and invest, confidence building, tackling negative attitudes and keeping of records, which indicates that they are key competences to influence beneficiary poverty reduction within the slums.

Factor 2 reflects on grants/loans for capital generation, business and social welfare sustainability as explained by the statements of interventions (Grants enable access to low interest loans; loan amount is based on one's savings, Grants offered with conditions for specific operations, home grown business enterprises, revolving savings and loan schemes). This is backed by the literature on institutional theory as Ndemo (2006) attributes FBEs role in poverty reduction to accumulation of resources through grants and congregational donations. This enhances beneficiaries' chances to exploit opportunities for business startups from which they gain incomes to create wealth. This may therefore be a factor of emphasis for FBEs to strengthen for access to cheap credit and promote investments for beneficiary poverty reduction within the slums.

Factor 3 relates to survival needs as explained by the following statements of interventions (decent housing, better security than neighbors and access to markets for products). Factor 4 which is an indicator for sustainability programmes is explained by the following statement of interventions (agricultural projects for food security; skills and knowledge for beneficiary economic empowerment; inbuilt monitoring; evaluation systems and address stigma and empower the people). This finding implies that factors three and four have relationships across the wide variety of theories for this study such as innovation for quality products, institutional resources for resources (Raskin, 2000). These synergies appear to influence beneficiary poverty reduction.

Factor 5 is an indicator of social networking and training that was explained by the following statements of Interventions (resources mobilized and raised through congregational networks; collaboration to ensure attainment of poverty reduction; training improves skills development to enhance employability and culture change; training improves efficiency of management team and members for competitive advantage and improves business skills for self-incomes).

This factor 5 implores both the social networking and human capital theories in the building of social capital. It is an indication that networks and trainings have close relationships to achieve targets in the delivery of social value. According to Anderson and Jack (2002), social capital exist in relationships among people and aids their production activity by providing access to other resources like knowledge and wealth thus generating action in the social networks. This finding implies that networks' critical links have a positive contribution in the delivery of social value for BPR.

Factor 6 which relate to sustainability which was explained by the following statements of Interventions (work closely with community members; protect the environment through better waste disposal; enrollment of children in schools). Factor 6 implies that protection of the environment leads to eradication of health hazards. Equally, it means that embracing trust and collaboration with communities are ingredients that influence beneficiary poverty reduction.

Factor 7 relates to Grants and Survival needs. This which was explained by the following statements of Interventions (grants increase savings accumulation by beneficiaries; food is given to the needy). This shows discovery of close relationships between interventions and other variables in the discourse of beneficiary poverty reduction.

Factor 8 which relates to networking which was explained by the following statements of Interventions (networks determine the grants and loans received from donors and networks promote trust to bridge social divides). This finding corroborates to the social network theory for provision of resources, creativity and innovation for new products.

The sequential relevant eight factors generally load on pursuits of opportunities to bring social change. This implies that the identified factors have significant relationships with interventions that may influence beneficiary poverty reduction and are worth rooting to minimize deplorable poverty conditions within the slums.

4.4.3 Factor Analysis for Entrepreneurial Orientation

Entrepreneurial orientation was evaluated using three dimensions that is innovativeness, risk taking and pro-activeness. The dimensions were assessed using nine measures. The KMO sampling adequacy measure was .762 thus sufficient for factor analysis for entrepreneurial orientation. The P-value was .000 implying that there was correlation between entrepreneurial orientation and other variables.

The factor analysis results for EO are as shown in Table 4.5.

Table 4.5: Total Variance Explained for Entrepreneurial Orientation

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.140	34.884	34.884	3.140	34.884	34.884	2.484	27.599	27.599
2	1.796	19.957	54.841	1.796	19.957	54.841	2.452	27.242	54.841
3	.862	9.582	64.423						
4	.803	8.917	73.340						
5	.618	6.867	80.207						
6	.593	6.589	86.795						
7	.426	4.728	91.523						
8	.412	4.576	96.100						
9	.351	3.900	100.000						

Extraction Method: Principal Component Analysis.

Source: Field data 2018

The results in Table 4.5 indicate that two components were extracted and cumulatively explained 54.84 percent variance of EO. This means that the interpretable factors were two and the most relevant in explaining the variance in Entrepreneurial orientation.
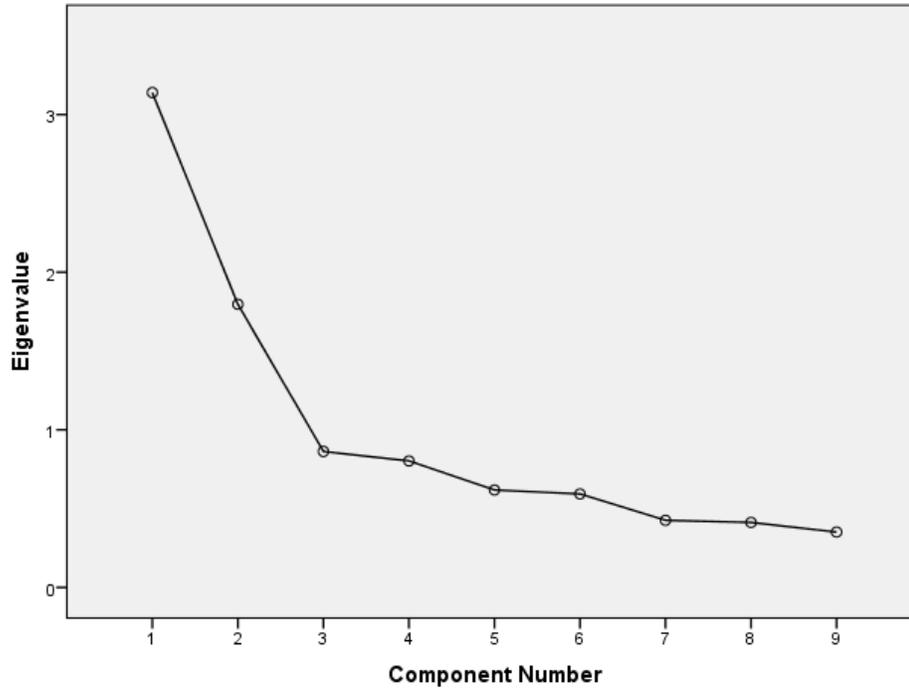
Figure 4.2: Scree Plot for Entrepreneurial Orientation
Source: Field data 2018

Figure 4.2 shows that the first component accounts for the highest variance in EO with an Eigenvalue of 3.14.   The scree plot breaks off at the third component providing an indication of the two factors to be extracted.

The results of the Rotated Component matrix for EO are shown in Table 4.6.

Table 4.6: Rotated Component Matrix for Entrepreneurial Orientation

Statements	Component	
	1	2
Adopt a variety of new ways of doing things	.722	
Change products or services quite dramatically		.768
We implement new technologies with superior services		.783
We have strong tendency for low risk poverty projects		.757
We take bold aggressive measures to remain relevant in situations of uncertainty	.475	
We explore new ideas periodically to reduce poverty levels	.679	
Initiates changes in social support services	.820	
We lead in new social value product development to attract funding		.713
We survive by avoiding competition	.737	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 3 iterations.

Source: Field data (2018)

According to the findings in Table 4.6, the following observations are made; Factors 1 and 2 loading elements are indicative key decision dimensions that drive an enterprise to deliver. Both factors 1 and 2 are included to the innovation theory of the study. According to Sulvin and Mort (2003), through innovation the FBE can have creative outcomes such as promoting new startups to create jobs and markets for products to increase earnings. Through innovation and creativity, FBEs beneficiaries make fast selling products such as open shoes, handbags, clothes for increased incomes to reduce poverty.

Factors 1 and 2 put emphasis on ingredients of innovation, risk taking, proactiveness and competitiveness. This implies that they are critical for positive relationships between entrepreneurial orientation and other variables to deliver social value. The unique characteristic of doing things as identified by elements in both factor 1 and 2 is a competitive edge for FBEs to keep changing with environmental dynamics if they are to remain relevant and meet social needs for beneficiary poverty reduction. This is in line with empirical study by Weerawadena and Sullivan (2006) which posits that EO is a construct with several dimensions that shape the entrepreneurial intent to deliver in social value. A practical example is the car washing FBE in Kibera with beneficiaries ripping in good profits for a better living.

4.4.4   Factor Analysis for Macro Environment

Macro environment was evaluated using four elements namely; economic, social/culture, technology and political. The dimensions were assessed using 22 measures. The sampling adequacy of .734 was acceptable for the factor analysis to be done on Macro environment variable. The P value was .000, which indicates that there was correlation between Macro environment and other variables.

Table 4.7: Total Variance Explained for Macro Environment

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.666	25.755	25.755	5.666	25.755	25.755	4.287	19.486	19.486
2	3.503	15.925	41.680	3.503	15.925	41.680	3.325	15.114	34.601
3	1.641	7.460	49.140	1.641	7.460	49.140	2.774	12.611	47.212
4	1.383	6.286	55.425	1.383	6.286	55.425	1.563	7.104	54.316
5	1.208	5.489	60.914	1.208	5.489	60.914	1.452	6.598	60.914
6	.992	4.508	65.423						
7	.979	4.448	69.870						
8	.829	3.770	73.640						
9	.749	3.403	77.043						
10	.721	3.276	80.318						
11	.675	3.068	83.386						
12	.591	2.688	86.074						
13	.478	2.172	88.247						
14	.437	1.988	90.234						
15	.428	1.946	92.180						
16	.366	1.666	93.846						
17	.353	1.605	95.451						
18	.316	1.438	96.889						
19	.214	.971	97.860						
20	.187	.849	98.709						
21	.165	.750	99.459						
22	.119	.541	100.000						

Extraction Method: Principal Component Analysis.
Source: Field data 2018

The Factor analysis result for ME is as shown in Table 4.7. Factor analysis extracted five
components that collectively explained 60.91 percent of the total variance in ME. This
implies that the interpretable factors were five and the most relevant in explaining the
variance in Macro environment.
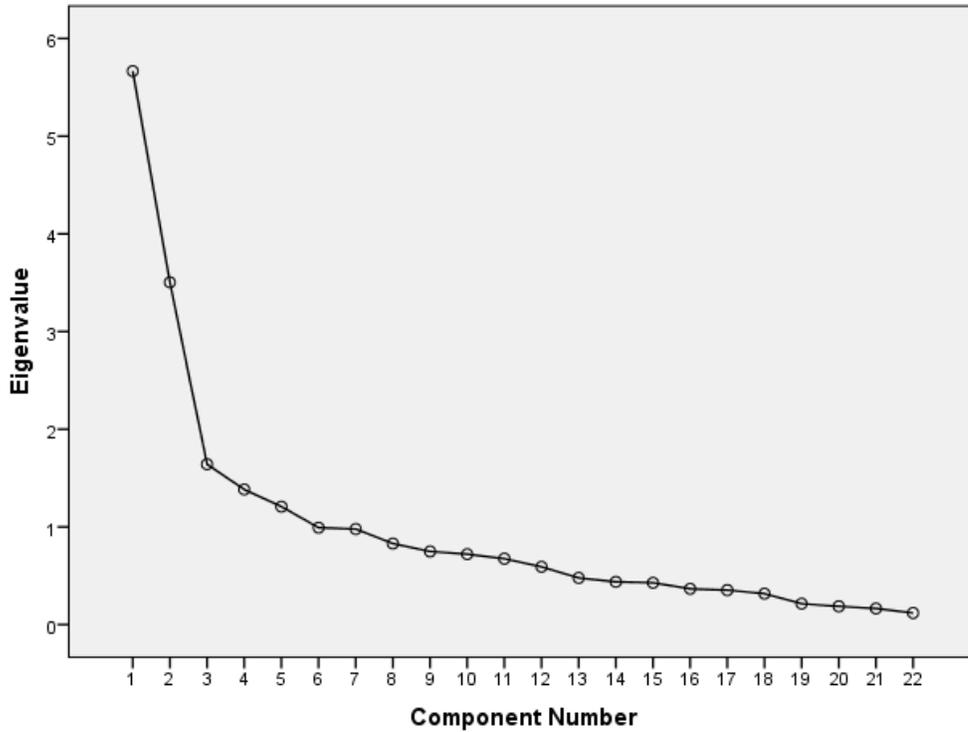
Figure 4.3: Scree Plot for Macro Environment
Source: Field data 2018

The results of Figure 4.3 indicate the relevance of each component in explaining the variance in ME. Figure 4.3 shows that there was an inflexion at the fifth component, which demonstrates that five factors were extracted.

The results of Rotated Component Matrix for ME are shown in Table 4.8.

Table 4.8:   Rotated Component Matrix for Macro Environment

Statements	Component				
	1	2	3	4	5
High interest rates on loans limit raising sufficient resources for business growth				.660	
Tax cuts by the government on essential products and service reduce the cost of doing business		.460			
There is equitable distribution of economic resources	.615				
It is easier to start small business today than 5 years back			.441		
It is much easier to start a business if you have access to cheap credit	.768				
Unemployment rates have been reduced in slums	.598				
Beneficiaries are socially empowered	.775				
We experience better relationships and trust	.735				
There are basic amenities to majority of the people		.708			
There are good healthcare services	.692				
Disasters such as fire are quickly controlled			.651		
There is reduced high risk behavior			.646		
There is reduced mental health stigma	.546				
Social-cultural beliefs influence poverty					.758

Table 4.8 continues on 78

Table 4.8:   Cont'd…

Statements	Component				
	1	2	3	4	5
There is increased number of internet users		.826			
There are changes in technology for efficiency					.480
There is access to appropriate technology for quality products		.855			
Changes in political scenes affect FBEs activities	.449				
FBEs are exempted from paying tax			.422		
There is national leadership support for FBEs			.712		
There are human rights protection policies	.198				

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 5 iterations.

Source: Field data (2018)

Hinged on the results in Table 4.8, the following is observed: Factor 1 and 2 elements imply that there is economic and social empowerment to beneficiaries for improved livelihood. The two factors are largely included to the studies innovation theory. Through its application, enterprises have sprung up to generate employment, new technologies to accumulate resources, basic needs accessible and member confidence realized. This concurs with Sullvina and Mort (2003) and Raskin (2000) that the innovation theory is useful in the light of new creative outcomes to reduce slum poverty.

Factor 3 is related to institutional theory of the study. The risk management structure loaded on this factor such as more small businesses started, disaster controls, risk behavior and national leadership are ideal forces that shape the entrepreneurial success of FBEs in beneficiary poverty reduction.

Equally, Factor 4 lends credence to the institutional and innovations theories for norms and rules to manage an enterprise. Economic emancipation factor is of top most importance meaning that entrepreneurial activities such as markets and investments impact positively on distressed area like the slums to reduce poverty. Essentially, booming social enterprises means economic expansion thus a widespread of wealth and reduced crime rates. This factor element indicate high interest rates on loans limiting business expansion implying that it adversely affects beneficiary poverty reduction.

Factor 5 is an indicator of technological and socio-cultural dimensions of ME. The factor relationships fall under the network and institutional theories of this study. The social cultural factor is one of the dimensions that this study investigated. It was observed in most of the slums FBEs absorb employees from various tribes and award inclusive business contracts irrespective of one cultural background. The FBEs hold cultural days for beneficiaries. They cook out dishes of various tribes and share the meal as one family to build trust and cohesiveness. The FBE beneficiaries also hold social concerts such as dancing under different cultures plus playing volleyball and football. This experience sharing scatters awkward cultural beliefs of beneficiaries thus accommodating each other in the running of any business enterprises for increased incomes to reduce poverty.

The identified factors elements are intrinsically hinged to the external environment. This implies that economic, social cultural, technological and political dimensions are environmental dependents from which FBEs get resources. This implies that relationships exist between ME and other variables that influence beneficiary poverty reduction. This finding relates positively to Machuki and Aosa (2011) on relationships who posits that external environment has an effect on delivery by an enterprise. Similarly, Mindlin (1978) contends that the environment may be conceptualized as a source of information and a stock of resources for change.

Technology, which is anchored on the innovation theory of the study, was observed essential to promote efficiency and minimize fraud. It was useful for communication and sourcing for production of quality products to generate more incomes for beneficiary social value creation. Furthermore, it makes the process of monitoring and evaluation more effective for checks and balances in beneficiary poverty reduction programmes. Of significance is the Equisite mineral water FBE in Kibera slum, which produces and packages quality bottled water for drinking using the latest technology and records high sales. Nevertheless, the technology factor has adversaries like majority of the youth beneficiaries spend most of their time on phonography neglecting schoolwork to the point that their final exam scores go low.

The environmental turbulence such as changes in political scenes, lack of human rights protection policies with lack of exemptions to FBEs from paying taxes for financial strength had very low Eigen values indicating that they are part of the root causes of poverty within the slums.

4.4.5 Factor Analysis for Beneficiary Poverty Reduction

Beneficiary poverty reduction was evaluated using three dimensions namely; income, change in lifestyle and living standards. The dimensions were assessed utilizing 28 measures. The results of Factor analysis for BPR are shown in Table 4.9.

Table 4.9:   Total Variance Explained for Beneficiary Poverty Reduction

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.781	31.362	31.362	8.781	31.362	31.362	5.872	20.971	20.971
2	3.125	11.159	42.522	3.125	11.159	42.522	4.087	14.597	35.567
3	2.119	7.567	50.089	2.119	7.567	50.089	2.940	10.500	46.067
4	1.578	5.636	55.725	1.578	5.636	55.725	1.820	6.500	52.567
5	1.394	4.978	60.703	1.394	4.978	60.703	1.732	6.186	58.753
6	1.202	4.293	64.996	1.202	4.293	64.996	1.478	5.279	64.033
7	1.187	4.241	69.237	1.187	4.241	69.237	1.457	5.204	69.237
8	.897	3.204	72.441						
9	.858	3.063	75.504						
10	.744	2.658	78.161						
11	.710	2.536	80.697						
12	.612	2.186	82.883						
13	.550	1.965	84.848						
14	.523	1.867	86.715						
15	.495	1.769	88.484						
16	.442	1.579	90.063						
17	.385	1.376	91.439						
18	.361	1.291	92.730						
19	.299	1.067	93.797						
20	.293	1.047	94.844						
21	.250	.892	95.736						
22	.240	.856	96.592						
23	.215	.766	97.358						
24	.177	.633	97.991						
25	.162	.580	98.571						
26	.150	.537	99.108						
27	.134	.477	99.585						
28	.116	.415	100.000						

Extraction Method: Principal Component Analysis.
Source: Field data 2018

The results show that seven factors were extracted and cumulatively explained 69.24 percent of the variance in BPR. The sampling adequacy of .826 was acceptable for the factor analysis to be done for beneficiary production.
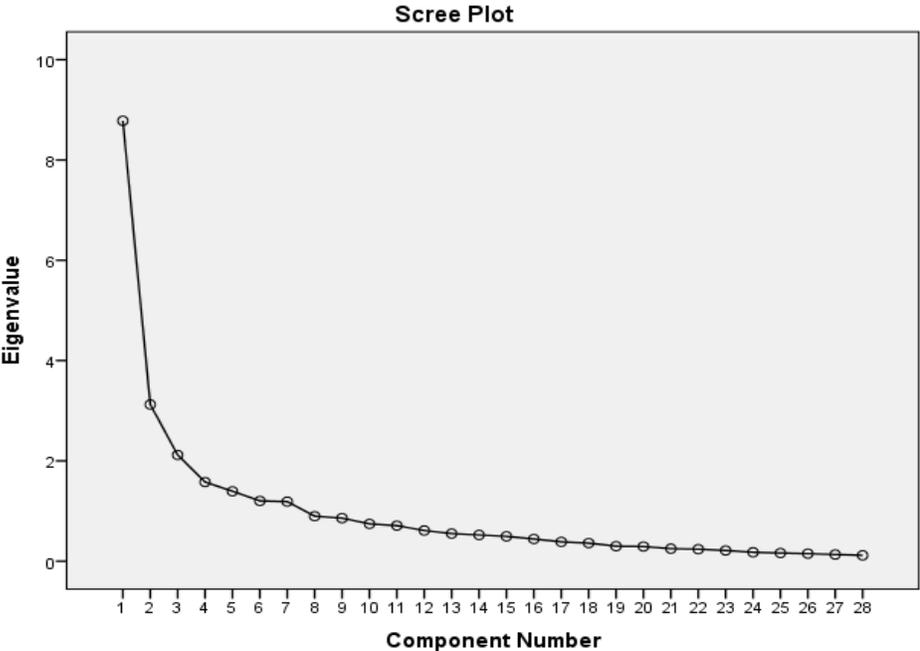
Figure 4.4:   Scree Plot for Beneficiary Poverty Reduction
Source: Field data (2018)

Figure 4.4 indicates that the first component accounts for the highest variance in BPR with an Eigenvalue of 8.78.   The scree plot has an inflexion after the seventh component providing an indication of the seven factors to be extracted. The results of the rotated component matrix for BPR are shown in Table 4.10. 6

Table 4.10:   Rotated Component Matrix for Beneficiary Poverty Reduction

Statements	Component						
	1	2	3	4	5	6	7
Average daily income is less than Ksh 200	.604						
There is increased mobilization of local resources				.809			
There is increase in voluntary savings				.759			
There is increased number of investments					.472		
Number of mobile telephone subscriptions have increased						.773	
Number of beneficiaries with TV have increased						.526	
Number of business enterprises have increased		.654					
Level of donor dependency has reduced		.662					
There is self confidence and happy living	.702						
There is better nutrition	.725						
There is reduced rate of child mortality	.827						
There is reduced crime rate	.876						
There is increased life expectancy	.576						
There are more medical centres nearby	.759						
There is positive attitude change towards hard work			.705				
There is increased enrollment of children in formal schools			.833				
There is increased support to people living with HIV/AIDS			.760				
Live in rented iron sheet structure with cement floor					.748		

Statements	Component						
	1	2	3	4	5	6	7
Live in self-contained house							.646
Literacy rates have increased			.673				
Clean drinking water access points increased	.737						
Solid waste management centres increased	.672						
More youth are involved in work to earn a living		.639					
Beneficiaries have access to food througout the week		.698					
Street lights are installed and in proper working condition		.751					
There are more pit latrines nearby		.718					
More houses are connected to electricity		.525					
Fewer people use firewood and charcoal for cooking							.729

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 12 iterations.

Source: Field data (2018)

From Table 4.10 the following observations are noted: Factor 1 is related to the concepts of social networking and institutionalizing variables for legitimacy to achieve social value. The factor is an indicator of health and safety conditions. Elements such as safety due to reduced crime, health, water and sanitation services with incomes were the main driving forces for beneficiaries changed lifestyle to better living. This concurs with Bagheri (2012) posits on slums in Iran that resourceful enterprise intervention dramatically reduce poverty levels in the slums.

Factors 2 is related to the innovation theory for new creative outcomes for better living standards. This implies that high drivers to beneficiary poverty reduction include business incomes, being self-reliant dropping from the donor dependence syndrome, hard work, provision of electricity, proper hygiene and access to basic needs. The level of donor dependence is reported to have reduced which concurs with Deacon (2012) that donor funding to nonprofit enterprises is now dwindling and the little given has strings attached.

Factor 3 is anchored on the human capital theory. In effect, knowledge gained from trainings and experience is essential in decisions of discovering and exploiting entrepreneurial opportunities for beneficiary poverty reduction. Based on the listed high items for this factor it implies that literacy upholding develops positive mindsets to circumvent social challenges for beneficiary poverty reduction. This concurs with Reynolds (1997) contend that formal education assist in the accumulation of knowledge and skills useful for entrepreneurial success to improve livelihoods.

Factor four items indicates that mobilization of resources and savings are critical elements to create wealth for beneficiary poverty reduction. This factor element relates to the human capital and institutional theoretical underpinnings for knowledge and mobilization of resources by an enterprise to achieve a social transformation.

In regard to factor 5, it is centred on innovation and loads highly on better housing and investments. This implies that investments and shelter acquisition are key strategies to beneficiary poverty reduction by FBEs in slums. Factor 6 indicates number of mobile telephone subscriptions have increased with more beneficiaries with TVs. This implies that beneficiaries have access to some earnings thus living better lives on FBE interventions. In regard to factor 7, it may be interpreted that fewer people now use firewood. This may be interpreted to mean most of the people may now be using gas and electricity which are strong indicators that there is now better living and a little bit of wealth amongst beneficiaries.

In summary, analysis of the seven factors that also explain 69.24 variation in BPR shows that lives of beneficiaries greatly improved although many still live below the poverty line as they derive average income of less than ksh.199 per day. There is also reduced crime rate, which is a positive indicator for business development to create more wealth and reduce beneficiary poverty levels. The reduced mortality rates is an indication of better health and affordable services being enjoyed in beneficiary poverty reduction by FBEs.

4.5 Tests for Normality, Linearity, Multicollinearity and Homoscedasticity

The study carried out various assumptions tests to ensure collected data was suitable for analysis. Linear regression operates with the statistical assumption that data is normally distributed and the independent variables do not violate the assumption of multicollinearity and homoscedasticity. It also assumed that an assumption of homoscedasticity has been met.

Osborne and Waters (2002) posit that statistical assumptions are important since when they are not met, this may lead to results, which are not valid or result to Type I or II errors. It is therefore essential to carry out pre-tests for assumptions in order to ascertain the validity of the results. Failure to carry out pretesting for the statistical assumptions may result in addition of invalid data instead of valid contributions for the discipline's new knowledge. Results that do not meet the assumptions can end up giving misleading conclusions.

This study therefore carried out tests for normality, linearity, multicollinearity and heteroscedasticity to ensure collected data was appropriate for analysis. Normality tests allow inferences to be made about the population. The study carried out normality tests using histograms, P-P plots and Shapiro-Wilk test to show the appropriateness of the data.

4.5.1 Normality Tests

Normality tests were done to ascertain non-violation of the normality assumptions for proper analysis of data. According to Osborne and Waters (2002), statistical analysis that use regression, correlation, t-tests and analysis of variance are based on the assumption of data being normally distributed. Normality tests allow for inferences about the population as data that is not normally distributed may lead to inaccurate results. The normality tests can use histograms, P-P plots, skewness and kurtosis methods. Normally distributed data has a symmetrical (bell-shaped) curve around the centre of all scores (Field, 2009). This study used the methods of histograms (Appendix IX) and P-P plots (Appendix X) to test for normality.

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It was necessary to test for normality in order to draw accurate and reliable conclusions about the phenomenon, which was under investigation. Previous studies (Krishnan, 2006) argue that when normality assumption is violated, the interpretation of the results and inferences may not be reliable and valid. The scholars contend that if the sample data are approximately normal, then the sample distribution will be normal. To further investigate normality, this study applied the Shapiro-Wilk test presented in Table 4.11, which is the most commonly used test for assessing normality.

4.5.2 Normality Test for Interventions, Entrepreneurial Orientation (EO), Macro Environment (ME) and Joint Effect of Interventions, EO, ME and BPR

The tests for normality for interventions, Entrepreneurial environment, Macro environment, Joint effect of interventions, EO, ME and BPR were done graphically as shown in histogram (Appendix IX) respectively. The tests were important as pretests of statistical assumption of normality that should be met if data is normally distributed.

When the data set has a normal distribution, the histogram shows a bell-shaped curve. The histogram for interventions depicts a bell shaped curve. This means there was a normal sample distribution thus conforming to normality conditions and acceptable for further data analysis. Likewise, the graphical histograms for entrepreneurial orientation Macro environment, Joint effect of interventions depicts bell shaped curves, which showed a normal distribution and therefore appropriate for further data analysis applying parametric tests.

The results are in line with that of previous studies, Ayuya (2018), Wangari (2016) and Wekesa (2015) who used histograms to test for normality respectively. These studies in the Kenyan context had data sets that met the normality tests with bell-shaped curve.

4.5.3 Test of Normality P-P Plots

The results in (Appendix X) show normal distribution of the population as the data plots for interventions, EO, Macro Environment and BPR followed a straight line and did not have substantive departures from the 45-degree line. Overall, these deviations were minimal and the deduced data in the P-P plots laying in straight path that conforms to normality conditions. The deduced data was in conformity with the threshold for normality data as asserted by Ghasemi and Zahadiasil (2012).

The assumption of normality was tested using Shapiro-Wilk test. According to Razali and Wah (2011) Shapiro-Wilk test is a more reliable test to determine normality as it detects all departures from line of best fit with P-values of less than 0.05. Previous studies that used The Shapiro-Wilk test successfully include (Ayuya, 2018; Wekesa, 2015). Hence, this study found it appropriate to adopt the Shapiro-Wilk test to assess the normality of the key study variables. The results are as indicated in Table 4.11.

Table 4.11: Shapiro-Wilk Test of Normality of the Study Variables

Study variables	Shapiro-Wilk		
	Statistic	**df**	**Sig.**
Interventions	1.000	3	1.000
EO	.964	3	.637
ME	.964	3	.637

Dependent variable BPR
Source: Field Data, 2018

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Table 4.11 indicates that all the study variables had significant values greater than 0.05 (the determinant threshold). The significant values shown were over 0.05 thus enough evidence to say that the population for the study was normally distributed.

4.6 Linearity Tests

Accurate estimation of the relationship between dependent and independent variables can be made possible by multi-linear regression if the relationships are linear (Osborne & Waters, 2002). It is argued that if a linear relationship does not exist between the independent variable and dependent variable, then the results are an underestimation of the true relationship of the linear regression analysis. Linearity tests are therefore done to determine that data for the analysis was from the population that relates to the variables of interest.

This study tested for linear regression using scatter plots to establish the linear relationships between the study variables as shown in Appendix XI. The scatter plots for Interventions, EO and Macro Environment show a discernable pattern of dots fitting along lines from left to upper right. This exhibits a positive linear relationship between the study variables. This observation implies that the method of linear regression applies to analyze the study data as it conforms to linear relationships.

4.6.1 Multicollinearity Test

Multicolinearity is the position when there is undesirable high correlation levels between the independent variables. Mugenda and Mugenda (2012) posits that when there is a significant correlation between the independent variable, multicollinearity can occur. Under such conditions, it makes data generated from any assessment of the independent variables and the joint effects unreliable. The data was tested for collinearity using Condition Index (CI), Variance Inflation Factors (VIF) and Tolerance.

According to Keith (2006), low values for tolerance and high VIF values implies presence of multicollinearity. Statistically, Mugenda and Mugenda (2012) posit acceptance cutoff of $CI < 30$, $VIF < 5$ and tolerance > 0.2.

Table 4.12 shows the collinearity statistics comprising tolerance, Variance Inflation Factor and Condition Index for the study variables.

Table 4.12:   Tests for Multicollinearity

Model	Collinearity Statistics		
	Tolerance	**VIF**	**Condition Index**
Constant Interventions	1.000	1.000	12.410
EO	.499	2.003	19.385
ME	.536	1.775	19.368

The results indicate high tolerance of > 0.2 for all the variables. The results show low VIF of < 5 for interventions, EO and ME respectively with acceptable Condition Index of < 30 for all the variables respectively. The results imply the independent variables were not correlated with each other thus ruling out the multicollinearity in the data.

4.6.2 Homoscedasticity Test (Homogeneity)

This study tested homoscedasticity by use of Levene's test to assess the assumption for the equality of variances on all scores of the independent variables. As a rule Field (2009) states that if Levene's test is significant at 0.05 level, then the assumption that the groups have equal variances is rejected.

Table 4.13: Test of Homogeneity of Variables

Variable	Levene's statistic	df_1	df_2	Sig.
Interventions	4.705	20	39	.000
Entrepreneurial Orientation	2.851	25	50	.001
Macro Environment	3.817	23	45	.000

Source: Field Data (2018)

Levene's statistic test was significant as shown in Table 4.13 at less than 0.05. Interventions had a P-value of $0.00<0.05$, Entrepreneurial Orientation scored $0.001<0.05$ and Macro Environment $0.000<0.05$. All the values were significant but variances were not equal. Hence, there was no homogeneity of variances across the study variables. The test ruled out Heteroscedasticity meaning that the data was suitable for further analysis.

4.7 Characteristics of the Respondents and Faith Based Enterprises

4.7.1 Age of the Respondent in Faith Based Enterprise

The study sought to know the age of Responding Faith Based Enterprise to understand the duration it has been in operation for purposes of its capacities to deliver in social value for a better living.

Table 4.14: Age of Faith Based Enterprise

Number of years	Respondents	Percent
2 years and below	11	9.5
3-6 years	20	17.4
7-10 years	13	11.3
11-14 years	7	6.1
Over 14 years	64	55.7
Total	**115**	**100**

Source: Field Data (2018)

Research findings presented in Table 4.14 show that FBEs with age over 14 years was 55.7 percent while 9.5 percent were in existence for less than 2 years. From the survey results, the long period of 14 years and above for most of the FBEs indicate stability of the enterprise implying they are dependable units for development in the slums.

Hence, FBEs meet the social welfare gaps such as provision of water and healthcare that the government alone is unable to cater for due to resource constraints. It is also evident from this study's findings (qualitative) that despite the large population of Kibera slum, it has only five public primary schools with the rest of the schools being Faith based sponsored and administered.

4.7.2 FBEs Distribution and Religion

Various Faith based enterprises with different religious affiliations are involved in Beneficiary poverty reduction within the slums of Nairobi City County.

Table 4.15:   FBEs Distribution and Religion

Slum	Religion					
	Pentecostals FBEs	Catholics FBEs	Islam FBEs	Anglican Church of Kenya FBEs	Non-believers in God FBEs	Total
Kibera	24	2	5	1	1	33
Mukuru	1	16	0	0	0	17
Mathare	2	4	1	0	1	8
Korogocho	1	0	0	0	0	1
Huruma	0	1	0	3	0	4
Majengo/ Pumwani	0	0	1	0	0	1
Kariobangi	0	3	0	0	0	3
Dandora	1	0	0	0	0	1
Kangemi	0	2	0	2	0	4
Grand total	**29**	**28**	**7**	**6**	**2**	**72**
Percentage Distribution	**40.3%**	**38.9%**	**9.7%**	**8.3%**	**2.8%**	**100%**

Source: Field data (2018)

As presented in Table 4.15, Pentecostalism and Catholicism are the main religions involved in beneficiary poverty reduction within the slums of Nairobi. The results in table 4.16 shows that Pentecostals had a total FBEs distribution percentage of 40.3 percent within the slums of Nairobi. Catholics closely follow the Pentecostals at 38.9 percent distribution. The non-believers in God have a paltry contribution of 2.8 percent.

This study finding of Pentecostalism high involvement corroborates Deacon (2012) that Pentecostals are immensely involved in providing services such as healthcare, education, water points, shelter and others to improve the livelihoods of the Kibera slum poor. Comparatively, Wasantha (2015) posits that Hinduism and Buddhism are other large religious affiliations that support the needy achieve quality lives within the slums but were not included as it was not in the population of the study.

4.7.3 Sources of Funding

There were various sources of funds to FBEs for beneficiary poverty reduction.

Table 4.16: Funding Sources

Sources of Funds	Frequency	Percent
FBE members	13	11.3
Donors	63	54.8
Church and religious institutions	27	23.5
Fees from services	6	5.2
Income from investments	6	5.2
Total	**115**	**100**

Source: Field data (2018)

Research findings in Table 4.16 show that the main sources of funds to the FBEs were donors 54.8 percent. This is in line with the assertion that FBEs depend on the whims of the donors to involve in the administration of grants to the poor according to the UNFPA Global fund (2008). The results also show that 23.5 percent funding was from church and religious institutions.

This finding is consistent with the description of religious institutions and churches as organizations characterized by the ability to marshal resources for entrepreneurial efforts to deliver social value and reduce poverty levels (Akhtar, 1996). As shown in Table 4.16, 11.3 percent of the FBEs funding sources were from FBEs members. This corroborates with Ndemo (2006) assertion that FBEs raise resources from congregational members to meet social welfare needs of the weak such as providing health services to the poor of Korogocho and Kibera slums in Nairobi.

Other funding sources to the FBEs were from fees from services such as medical and income from investments such as sales of craft products and agricultural harvests. This is understandable as Foster (2006) posits FBEs are social enterprises that trade for social purposes and plough back profits to fulfill spiritual and social objectives such as beneficiary poverty reduction, which was the aspect of this study. The funding source result narrowed down to only 5.2 percent of the respondents acknowledging FBEs with income from the investments. This indicates that across the board, the FBEs in the slums of Nairobi lack strong activities that can spontaneously generate incomes to create wealth. There is therefore need for management teams and beneficiaries to relook and adopt innovative operational activities for FBEs to actualize delivery in social value and reduce poverty.

Table 4.17:   Major Social Benefits

Social benefit	Frequency	Percent
Water	4	3.5
Clinics	24	20.9
Social enterprises	37	32.1
Schools	49	42.6
Nutritional services	1	.9
Total	**115**	**100.00**

Source: Field Data (2018)

As presented in Table 4.17, FBEs had diverse initiatives resulting into various social benefits to mitigate beneficiary poverty reduction. The highest component was education (schools) 42.6 percent of the respondents affirmed was key.

According to Mair and Marti (2006) education promotes specialized skills development through capacity building and is a key criterion for one to acquire employment for self-reliance and be job makers for wealth creation. Most of the FBEs surveyed had lines for education activities, such as in carpentry, tailoring, catering, hairdressing, plumbing, music and agriculture amongst others.

Table 4.17 indicates that other social benefits in beneficiary poverty reduction were the social enterprises with 37 (32.1 percent) of the respondents involved. According to Mayer and Marti (2006) social enterprises create value by accumulating resources to exploit opportunities and deliver social value like less crime, peace in the neighbourhoods, incomes and infrastructure to reduce poverty levels. The FBEs also met complex unmet social needs by commercial markets and government attributed to the diminishing public funding.

The FBEs interventions brought clinics and health services 20.9 percent, provision of water, which is essential for life at 3.5 percent, and nutritional services 0.9 percent for a happy living to beneficiaries. These social benefits from the initiatives of FBEs interventions for beneficiary poverty reduction depicts the impact of FBEs in the promotion of social entrepreneurship as a mitigation to the social problems that bedevil the society into poverty for example shortfalls in shelter, medical, education, infrastructure and unemployment.

4.7.4 Respondents Position

The study sought to understand the positions held by the respondents to assess and examine their contribution to the subject under study.

Table 4.18:   Respondent's Position

Job Title	Frequency	Percent
Business owner	7	6.1
FBE beneficiary	77	67.0
Employee/Pastors	31	27.0
Total	**115**	**100.0**

Source: Field Data (2018)

Research findings presented in Table 4.18 show that 67 percent of the respondents were beneficiary group leaders while 27 percent were FBE employees with a paltry 6.1 percent being individual owners of the Faith based business enterprises. The results indicate that FBE beneficiaries were the majority thus promoting trusted relationships and faith hoods to manage their own social destinies and reduce poverty levels.

The large 67 percent involvement by beneficiaries indicates ownership and patronage of the FBEs activities, which in the long term empowers the communities to become self-sustaining. This concurs Ahlstrom and Bruton (2002) and Peng (2006) that involvement of stakeholders plays a critical role in explaining the forces that shape the social entrepreneurial success to deliver social value.

The employees' synergy is important, as they are involved in the development and actual implementation of FBE interventions to reduce poverty thus likely to exhibit reliable information that spur entrepreneurship for income generation. This concurs with Bruton and Ahlstrom (2003) who assert that the enterprise management team has the understanding of factors that spur entrepreneurship and performance of the enterprise to deliver social value.

4.7.5 Respondent's Sex

The gender of the respondents is important in explaining beneficiary poverty reduction. This ultimately pinpoints down to the actual gender that is more involved in the reduction of poverty.

Table 4.19: Respondent's Sex (Gender)

Sex	Frequency	Percent
Female	66	57.4
Male	49	42.6
Total	**115**	**100.0**

Source: Field data (2018)

Research results presented in Table 4.19 indicate that majority of the respondents were females 57.4 percent. The males were the minority 42.6 percent of the respondents. This may be deduced to mean that majority of the beneficiaries in poverty reduction activities by FBEs are mainly females. This concurs Mead and Leidholm (1998) that in many countries, a significant number of small-scale enterprises leaders were females.

Hence female sex dominance factor may demonstrate relationships that significantly influence beneficiary poverty reduction. This is supported by the local notion that males in the slums of Nairobi leave daily for search of reliable casual jobs in the industrial area while the women hustle to secure basic needs. This probably explains why most of the females are attached to FBEs to enable them realize some social good for better living of their families.

4.7.6 Respondents Age

Age is important in profiling and explaining the respondent's performance in a faith based enterprise. Age may explain the experiences gained by the respondent, which are of relevance in decision making to implement programmes for beneficiary poverty reduction.

Table 4.20:   Respondent's Age

Age	Frequency	Percent
Under 20	12	10.4
20-35 years	69	60.0
36-50 years	24	20.9
51-65 years	6	5.2
Over 65 years	4	3.5
Total	**115**	**100.0**

Source: Field Data (2018)

From the results in Table 4.20, most respondents were of the youthful ages 20 – 35 years 60 percent with 36-50 years holding 24 percent while the least of the respondents were 50-65 years 5 percent. Most of the beneficiaries were in the youthful stages thus indicating a positive attitude to hard work for wealth creation.

Through age assessments, the researcher was able to deduce the type of beneficiaries in the study to predict their innovative capabilities for utilities to improve their livelihoods. This is in line with Kristiansen et al (2003) who contend that demographic factors such as age plus work experience has an effect on enterprise delivery in social value.

4.7.7 Respondent's Marital Status

The study sought to find the marital status of the beneficiaries. The results as shown in Table 4.21.

Table 4.21:   Respondent's Marital Status

Marital status	Frequency	Percent
Married	54	47.0
Single	59	51.3
Widowed	2	1.7
Total	**115**	**100.0**

Source: Field Data (2018)

Table 4.21 shows that the two classes of marital status of married and single account for 98.3%. The largest percentage of 51.3% were single. This implies that most beneficiaries still shun family responsibilities as they lack maintenance abilities due to the rampant slum poverty.

4.7.8 Respondent's Highest Level of Education

Education is important to the beneficiaries as it enables them acquire the necessary skills to get employment for more incomes to reduce poverty. Through the acquired knowledge, the beneficiaries were able to manage their enterprises efficiently for business success.

Table 4.22:   Respondent's Highest Level of Education

Education level	Frequency	Percent
Primary	5	4.3
Secondary	29	25.2
College	53	46.1
University	28	24.3
Total	**115**	**100.0**

Source: Field Data (2018)

Results in Table 4.22 on education levels, show that 46 percent of the respondents had college education; 25 percent had secondary education with 24 percent having university education and a minimal 4 percent having primary level education. The levels attained in education imply that most of the beneficiaries could read, write and communicate effectively. It may also be inferred that through the education gained, the respondents were able to network with other faithful, whom they may have assisted in raising capital to start enterprises for income generation. This finding concurs with Anderson and Mider (2003) who posit that education and experience relationships in an enterprise are critical for beneficiaries to exploit opportunities for new incomes and reduce poverty for a better living.

4.7.9   Length of Membership with FBE

According to Resatch and Faisst (2003), the length of service has a relationship with attaining experience for efficient management of the enterprise for one to realize value of the investment. Equally, the length of membership in FBE by the respondent is important to determine the experience gained as it would indicate reliable information obtained for the study.

Table 4.23:   Length of Membership with FBE

Number of Years	Frequency	Percent
2 years and below	42	36.5
3-6 years	47	40.9
7-10 years	17	14.8
11-14 years	5	4.3
Over 14 years	4	3.5
Total	**115**	**100.0**

Source: Field Data (2018)

The results presented in Table 4.23 shows that 40.9 percent held membership with the FBE for the period of 3-6 years, 36.5 percent of the respondents had membership for two years and below, 14.8 percent had membership for a period of 7-10 years while 4.3 percent held membership for 11-14 years and 3.5 percent held membership for over 14 years.

Generally, the results imply that most of the respondents were members of the Faith based enterprises for the period of 2-10 years and then after that probably looked for other greener avenues for better livelihoods. Only 3.5 percent acknowledged to have stayed in the FBE for over 14 years. The number of years one remains a member of an enterprise has a relationship with experience, which is critical for competence in the management of the enterprise to perform and achieve social value delivery (Patel, Kaufman & Magder, 1996).

The short term number of years of membership like below 2 years may indicate that after acquiring skills through the FBE, the beneficiaries probably leave the FBEs to set up own individual enterprises or for other greener pastures like getting employed to earn incomes for better living to reduce poverty levels.

4.8   Descriptive Statistics of the Key Study Variables

The statistical dimensions of mean, standard deviation and coefficient of variation were used to analyze the study variables namely; Interventions, EO, ME and BPR.   The descriptive statistics for each of the research variables were measured by a Likert type scale and are presented according to the study objectives. The comparative analysis helped to ascertain the statements that showed a difference in BPR with a different integration of variables. In effect, this study used the integration of Interventions, EO, ME and BPR. Local studies that used the descriptive statistics include (Wekesa, 2015; Okeyo, 2013; Bategeka, 2012).

4.8.1   Descriptive Statistics for Interventions

The first objective of this study was to determine the relationships among Interventions and BPR by FBEs within the slums of Nairobi, Kenya. Interventions according to Brayat and Julian (2000) may be explained as mechanisms for distributing entrepreneurial benefits such as incomes among beneficiaries to reduce poverty.

In this study, Interventions variable was conceptualized to include networking (mobilization of resources, collaboration to attain targets, bridging social gaps and building trusts); Trainings (skills development for employment, culture change, management team and members' efficiency, social empowerment, self-incomes, savings and investment and keeping records). Grants and soft loans (promote savings accumulation; access to low interest loans; loans conditional; loans based on one's savings).

Survival needs (social needs such as food, housing, security, and access to markets). Sustainability programmes (continuity of homegrown business enterprises, agricultural projects, business skills, protect environment, monitoring and evaluation systems and address stigma and social empowerment).

The study had 30 descriptive statements on Interventions which were investigated using a five point Likert type scale ranging from 1 = False to 5 = extremely true.   These were broken down as follows: 1 – 1.49 false, 1.5 – 2.49 somewhat true, 2.5 – 3.49 true, 3.5 – 4.49 very true and ≥ 4.5 extremely true. These were presented to respondents who were then asked to indicate the state of Interventions application in their slum in order to establish the extent it influenced beneficiary poverty reduction by FBEs. The findings on interventions are shown in Table 4.24.

Table 4.24:   Descriptive Statistics for Interventions

Descriptive Statements for Interventions	N	Mean	Std. dev	CV %
Training				
Enhances social empowerment of members	114	4.15	0.895	21.6
Improves business skills for self-incomes	114	4.09	0.983	24
Strengthens human abilities to tackle poverty	113	3.98	0.973	24.4
Helps to keep accurate financial records	110	3.95	1.003	25.4
Helps to tackle negative attitudes towards the poor	114	3.89	0.99	25.4
Builds confidence	114	3.87	1	25.9
Improves skills development to enhance employability and culture change	114	3.82	1.024	26.8
Increases capacity to save and invest	111	3.65	1.024	28.1
Improves efficiency of management team and members for competitive advantage	114	3.62	1.2	33.1

Table 4.24: Continues on 106

Descriptive Statements for Interventions	N	Mean	Std. dev	CV %
Social Networking				
Collaboration to ensure attainment of poverty reduction targets	115	3.66	1.184	32.3
Networks promote trust to bridge social divides	115	3.59	1.034	28.8
Resources mobilized and raised through congregational networks	114	3.33	1.118	33.6
Networks determine the grants and loans received from donors	115	3.26	1.178	36.1
Grants and Loans				
Increases savings accumulation by beneficiaries	108	3.3	1.248	37.8
Enables access to low interest loans	110	3.24	1.401	43.3
Offered with conditions for specific operations	108	3.19	1.409	44.2
Loan amount is based on one's savings	109	2.99	1.437	48
Survival needs				
Food is given to the needy	114	3.54	1.242	35.1
We have access to the markets for our products	112	2.94	1.247	42.4
We have better security than our neighbors	114	2.72	1.405	51.7
We have decent housing	110	2.49	1.254	50.4
Sustainability programmes				
We have enrolled our children in schools	114	3.84	0.992	25.8
We work closely with community members	114	3.8	1.015	26.7
We address stigma and empower the people	113	3.71	0.97	26.2
We have inbuilt monitoring and evaluation systems	113	3.49	1.158	33.2
We have skills and knowledge for beneficiary economic empowerment	114	3.42	1.204	35.2
We protect the environment through better waste disposal	113	3.34	1.222	36.6
We have home grown business enterprises	112	2.94	1.296	44.1
We have revolving savings and loans scheme	114	2.75	1.411	51.2
We have agricultural projects for food security	114	2.36	1.409	59.7
Grand Mean & Std. dev		**3.43**	**1.16**	**35.2**

Note N is number of observations, SD is standard deviation, CV is coefficient of variation
Where N is below 115, it indicates that information was missing or subjects did not answer.
Source: Field data 2018

The results in Table 4.24 show a grand mean of 3.43 and a coefficient of variation of 35.2 percent. The low overall mean score compared to the rest of the study variables indicates that Interventions were implemented and practiced across board for beneficiary poverty reduction by FBEs within the slums of Nairobi, Kenya. The high variation implies that interventions were not well adopted by most of the FBEs in beneficiary poverty reduction.

In all the indicators, the mean scores ranged from 2.36 to 4.15 for all the FBEs within the slums of Nairobi, Kenya that were investigated. This implies that intervention activities largely influenced beneficiary poverty reduction by FBEs within the slums. Most of the implementing items had mean scores above 3.19 with the training factor enhancing social empowerment of members having the highest mean of 4.15 with a low coefficient variation of 21.6 percent.

The low coefficient of variation indicates that the training aspect was accepted as it enhances social empowerment of the members for beneficiary poverty reduction. The training measurements had mean scores of 3.62 to 4.09. The high mean ranges implies emphasis on trainings to acquire business skills for running enterprises, generate self-incomes, working capabilities empowerment, and acquire employment in the quest to tackle poverty.

Keeping proper financial records is a key intervention as it is a safeguard to transparency and accountability for the success of the FBEs to positively realize BPR within the slums of Nairobi, Kenya. The issue of whether training helps in the maintenance and keeping of accurate financial records for the FBEs had a mean of 3.95 while training to tackle negative attitudes towards the poor had a mean score of 3.89. This implies that the respondents were in agreement that training of the FBE managers helps to improve positive attitudes towards the poor and promotes transparency and accountability by keeping proper records.

The extent to which training helps to build confidence had a mean of 3.87 while that of improving skills development to enhance employability and culture change had a mean score of 3.82. The extent to which training increases capacity to save and invest scored a mean of 3.65 while the concern whether training improves efficiency of management team and members for competitive advantage had the lowest mean score of 3.62 with the highest coefficient variation of 33.1 percent.

The high mean score implies that training is an intervention practiced across by the FBEs in order to sustain efficiency and competitiveness for delivery of social value to beneficiaries. This also implies that training does not fully account for efficiency of management teams. It may also indicate that other factors contribute such as hands-on experience, which concurs with Kristiansen et al., (2003) that work experience has an effect on enterprise delivery.

Social networking is a centerpiece intervention strategy, which facilitates the FBEs mobilization of resources through congregational collaborations with other faithful organizations. Social networking was rated as very true with a mean score of 3.66 with a coefficient of variation 32.3 percent. The low variation implies that collaborations were practiced to a large extent to ensure attainment of resources for beneficiary poverty reduction targets by FBEs within the slums of Nairobi, Kenya.

The matter of whether networks promote trust to bridge social divides had a mean of 3.59 with the lowest coefficient variation of 28.8 percent. This implies that the respondents agreed that networks were crucial in the promotion of trust to consolidate resources among the FBEs for robust performance but with dismal performance in those without collaboration. The extent to which resources were mobilized and raised through congregational networks scored a mean of 3.33 and had a coefficient variation of 33.6 percent. This implies that resources are also mobilized through other sources apart from the congregational networks.

The extent to which networks determine the grants and loans received from donors had a mean score of 3.26 implying that the respondents were in agreement that networks played a considerable role in determining the amount of grants and loans which were received from donors. This concurs with the fallacy that donors give loans with conditions and any FBEs that goes against the whims of the donor gets no funding.

Grants/soft loans play an important intervention role in the growth, survival and sustainability of the FBEs activities to realize BPR within the slums of Nairobi, Kenya. The extent to which grants increases savings accumulation by beneficiaries had a mean score of 3.30 and a moderately low coefficient variation of 37.8 percent. This indicates that grants increase the savings of beneficiaries to a large extent thus spur accumulation of capital for startups. It was agreed by the respondents that grants enable access to low interest loans with a mean score of 3.24. This is significant as it closely relates to the extent to which grants are offered with conditions for specific operations that had a mean score of 3.19.

This implies that specific grants are not offered with conditions by sponsors for beneficiary poverty reduction activities by FBEs within the slums of Nairobi. The extent to which loan amounts was based on one's savings had a mean score of 2.99 with a coefficient variation of 48 percent. This implies that loans given were secured and its portfolio was not performing well probably due to defaults.

Survival needs have to be met in order to enhance the living standards of beneficiaries under initiatives by FBEs within the slums of Nairobi, Kenya. The statement that food is given to the needy had a mean score of 3.54. This implies that majority of the respondents rated as very true that there was food distribution to the needy in the slums of Nairobi, Kenya. Further, the extent to which FBEs had access to markets for their products scored a mean of 2.94. This implies that it was true that the FBEs could access the markets for their products.

The respondents rated the extent to which there was better security than their neighbours as true with mean of 2.72 which implies that there was relative peace across the FBEs in the slums of Nairobi, Kenya. The same had a high coefficient variation of 51.7 percent implying that larger parts of the slums are still prone to crime. The extent to which there was decent housing had a mean of 2.49 that was rated as somewhat true by the respondents. This implies that some beneficiaries have decent housing but on a small scale. The high coefficient variation of 50.4 percent may be interpreted to mean that majority of the beneficiaries still lack proper shelter.

Sustainability programme activities exhibited high mean scores across the FBEs within the slums of Nairobi. Enrollment of children in schools was measured with a mean of 3.84 with a low coefficient variation of 25.8 percent. This implies that more children were enrolled in school. The low coefficient variation indicates that education of the children activity was doing well and probably a priority catapult to beneficiary poverty reduction by the various Faith-based enterprises within the slums of Nairobi, Kenya.

The management of FBEs appears to have close work relationships with the community members, which is fundamental for positive results in BPR. This is a significant development given that in building bridges for beneficiary poverty reduction the respondents rated this initiative as very true with a high mean score of 3.80.

The respondents with a mean score of 3.71 rated the measure as to what extent FBEs address stigma and empower the people within the slums of Nairobi, Kenya as very true. This implies that the FBEs resolve various disgraces, which affect the beneficiaries' quality of life within the slums, and implement programmes that empower them improve their standard of living.

The existence of inbuilt monitoring and evaluation systems had a mean score of 3.49 and a coefficient variation of 33.2. This finding implies that not all FBEs implement monitoring and evaluation in beneficiary poverty reduction activities. The finding also indicates agreement that the tools were a prerequisite in the sustainability of the beneficiary poverty reduction activities by the FBEs within the slums of Nairobi. It may also be perceived that these tools facilitate BPR initiatives by the FBEs in imparting skills and knowledge checks for sustainable beneficiary economic empowerment across the slums of Nairobi, Kenya. This is of importance to FBEs as the monitoring strategies ensure right course of action in the implementation of beneficiary poverty reduction to achieve the desired social value.

On the extent to which the environment was protected through better waste disposal, the respondents rated it with a mean score of 3.34. This implies that there were garbage collections within the slums, which meant better hygiene for the beneficiaries. The statements whether homegrown business enterprises and revolving savings and loans existed had a mean score of 2.94 and 2.75 respectively. This implies that beneficiaries were encouraged to save and borrow in order to invest by starting own businesses to alleviate poverty.

On responses whether there were agricultural projects for food security, it had the lowest mean score of 2.36 with the highest coefficient variation of 59.7 percent. This means that agricultural projects were not doing well and may be an indication that most FBEs did not have projects to implement. This may be attributed to lack of adequate land, agricultural inputs and the negative attitude towards farming by beneficiaries in preference for products that sale quickly like weaved shoes and baskets.

The responses that food is given to the needy had a mean score of 3.54 and a coefficient of variation of 35.1 percent. This implies that FBEs largely availed food to the needy beneficiaries. This appears to be a popular norm by FBEs in fighting the poverty scourge as food scarcity remains a major problem to people living within the slums. The issue of whether beneficiaries had access to markets of their products had a mean of 2.94 with a low coefficient variation of 42.4 percent. This implies that finished products by FBEs such as tailored clothes, weaved products, rosaries and others had on average ready markets which boosted beneficiaries earnings for poverty reductions. It is also prudent to mention that the county government once a year organizes open market days for SMEs to showcase their products locally and out of country markets such as Rwanda, Uganda and Tanzania.

4.8.2 Descriptive Statistics for Entrepreneurial Orientation

Previous studies on EO have continued to attract research attention on how it influences exploitation of opportunities to deliver social value like food, water, economic empowerment and better lifestyles to beneficiaries (Weerawadena & Sullivan, 2006; Lumpkin & Dees, 1996). This study conceptualized EO as a mediator of the relationship between Interventions and BPR by FBEs within the slums of Nairobi, Kenya.

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To measure the influence of EO to beneficiary poverty reduction, the study had 9

descriptive statements which were investigated using a five point Likert type scale. The

results of are shown in Table 4.25.

Table 4.25:   Descriptive Statistics for Entrepreneurial Orientation

Descriptive Statement for Entrepreneurial orientation	N	Mean	Std. dev	CV %
Innovativeness				
Adopt a variety of new ways of doing things	115	3.92	0.909	23.2
We implement new technologies with superior services	114	3.68	1.192	32.4
Change products or services quite dramatically	114	3.41	1.211	35.5
Risk Taking				
We explore new ideas periodically to reduce poverty levels	115	3.92	0.975	24.9
We take bold aggressive measures to remain relevant in situations of uncertainty	115	3.60	1.130	31.4
We have strong tendency for low risk poverty projects	115	3.58	1.162	32.4
Proactiveness				
Initiates changes in social support services	114	3.85	0.914	23.7
We lead in new social value product development to attract funding	115	3.39	1.190	35.1
We survive by avoiding competition	115	3.36	1.285	38.3
Grand Mean & Std. dev		**3.64**	**1.11**	**30.76**

Note N is number of observations, SD is standard deviation, CV is coefficient of variation
Where N is below 115, it indicates that information was missing or subjects did not answer.
Source: Field Data 2018

The results in Table 4.25 show a grand mean score of 3.64 with a coefficient of variation

of 30.7 percent. The grand mean score was the highest overall among the study variables.

The EO had the lowest coefficient variation of 30.76 percent compared to that of the other

study variables. This implies that EO was a positive factor in the performance of

beneficiary poverty reduction.

The overall high mean on EO leads to the idea that FBEs did not have adequate capacity to apply innovative processes, policies and practices in making decisions to implement activities for beneficiary poverty reduction within the slums of Nairobi. However, the indicator mean score ranged between 3.36 and 3.92 across the FBEs, which indicates that EO was largely practiced to deliver social value within the slums of Nairobi, Kenya. The extent new ideas were explored periodically to reduce poverty levels had a high mean score of 3.92.

The ways of doing new things had a low coefficient variation of 23.2 percent. This means that the majority of respondents were in agreement that placed a high rate of value on social innovation explores new ideas periodically and generates incomes to enhance performance of beneficiary poverty reduction. They equally adopted new ways of operations to achieve the targets. This result concurs with Gathungu et al. (2014) finding that relationships between entrepreneurial orientation and the enterprise favour innovations for competitive advantages to deliver.

Statement on initiating changes in social support services had a response mean score of 3.85 with a low coefficient variation of 23.7 percent. This implies that initiating such changes positively support delivery of social value services. Further, the extent to which there is implementation of new technologies with superior services had a mean score of 3.68. This implies that new products and services by FBEs is largely attributed to the new technologies applied. However, the same factor had a high coefficient variation of 32.4 percent, which implies that it had negative effects.

Also of note is the response on the statement the bold aggressive measures to ensure the FBEs remain relevant in all situations had a mean score of 3.60 meaning that FBE management had strategies for competitive advantage over their competitors like attracting funding to maintain superior performance for beneficiary poverty reduction.

On statement of having strong tendency projects for low risk poverty projects, the response had a mean score of 3.58 with a coefficient variation of 32.4 percent. This implies that FBE beneficiaries focused on projects with low risk to attain success in the investment to reduce poverty levels. The high coefficient variation for low risk projects implies that they were not doing well. Extent to which there was change of products or services dramatically had a mean score of 3.41 with a coefficient variance of 35.5 percent meaning that the respondents were not sure whether this was practiced or not probably due to the limitations in the knowhow.

The measure of the extent to which the FBEs were leaders in new social value product development to attract funding scored a low mean of 3.39. This implies that the FBEs may not be leaders in social value product development but definitely occupy some noticeable space. Surviving by avoiding competition had a low mean score of 3.36 with a coefficient variation of 38.3 percent. This may imply that beneficiaries lacked the capacity to compete leading to FBEs hands off to increased competition. The high variations is indicative of the varied ratings implying that many of the respondents were in disagreement that beneficiaries survive by avoiding competition to reduce poverty levels.

4.8.3 Macro Environment Descriptives

The Macro Environment (ME) literature suggests that the environment in which the enterprise operates can be classified as internal and external factors (Machuki & Aosa, 2011; Nauman & Bennett, 2000). Faith based enterprises operate within the constraints of the Macro environment by exploiting opportunities for resources to deliver social value (Lumpking & Dees, 2016; Deacon, 2012).

Besides this debate, Weerawardena and Sulvin (2006) posit that the external environment involves factors such as policy, legal structures, political considerations and technology transfers, which are important opportunities in generating resources upon which decisions for poverty reduction activities are made. However, few studies have been carried out to elucidate the relationships of the conceptualized ME moderating variables. To measure the influence of ME, twenty-two descriptive statements were investigated using a five point Likert type scale. The descriptive statistics results were as shown in Table 4.26.

Table 4.26: Descriptive Statistics for Macro Environment

Descriptive Statements for Macro Environment	N	Mean	Std. dev	CV %
Economic				
Unemployment rates have been reduced in slums	113	4.10	0.906	22.1
It is much easier to start a business if you have access to cheap credit	113	3.92	1.019	26.0
Tax cuts by the government on essential products and service reduce the cost of doing business	112	3.73	1.155	30.9
There is equitable distribution of economic resources	113	3.63	1.120	30.9
It is easier to start small business today than 5 years back	113	3.62	1.305	36.0
High interest rates on loans limit raising sufficient resources for business growth	112	3.54	1.162	32.8
Social cultural				
We experience better relationships and trust	113	4.21	0.749	17.8
Beneficiaries are socially empowered	114	4.07	1.028	25.3
There are good healthcare services	113	3.77	0.982	26.1
There are basic amenities to majority of the people	114	3.63	1.099	30.3
There is reduced mental health stigma	111	3.63	1.017	28.0
There is reduced high risk behavior	111	3.53	1.242	35.2
There is access to food aid in times of famine	112	3.52	1.266	36.0
Social-cultural beliefs influence poverty	112	3.45	1.146	33.2
Disasters such as fire are quickly controlled	111	3.11	1.310	42.1
Technological				
There are changes in technology for efficiency	113	4.01	1.004	25.1
There is increased number of internet users	113	3.77	1.232	32.7
There is access to appropriate technology for quality products	112	3.63	1.208	33.2
Political				
Changes in political scenes affect FBEs activities	112	3.88	1.137	29.3
There are human rights protection policies	110	3.70	1.130	30.5
There is national leadership support for FBEs	111	3.08	1.315	42.7
FBEs are exempted from paying tax	110	2.45	1.399	57.0
Grand Mean & Std. dev		**3.64**	**1.133**	**32.0**

Note N is number of observations, SD is standard deviation, CV is coefficient of variation
Where N is below 115, it indicates that information was missing or subjects did not answer.
Source: Field Data 2018

The result in Table 4.26 show a grand mean of 3.64 with a coefficient variation of 32 percent. The ME grand mean was the highest compared to that of other study variables. This implies that to a large extent ME did not favourably influence BPR by FBEs within the slums of Nairobi, Kenya. Macro environment had the second low coefficient variation among the study variables. The low variation indicates that ME was doing well with positive activities to achieve beneficiary poverty reduction.

All the mean scores for the 22 items were above 3 apart from exempt from paying tax which had the highest coefficient variation of 57 percent. This implies that most respondents did not regard FBE exemption from paying tax to be a decisive factor of adding success to beneficiary poverty reduction as it appears was of little effect. The measurement of extent to which better relationships and trust was experienced had the high mean score of 4.21 and the lowest coefficient variation of 17.8 percent. This finding implies that to a large extent relationships and trust are strong ingredients that positively influence beneficiary poverty reduction.

Further, the extent to which unemployment rates had been reduced within the slums recorded a mean score of 4.10 with a coefficient variation of 22.1 percent. This implies that FBEs had reduced unemployment and increased employment rates in the slums. To establish whether it was easier to start a business if one had access to cheap credit had a response mean score of 3.92 with a moderately low coefficient variation of 26 percent. This finding implies that to a large extent cheap credit promoted business startups for beneficiary poverty reduction.

The statement that tax cuts by the government on essential products and services reduce the cost of doing business had a mean score of 3.73 with a high coefficient variation of 30.9 percent. This finding indicates that to a large extent tax cuts by government on essential goods and services promotes savings, which may be channeled to business for wealth creation. The high coefficient variation may imply that the exemptions do not necessarily reflect benefits to FBEs for beneficiary poverty reduction.

Likewise, the measurement for equitable distribution of economic resources scored a mean of 3.63 meaning most respondents agreed equitable distribution of economic resources was a norm practice of the FBEs to spread incomes for beneficiary poverty reduction. This concurs with findings on SMEs that they contribute to the distribution of incomes, as they are located in most parts of the country.

The mean score for beneficiaries social empowerment was 4.07 meaning that with interventions, beneficiaries can manage their own destinies thus self-confidence and live happy lives. This means that beneficiaries could be able to address discourses that keep them in poverty for better social change. The measurement for good health care facilities had a mean score of 3.77 with a coefficient variation of 26.1 percent implying that majority of the beneficiaries had access to good health care thus safe from diseases like malaria and typhoid which are rampant in the slums of Nairobi, Kenya.

On basic amenities to majority of the people, the mean was 3.63 and coefficient variation of 30.3 percent meaning that essential services such as running water and toilets exist in some parts of the slums. However, the high coefficient variation implies that the services do not reach the majority. This is a commendable deviation from the flying toilets scenario as had been commonly observed in Kibera slum. Similarly, the measure for reduced mental health stigma had a mean score of 3.63 while that of reduced high-risk behavior scored a mean of 3.53 and access to food aid at mean score of 3.52.

This implies that most respondents agreed that there was reduction in mental health stigma, high-risk behavior and access to food. These outcomes indicate that beneficiaries through FBEs had access to basic needs for happy living. However, the extent to which socio-cultural beliefs influence poverty had a mean score of 3.45 implying that socio-cultural beliefs had a positive influence on the poor to start social enterprises for incomes to reduce the poverty scourge within the slums of Nairobi, Kenya.

On the other hand, this study observed that beneficiaries within the Kangemi slum were mainly Kikuyu while those of Kibera slum were largely Luo. The economic status of the Kangemi slum was observed to be more entrepreneurial than that of Kibera probably due to the social cultural beliefs of the two ethnicities. This concurs with Rakodi (2012) posit that religious and social cultural inclinations of societies affect entrepreneurial development positively or negatively.

However, the high co-efficient variation of 33.2 percent may imply that cultural influence adversely affects the growth of business enterprises, which prompts a further debate on this aspect. The measure for extent to which disasters are quickly controlled scored a low mean of 3.11, which is an indication that FBEs have a limited mechanism to combat disasters. Thus, there is need for government to assist more in disaster management within the slums of Nairobi, Kenya.

The extent to which there are changes in technology for efficiency had a mean score of 4.01 and that for increased internet users scored a mean of 3.77 with access to appropriate technology for quality products having the lowest mean of 3.63. The responses on technology factor indicators have all high mean scores implying that technology was embraced to bring efficiency in the delivery of social value by FBEs as the use of internet was observed to have had an upward trend.

This indicates that beneficiaries got more informed through internet use given the upward trend observed, enabling production of high quality products by FBEs. This is in line with Ramayah *et al.* (2013) posit that technology when adopted brings superior outcomes in performance of an enterprise than the application of traditional methods, which slows growth.

As to the extent changes observed in political scenes affect FBE activities it had a mean score of 3.88 implying that most respondents agreed to a large extent that changes in the political systems affect operations of FBEs within the slums. The study observed that political violence that erupted during the August 2017 to March 2018 General elections affected business economic activities, and were brought to a standstill within the slums of Nairobi. These virtually increased poverty levels as most FBE activities remained closed thus loss of income to beneficiaries. This concurs with Okeyo (2013) that political scenes affect SMEs operations and growth as exemplified by the Kenya 2007/8 post-election violence.

The measure for human rights protection policies scored a mean of 3.70 while that of national leadership support for FBEs had a low mean score of 3.08. The high mean score and a moderately low coefficient variation of 30.5 percent for protection policies is agreement that human protection policies exist. In fact, this study established from the in-depth interviews that advocates for human protection policies are prominently active in most of the slums.

The Mukuru kwa Reuben FM radio FBE leads a blitz by enlightening beneficiaries on the same. The low mean score of 3.08 on support from national leadership is an indication of little support being extended to the FBEs in activities for beneficiary poverty reduction. From the in-depth interviews, one of the informants decried that nothing actually comes to them from the national government apart from security.

This implies that poverty reduction policy for the slum is a failure or simply means it is lacking. There is need for FBEs to lobby policy makers fix the inefficient practices and develop policies that stimulate development for beneficiary poverty reduction within the slums of Nairobi.

On the other hand, the extent to which FBEs are exempted from paying tax had the lowest mean of 2.45 with the highest coefficient variation of 57 percent. The high variation implies that majority of the respondents agreed that FBEs are not exempted from tax and if any, it was practiced to a less extent. It also implies that it was a factor that least influenced beneficiary poverty reduction by FBEs. This means that responses to this statement varied, but majority agreed that exemption from tax by FBEs was practised to a less extent.

4.8.4 Descriptive for Beneficiary Poverty Reduction

Faith based enterprises through outreaches to the slums assist in providing solutions to beneficiaries for poverty alleviation such as provision of survival needs for instance, food and initiating sustainability programmes such as social enterprises for incomes (De Priest & Jones, 1997). The Nairobi slums depict trappings of extreme poverty and due to the deplorable conditions; FBEs intervene to assist beneficiaries with provision of soft loans/grants, trainings, clean water among others. However, the relationships, which influence interventions in social value creation for beneficiary poverty reduction were, not clear, thus this study frameworks for way forward. The study used 28 descriptive statements on BPR, which were investigated using a five point Likert type scale. The results of the descriptive statistics findings for BPR are shown in Table 4.27.

Table 4.27:   Descriptive Statistics for Beneficiary Poverty Reduction

Descriptive Statistics for Beneficiary Poverty Reduction	N	Mean	Std. dev	CV %
Income				
Number of mobile telephone subscriptions have increased	112	3.88	1.063	27.4
Number of business enterprises have increased	111	3.77	1.144	30.4
There is increased number of investments	113	3.71	1.139	30.7
There is increase in voluntary savings	112	3.71	1.086	29.2
Number of beneficiaries with TV have increased	113	3.67	1.176	32.0
There is increased mobilization of local resources	112	3.54	1.056	29.8
Level of donor dependency has reduced	113	3.26	1.469	45.1
Average daily income is less than Ksh 200	113	2.90	1.302	44.9
Change in Lifestyle				
There is increased enrollment of children in formal schools	110	4.21	0.858	20.4
There is positive attitude change towards hard work	113	4.20	0.847	20.1
There is increased support to people living with HIV/AIDS	112	4.14	0.929	22.4
There is increased life expectancy	113	3.71	1.251	33.7
There is reduced rate of child mortality	112	3.56	1.243	34.9
There are more medical centres nearby	113	3.54	1.376	38.9
There is self-confidence and happy living	113	3.48	1.33	38.2
There is better nutrition	113	3.48	1.289	37.1
There is reduced crime rate	111	3.47	1.242	35.8
Living Standard				
More houses are connected to electricity	112	3.99	1.027	25.7
Literacy rates increased	112	3.84	0.945	24.6
More youth are involved in work to earn a living	112	3.71	1.094	29.5
Live in rented iron sheet structure with cement floor	112	3.63	1.409	38.9
Fewer people use firewood and charcoal for cooking	112	3.59	1.346	37.5
Clean drinking water access points increased	111	3.46	1.263	36.5
Beneficiaries have access to food throughout the week	110	3.41	1.206	35.4
Street lights are installed and in proper working condition	112	3.39	1.24	36.5
There are more pit latrines nearby	111	3.22	1.358	42.2
Solid waste management centres increased	111	3.05	1.163	38.2
Live in self-contained house	112	2.06	1.195	57.9
Grand Mean & Std. dev		**3.56**	**1.180**	**34.1**

Note N is number of observations, SD is standard deviation, CV is coefficient of variation
Where N is below 115, it indicates that information was missing or subjects did not answer.
Source: Field Data 2018

The results in Table 4.27 show a grand mean score of 3.56, which was the second lowest with a coefficient variation of 34.1 percent. The BPR mean and coefficient of variation were both moderately low implying that respondents were in strong agreement that income, change of lifestyle and living standards positively show impact of BPR by FBEs within the slums of Nairobi.

Similarly, the BPR average standard deviation of 1.180 indicates the respondents expressed strong high-level achievements of BPR. Again, the mean score for all the 28 BPR items strongly ranged between 2.06 and 4.21 with most of the items having mean scores above 3.05, which implies that BPR was largely achieved by FBEs within the slums of Nairobi.

On increase of mobile telephone subscriptions, the response had a mean score of 3.88. This may imply that beneficiaries had more income thus could afford purchasing telephones for better living lifestyles and reduction of poverty levels. Furthermore, measures as to whether the number of business enterprises and savings had increased scored a mean of 3.88 and 3.71 respectively. This implies that investments had an upward trend. The increase in investment means accumulation of resources thus creating more wealth for beneficiary poverty reduction. In addition, the extent to which the number of beneficiaries with TV have increased scored a mean of 3.67 while that for increased mobilization of local resources scored a mean of 3.54.

The high mean score of 3.67 and 3.54 is indicative of better incomes earned by beneficiaries thus able to purchase television sets and support the mobilization of the local resources for social change. This tallies to Mwaisela (2000) that FBEs have bedrock mechanisms for distributing entrepreneurial benefits such as incomes among beneficiaries to reduce poverty levels.

The extent to which level of donor dependency reduced had a mean score of 3.26. This implies that beneficiaries were moving towards self-reliance in the fight against poverty as donor funding reduces. This concurs with Bradley (2009) that aid provisions were getting lesser due to high competition and the little given comes with set conditions from donors. The extent to which average daily income is less than Ksh.200 had a response mean score of 2.90 this implies that majority of the beneficiaries still live below the poverty line. This depicts high poverty levels on the ground within the slums with beneficiaries facing divergent deprivations.

About increased enrollment of children in formal schools it scored a high mean of 4.21 that implies children receive formal education within the slums. The low coefficient variation of 20.4 percent implies that the children enrolment in schools is doing well and accepted. On positive attitude change towards hard work, response had a mean score of 4.20 while support to people living with HIV/AIDS recorded a mean score of 4.14. Clearly, the three measures were rated with mean above 4 and coefficient variation of between 20-22 percent. The low coefficient variation indicates that formal education to children; hard work and support to those living with HIV/AIDS are positive attributes to enhance beneficiary poverty reduction efforts within the slums.

Equally, noticed was the extent to which there is increased life expectancy had a response mean of 3.71 and that for reduced rate of child mortality had a mean score of 3.56 while existence of more medical centres nearby scored a mean of 3.54. The medical centres had a coefficient variation of 38.9 percent. This implies that despite the existence of the medical centres the high variation means that they are not doing well and probably do not have drugs. The indicated mean scores for improved life expectancy, reduced rate of child mortality and availability of more medical centres had close response rate above 3.5. This may be interpreted to mean that these factors have high relationships that account for better living and beneficiary poverty reduction.

Furthermore, the measures for self-confidence and happy living scored a mean of 3.48; better nutrition had a mean score of 3.48 and reduced crime rate had a mean score of 3.47. This indicates that the respondents agreed that self-confidence for happy living, better nutrition for good health and reduced crime though at low rate for stability were being achieved.

However, the high coefficient variation of 37-38 percent may be indicative of some differences about the sub variables efficacy in beneficiary poverty reduction. Nevertheless, since they are all above the mean of 3.40, it may be sound to conclude that the crucial factors exhibit constructive synergies to beneficiary poverty reduction within the slum of Nairobi.

The statement on more houses are connected to electricity scored a mean of 3.99. This means that more people in the slum are now connected to electricity for daily life support such as running water, spray pumps for car washing and CCTV cameras for security. On extent to which literacy rates increased had a mean score of 3.84; response as to whether more youth are involved in work to earn a living had a mean score of 3.71; beneficiaries live in rented iron sheet structure with cement floor had a mean score of 3.63 and fewer people use firewood and charcoal with a mean score of 3.59.

Increase in literacy rates had a mean of 3.84 implying that many more people were educated and could therefore secure employment based on the skills acquired or manage own businesses. This probably explains why more youths are involved in work to earn a living. Also, remarkably observed was the beneficiaries response mean score of 3.6 living in rented iron sheet houses but with cemented floors. The low coefficient variation of 24.6 percent on literacy rates is a positive indicator that the beneficiaries within the slums practice education.

The cemented floors of the iron sheet structures is an indication of the upward trend in the reduction of poverty as even up to the late 1990s most of the slum shanties had cow dung floors. The low use of firewood though at a lower mean score is an indication of improved living standards as probably they now use gas and electricity thus less poverty levels being experienced by beneficiaries.

In respect to whether clean drinking water access points increased, the response scored a mean of 3.46; beneficiaries have access to food throughout the week had a mean score of 3.41 and streetlights are installed and in proper working condition had a mean score of 3.39. The results highlighted on water, food and streetlights though with low mean scores suggest that FBEs initiatives enable provision of water, food and streetlights and this is healthy for beneficiaries in the reduction of poverty within the slums. Further, this indicates the need for expansion in these areas with assistance from other development partners to fill this social welfare gap for economic and social emancipation of the society.

It is evident from the results that extent to which there are more pit latrines nearby had mean of 3.22 and high coefficient variation of 42%.This indicates that provision of pit latrines is not adequate. Solid waste management centers increase had a mean score of 3.05 while beneficiaries living in self-contained houses had a mean score of 2.06. This is indicative of serious infrastructure problems that militate against beneficiary poverty reduction by FBEs within the slums. It also implies there is limited better hygiene and society prone to diseases.

The low mean on self-contained houses implies that most of the beneficiaries still live in shanties with risks of fire outbreaks. The coefficient variation of 57.9 percent on self-contained houses indicates that the housing sector is not doing well and beneficiaries cannot afford rent to better housing. It is regrettable that despite the massive efforts to support housing not much attention has been focused on the Nairobi slums thus making shelter, which is a basic need, remain a pipe dream in beneficiary poverty reduction by FBEs.

4.9 Summary of Descriptive Statistics of Study Variables

This section analysed and discussed all the study variables using descriptive statistics with computations of mean, standard deviation and coefficient of variation.

The summary result is indicated in Table 4.28.

Table 4.28:   Summary of Grand Mean Score for Measures of all Study Variables

Variable	Mean	SD	CV %
Beneficiary Poverty Reduction	3.56	1.180	34.1
Interventions	3.43	1.16	35.2
Macro Environment	3.64	1.133	32.0
Entrepreneurial Orientation	3.64	1.11	30.76

Source: Research Data, 2018

The result in Table 4.28 indicate that interventions had the lowest mean score of 3.43 with the highest coefficient variation of 35.2 percent. Entrepreneurial Orientation and Macro environment had the high mean scores of 3.64 with EO coefficient variation of 30.7 percent and ME coefficient variation of 32 percent respectively. Beneficiary poverty reduction had mean score of 3.56 with coefficient variation of 34 percent. Though the mean scores and coefficient of variations varied slightly from each of the variables, it was evident from the descriptive results as explained that each of the variables contributed to beneficiary poverty reduction by FBEs within the slums.

4.10   Hypotheses Testing

This part presents hypotheses testing based on the objective and conceptualization of the study variables in chapter one. The purpose was to facilitate clarity on the relationship and the interpretations of the results between the hypotheses variables. A model equation for each hypothesis was computed to show the marginal changes in the relationships of the independent variables.

Hierarchical regression analysis was used in testing the moderating relationships between the independent and dependent variables. The interaction term was introduced in the third model and interpretation of the results analyzed by significant levels ($p \leq 0.05$) and overall model was significant. Baron and Kenny (1986) stepwise method was used to test mediation.

4.10.1   Influence of Interventions on Beneficiary Poverty Reduction by Faith Based Enterprises within the slums of Nairobi, Kenya

The first objective of the study aimed at determining the relationships among Interventions and BPR by FBEs within the slums of Nairobi, Kenya. To attain this objective, the hypothesis that there is a significant relationship between Interventions and BPR by FBEs within the slums of Nairobi was tested. The primary predictor variable was Interventions operationalized along the dimensions of networking, trainings, Grants/soft loans, survival needs and sustainability programmes. Hence, the study sought to determine the strength of the relationship between interventions and beneficiary poverty reduction.

Test Approach for Hypothesis H₁

The first objective sought to establish the effect of the relationships among interventions and beneficiary poverty reduction by FBEs within slums of Nairobi. To achieve this objective the following hypothesis was tested:

Hypothesis H₁: There is a significant relationship between interventions and beneficiary poverty reduction by Faith based enterprises within the slums of Nairobi.

A simple regression analysis was computed to test this hypothesis. The results of the analysis is shown in Table 4.29.

Table 4.29:   Relationship between Interventions and BPR by FBEs within the Slums of Nairobi, Kenya

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.506[a]	.256	.247	2.92287	1.091
ANOVA[a]					
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	247.004	1	247.004	28.912	.000[b]
	Residual	717.628	84	8.543		
	Total	964.631	85			

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.210	1.968		3.663	.000		
	Interventions	.599	.111	.506	5.377	.000	1.000	1.000

a. Predictors: (Constant), Interventions
b. Dependent Variable: Beneficiary poverty reduction
c. Dependent Variable: Beneficiary poverty reduction

Source: Field Data (2018)

The result in Table 4.29 show correlation coefficient (R) value was .506, which implies that there was a moderate positive relationship between interventions and BPR. The results show that the coefficient of determination (R^2) of the five dimensions of Interventions (independent) on beneficiary poverty reduction as dependent variable was 0.256. This means that 25.6 percent of the variation in BPR by FBEs within the slums of Nairobi, Kenya was explained by Interventions.

The analysis used networking, trainings, grants/soft loans, survival needs and sustainability programmes. This shows that the influence of interventions and BPR was significant. The remaining 74.4 percent was explained by other factors that were not examined in this study. The results of ANOVA, Table 4.29 shows that the model was robust and significant. The F-statistics 28.91 for the model was statistically significant at p-value of 0.000 was less than alpha-value of 0.05.

On the basis of this regression, the resulting estimation equation is as follows:

$BPR_1 = 7.210 + 0.599\ I$…………………………………………………………….(4.1)

Where:

BPR_1 = Beneficiary poverty reduction

I = Interventions

7.210 = Intercept constant

0.599 = expected increase in BPR_1 corresponding to an increase in interventions

This means that if Interventions were increased marginally by one unit (percent), there is a corresponding 0.599 (percent) units change in BPR by FBEs within the slums of Nairobi, Kenya. The results demonstrate that Interventions had a significant positive effect on BPR

by FBEs within the slums of Nairobi, Kenya with unstandardized beta of 0.599 and a p-value ≤ 0.05. The result demonstrates that the first objective of the study was achieved.

4.10.2 The Mediating Effect of Entrepreneurial Orientation on the Relationship between Interventions and Beneficiary Poverty Reduction by FBEs within the Slums of Nairobi

Test Approach for Hypothesis H$_2$

The second objective of the study involved establishing the intervening effect of Entrepreneurial Orientation on the relationship between Interventions and Beneficiary Poverty Reduction by FBEs within the slums of Nairobi. To achieve this objective the study tested the hypothesis;

Hypothesis H$_2$: There is a significant Entrepreneurial Orientation mediating effect on the relationship between Interventions and Beneficiary Poverty Reduction by FBEs within the slums of Nairobi.

The results of the analysis are shown in Table 4.30.

Table 4.30: Relationship between Interventions, Entrepreneurial Orientation and Beneficiary Poverty Reduction by FBEs within the Slums of Nairobi

Model Summary[c]										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.494[a]	.244	.235	2.92874	.244	26.742	1	83	.000	
2	.639[b]	.408	.394	2.60673	.164	22.772	1	82	.000	1.608

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	229.382	1	229.382	26.742	.000[b]
	Residual	711.932	83	8.577		
	Total	941.314	84			
2	Regression	384.118	2	192.059	28.265	.000[c]
	Residual	557.195	82	6.795		
	Total	941.314	84			

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.491	2.002		3.741	.000		
	Interventions	.585	.113	.494	5.171	.000	1.000	1.000
2	(Constant)	5.116	1.850		2.765	.007		
	Interventions	.104	.142	.088	.728	.469	.499	2.003
	Entrepreneurial orientation	.593	.124	.574	4.772	.000	.499	2.003

a. Predictors: (Constant), Interventions

b. Predictors: (Constant), Interventions, Entrepreneurial orientation

c. Dependent Variable: Beneficiary poverty reduction

Source: Field Data (2018)

The results in Table 4.30 show the correlation coefficient (R) value was .639 which indicates that there was a strong positive relationship between entrepreneurial orientation and BPR. The results show that there was full mediation since the intervening variable had p-value of 0.000 less than 0.05.

The overall significance was 0.000 for Model 1 and 2 with F-statistics of 26.742 and 28.265 respectively demonstrating that the overall model was robust. Entrepreneurial Orientation had p-value of 0.000 which is less than 0.05 and the results show that Interventions explained 24.4 percent of the variation in BPR. However, when Entrepreneurial Orientation was introduced in model 2, there was an improvement by 16.4 percent which explained variation from 24.4 percent to 40.8 percent meaning that the influence of EO on BPR by FBEs within the slums of Nairobi was significant and therefore the hypothesis supported. This indicates that Entrepreneurial Orientation had full mediation effect on the relationship between Interventions and BPR. The relationship can be expressed by the estimated linear regression equation:

$$BPR_2 = 5.116 + 0.104 \text{ Interventions} + 0.593EO \dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots(4.2)$$

This implies that a unit increase in the factor of Interventions would mean increase in BPR_2 by 0.104 units. Likewise, increasing the factor of entreprenureial orientaiton by 1 unit would increase BPR_2 by 0.593 units. The results indicate EO had a stronger influence than Interventions.

These results demonstrate that the second objective of the study was achieved. It is evidence that entrepreneurial orientation had a full mediation effect on the relationship between interventions and beneficiary poverty reduction by FBEs within the slums of Nairobi City County.

Further to the stepwise regression analysis, a correlation matrix was computed to confirm the existence of mediation by assessing the influence of EO on the relationship between Interventions and BPR.

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The first step was to assess the correlation between Interventions and Entrepreneurial Orientaiton (Table 4.31). In step two, the correlation between EO and BPR was tested.

Table 4.31: Correlations between Interventions and Entrepreneurial orientation

		Interventions	Entrepreneurial orientation
Interventions	Pearson Correlation	1	.652[**]
	Sig. (2-tailed)		.000
	N	96	95
Entrepreneurial orientation	Pearson Correlation	.652[**]	1
	Sig. (2-tailed)	.000	
	N	95	113

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Field data 2018

The results in Table 4.31 indicates that there was a positive and significant correlation (r = 0.652) between Interventions and EO. Table 4.32 shows the results of correlation analysis between EO and BPR.

Table 4.32:   Correlations between Entrepreneurial orientation and beneficiary poverty reduction

		Entrepreneurial orientation	Beneficiary poverty reduction
Entrepreneurial orientation	Pearson Correlation	1	.613[**]
	Sig. (2-tailed)		.000
	N	113	99
Beneficiary poverty reduction	Pearson Correlation	.613[**]	1
	Sig. (2-tailed)	.000	
	N	99	100

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Field data 2018

The results in Table 4.32 show that there was a significant and positive correlation (r = 0.613) between EO and BPR. A comparison of correlation results in Table 4.31 and 4.32 shows that in all cases the coefficient sign was positive and significant. This further confirms the mediation effect of EO on the relationship between Interventions and BPR.

4.10.3 Moderating Effect of Macro Environment on the Relationship between Interventions and Beneficiary Poverty Reduction by FBEs within the Slums of Nairobi, Kenya

Test Approach for Hypothesis H₃

The third objective of this study was to determine the moderating effect of Macro Environment on the relationship between Interventions and Beneficiary Poverty Reduction by FBEs within the Slums of Nairobi. To achieve this objective the study tested the following hypothesis:

Hypothesis H₃: The Macro environment factors have a significant moderating effect on the relationship between interventions and beneficiary poverty reduction by FBEs within the slums of Nairobi.

The result of the analysis is as shown in Table 4.33.

Table 4.33: Relationship between Interventions, ME and BPR by FBEs within the Slums of Nairobi

Model Summary[d]										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.472[a]	.223	.213	2.88139	.223	22.057	1	77	.000	
2	.729[b]	.531	.519	2.25287	.308	49.958	1	76	.000	
3	.735[c]	.541	.522	2.24468	.010	1.555	1	75	.216	1.334

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	183.131	1	183.131	22.057	.000[b]
	Residual	639.286	77	8.302		
	Total	822.417	78			
2	Regression	436.686	2	218.343	43.020	.000[c]
	Residual	385.731	76	5.075		
	Total	822.417	78			
3	Regression	444.523	3	148.174	29.408	.000[d]
	Residual	377.894	75	5.039		
	Total	822.417	78			

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.535	2.011		4.245	.000		
	Interventions	.533	.113	.472	4.697	.000	1.000	1.000
2	(Constant)	2.268	1.805		1.257	.213		
	Interventions	-.019	.118	-.017	-.162	.872	.563	1.775
	Macro Environment	.874	.124	.740	7.068	.000	.563	1.775
3	(Constant)	13.807	9.426		1.465	.147		
	Interventions	-.709	.565	-.628	-1.254	.214	.024	40.951
	Macro Environment	.227	.533	.192	.426	.671	.030	33.220
	Interact Intervention ME	.038	.030	1.060	1.247	.216	.008	118.005

a. Predictors: (Constant), Interventions

b. Predictors: (Constant), Interventions, Macro Environment

c. Predictors: (Constant), Interventions, Macro Environment, Interact Intervention ME

d. Dependent Variable: Beneficiary poverty reduction

Source: Field data, 2018

The result in Table 4.33 show a correlation of .735 that demonstrates that there was a strong positive relationship between Macro environment and BPR. However, although supported, the results show the P-value for macro environment in table of regression coefficient model 3 was 0.216 which is >0.05. The P-value >0.05 means moderation effect by ME was not statistically significant on the relationships between Interventions and Beneficiary poverty reduction. The relationship can be expressed by the regression equation as follows:

BPR_3 = 13.807 -.709 Interventions + .227 ME + .038 Interact Macro environment and interventions…………………………………………………………………………..(4.3)

This means that if ME was increased by 1 unit (percent) BPR_3 will increase by .227 units (percent). Increasing Interventions by 1 unit (percent) will decrease BPR_3 by -.709 percent while 1 unit (percent) increase on interaction between ME and interventions, the BPR_3 will increase by .038 units (percent).

The results in Table 4.33, model 2-coefficient section show that only ME was statistically significant p-value of 0.00 which is less than 0.05. However, when the interaction term was introduced, the p-value for ME was $0.216 > 0.05$. The hypothesis that ME factors have a significant relationship between Interventions and BPR by FBEs within the slums of Nairobi, Kenya was thus not supported and rejected. Essentially, the F statistics for the 3 models (22.057, 43.020 and 29.408) with p-values less than 0.05 imply that the models were robust with overall significance. It is therefore concluded that based on the overall three models the results achieved the third objective of this study of establishing the effect of ME factors on BPR by Faith-based enterprises within the slums of Nairobi.

4.10.4 The Joint Effect of Entrepreneurial Orientation, Macro Environment Factors on the Relationship between Interventions and Beneficiary Poverty Reduction by Faith Based Enterprises within the Slums of Nairobi, Kenya

Test Approach for Hypothesis H4

The fourth objective of this study sought to determine the joint effect of Interventions, Entrepreneurial Orientation and Macro Environment on BPR by FBEs within the slums of Nairobi. To achieve this objective, the following hypothesis was tested:

Hypothesis H4: The joint effect of Interventions, Entrepreneurial Orientation and Macro Environment on Beneficiary Poverty Reduction within the slums of Nairobi is different from the individual effects of each variable.

An analysis was carried out to determine the joint effect of Entrepreneurial Orientation (EO), Interventions and Macro Environment (ME) on Beneficiary Poverty Reduction (BPR) by Faith Based Enterprises (FBEs) within the slums of Nairobi. Interventions was conceptualized as the Independent variable while EO was the mediating variable. The ME was conceptualized as the moderating variable and BPR by FBEs was the dependent variable. Data was analyzed using hierarchical multiple regression analysis with results as shown in Table 4.34.

Table 4.34: **Joint Effect of Entrepreneurial Orientation and Macro Environment on the Relationship between Interventions and Beneficiary Poverty Reduction**

Model Summary[d]										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.472[a]	.223	.213	2.88139	.223	22.057	1	77	.000	
2	.619[b]	.383	.366	2.58454	.160	19.704	1	76	.000	
3	.750[c]	.563	.545	2.18976	.180	30.873	1	75	.000	1.313

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	183.131	1	183.131	22.057	.000[b]
	Residual	639.286	77	8.302		
	Total	822.417	78			
2	Regression	314.750	2	157.375	23.560	.000[c]
	Residual	507.667	76	6.680		
	Total	822.417	78			
3	Regression	462.787	3	154.262	32.171	.000[d]
	Residual	359.629	75	4.795		
	Total	822.417	78			

Coefficients[a]					
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.535	2.011		4.245	.000
	Interventions	.533	.113	.472	4.697	.000
2	(Constant)	6.192	1.879		3.295	.001
	Interventions	.088	.143	.078	.613	.541
	Entrepreneurial orientation	.556	.125	.562	4.439	.000
3	(Constant)	2.130	1.752		1.216	.228
	Interventions	-.107	.126	-.095	-.851	.398
	Entrepreneurial orientation	.212	.123	.215	1.730	.088
	Macro environment	.758	.136	.644	5.556	.000

a. Predictors: (Constant), Interventions
b. Predictors: (Constant), Interventions, Entrepreneurial orientation
c. Predictors: (Constant), Interventions, Entrepreneurial orientation, Macro environment
d. Dependent Variable: Beneficiary poverty reduction

Source: Field data, 2018

The result in Table 4.34 show there was a strong positive correlation between the independent variables of Interventions, Entrepreneurial Orientation, Macro Environment and BPR as indicated by the correlation coefficient value of .750. The result show that model 1 explained 22.3 percent of the variation in BPR by FBEs within the slums of Nairobi. This means that Interventions alone, when EO was introduced in model 2 the variation increased to 38.3 percent. When ME was introduced in model 3, the variation increased to 56.3 percent. The regression equation for this relationship is as follows:

$$BPR_4 = 2.13 - .107 \text{ Interventions} + .212EO + .758 \text{ ME} \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots(4.4)$$

This means that if ME was increased by 1 unit (percent) BPR_4 would increase by .758 units (percent). Increasing EO by 1 unit (percent) would increase BPR_4 by .212 units (percent), while increase in Interventions by 1 unit (percent) would decrease BPR_4 by -.107 units (percent).

The overall model was significant with p-values less than 0.05 and F-statistics of 22.057, 23.560 and 32.171 respectively demonstrating that the model was robust. However, ME had a significant relationship of .000 but the p-values for Intervention .398 and EO .088 not statistically significant as they were greater than 0.05. Based on these results it can be concluded that the fourth hypothesis that the Joint effect of interventions, EO and ME on BPR within the slums of Nairobi is different from the individual effects of each variable was supported and the model robust.

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In summary, to determine whether the joint effect of the interventions, EO and ME on BPR is different from the individual effects on BPR, the respective R^2, adjusted R^2 and F-values for the three models are added.

Table 4.35:   Summary of Total Joint effect of Independent Variables on Beneficiary Poverty Reduction

Dependent Variable Relationships	R	R^2	F	Significance
Interventions	.223	.213	22.057	.000
E Orientation	.383	.366	23.560	.000
M Environment	.563	.545	32.171	.000
Total Joint Effect	**1.169**	**1.124**	**77.788**	**.000**
Beneficiary Poverty Reduction	.750	.563	30.873	.000

Source: Field Data (2018)

Table 4.35 results show that the joint effect of the variables is greater than their individual effects with statistically significant p-values of .000 which is less than the threshold 0.05 (p<0.05) on BPR.

Table 4.36: Summary of the test of the hypotheses and the decisions taken

Objective	Hypothesis	R^2	F	Sig.	Result
Objective One: To determine the relationship among interventions and beneficiary poverty reduction by Faith based enterprises within slums of Nairobi.	H_1: There is a significant relationship between interventions and beneficiary poverty reduction by Faith based enterprises within slums of Nairobi	0.256	28.912	.000	Fail to reject Hypothesis
Objective Two: To establish effect of entrepreneurial orientation on the relationship among interventions and beneficiary poverty reduction by Faith based enterprises within slums of Nairobi.	H_2: The entrepreneurial orientation has a significant intervening effect on the relationship between interventions and beneficiary poverty reduction by Faith based enterprises within slums of Nairobi.	0.408	28.265	.000	Fail to reject Hypothesis
Objective Three: To determine the effect of the Macro environment on the relationship among interventions and beneficiary poverty reduction by Faith based enterprises within the slums of Nairobi.	H_3: The Macro environmental factors have a significant moderating effect on the relationship between interventions and beneficiary poverty reduction by Faith based enterprises within slums of Nairobi.	.541	29.408	.216	Rejected Hypothesis
Objective Four: To determine the joint effect of interventions, entrepreneurial orientation and Macro environment on beneficiary poverty reduction by Faith based enterprises within slums of Nairobi.	H_4: The joint effect of interventions, entrepreneurial orientation and Macro environmental factors on beneficiary poverty reduction by Faith based enterprises within slums of Nairobi is different from the individual effect of each variable.	.563	32.171	.000	Fail to reject Hypothesis

Source: Field data, 2018

The result in Table 4.36 indicates that hypothesis 1, 2 and 4 were tested and accepted. This means that the relationships hypothesized between the predictor variables and the dependent did exist. On the other hand, hypothesis 3 was rejected implying that Macro environment moderation effect was not statistically significant on the relationships between interventions and beneficiary poverty reduction.

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4.11   Analysis of Qualitative Data

4.11.1   Analytical Technique

Content analysis was done through identification and grouping of themes and sub-themes. The study respondents included spiritual leaders (pastors), policy shapers (directors), and labour providers (employees). The depth interviews were conducted using an interview guide (Appendix V). The findings are as follows:

4.11.2   Poverty Status in the Slums

Poverty was prevalent in all slums and manifested through frustration and despair. Orphaned boy child, old people and single mothers were the faces of poverty in the slums. Unlike the girl child, orphaned boys, majority of who turned to the streets were left at the mercy of fate. The root causes of poverty were identified as alcohol abuse, HIV/Aids and unemployment. The triple problems separately lowered beneficiaries' active participation in productive labour. Consequently, they reduced and in some cases diminished family earnings from employment. Older people were in abject poverty due to inability to participate in wage earning activities/employment and the low literacy levels in the slums.

4.11.3   Interventions

Faith Based Enterprises blitz to create social value was in social security protection, promotion of income generating activities, education and apprenticeship trainings, health support services, and rehabilitation of street children. Social security protection was in the form of paying rent to the poor, facilitating and supporting school feeding programme, and provision of subsidized health services in conjunction with other partners.

Income generating activities were encouraged through provision of business loans and skills-based trainings. FBEs engaged in interventions with the intention of improving the wellbeing of beneficiaries with assistance pertaining to basic needs such as food, water, housing, sanitation and employment creation through business startups. Whereas rehabilitation of street children was undertaken by taking the street children to school and reuniting them with their families of birth, very low success rates were observed. There was no evidence of psychological support in the form of counseling to street children. Furthermore, FBEs appeared not to understand the complexities leading to and surrounding street life with one participant asserting that:

> …the male child in the slums has been neglected and literary abandoned. Majority of the affirmative action target the girl child and women. This probably explains the fact that 90% of street children are boys while 10% are girls and the backstop lies on solving the discriminatory affirmative actions.

In effect, FBEs failed to address the root causes of street child menace as such.

4.11.4 Sources of Funds

FBEs relied on three major sources of funds namely: tithing or offering during faith congregations, investments for instance entrepreneurial enterprise and donor grants. Voluntary contributions appear to be the dominant and regular source of funds. Voluntary contributions consisted of offertory, donations and savings by individuals in Saccos.

Voluntary contribution as the major source of funds was dependent on membership size, willingness to contribute and financial resource endowments of the FBE members. Since majority of FBE beneficiaries were poor people living in slums, voluntary contribution kept fluctuating throughout the year.

Investments were the second major source of funds to FBEs in beneficiary poverty reduction. Investments were pursued through entrepreneurial activities such as bottled mineral water, farming, art and craftsmanship and subsidized medical services. Grant was the least dependable source of funds. FBEs received donor grants mostly from institutions such as Trocaire and religious based organizations. Nevertheless, there was stiff competition for donor grants and majority of FBEs lacked the capacity to write grant-winning proposals and lobby donors for funding. Consequently, grant was the least contributor of funds to FBEs. Most of the funds earned were ploughed back to run FBEs poverty reduction activities and other services. These findings corroborate Salomon and Sokolowski (2003) posit that:

> …social enterprises are driven by funding categories and priorities in a manner that emphasizes the non-profit sector's well-documented dependence on funder resources to implement poverty reduction activities.

Obstacles attributed to the prevention of FBEs from realizing sufficient resources include donor conditions with strings attached. In addition, most FBEs are not registered as independent entities to enable bid for funding but operate under the cover of the sponsoring Faith based organization. Equally, the rampant trend of double dipping denies genuine cases funding.

4.11.5 Macro Environment

Technology indirectly improved security situation within slums. Installation of CCTV cameras in business premises is a case in point that has improved security of the people in slums. On the contrary, mobile phones have intensified mistrust levels in families, threatening the institution of marriage due to suspicion particularly by male spouses.

The political environment had negative effect on the lives of people living in slums. Irresponsible leadership and incitement by politicians frustrate the success of Beneficiary poverty reduction activities. Poverty exigencies within the slums of Nairobi are alarming. Most interviewees felt authorities and stakeholders use concerted efforts with FBEs to counter it. Sister Mary Killeen research interview participant from Mukuru promotion centre accounts Faith based enterprises may not manage alone the turnaround on poverty without backstops by authorities on exploitations that:

> …landlords rent property on land they do not own; politicians and their cartels organize gangs which they pay through controlling services such as water and grants; pimps take young girls and boys into paid sex and traffickers in babies who sell babies for adoption.

Poverty in the slums is a blessing in disguise to the politicians and landlords as it provides room for exploitation of slum dwellers for political and economic gain by the politicians.

4.11.6 Beneficiary Poverty Reduction

People living in informal settlements feel neglected by the government. For example, despite its large populace, Kibera slum by December, 2018 had only 5 public primary schools. Nevertheless, the national government and more specifically County government play key roles in monitoring diseases. The Kenya government through the Constituency Development Fund assists by providing bursaries to some deserving students. In addition to FBEs efforts, the water harvesting intervention initiated by the County government has had significant positive impact on the lives of beneficiaries.

Investments such as startups to generate incomes have the greatest impact on reducing poverty situation in slums. Whereas investing in education and medical services had the long-term impact on poverty reduction, training of youths and provision of loans for business had immediate noticeable positive influence on beneficiary poverty reduction. However, NGOs were not honest in conclusively addressing the poverty situation in slums. The NGOs perpetuate poverty to enable it continue to sustain the raising of funds from donors. The failure by national authorities to offer long-term solutions to the poverty problem has made slums a breeding ground for crime.

Faith based enterprises are faith oriented and grounded on religious teachings such as love, trust and honesty. However, there was hardly any link observed between trust in God and ethical business practice to which one interviewee observed that *...people believe in God yet are equally involved in corruption of various kinds*. This probably explains the observed failures of some FBEs at infant stages. Nonetheless, it was observed faith in God shaped people's attitude towards expectations of a better future. It provided the hope and strength that kept beneficiaries struggling to escape poverty.

4.12 Chapter Summary

This chapter presented descriptive data analysis using mean, standard deviation and coefficient of variation on all the study variables. The correlations analysis was also captured and results were as indicated. The chapter presentation includes response rate, reliability tests with Chronbach's alpha >0.7. Also presented are the demographic profiles. The chapter also highlights test findings of the four hypotheses that were derived from the four study objectives. The summary analysis of the organization interviews from the informants is presented.

CHAPTER FIVE

DISCUSSION OF RESULTS

5.1 Introduction

This chapter presents a discussion of the results in line with the research objectives. In total, four objectives directed the study. Foremost was the broad objective of the study to assess the relationship among entrepreneurial orientation (EO), Macro environment (ME), interventions and Beneficiary poverty reduction by FBEs within the slums of Nairobi, Kenya. Interventions as the independent variable was operationalized using networking, trainings, grants/soft loans, survival needs and sustainability programmes.

The intervening variable was EO while ME was the moderating variable. Additionally, the discussion was guided by the conceptual and empirical approaches raised in the study. In essence, this chapter lays emphasis on results of tests to the hypotheses. The findings are discussed in comparison with previous empirical studies and theoretical propositions from the extant literature.

This was necessary to show concurrence and any contradictions. This discourse points out whether the findings are in line or divert from the theoretical underpinnings that the study was anchored on. Further, implications of the findings to theory and practice is presented. The next part is the results, discussion based on the key study variables and the study's objectives.

5.2 Preliminary Findings

The study results show that interventions had a significant effect on BPR by FBEs within the slums of Nairobi, Kenya. The discussion was formed on the four specific objectives of the study anchored on the social network, institutional, human capital, and innovation theories from the current and previous studies. The discussion of the study results was interpreted in relation to the anchored on theories based on the four main study variables namely; Interventions, Entrepreneurial Orientation, Macro Environment and Beneficiary Poverty Reduction by FBEs within the slums of Nairobi, Kenya as depicted in the conceptual framework.

Interventions, the independent variable, was quantified using five items while EO (the intervening variable) was assessed using three items. ME (the moderating variable) was measured using four indicators and BPR was measured using three items. Four hypotheses were derived and tested on the relationships among the study variables. Although it is evident that characteristics of the beneficiaries influence success of FBEs in beneficiary poverty reduction, previous studies indicate mixed relationship effects.

This study demonstrates the relationship effects of age, sex, education levels, period of membership with the FBE and sources of funds in eliciting social change. According to Venkataraman (1997), the attributes promote capabilities to recognize opportunities such as business enterprises for incomes to reduce beneficiary poverty. This study found that majority of the beneficiaries were in the youthful age bracket 20-35 years. This may be an indication of enterprising attitude to increase entrepreneurial capital for beneficiary wealth creation.

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The findings concur with Kristiansen et al (2003) who contends that analytical factors such as age, gender, education plus experience at work shape the delivery of social value by an enterprise for poverty reduction. The level of education had college level at 46% with university and secondary levels holding 25% respectively. This means that beneficiaries in FBEs within the slums of Nairobi can read, write and network effectively.

These findings corroborate the human capital theory that this study was anchored on as Anderson and Mider (2003) posit that educational and experience relationships in an enterprise are critical for exploiting income opportunities to reduce poverty. Based on the human capital theory, it can be put that through FBE interventions, beneficiaries acquired skills and gained experiences to chart their own destinies for improved livelihoods. In effect, the application of Human capital theory by FBEs assists to develop employees with right skills and talents for management practices to deliver efficient services for BPR.

On length of membership with the FBE, the highest frequency was 3-6 years, followed by the short period of 2years and below. Resatch and Faisst (2003) posit that length of service relationship builds experience for efficient management of an enterprise. However, the membership in FBEs was of short periods thus distorting the much-needed experiences to implement beneficiary poverty reduction activities by FBEs. This weakened positions in enhancing beneficiary poverty reduction. Again, the study results indicate that majority of the people involved in beneficiary poverty reduction activities by FBEs were female.

The females scored 57 percent compared to men with 42 percent. This finding concurs Mead and Leidholm (1998) posit that in many countries SMES leaders were women. The finding shows that the level of women participation is higher than that of males in activities to reduce poverty levels by FBEs within the slums of Nairobi, which corroborates Chandler (2011) hold that women lead in business due to their honesty and intelligence.

Furthermore, the results show the main source of funding FBEs interventions processes as donors at 63 percent besides church/religious organizations and congregational members. This means that despite reduced levels in donor funding, the FBEs still have apparent dependency on the donor whims to support its activities. There is need for FBEs to have strategies for appropriate generation of incomes for sustainable beneficiary poverty reduction programmes when the donor funds dry off. The findings also concur with the extant literature discussed, that characteristics of the beneficiaries have a role in the performance of the FBEs activities to achieve beneficiary poverty reduction targets.

5.2.1 Interventions and Beneficiary Poverty Reduction

The social networks theory explains how social enterprises relate to obtain resources. The social networks theory postulates that strong ties provided by social enterprises facilitate the acquisition of resources for FBE intervention such as grants/soft loans and enhance opportunity exploitation for beneficiary wealth creation (Aldrid & Zumers, 1986).

The first objective of the study was to determine the relationships between Interventions and Beneficiary Poverty Reduction (BPR). A correlation analysis was computed to ascertain the relationship between interventions and other constructs. The results indicated a positive and significant correlation between interventions and Entrepreneurial Orientation (EO). This means that good practices of interventions increase BPR. Regression analysis evaluation of Interventions showed that it explained 25.6 percent of the variation in BPR by FBEs within the slums of Nairobi, Kenya. The F statistic was 28.91 and the p-value $0.000 < 0.05$. Since the p-value was less than 0.05, the conclusion was that the influence of intervention on BPR was statistically significant. This concurs with Bates (1997), Johannison and Monsted (1997) that enterprises acquire resources through the environment to provide for social needs.

Equally, these results are consistent with the social networks theory in connection with the relationship between interventions and BPR. Consistent with theoretical postulations by Berger (2003), FBEs through extensive networks of believers generate social, financial, cultural and spiritual capital that sharpen beneficiaries' conscience and reduce poverty.

Essentially, the study findings imply that focusing on multiple initiatives of training grants/loans, survival needs and sustainability entrepreneurship programmes elicits new social value creations for beneficiary poverty reduction. This concurs Bates (2001); Krueger et al. (2000) that small business activities support economically distressed areas like the slums for meaningful social value creation.

The results mean that each indicator for the interventions construct contributed significantly to beneficiary poverty reduction. Simple regression model showed positive linear relationships between interventions and beneficiary poverty reduction with beta .599 and p-value = 0.000. This finding is in agreement with the network theory furtherance of accumulation of resources by an enterprise to implement programmes that reduce poverty such as trainings (Bates, 1997).

Additionally, this finding implies e1xistence of links between interventions and Macro environment. This result is related to the institutional theory underpinnings of this study, which advance environment for information and resources an enterprise can exploit to deliver social value (Peng, 2006; Ahalstrom & Bruton, 2002). The results also lean on the application of the innovations theory such as new technological competencies adoption for FBEs to competitively bring desired BPR outcomes.

Trainings as analysed by the descriptive statistics, had the highest mean of 4.15 for enhancing the social empowerment of beneficiaries. This means that through trainings, beneficiaries were able to acquire the skills for jobs, started own enterprises for generation of incomes to reduce poverty levels. This agrees with Anderson and Mider (2003) posit that training relationships in an enterprise impact positively in the exploitation of opportunities for incomes to improve livelihoods. However, Davidson and Honing (2003) viewed it differently arguing that there was lack of understanding as to what types of knowledge should be utilized to achieve a social transformation such as the reduction of poverty levels.

This study disagrees with Davidson and Honing (2003) assertion pinned on the factor analysis and descriptive statistics findings. The findings narrow down to knowledge types as business skills, savings and investments and tackling negative attitudes with confidence building as key training ingredients that can be utilized to explain a social transformation such as the beneficiary poverty reduction within the slums of Nairobi. This finding concurs with Reynolds (1997) that formal education assist in the accumulation of knowledge that provide competence useful for entrepreneurial success for improved livelihoods.

According to Haugh (2007), several scholars submit that networks are used by non-profits to mobilize resources such as human or financial to implement poverty reduction activities. Similarly, Ndemo (2006) posits that FBEs mobilize resources through local congregational networks and use it to provide healthcare to the poor in the slums of Korogocho and Kibera. These assertions informed the formulation of Hypothesis one for testing that there was a significant relationship between interventions and beneficiary poverty reduction.

In this study, the researcher sought to understand the effect of networks, trainings, grants and loans, survival needs and sustainability programmes in beneficiary poverty reduction. The theories that this study was anchored on in conceptualizing interventions were social networks for mobilization of resources (Peredo & Chrisman, 2006), institutional theory for legitimacy Dart (2004) and human capital theory for education and experience (Mair & Marti, 2006). Also included was innovations theory for new creative outcomes such as new products and services (Sullivan & Mort, 2003; Raskin, 2000).

Furthermore, findings of this study show that interventions through its five indicators significantly influenced beneficiary poverty reduction. The training relationships had the highest mean of 4.15 with the implication that it enhances social empowerment of members for beneficiary poverty reduction. This concurs with Lichtenstein and Lyons (2001) posit that individuals trained based on their levels of skills rolled in entrepreneurs who developed enterprises that enhanced economic and social empowerment of the local communities to reduce poverty throughout the United States.

The trainings lowest mean was 3.62 indicating improved efficiency of management team members for the FBEs competitive advantage. This finding implies that trainings does not exhibit significant relationship to influence management team decisions. This means that FBEs despite lack of trainings for management teams operated and delivered in beneficiary poverty reduction. This finding adds value to human capital theory as it explains that delivery in social value can be achieved without education.

This study found social networking to be a centerpiece ingredient in Beneficiary Poverty Reduction with a mean of 3.66. This strong performance may be attributed to collaborations and trust as essential elements for networking to succeed in raising resources for poverty reduction. The networks plays a role in loans mobilization from donors though on a smaller scale as it had the low mean of 3.26. Likewise, grants and loans had 3.3 mean score, which implies that the strategy was key in raising resources thus influencing Beneficiary Poverty Reduction. This is backed by the extant literature on Institutional theory as Ndemo (2006) attributes grants/loans including congregational donations as key sources through which FBEs raise funds for Poverty Reduction.

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This is consistent with Akhtar (1996) that religious enterprises are characterized by the ability to organize resources for entrepreneurial activities to reduce poverty levels. However, the grants offered appear to have been conditional as the result had low mean score of 3.19 with a high coefficient variation of 44.2 percent. This implies that funding was probably given with limitations from donors though the high variation may be an indication that not all the respondents agreed to this finding and grants were limited.

These results support Bradley (2009), finding that funding sources to nonprofits are going down and the little disbursed comes with conditions such as being pegged on economic development targets. Funding therefore remains a challenge in beneficiary poverty reduction by FBEs within the slums of Nairobi, Kenya.

Additionally, survival needs had influence on beneficiary poverty reduction as the study findings show food was availed to the needy. Security had a mean of 2.72 with a high coefficient of variation 51.7 percent implying that larger parts of the slums are still prone to crime. Similarly, housing had a mean of 2.49 with a high variation of 50.4. This finding indicates that majority of the beneficiaries still do not have proper shelter within the slums of Nairobi. This relates positively to Raskin (2010) posit that for social sustainability of a distressed area, it meant securing remedies such as food, water, housing and safe neighbourhoods which is lacking in the slums of Nairobi. In addition, agricultural projects for food security had the lowest mean of 2.36 with the highest variation of 59.7.

This implies that negligible agriculture projects were undertaken by FBEs probably due to limited land spaces within the slums. However, a worthwhile indicator to follow up for purposes of promoting food security within the slums. Likewise, Bagheri (2012) on slums in Iran argues that enterprise interventions for food security, water supply, housing, health services amongst others are acceptable to dramatically reduce poverty levels within the slums.

In essence, the results of this study conform to the extant literature Raskin (2000) that FBEs through sustainability programmes have significant influence on beneficiary poverty reduction. The study findings are in line with the theory underpinnings of human capital, institutional and social networking for capabilities such as skills to reduce poverty levels.

In effect, enrolling children in schools had the highest mean of 3.84 with a low variation of 25.8. This indicates that children are enrolled in schools and in the long-run will acquire skills that build confidence, self-sufficiency and personal empowerment to spur sustainable entrepreneurship for significant effects on beneficiary poverty reduction within the slums of Nairobi. Further, the findings trajectory corroborates to the social network and institutional theories frameworks.

According to Gupta and Batra (2015), the social network forces in the environment have linkages with entrepreneurial dimensions that influence performance of SMEs as observed in India. The study findings thus provide evidence that interventions through social networks, trainings, grants/loans, survival needs and sustainability programmes influence

beneficiary poverty reduction. There is therefore need for practitioners to invigorate these interventions capabilities to strengthen the relationships and address any diversities for better management practices to enhance beneficiary poverty reduction within the slums of Nairobi.

5.2.2 Interventions, Entrepreneurial Orientation and Beneficiary Poverty Reduction

The second objective of the study sought to establish the mediation effect of Entrepreneurial orientation on the relationship between interventions and Beneficiary Poverty Reduction by Faith Based Enterprises (FBEs) within the slums of Nairobi. To achieve this objective, hypothesis H_2 was tested that Entrepreneurial orientation had a significant mediating effect on the relationship between interventions and beneficiary poverty reduction by FBEs within the slums of Nairobi. The relationship tested was Entrepreneurial Orientation as the intervening or mediating variable between interventions and beneficiary poverty reduction.

The Entrepreneurial Orientation (EO) as a multidimensional construct was conceptualized on a variety of theories for example institutional theory as it captures processes, practices and decision making by top management (Lumpkin & Dess, 1996). Equally, Gathungu, Aiko and Machuki (2014) posit that characteristics of the individual and the enterprise profile are the backbone of EO decisions for an enterprise to competitively perform. Correspondingly, Walter, Aver and Ritter (2006) posit that EO has close relationship with the environment from which enterprises through networks accumulate resources.

Similarly, EO is inclined to the innovations theory for instance new products and services and the human capital theory for skills and resources to create social value (Mair & Marti, 2006). The results of the regression analysis showed that the dimensions of EO that take place shape the strength of the relationship between interventions and BPR. The findings revealed that interventions were strong when EO was high and weak when EO was low. The regression analysis showed that EO in FBEs strengthened the relationship between Interventions and BPR from 24.4 percent to 40.8 percent meaning that there was an additional 16.4 percent contribution in performance. This implies that EO positively influences Interventions and beneficiary poverty reduction.

This finding concurs with Krueger et al. (2000) posit that entrepreneurial orientation dimensions shape the entrepreneurial intent in an enterprise and reinforce other human capital attributes like skills and internal locus of control for propensity to deliver in social values. Walter et al. (2006) assert that EO has close essential relationships with the environment contingent factors that the enterprise's (FBEs) degree of entrepreneurship is the extent it intervenes or applies to the dimensions.

Further, this result corroborates Gupta and Batra (2015); Walter et al. (2006) findings that the enterprise's significant performance could be achieved by applying the EO aspects of innovativeness, proactiveness, risk taking and competitiveness. The results are also in line with Jabeen and Mahmood (2014) who posit that embedding EO dimensions of innovation, proactiveness and risk taking in enterprise operations spurs robust performance delivery in social values to reduce poverty.

Okpara (2009) on SMEs exports in Nigeria posit that enterprises with management teams that were proactive, innovative, risk taking and aggressively marketed their products had a competitive edge over their competitors for business success. The descriptive results show that innovation with the indicators of new ways of doing things had the high mean of 3.92 and the lowest coefficient variation of 23.2 implying that innovation is embraced in beneficiary poverty reduction by FBEs. This result is consistent with previous findings Noble, Sinha and Kumar (2002) that enterprise's success is through innovative strategic processes. Again, the study result is in line with existing literature for instance Utsch and Rauch (2000) finding that innovation has a significant effect on performance of an enterprise.

Entrepreneurial orientation lowest mean was 3.36 representing survival by avoiding competition. This finding may imply that FBEs within the slums of Nairobi lack the capacity to innovate and compete. Hence, it is paramount for FBEs to enhance competitiveness and build own space in the markets structure for social value creation to achieve beneficiary poverty reduction.

Essentially, the results of the study showed evidence of significant mediation by EO on the relationship between interventions and beneficiary poverty reduction as it contributed 16.4 percent. From this finding, it can be concluded that EO is vital in the making of decisions to achieve beneficiary poverty reduction within the slums of Nairobi.

5.2.3 Interventions, Macro Environment and Beneficiary Poverty Reduction

The third objective of the study sought to determine the moderating effect of Macro environment (ME) on the relationship between interventions and Beneficiary Poverty Reduction (BPR) by FBEs within the slums of Nairobi, Kenya. To achieve this objective, Hypothesis H_3 was tested stating that Macro environment factors have a significant moderating effect on the relationship between interventions and beneficiary poverty reduction by Faith based enterprises within the slums of Nairobi. The Baron Kenny (1986) process analysis method was used to test moderating effect of the Macro environment.

Results of the study indicated that Macro Environment p-value was .216, which is > 0.05 and therefore not statistically significant. This implies that there was no moderation effect by ME on the relationships between interventions and BPR. This shows that ME had a negative influence on the relationship between interventions and Beneficiary Poverty Reduction.

This finding corroborates with that of Machuki and Aosa (2011) posit that the environment as moderator was found not statistically significant to influence performance of enterprises on the Nairobi Stock Exchange. The study finding indicates that Macro environment, as a moderator does not affect the relationship between interventions and beneficiary poverty reduction. This result contradicts past findings on small-scale enterprises, that the environment significantly affects relationships between enterprises and performance (Okeyo, 2013; Mahler, 2009; Covin & Slevin, 1989).

Similarly, Scribner, Theau, Mason, Schneider, Towvim and Dejong (2011) found the environment to have positive moderating relationships between alcohol consumption at college campuses and adherence to social norms. However, some studies do not vouch consensus on environmental factors to have moderating effect for an enterprise to deliver in social value.

Lindley and Walker (1993) assert that Macro environment as moderator may positively or negatively affect relationships between the predictor constructs (Interventions, EO) and the independent variable (BPR). The finding by this study of ME moderation effect lacking between interventions and beneficiary poverty reduction corroborates to that of Lindley and Walker (1993).

This study was anchored on the network and institutional theories as the lens to explain the accumulation of resources by FBEs to support entrepreneurial activities for beneficiary poverty reduction. According to Aldrich and Mindlin (1978), the environment is a stock for resources and information that enterprises exploit to deliver. This is in agreement with findings of this study that through congregational networks as part of the environment resources, beneficiaries share faith beliefs easily.

This builds trust between the beneficiaries and entices them to make decisions such as raising capital for lending to start small businesses. The development of the social enterprises then elicit social and economic transformations in the distressed slums to reduce poverty levels. Conversely, the result of the study in Table 4.33 show that only Macro environment was statistically significant in the coefficient section for Model 2.

This indicates the viability of the Macro environment variable in this study and the need for further research to understand this development. The result may also imply that ME on its own as an independent confounder variable influences the performance of beneficiary poverty reduction by FBEs within the slums of Nairobi. This argument concurs with Pearce, Robinson and Mital (2012), finding that the enterprise may have little or no control over the Macro environment factors but still the factors exhibit influence in its performance.

5.2.4   Interventions, Entrepreneurial Orientation, Macro Environment and Beneficiary Poverty Reduction

The study objective four set to determine the joint effect of Interventions, Entrepreneurial Orientation and Macro Environment factors on BPR by Faith based enterprises within the slums of Nairobi. To achieve this objective, Hypothesis H_4 was tested which stated that the joint effect of interventions, Entrepreneurial Orientation and Macro Environment factors on Beneficiary Poverty Reduction within the slums of Nairobi is different from the individual effects of each variable.

The joint effect of interventions, Entrepreneurial Orientation and Macro Environment factors on Beneficiary Poverty Reduction have not been examined before as done in this study. In essence, scholars such as Lerner and Haber (2000), Deacon (2012), Weerawardena (2006) and Ndemo (2006) conceptualized Entrepreneurial Orientation and Macro Environment dimensions separately.

The result of the regression analysis show jointly interventions, Entrepreneurial Orientation and Macro Environment explains 56.3% of contribution in BPR performance (R^2 = .563). However, these predictor variables had different individual effects from the joint effects on BPR. Individually, interventions explained 22.3 percent change (R^2 =.223) in BPR, EO explained 16 percent (R^2 changed from .223 to .383) while ME explained 18 percent change (R^2 changed from .383 to .563).

In effect, the study results showed that the joint effect of interventions, Entrepreneurial Orientation and Macro Environment on Beneficiary Poverty Reduction was greater and different from individual effects of the same variables thus supporting hypothesis H4. The results of the study are thus consistent with findings in previous literature that enterprise delivery is determined by a combination of factors from various constructs such that no single construct effectively influences delivery by an enterprise (Murgor, 2014; Sabana, 2014; Awino, 2011; Thompson, 1999).

Equally, the significant joint competencies for a greater performance in BPR corroborate with findings of other studies that different relationships account for the enterprise achievement (Covin et al., 2006; Walter et al., 2006). Again Ayuya, (2018), Wekesa (2015) and Sagwa (2014) found that joint effect of variables on performance of the enterprise was greater compared to the individual effects of the same variables.

Further, the results concur with Schulze, Sieprath and Hess (2005) findings that component variables differently affect performance of an enterprise to deliver. This indicates that there is need for FBEs teams to scan the environment for information to conducive strategies that jointly maximize impact of entrepreneurship for beneficiary poverty reduction within the slums of Nairobi.

The results are in support of the theoretical underpinnings that provided the lens to this study. These include networks theory importance for competitive advantage strategies to provide resources, Bates (1997), diminish risk, Granovetter (1985) and information access to exploit opportunities for social value creation (Johannison & Monsted, 1997). Equally, the results link the human capital theory (Mair & Marti, 2006) for example the acquisition of skills and experiences by beneficiaries for employment. The Institutional theory gives basis in the profiling of FBEs and characteristics of beneficiaries for legitimacy and entrepreneurial actions (Dart, 2004). The innovations theory, Drucker (1985) links are evident in the mobilization of resources through networks to start business and services such as healthcare.

The mobilized resources drive startups that create jobs, technology for innovative new products and services to social transformations like the reduction of HIV infections for improved livelihoods. It is a fact from the findings of this study that the interventions construct cannot be implemented alone but through synergistic relationships with other constructs such as EO dimensions and ME forces to effectively deliver beneficiary poverty reduction. Essentially, FBEs have to be innovative to remain relevant and keep building up new ways to enhance BPR for better livelihoods.

The study findings provide evidence that leads to the conclusion that Beneficiary Poverty Reduction (BPR) was significantly influenced by interventions and the full mediation of Entrepreneurial Orientation (EO). The Macro Environment (ME) construct had no significant moderating influence on BPR. The join effect of interventions, EO and ME on beneficiary poverty reduction was greater than from individual effects of the same variables. In effect, these key findings are in concurrence with previous studies and others in dispute resulting in the modified empirical conceptual model. This modified model is based on the study research findings and the equations represent the various relationships to explain the links between interventions, Entrepreneurial Orientation and Beneficiary Poverty Reduction as shown in Figure 5.1.

$$BPR_1 = 7.210 + 0.599 \text{ Interventions}$$

Independent Variable

Dependent Variable

Interventions
- Net working
- Trainings
- Grants/Soft Loans
- Survival needs
- Sustainability programmes

$$BPR_4 = 2.13 - .107 \text{ Interventions} + .212 \text{ EO} + .758 \text{ME}$$

Beneficiary poverty reduction

- Income
- Change in lifestyles
- Living standard

Entrepreneurial orientation
- Innovativeness
- Risk taking
- Pro-activeness

$$BPR_2 = 5.116 + 0.104 \text{ Interventions} + 0.593 \text{ EO}$$

Intervening variable

Figure 5.1: Modified Empirical Model - Relationship between Interventions, Entrepreneurial Orientation and Beneficiary Poverty Reduction
Source: Researcher (2018)

The framework shows that interventions has a direct influence on BPR. This framework also indicates that EO mediates the relationship between interventions and BPR. Additionally, the framework depicts the joint influence of interventions and EO on BPR. The study findings showed that R^2 was .256. This implied that 25.6 percent of the variation in BPR was explained by interventions. The p-value was less than 0.05 implying that interventions had a significant influence on BPR. This was expressed in the equation (4.1).

The second objective set to establish the mediating influence of EO on the relationship between Interventions and BPR by FBEs within the slums of Nairobi, Kenya. The results of the analysis showed a variation in model 2 of 16.4 percent from 22.4 percent to 40.8 percent when EO was introduced. The p-value for EO was less than 0.05 and this implied that EO mediates the relationship between Interventions and BPR. This was expressed by the equation (4.2).

The third objective was not supported and hypothesis rejected (4.3).

The fourth objective was to determine the joint effect of Interventions, EO and ME on BPR. Model 1 showed that 22.3 percent of the variation in BPR was explained by interventions alone when EO and ME were not included. However, the explanatory power increased to 38.3 percent when EO was introduced. The F-statistics showed the models were robust with overall significance. This was expressed by the equation (4.4).

The moderating variable of ME in this study was found to have no moderation effect thus does not explain BPR by FBEs within the slums of Nairobi, Kenya. In essence, the moderating effect of ME warrants further investigation by using other moderating variables that may have a positive contribution on the relationships between interventions, EO and BPR.

5.3   Chapter Summary

The chapter presents discussion of key results to the four hypotheses tests representing the four research objectives of the study. Hypotheses one, two and four were confirmed but hypothesis three was rejected as it was found that Macro environment did not have moderating effect on BPR. It was also explained under this chapter how characteristics and the profiles of the beneficiaries and FBEs have key roles in influencing the performance of beneficiary poverty reduction.

The results for each hypothesis were presented and the relationships with the respective constructs discussed in line with the existing literature and the relevant theories that the study was anchored on. It was also explained as to whether the four research objectives were achieved. The chapter presented findings showing significant relationships between Interventions and BPR; Interventions, Entrepreneurial Orientation and BPR.

However, the moderating effect of Macro environment factors on relationship between interventions and BPR, was not confirmed as it was not statistically significant. The research objective for joint effect of interventions, EO and ME on BPR was also achieved. The results were consistent with findings in previous studies on relationships between the respective constructs though some deviated as stated.

CHAPTER SIX

SUMMARY, CONCLUSION AND RECOMMENDATIONS

6.1 Introduction

This chapter presents a summary of the research findings, the conclusions and recommendations for future research. A summary of the discoveries based on the four objectives of the study and the hypotheses is stated. Also presented are findings of factor analysis and the descriptive statistics of the study variables.

Finally, the chapter provides a discussion on the implications of the findings in terms of contribution to theory, policy and managerial practice. The limitations of the study and the mitigations that were taken to ensure credibility of the study results are highlighted. Areas for further research are suggested.

6.2 Summary of the Study Findings

The concerns on relationship between Interventions and beneficiary poverty reduction by Faith based enterprises in the slums was not clear. The information available was incomplete and lacked clarity, as it would not explain relationships for success or failure between Interventions, Entrepreneurial Orientation, Macro environment and beneficiary poverty reduction by FBEs within the slums of Nairobi.

In effect, the conceptual model was developed from theories and reviewed previous studies. Hypotheses tested were led from objectives: determining the relationship between interventions and beneficiary poverty reduction by FBEs; effect of entrepreneurial orientation on the relationship between interventions and beneficiary poverty reduction by FBEs; effect of Macro environment on the relationship between interventions and

beneficiary poverty reduction by FBEs and determine the joint effect of interventions, entrepreneurial orientation and Macro environmental factors on beneficiary poverty reduction by FBEs. From the literature reviewed, it was apparent that the area was unexplored, as most of the researchers did not examine the joint effect of relationship among interventions, entrepreneurial orientation and the Macro environment dimensions in beneficiary poverty reduction by FBEs within the slums of Nairobi.

The population of the study were the 72 FBEs located within the slums of Nairobi, Kenya namely Kibera, Mukuru, Mathare, Korogocho, Huruma, Majengo Pumwani, Kariobangi, Dandora and Kangemi. The study adopted a descriptive cross-sectional survey for collection of data, which had a response rate of 79.9 percent. Data was gathered using structured questionnaire. The key informant method was used to carryout interviews at the organization using the interview schedule.

The study found that Pentecostalism and Catholicism are the main forces driving beneficiary poverty reduction within the slums of Nairobi. The Pentecostals lead with a distribution percentage of 40.3 percent followed by the Catholics at 38.9 percent. This finding concurs with Deacon (2012) that Pentecostals lead in poverty reduction efforts in Kibera slum.

Primary data was obtained using a self-administered questionnaire that targeted beneficiary group leaders and management team leaders (social worker and pastor). Secondary data was collected from FBEs reports. The collected data was analysed using descriptive statistics, contingency tables, and linear regression analysis.

Simple linear regression analysis was done to test the direct relationship of Interventions and BPR by FBEs within the slums of Nairobi, Kenya. The Baron and Kenny (1986) stepwise analysis was used to determine mediation and process analysis method to test moderation while hierarchical multiple regression analysis was used to test the joint effect of Interventions, EO, ME and BPR.

6.2.1 Descriptive Statistics Summary

The descriptive analysis findings indicate that interventions had a positive impact on beneficiary poverty reduction by FBEs. The results show that the training component had the highest mean 4.15 with a low coefficient variation of 21.6 percent. It is evident from the finding that the training factor was doing well and strongly enhanced the social empowerment of beneficiaries to reduce poverty within the slums. The high mean ranges exhibited by the training factor implies that FBEs put emphasis on trainings for beneficiaries to acquire skills for employment. The skills assist in records keeping for transparency and accountability in beneficiary poverty reduction by FBEs.

The descriptive analyses also give significance to social networking in influencing beneficiary poverty reduction. The driving factor to social networking was identified as collaborations with a mean of 3.66 and a coefficient variation of 32.3 percent. This indicates that FBEs were able to mobilize resources through networks. Further, evidence of the social networking concept was the promotion of trust and relationships thus positively influencing support to beneficiary poverty reduction within the slums of Nairobi.

Grants and loans factor had a mean score of 3.30 and a modest coefficient variation of 37.8 percent. This indicates that FBEs offered grants to promote accumulation of beneficiaries' savings. The accumulated savings enabled beneficiaries to obtain low interest loans plus eliciting access to capital for startups to create more wealth. It was also of significance that grants offer with conditions had a low mean of 3.19 with a high coefficient variation of 44.2 percent. This implies that largely grants were offered. The high coefficient variation implies that the grants process was not doing well and could have had conditions from sponsors. This finding concurs with other empirical studies that grants/donor funds have strings attached.

It was also evident from the descriptive statistics analysis findings that there was food distribution to the needy in the slums of Nairobi, Kenya as it had the top most score mean of 3.54 under survival needs. This appears to be the popular norm by FBEs in tackling the poverty scourge though food scarcity remains a major problem to beneficiaries in the slums.

However, the housing factor scored the low mean of 2.49 with a high coefficient variation of 50.4 percent. The high variation implies that across the slums of Nairobi covered by this study; most of the beneficiaries still lack proper shelter with majority residing in makeshift shanties. The sustainability programme activity of enrollment of children in school exhibited a high mean score of 3.84 with a coefficient variation of 25.8 percent.

This implies that education of the children is a priority strategy for beneficiary poverty reduction within the slums of Nairobi. This corroborates with the training activity finding that literacy is necessary for skills to change life styles of beneficiaries for a better living. The factor of agricultural projects for food security had the lowest mean score of 2.36 meaning that most FBEs in the slum do not undertake agricultural activities due to the shortage of land. The land rights largely remain unresolved problem within the slums of Nairobi.

However, the study established that there are some FBEs doing exceptionally well in agricultural products such as the St. Joseph Uzima FBE in Kangemi slum. It produces tomatoes, poultry, grow green vegetables and the income is shared in the ratio of 60 percent to beneficiaries and 40 percent to the FBE. The FBE fraction is then ploughed back to support other agricultural activities for beneficiary poverty reduction.

Entrepreneurial orientation descriptive statistics analysis had a grand mean score of 3.64 with a low coefficient variation of 30.7 percent. This indicates that EO had a positive impact in the decision processes for BPR. The low mean score may imply that FBEs did not fully have capacities to apply innovative and risk taking practices to achieve beneficiary poverty reduction. The factor of new ways of doing things had the highest mean of 3.92, which implies that FBEs adopted new ideas periodically for success of beneficiary poverty reduction activities. The lowest mean score of 3.36 was on survival by avoiding competition. This may imply that beneficiaries lacked the capacity to compete with competitors taking advantage over them. This trend negatively affects beneficiary poverty reduction.

Further, the descriptive on Macro environment show it had a grand mean of 3.64 with a moderate coefficient variation of 32 percent. This indicates that Macro Environment (ME) contributed to BPR by FBEs within the slums of Nairobi. This contravenes the finding of H_3 that ME had no moderation effect implying that ME did not explain performance of BPR by FBEs. Evidence from the descriptive show that from the economic perspective, unemployment rate reduced in the slums as it had the highest mean of 4.10 and a low coefficient variation of 22.1 percent. This implies that FBEs interventions reduce unemployment and increase employment rates of beneficiaries. This impact positively to beneficiary poverty reduction due to the increased incomes gained from employment.

In addition, the low mean of 3.54 on high interest rate implies that interest on loans limits raising sufficient resources for business growth. This means that FBEs have to find cheap sources of credit for lending to beneficiaries. This also indicates that lack of financing is a major impediment to beneficiary poverty reduction within the slums of Nairobi.

Additionally, the descriptive findings show that the social cultural factor lead indicator was better relationships and trust, which had a mean score of 4.21 with a low coefficient variation of 17.8 percent implying that relationships and trust influence BPR. This also means that the hosting of cultural events by FBES for beneficiaries actually promotes trust and better relationships thus peaceful living and society cohesiveness. However, the measurement for social cultural beliefs in influencing poverty had the low mean of 3.45 with a high coefficient variation of 33.2 percent.

This finding indicates that the cultural beliefs positively and negatively influenced beneficiary poverty reduction depending on the slum. This finding concurs with other researchers that social cultural inclinations of individuals shape their entrepreneurial behaviour positively or negatively. Further, the descriptive results conform to findings of other researchers that technology brings efficiency and growth compared to the use of traditional methods. The technology indicator had the highest mean scoring 4.01 with a low coefficient variation of 25.1 percent. This explains why beneficiaries were able to produce high quality products to markets. It also implies that beneficiaries are now better informed for business decisions using the internet, thus affecting positively on beneficiary poverty reduction within the slums of Nairobi.

The descriptive finding that political scenes affect activities of the FBEs had the highest mean score of 3.88 with a coefficient variation of 29.3 percent. This implies that changes in political scenes indeed affect operations of FBEs within the slums. These findings concur Okeyo (2013) that political scenes affect SMEs operations and growth.

The exemption from paying tax under the political factor had the lowest mean of 2.45 and coefficient variation of 57 percent. This means that exemption of FBEs products from taxation was practiced to a less extent. According to the observations that this study gathered from the informants, there is need for the government to consider implementing the Public Benefit Organization Act 2013 to strengthen FBEs activities in beneficiary poverty reduction.

In essence, descriptive statistics findings is evidence that incomes, changes in lifestyle and better living standards were key outputs of beneficiary poverty reduction by FBEs within the slums of Nairobi. The indicator for income was increase in mobile telephone subscriptions that had a mean score of 3.88 and a coefficient variation of 27.4 percent. This implies that beneficiaries earned increased incomes thus could afford purchasing telephones. This was also an indication of improved living lifestyles and reduction in poverty levels. The findings are consistent with other research posits that FBEs are engines for change exploitation by illuminating entrepreneurial opportunities to reduce poverty levels amongst beneficiaries.

The lowest mean score on income was 2.90 with a high coefficient variation of 44.9 percent. The indicator showed average daily income being less than ksh.200/- (less than $1.90 per day). This finding implies that majority of the FBEs beneficiaries in the slums still live below the poverty line. This depicts the high poverty levels on the ground within the slums with beneficiaries suffering from divergent deprivations. This finding concurs with the World Bank (2016) poverty threshold valued at $1.90 per day. This implies that there is need for more concerted efforts by FBEs to strengthen productive activities such as seed capital for start-ups and lift beneficiaries from the poverty scourge in the slums.

The descriptive lead indicator for change in lifestyle was the increased enrolment of children in formal schools, which had a mean score of 4.21 with a low coefficient variation of 20.4 percent. This finding implies that children across the slums of Nairobi receive formal education thus acquiring the apprentice skills. In the long-term, this brings employment for incomes to reduce poverty.

The lowest score on the change of lifestyle factor was reduced crime rate with a mean of 3.47 and a high coefficient variation of 35.8 percent. Though not significant, finding shows that FBEs have a contribution to the promotion of peace in the slums by promoting programmes that reduce crime rates. The observations from the study key informants indicate that FBEs are involved in putting up streetlights within the slums to promote security.

As an example, the Kangemi Technical FBE installed free of charge solar security streetlights in Kangemi slum to promote security. The high coefficient variation of 35.8 percent is an indication that security remains a problem within the slums. There is therefore need for FBEs to initiate collaborative efforts with government authorities for more support and protection to spur entrepreneurship for beneficiary poverty reduction.

On living standards, the descriptive finding on houses connected to electricity had a mean score of 3.99 with a low coefficient variation of 25.7 percent. This finding means that more people in the slums are now connected to electricity for daily life support such as the supply of clean running water, use of spray pumps for car washing and CCTV cameras for security. The lowest mean on the living standards factor was the indicator for those who live in self-contained houses that had mean of 2.06 with a coefficient variation of 57.9 percent. This means that infrastructure such as the lack of shelter is a serious hindrance to the success of beneficiary poverty reduction within the slums of Nairobi. It also indicates that there is limited better hygiene and slums are still prone to diseases.

This finding also implies that most beneficiaries still live in shanties, as they cannot afford rent for better housing. It is therefore prudent that Kenya government authorities focus on facilitating FBEs on the slums housing activities under the government Big four agenda. This strategy would assist improve provision of shelter to the vulnerable trapped in poverty and generally boost the FBEs development inlets to uplift housing of beneficiaries.

6.2.2 Factor Analysis Summary

The results of factor analysis depict some of the main underlying ingredients of interventions, entrepreneurial orientation and Macro environment that drive beneficiary poverty reduction within the slums of Nairobi. The results in Table 4.3 show that factors with Eigen values greater than 1 explained 70.7 percent contribution to BPR. This is further evidence that intervention processes influence beneficiary poverty reduction by FBEs. The applications included beneficiary confidence building, social empowerment, savings accumulation, low interest loans, better security, market for products, skills, collaborations with the communities, protection of environment, mobilization of resources, and promotion of trust, provision of food among others.

The driving forces of entrepreneurial orientation in beneficiary poverty reduction were identified to include creativity and innovation for social support services, bold aggressive measures in uncertain conditions, new ways of doing things, technology adoption and dramatic changes in products with services. The lead drivers of Macro environment in BPR were social empowerment, access to cheap credit, human rights advocacy, use of appropriate technology, internet, pushing for tax cuts to FBEs, leadership and social cultural beliefs.

Beneficiary poverty reduction outcomes and outputs were identified as health and safety conditions, business startups self-reliance, literacy, mobilized resources, better housing surge in mobile telephones and TV ownership with fewer people using firewood. This outcome is evidence of flourishing life styles that can be attributed to interventions, EO and ME relationships in beneficiary poverty reduction by FBEs within the slums of Nairobi.

6.2.3 Interventions and Beneficiary Poverty Reduction by Faith Based Enterprises within the slums of Nairobi, Kenya

The first objective sought to determine the relationship between Interventions and Beneficiary Poverty Reduction (BPR) by FBEs within the slums of Nairobi, Kenya. In effect, hypothesis (H_1) testing explored the relationship between interventions and BPR. The first objective of the study was attained as the results of simple linear regression analysis show that there was a positive significant relationship (P<0.05) between interventions and BPR by FBEs within the slums of Nairobi, Kenya.

In effect, the study established that interventions is instrumental in the performance of beneficiary poverty reduction by FBEs. This finding is true to results of previous studies as Tadros (2010) and Haugh (2007) posit that nonprofit enterprises pursue and bring social welfare changes such as health care, environment and economic investments besides others for improved livelihoods of beneficiaries.

Equally, the study findings provide evidence that interventions were important mechanisms for providing remedies to social welfare failures and spreading entrepreneurial benefits among the beneficiaries to reduce poverty by FBEs within the slums of Nairobi.

6.2.4 Interventions, Entrepreneurial Orientation and Beneficiary Poverty Reduction by Faith Based Enterprises within the slums of Nairobi

The second research objective of this study sought to establish the effect of Entrepreneurial Orientation on the relationship between Interventions and Beneficiary Poverty Reduction (BPR) by FBEs within the slums of Nairobi, Kenya. The result of the hypothesis test (H_2) showed there was a statistically significant mediating effect of EO on the relationship between interventions and BPR. Hypothesis 2 was therefore accepted and objective 2 achieved.

This in essence shows that the mediation effect of EO improved the relationships between interventions and BPR. From the findings, it can be concluded that EO exhibited a strong mediating effect on the relationship between interventions and the performance of BPR within the slums of Nairobi.

These findings are consistent with Gupta and Batra (2015) that entrepreneurial orientation dimensions have positive linkages with the environment forces thus influence performance of an enterprise. Similarly, the findings concur with Walter et al. (2006) assertion that the enterprises degree of entrepreneurship is the extent it applies or intervenes the EO dimensions in its practices.

6.2.5   Interventions, Macro Environment and Beneficiary Poverty Reduction

The third research objective aimed at determining the effect of Macro Environment (ME) on the relationship between interventions and BPR by FBEs within the slums of Nairobi, Kenya. The study hypothesized (H$_3$) that the Macro environment factors have a significant moderating effect on the relationship between interventions and BPR within the slums of Nairobi, Kenya.

The study established that ME did not have a statistically significant moderating effect on the relationship between interventions and BPR by FBEs within the slums of Nairobi Kenya. The third hypothesis was thus not supported and rejected. This finding corroborates to Machuki and Aosa (2011) posit on enterprises at the Nairobi stock exchange that the environment as moderator was not statistically significant to influence performance. However, this study finding on ME moderation effect contradicts other studies, which found the environment to have positive significant moderating relations Scribner et al. (2011) on alcohol consumption and adherence to social norms at college and campuses.

Conversely, Pearce, Robinson and Mital (2012) found that the environment as a moderator might negatively affect relationships between the predictor constructs but still its factors exhibit influence in its performance. The study Hypothesis (H$_3$) was rejected but under model II it showed that ME moderation effect was statistically significant in the coefficient section which corroborates to Pearce et al. (2012).

6.2.6 Interventions, Entrepreneurial Orientation, Macro Environment and Beneficiary Poverty Reduction by Faith Based Enterprises

The fourth research objective was to determine the effect of Interventions, Entrepreneurial Orientation (EO) and Macro Environment (ME) factors on Beneficiary Poverty Reduction (BPR) by FBEs within the slums of Nairobi, Kenya. The study hypothesis (H_4) assessed the joint effect of Interventions, EO and ME on BPR within the slums of Nairobi.

The fourth objective of the study was achieved and hypothesis (H_4) accepted. The study established that the combined effect of Interventions, EO and ME factors was significantly greater than their individual effects on BPR. This means that different relationships explain BPR within the slums of Nairobi. The study also established that some of the relationship was not statistically significant. There were varied effect on BPR as Macro environment had a significant relationship of p-value .000.

However, the p-values for interventions was .398 and Entrepreneurial orientation .088 implying that they were not statistically significant as it was greater than 0.05. The joint effect findings of this study concur with that of Covin *et al.* (2006) and Walter *et al.,* (2006) that combined effect of variables on performance of the enterprise is greater compared to the individual effects of the same variable.

6.3 Conclusion of the Study

The concerns on the relationship between interventions, entrepreneurial orientation and macro environment was not clear to explain success or failure of beneficiary poverty reduction by FBEs within the slums. Hence, this study assessed the relationships among entrepreneurial orientation, Macro environment, interventions and beneficiary poverty reduction by Faith based enterprises within the slums of Nairobi, Kenya as its broad objective. However, the assessment for beneficiary poverty reduction was complex as social value creation measurements are difficult to determine.

Stoltzfus (2007) posits that measurement of social value is complex and advocated researchers use mixed methods approach for better understanding of the concepts under inquiry. In effect, this study adopted a mixed method approach of positivism for quantitative analysis and phenomenology for qualitative analysis. The study used mixed methods to measure the extent of the social value created for better capture of the performance of beneficiary poverty reduction by FBEs within the slums of Nairobi.

The study results show that interventions had a significant effect on beneficiary poverty reduction by FBEs within the slums of Nairobi, Kenya. Relying on the study findings, it is distinct that interventions had a significant relationship that influenced beneficiary poverty reduction within the slums of Nairobi. Further, it can be concluded that characteristics of the individuals such as age, sex, education standards and length of service for experience and trust are contributory factors influencing beneficiary poverty reduction by FBEs.

The study found that most of the beneficiaries were within age bracket of 20-35 years thus need for FBEs to deeply interact with this age group to promote beneficiary poverty reduction within the slums of Nairobi. This view is in line with Kristiansen et al. (2003), finding that demographic factors such as age, gender, education plus work experience shape the performance of an enterprise to deliver social value and reduce poverty. The study also found that there were positive correlations between interventions and other constructs, which implies that implementation of intervention practices by FBEs, increases the performance of beneficiary poverty reduction within the slums of Nairobi.

The study findings provide evidence that entrepreneurial orientation mediates the relationship between interventions and beneficiary poverty reduction. The significant mediating effect of Entrepreneurial Orientation (EO) in the relationship between interventions and beneficiary poverty reduction implies that managerial practitioners should put emphasis on social innovation, risk taking and proactive management for improved quality services to enhance beneficiary poverty reduction by FBEs.

The findings may also be conclusively interpreted to mean that EO provisions involve beneficiaries and management teams in decision making on poverty reduction targets. This conclusion relates positively to Fabeen and Mahmood (2014) that embedding EO dimensions of innovation, proactiveness and risk taking in enterprise operations elicits robust performance leading to superior quality products and services. Further, this study's rejection of hypothesis H_3 showed that Macro environment did not have moderation effect, as it was not statistically significant on the relationship between interventions and beneficiary poverty reduction.

However, other previous studies found that Macro environment as moderator or on its own may positively or negatively affect relationship with the independent variable. This implies that despite the rejection of hypothesis H_3, the contribution of Macro environment in relationships influencing beneficiary poverty reduction cannot be underestimated. This leads to the conclusion that management teams of FBEs with due diligence need to consider scanning the environment for exploitation of its dependent resources and new opportunities to enhance the competitiveness and performance of beneficiary poverty reduction within the slums of Nairobi. This new finding adds value to the extant literature on institutional theory for enterprise competencies.

Finally, the study found that the joint effect of interventions, entrepreneurial orientation and Macro environment has a greater outcome on beneficiary poverty reduction compared to the individual effects of the same variables. In effect, beneficiary poverty reduction by FBEs in the slums of Nairobi exhibited a greater performance from the synergistic effects of interventions, entrepreneurial orientation and Macro environment.

When compared, the individual effect of the same variables to beneficiary poverty reduction was found lower than the combined effects of the same constructs. Given this emerging information, this study suggests that the practitioners should jointly apply the driving forces other than singly to enhance competitiveness and performance of beneficiary poverty reduction within the slums of Nairobi.

6.4 Recommendations

The results of this study showed that relationship exist between interventions and beneficiary poverty reduction. However, the joint implementation of entrepreneurial orientation, Macro environment and interventions activities demonstrated greater impact in the performance of beneficiary poverty reduction.

In essence, these findings attempt to explain the inconsistencies, increased disagreements and doubts that had emerged on the lack of clarity on the integral processes of entrepreneurial orientation, Macro environment and interventions in beneficiary poverty reduction by FBEs within the slums of Nairobi, Kenya.

The findings indicate that through interventions, filling the voids for social change was done and had a clear positive effect as it explained 25.6% contribution on beneficiary poverty reduction. The FBEs zeal for beneficiary poverty reduction was in practices such as social security protection, promotion of income generating activities, education and apprenticeship trainings, health and the rehabilitation of children amongst others.

This study also demonstrated that beneficiaries' characteristics such as education level, age, sex besides others are critical for the success of beneficiary poverty reduction. To keep these good practices and enhance the performance of beneficiary poverty reduction, it is recommended that the FBEs put emphasis on multiple training initiatives for skills to enhance employability.

This would in the long-run translate into creating sustainable social and economic outcomes for beneficiary poverty reduction levels in the slums of Nairobi, Kenya. The study also observed that FBEs do not have ready markets for products and services that they offer. It is recommended that the management team do market analysis to identify customer needs before embarking on production in large quantities to cut costs and facilitate plough backs for beneficiary poverty reduction.

In addition, the finding by this study that FBEs lack capacities to compete and meet changing environmental demands. This warrants social innovation undertakings for instance skills building for development of leadership and management capabilities. This concurs Perren and Grant (2001) that entrepreneurs develop leadership competencies through suitable trainings and learning on the job from experience. This would create new products and services to generate more incomes, thus secure FBEs relevance and success in poverty reduction. Equally, the study observed that most of the FBEs do not monitor and evaluate beneficiary poverty reduction activities. It is recommended that the monitoring and evaluation activities be embedded in the implementation plans of the FBEs to track progress, deviations and completion timeliness of beneficiary poverty reduction activities.

One of the major handicaps to beneficiary poverty reduction identified by this study is funding. The donor funds are dwindling and the little received come with shifting interests. This finding corroborates to Bradley (2009) that donor funding to non-profit enterprises is diminishing. To diffuse this impediment and have long lasting benefits, it is recommended that FBEs embrace social innovation for entrepreneurial practices to generate incomes for self-sustainability.

Additionally, to reduce dependence on donors there is need to mobilize resources through congregational social networks for capital accumulation. The accumulated capital would in turn be utilized to offer beneficiaries repayable small loans to start small businesses. Given this view, it is recommended that practitioners in beneficiary poverty reduction enlist social networking as one of the centre-piece strategies in collaborations to gather resources. Such resources would easily light up entrepreneurial start-ups for beneficiary poverty reduction free from the donor exigencies.

Further, through social networking, FBEs can build trust and integrity for the sense of cohesiveness to maximise for impeccable beneficiary poverty reduction within the slums of Nairobi. It is also recommended that beneficiaries be encouraged to join Saccos as practice shows it is a popular grassroots savings strategy to finance investments to reduce poverty.

The study established that majority of the beneficiaries live below the threshold for poverty as defined by the World Bank of $1.90 (Ksh.200/=) per day. This implies that beneficiaries' individual incomes alone are unreliable to depend on for beneficiary poverty reduction. To improve this status, it is suggested that the enterprise culture be embedded by FBEs for business approaches to create wealth. This is in line with Kelly (1991) that enterprise culture promotes business for welfare provisions through activities such as entrepreneurship, education, policies, health and social services.

The lack of food was one of the considerable unsettled issues cutting across slum societies. It is therefore, recommended that FBEs with some land plots initiate agriculture practices for food security. Such agricultural projects could include green houses for growing of vegetables and poultry as discussed under 6.2.1. This strategy is rooted by this study for FBEs to consider as it may make beneficiaries put food on the table by themselves and reduce dependency on rations from donors.

The study found that FBEs lacked capacities to write grant-winning proposals for funding beneficiary poverty reduction activities. This weakness was identified in most of the FBEs and it is recommended that FBEs seek and train expertise in this area for survival in the competitive world environment. Further, it was observed that most of the FBEs are not registered as independent entities but operate under the cover of the sponsoring Faith based organization. It is recommended that the sponsoring FBOs assist the FBEs register as independent entities. This could give the FBEs the much-needed independence to lobby and bid for funding beneficiary poverty reduction activities.

Additionally, the study observed that there is a rampant trend of double dipping by FBEs in beneficiary poverty reduction activities. This trend denies genuine beneficiary poverty reduction cases funding due to the duplication of activities. It is recommended that FBEs located in the same slum use their congregational networks to collaborate and exchange ideas on the type of interventions for beneficiary poverty reduction to avoid missing on funds due to duplication.

Essentially, this study established that some of the root explanation of poverty in the slums of Nairobi include the culture of alcohol abuse, HIV pandemic and unemployment. In effect, this result concurs with Pokhariyal (2005) that drug trafficking, the pandemic of HIV aids and unemployment amongst others are the main damage indicators leading to poverty in the slums. Given these findings, it is recommended that government authorities in liaison with FBEs come up with innovative models to address the challenges for the protection of the society from human devaluation within the slums of Nairobi.

Equally, this area could be a fertile ground for future research to explore more on the poverty phenomenon within the slums of Nairobi. Furthermore, the study observed that FBEs interventions directly touch the poor and there were lamentations of high cost of products due to taxation. This study recommends that the government implement the Public Benefits Organizations Act (PBOA) (2013) to give reliefs to the FBEs in the noble tasks as identified to enhance beneficiary poverty reduction within the slums of Nairobi.

The study also established that the older beneficiaries are constrained in abject poverty, as they cannot participate in livelihood earning activities. It is recommended that FBEs liaise with government authorities to register beneficiaries 70 years and above for the social welfare cash payments and National Health Insurance Fund cover to support healthcare.

Technology has improved the security situation in the slums particularly with the fitting of CCTV cameras in business premises. However, the study established that the mobile telephone use is threatening the institution of marriage due to suspicions of unfaithfulness by the beneficiary spouses. Also observed by the study was that the youth beneficiaries get glued to the net neglecting school work to the point that their final scores go low. To minimize this technological offensive, it is recommended that FBEs promote pastoral outreaches and motivational talks to promote peace and good morals as development tools to enhance beneficiary poverty reduction within the slums of Nairobi.

From the qualitative data analysed, this study observed that beneficiaries in the slums feel neglected by the government. A case in point is Kibera slum. Despite its large populace, Kibera slum was found to have only five public primary schools. From this perspective, this study recommends that the government develop adequate policies for inclusivity for example more public schools for the slum areas.

The policy makers may also extend financial and material assistance to FBE schools for quality education to tackle the poverty scourge. Similarly, it is recommended that the government assist in getting solutions to slum housing as it was observed that greater number of the beneficiaries live in shanties with limited toilet facilities and lack safe hygiene. The government could come in and assist the slums under the action plan for affordable housing being one of the Big four Kenya government development agenda.

6.5   Implications of the Study

In this section, a synthesis of the research findings and its implications to theory, policy and practice is discussed. The section outlines the study findings significant contribution to social entrepreneurship development in terms of theory, policy and management practice.

6.5.1   Theoretical Implications

The study was anchored on a combination of various entrepreneurship theories. The theories include Social networking for resources mobilization, Human capital for skills development and experience, Institutional for legitimacy and Innovations for change exploitation to new creative outcomes. The study focused on various issues such as accessing resources, skills, creativity and social innovations for competencies to deliver in beneficiary poverty reduction.

The study established that these values were critical in the exploitation of opportunities to create social value and enhance beneficiary poverty reduction by FBEs. Further, the study findings support the modified empirical conceptual model (Figure 5.1) that may be useful to explain the links between Interventions, Entrepreneurial Orientation and Beneficiary Poverty Reduction. Additionally, from the human capital and social networks theories perspective, the study findings established that characteristics of individuals influence the pursuit for social benefits positively and negatively. This emerging paradigm implies that emphasis should be on creating value for beneficiaries and not surplus for the enterprise to spur beneficiary poverty reduction.

The youth and women were found to be more involved in beneficiary poverty reduction activities. There is need for FBEs to invest more in the youth and women as motivational factor to grow the necessary management capacities and resources for sustainability of beneficiary poverty reduction. This new trajectory amplifies the social network theory as previous studies mainly put it for the accumulation of resources and lacked the specification on individual characters as spelt by this study.

In effect, the study results show the necessity of teamwork and hands-on experience for leadership and job creation. These findings link to institutional and human capital theories in the operationalization of beneficiary poverty reduction by FBEs. However, the study finding appears to suggest a new shift in human capital theory as it demonstrates that apart from its traditional flair for education and experience emphasis, an enterprise can deliver in social value based on relationships, trust and doing things differently by those involved despite their illiteracies.

Equally, the study findings put strength on social innovations such as discovery of new markets for competitive advantages. This development is an indication of new light to the innovations theory for up-scaling beneficiary poverty reduction and survival in turbulent environments. The study results confirmed existence of statistically significant relationship between the constructs of Interventions and entrepreneurial orientation thus the relevance of EO in decision making to spur beneficiary poverty reduction by FBEs.

Macro environment was found not statistically significant, implying that the concept was not fully integrated in beneficiary poverty reduction operations. The lack of moderating effect by Macro environment is new contribution to theory as it explains scanning environment information when sourcing for environmental resources. By so doing, the details obtained would assist in making intelligent decisions on environmental inputs for best management practices that may yield suitable beneficiary poverty reduction results in an efficient way for example the technology transfers.

Consequently, the finding by this study that joint effect of interventions, entrepreneurial orientation dimensions and Macro environment are a driving force for beneficiary poverty reduction is new information emerging for literature as it provides insights to show the strength of integrating the driving forces for higher impact in beneficiary poverty reduction.

In effect, most of the research so far done did not cover the variables as conceptualized by this study with its results revealing new information to explain the ongoing debate about inconsistencies and disagreements on the relationships raised by various studies. Additionally, the empirical findings give insights that beneficiary poverty reduction is greater achieved by a combination of multidimensional synergies for optimal delivery of social value. Equally, the study results ascertain the relevance of the theories of networks for accumulation of resources, human capital for acquisition of skills and hands-on experience for jobs, institutional for legitimacy and leadership, innovation to exploit change for new ideas and creative outcomes such as products and services.

In all, it is evident the results are linked to the study theories. For example, network theory for the accumulation of resources explains why there are robust activities in FBEs because of resources and weak in those FBEs with less access to resources. Hence, to drive success in beneficiary poverty reduction within the slums of Nairobi, practitioners could explore the implementation of the study findings for possible solutions to the society social problems.

6.5.2   Managerial Implications

Faith based enterprises initiate innovative approaches to create social value for beneficiary poverty reduction. The study observed that lack of funding is one of the key impediments to the success of beneficiary poverty reduction within the slums of Nairobi. To improve beneficiary poverty reduction performance, it was observed that management practitioners effect work plan to raise seed capital, low interest loans and grants to assist beneficiaries start small businesses to generate incomes for self-sustainability. This concept can promote creative small enterprises for long-term earnings and reduce poverty levels amongst beneficiaries within the slums.

The study established that most of the beneficiaries incomes fell below the World Bank poverty line of $1.90 (Ksh. 200/=) per day. This low level in individual incomes portrays a worst-case poverty scenario, which makes it difficult for beneficiaries to raise capital for investment to reduce poverty levels. To manage the resource limitations, FBEs management practitioners in collaboration with beneficiaries should strive to adopt modern business practices for example business plans and map out for increased incomes to tackle the poverty scourge in the slums.

This is in line with the study observations that FBEs interventions to enhance beneficiary poverty reduction should be participatory and based on the social needs identified by the beneficiaries. This implies that practitioners need to carryout assessment needs then communicate to the targeted beneficiaries to reduce stress in implementation. Again, the study established that FBEs experience managerial difficulties mainly due to lack of qualified personnel.

For competencies to enhance performance of beneficiary poverty reduction, practitioners should encourage skills building for best entrepreneurial governance practices such as proper records keeping for accountability. Equally, practitioners should consider skewed trainings for apprenticeship as the graduates could easily use the skills such as carpentry and plumbing for self-employment. In addition, innovative solutions to social problems should be the norm for practitioners to remain relevant in beneficiary poverty reduction.

The study findings indicate networking is key in the organization of both human and financial resources for beneficiary poverty reduction. Networks promote social ties through cultural events, which builds trust and cohesiveness for inclusive living and maintenance of peace for development. In effect, networks may be an upbeat strategy to practitioners as findings show it is an enabler to learning in the FBE and sharing of knowledge among beneficiaries to reduce poverty levels. Likewise, technology drives all aspects of the economy. For this reason to avoid obsolescence, practitioners should put emphasis on the adoption and use of the latest technologies for quality commodities and services to increase incomes for beneficiary poverty reduction.

The study observed that some FBEs produce quality products but lack markets. This emerging issue amongst others, needs heuristic approaches by practitioners such as encouraging beneficiaries to learn and discover by themselves markets both locally and outside the country to derive high earnings from the sale of products and services for poverty reduction.

6.5.3 Policy Implications

The study findings established key areas of interest for policy makers to enhance beneficiary poverty reduction within the slums of Nairobi. Among the lead areas for attention that the study established was the lack of shelter as most of the beneficiaries were mainly confined to makeshift shanties. There is need for FBEs to attract attention by lobbying for housing policy in line with the Kenya government housing agenda for development to put up structures complete with social amenities for better lifestyle of beneficiaries. Equally, pit latrines and sanitation facilities are limited and need improvement.

The study also established that slums of Nairobi have limited public schools for instance Kibera, which is the largest slum in Kenya, has only five public primary schools. There is need for policy to guide the government of Kenya increase financial allocations to cater for more public schools in the slums. It is through education that the young generation in the slums can acquire skills for employment and in the long run enhance beneficiary poverty reduction as spirited by Faith based enterprises.

In addition, the findings of the study indicate that FBEs do not have competent staff to run beneficiary poverty reduction activities. There is need for policy that guides FBEs to strengthen human resource capacities for effective service delivery and improve the performance of beneficiary poverty reduction. The literature reviewed of the previous studies exhibited that the study of Faith based enterprises is still in infancy stages. The emerging information as established by this study systemizes Faith based enterprises as innovative engines for development but are short of capacities to move it to other levels effectively.

In effect, the study findings on collaborations, trust and others in raising resources for beneficiary poverty reduction may interest policy makers as a guide in building new funding outfits for poverty reduction. In all, FBEs uplift the deprived beneficiaries captured in poverty within the slums of Nairobi to better living lifestyles. The FBEs as this study established intervene to assist in various ways like the provision of water, food, grants and creation of employment opportunities amongst others to enhance beneficiary poverty reduction. To sustain these Faith-based enterprises (FBEs) drives, there is need for government policy makers to channel poverty reduction resources through FBEs in the slums as they have the network to effectively reach the poor beneficiaries.

The government can strive to strengthen the capacities of the FBEs to achieve this noble target and generally reduce poverty levels within the slums. In addition, this study observed that despite the crucial role that the FBEs are contributing in beneficiary poverty reduction, policy to specifically guide its operations is absent. In particular, the Public

Benefit Organizations Act (2013) need to be gazetted for implementation. This would create a conducive environment for FBEs to do businesses for development. Further, political stability is vital for development to spur and enhance beneficiary poverty reduction by FBEs. This study observed that riots attributed to political inclinations in the Kenya national elections period of August 2017 to March 2018 destroyed FBEs properties in the slums thus adversely affecting beneficiary poverty reduction processes. It may therefore be necessary for policy makers to develop wider governance structures to ensure political stability and peace for development. Likewise, technological changes as established by this study affect the operations of FBEs in beneficiary poverty reduction. In effect, there is need for a deliberate policy to promote technological advancements for FBEs and other SMEs to bridge the digital divide for better livelihoods.

6.6   Limitations of the Study

This study provides tremendous contribution to new knowledge but had limitations, which may also be a useful caution in further research. First, the number of FBEs forming the population of the study was a census and only limited to those FBEs within the slums of Nairobi. The study did not include slums of other major towns in Kenya like Mombasa and Kisumu thus biasness in sample of the study. In essence, inclusion of FBES from slums of other towns would have derived a larger population and possibly enriched the findings on beneficiary poverty reduction within the slums.

Secondly, the research study was conducted based on data collected from beneficiary group leaders, management team leaders for instance social worker and pastor from each Faith based enterprise. This information was from key informants within the Faith based enterprises (FBEs) and therefore expected to be robust. However, such information from informants may suffer from common methods variance or biasness like reporting only positively thus showing FBE performing well yet negative aspects at the enterprise exist. According to Chang, Edward and Witteloostuijn (2010), the common methods bias can be minimized by conducting various validity and reliability tests. The validity and reliability tests were done and are reported in this study.

Thirdly, some of the Faith based enterprises (FBEs) had complications as the respondents resisted to fill the research questionnaires despite the official introduction and authority letters to collect the research data. This affected the response rate as some of the questionnaires were not returned or were partly filled.

Fourth, this research probed into areas of social value for the reduction of poverty. In fact, these areas were difficult waters to navigate as little has been studied with so far no coherent accepted measurements for social value, as it is hard to quantify when non-monetary. However, the study used more than one method approach explicitly quantitative and qualitative to ensure correct data was obtained.

Finally, this study used the descriptive cross-sectional survey design, which involved the collection of data at a particular point of time from management teams and beneficiary group leaders. This was a limitation to the study in that the data collection was once. The use of other study methods such as longitudinal study and grounded theory could have taken longer time to process the effects, which could have led to different results.

In effect, due to the study time limits, this option was not considered. However, many studies are qualitative not by accident but because obtaining cross-sectional data on behaviour is difficult as it needs time to understand experiences of the respondents to feel comfortable in giving data. Nevertheless, all the necessary precautions were undertaken to ensure the limitations were not of any significance to change the findings of the study.

6.7 Suggestions for Further Research

Based on the findings, this study had limitations that warrant further inquiry.

First, study used the descriptive cross-sectional research design, which involves the collection of data at a certain point of time. Further research could adopt a longitudinal study using the same FBEs over a long period. Equally, further research could use the grounded theory approach as recommended by Strauss and Corbin (1990) for deeper insights. The grounded theory through inductive theory building would stretch the investigation observations for a longer period on the cause effects and linkages to the study variables. This would give an in-depth diverse set of concepts to explain success or failure in the performance of beneficiary poverty reduction by FBEs within the slums of Nairobi, Kenya.

Secondly, the study population was a census and limited only to FBEs within slums of Nairobi, thus biasness as it did not include FBEs of other towns. A replication of the study could be pursued visibly after five years with a wider scope and large population inclusive of FBEs in slums of other major towns such as Mombasa and Kisumu or global contexts. In essence, this would widely interrogate the relationships between the variables for possible new knowledge on beneficiary poverty reduction by FBEs within the slums.

Thirdly, the study results showed that most of the FBEs beneficiaries incomes within the slums were below Ksh.200/= ($1.90) per day which is below the World Bank poverty threshold line. To follow up on these low levels of income, future research could be on entrepreneurial governance for social returns by FBEs within the major slums in Kenyan cities as it would directly impact on the welfare of the people to reduce poverty.

Fourth, future research could be expanded to consider the Macro environment forces ongoing debate as its moderation on the relationship between interventions and entrepreneurial orientation in the performance of beneficiary poverty reduction was found not statistically significant. This scenario provides a strong basis for future research on this phenomenon inclusive of the FBEs internal processes. This would possibly provide in-depth insights of ME actual effect in beneficiary poverty reduction by FBEs. Overall, theoretically, contextually and methodologically there is need for more of these studies both externally and locally as it is an innovative growing sector that impacts positively by uplifting livelihoods of the people.

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APPENDICES

Appendix I: Letter of Introduction from University of Nairobi to Collect Data

UNIVERSITY OF NAIROBI
COLLEGE OF HUMANITIES & SOCIAL SCIENCES
SCHOOL OF BUSINESS

Telephone: 4184160-5 Ext 215
Telegrams: "Varsity'" Nairobi
Telex: 22095 Varsity

P.O. Box 30197
Nairobi, KENYA

19th January, 2018

TO WHOM IT MAY CONCERN

Dear Sir/Madam,

INTRODUCTORY LETTER FOR RESEARCH
CHARLES NYUNGU NALYANYA– REGISTRATION NO. D80/ 60273/2013

The above named is a registered PhD candidate at the University of Nairobi, School of Business. He is conducting research on *"Interventions, Entrepreneurial Orientation, Operating Environment and Beneficiary Poverty Reduction by Faith Based Enterprises within Slums of Nairobi, Kenya."*

The purpose of this letter is to kindly request you to assist and facilitate the student with necessary data which forms an integral part of the research project. The information and data required is needed for academic purposes only and will be treated in **Strict-Confidence.**

Your co-operation will be highly appreciated.

Thank you.

PROF. MARY KINOTI
Associate Dean, Graduate Business Studies
School Of Business

MK/nwk

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Appendix II: Researcher's Letter of Introduction from NACOSTI

NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY AND INNOVATION

Telephone:+254-20-2213471, 2241349,3310571,2219420
Fax:+254-20-318245,318249
Email: dg@nacosti.go.ke
Website : www.nacosti.go.ke
When replying please quote

NACOSTI, Upper Kabete
Off Waiyaki Way
P.O. Box 30623-00100
NAIROBI-KENYA

Ref: No. **NACOSTI/P/19/97953/27852**

Date: **31st January, 2019**

Charles Nalyanya Nyungu
University of Nairobi
P.O. Box 30197-00100
NAIROBI.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on *"Interventions, entrepreneurial orientation, operating environment and beneficiary poverty reduction by Faith Based Enterprises within slums of Nairobi, Kenya"* I am pleased to inform you that you have been authorized to undertake research in **Nairobi County** for the period ending **31st January, 2020.**

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

Kindly note that, as an applicant who has been licensed under the Science, Technology and Innovation Act, 2013 to conduct research in Kenya, you shall deposit **a copy** of the final research report to the Commission within **one year** of completion. The soft copy of the same should be submitted through the Online Research Information System.

GODFREY P. KALERWA MSc., MBA, MKIM
FOR: DIRECTOR-GENERAL/CEO

Copy to:

The County Commissioner
Nairobi County.

The County Director of Education
Nairobi County.

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Appendix III: Research Permit from NACOSTI

THIS IS TO CERTIFY THAT:

MR. CHARLES NALYANYA NYUNGU
of UNIVERSITY OF NAIROBI, 26189-100
NAIROBI, has been permitted to conduct
research in *Nairobi County*

on the topic: *INTERVENTIONS,
ENTREPRENEURIAL ORIENTATION,
OPERATING ENVIRONMENT AND
BENEFICIARY POVERTY REDUCTION BY
FAITH BASED ENTERPRISES WITHIN
SLUMS OF NAIROBI, KENYA*

for the period ending:
31st January, 2020

Permit No : NACOSTI/P/19/97953/27852
Date Of Issue : 31st January, 2019
Fee Recieved : Ksh 2000

Applicant's
Signature

Director General
National Commission for Science,
Technology & Innovation

**THE SCIENCE, TECHNOLOGY AND
INNOVATION ACT, 2013**

The Grant of Research Licenses is guided by the Science,
Technology and Innovation (Research Licensing) Regulations, 2014.

CONDITIONS

1. The License is valid for the proposed research, location and specified period.
2. The License and any rights thereunder are non-transferable.
3. The Licensee shall inform the County Governor before commencement of the research.
4. Excavation, filming and collection of specimens are subject to further necessary clearance from relevant Government Agencies.
5. The License does not give authority to transfer research materials.
6. NACOSTI may monitor and evaluate the licensed research project.
7. The Licensee shall submit one hard copy and upload a soft copy of their final report within one year of completion of the research.
8. NACOSTI reserves the right to modify the conditions of the License including cancellation without prior notice.

National Commission for Science, Technology and innovation
P.O. Box 30623 - 00100, Nairobi, Kenya
TEL: 020 400 7000, 0713 788787, 0735 404245
Email: dg@nacosti.go.ke, registry@nacosti.go.ke
Website: www.nacosti.go.ke

REPUBLIC OF KENYA

NACOSTI

**National Commission for Science,
Technology and Innovation**

RESEARCH LICENSE

Serial No.A 22906

CONDITIONS: see back page

Appendix IV: Questionnaire for Data Collection from Faith Based Enterprise Beneficiaries

Charles Nyungu Nalyanya
University of Nairobi
P.O Box 30197-00100
Nairobi
EMAIL: charlesnalyanya@yahoo.com

Dear respondent,

This questionnaire is intended to collect data on effect of interventions on beneficiary poverty reduction by Faith based enterprises within slums of Nairobi Kenya. It is expected to establish measures to reduce beneficiaries' poverty levels within the slums with possible new knowledge for development of theory, policy and management practice in the field of Faith based entrepreneurship.

Please provide answers to the following questions by ticking ☑ the appropriate box or giving narrative responses in the spaces provided. The data will be used for academic purposes only and all your responses will be treated with utmost confidentiality.

Part I: Background Information

a) FBE Profile

1. Name of Faith Based enterprise (FBE) and religion..................................

2. Age of FBE
   a) 2 years and below   [   ]
   b) 3 - 6 years   [   ]
   c) 7 - 10 years   [   ]
   d) 11 -14 years   [   ]
   e) Over 14 years   [   ]

3. Tick the slum where the FBE is located.
   a) Kibera   [   ]
   b) Mukuru   [   ]
   c) Mathare   [   ]
   d) Dandora   [   ]
   e) Kariobangi   [   ]

f) Korogocho   [   ]

g) Others (specify)…………………………………………………………

4. What is the main funding source of the FBE?[Tick appropriately]

a) FBE members   [   ]

b) The government   [   ]

c) Donors   [   ]

d) The slum community   [   ]

e) The church and other religious institutions   [   ]

f) Fees from services   [   ]

g) Income from Investments   [   ]

h) Others (please specify)...

....

5. What is the major social benefits delivery service provided by your FBE

a) Water   [   ]

b) Clinics   [   ]

c) Social enterprises   [   ]

d) Schools   [   ]

e) Others please specify……………………………………………………………

6. What is the major activity run by FBE

Health   [   ]   Advocacy   [   ]   Crafts   [   ]

Education   [   ]   Water supply   [   ]

Others (specify)……………………………………………………………..

b) Respondent Personal Data

7. What is your position / title………………………………………………………

Business owner   [   ]

FBE beneficiary   [   ]

Other (specify)………………………………………………………………………

8. What is your sex (Gender):

Female   [   ]

Male   [   ]

9. What is your Age bracket:

Under 20   [ ]

20 – 35   [ ]

36 – 50   [ ]

51 – 65   [ ]

Over 65   [ ]

10. What is your marital status?

Married   [ ]   Single [ ]   Divorced [ ]   Widowed [ ]

11. What is your highest level of education

Nursery [ ]   Primary [ ]   Secondary [ ]   College [ ]   University [ ]

Others (specify)…………………………………………………………………….

12. How long have you been a member of this FBE?

2 years and below   [   ]

3- 6 years   [   ]

7-10 years   [   ]

11-14 years   [   ]

Over 14 years   [   ]

Part II: Interventions

13. The following are some of the interventions for beneficiary poverty reduction by FBEs within the slum. For each statement, indicate (by ticking ONE number) the extent to which the interventions are practiced in your slum.

KEY: 1= False 2= Some what true   3= True   4= Very true   5=Extremely true

(a) Social Networking intervention effect

Statement	Ranking				
	1	2	3	4	5
Resources are mobilized and raised through congregational networks					
There are collaborations to ensure targets in poverty reduction programmes are attained.					
Networks determine the grants and loans received from donors.					
Networks promote trusts to access and use information between beneficiaries					

(b)Trainings Intervention effect

Statement	1	2	3	4	5
Improves skills development to enhance employability and culture change					
Improves efficiency of management team and members for competitive advantage					
Enhances social empowerment of beneficiaries					
Improves business skills for self incomes					
Increases capacities to save and invest					
Builds confidence of FBE beneficiaries					
Helps to tackle negative attitudes towards the poor					
Helps to keep accurate records					
Strengthens human abilities to tackle poverty					

(c)Grants/Soft Loans Intervention effect

Descriptions and characteristics	1	2	3	4	5
Grants increases savings accumulation by beneficiaries.					
We have access to low interest loans					
Loan amount is based on one's savings					
Grants / loans are offered with conditions for specific operations					

(d) Survival needs intervention effect

Statement:	1	2	3	4	5
Food is given to the needy					
We have decent housing					
We have better security than our neighbours					
We have access to markets for our products					

(e) Sustainability programmes Intervention effect

Statement	1	2	3	4	5
We have homegrown business enterprises.					
We have agricultural projects for food security					
We attain skills for economic empowerment					
We have revolving savings and loans schemes					
We work closely with community members					
We protect the environment through better waste disposal					
We have monitoring and evaluation systems					
We have enrolled our children in schools					
We address stigma and empower the people socially					

Part III: Entrepreneurial Orientation Effect

14. React to the statement given below by ticking how far you agree with each statement relating to interventions for beneficiary poverty reduction by FBEs within the slum. (Please **TICK** the number that best represents your view).

1= Strongly disagree   2= Disagree   3= Neutral   4= Agree   5=Strongly agree

i.   Innovativeness

Statement	1	2	3	4	5
We adopt innovation, research & development as new ways of solving our social problems					
We change our products and services quite dramatically to meet social needs					
We implement new technologies with superior services for best practices in our activities.					

ii.   Risk taking

Statement	1	2	3	4	5
We have a strong tendency for poverty reduction projects with low risks					
We take bold aggressive measures even without sufficient information to remain successful.					
We explore new ideas periodically to attract resources					

iii.   Proactiveness

Statement	1	2	3	4	5
We normally initiate changes in social support services upon which other FBEs respond					
We lead in new social value products development to attract funding					
We normally try to avoid competition to survive					

Part IV: Macro Environment Factors

15. Using the scale below, indicate to what extent the following Macro environment factors influenced the relationship between interventions and beneficiary poverty reduction by FBEs within the slum. Please TICK the number that best represents your view.

KEY: 1= Not at all; 2= Less extent; 3= Moderate extent; 4= Large extent; 5=Very large extent

a) **Economic effect**

Statement	Ranking				
	1	2	3	4	5
High interest rates on loans limit raising sufficient resources for business growth.					
Tax cuts by the government on essential products and services reduce the cost of doing business for increased incomes					
FBE services promote equitable distribution of social and economic resources					
It is easier to start small business today than five years back					
It is much easier to start a business if you have access to cheap credit					
FBES have reduced unemployment and increased employment rates in the slum					

b) **Social cultural effect**

Descriptions and characteristics	1	2	3	4	5
Beneficiaries are socially empowered					
We experience better relationship and trusts					
There are basic amenities to majority of the people					
There are good health care services					
Disasters e.g. fire breaks are quickly controlled					
There is reduced high risk behavior					
There is reduced mental health stigma					
Social-cultural beliefs influence poverty					
There is access to food aid in times of famine and hunger					

c) **Technological effect**

Descriptions and characteristics	1	2	3	4	5
There is increased number of internet users					
There are changes in technology for efficiency					
There is access to appropriate technology for quality products					

d) **Political/Legal effect**

Descriptions and characteristics	1	2	3	4	5
Changes in political scenes affect FBEs activities					
FBEs are exempted from paying tax					
There is national leadership support for FBEs					
There are human rights protection policies					

Part V: Beneficiary poverty reduction by FBEs within the slums

16) Please indicate to what extent the following statements are true relating to interventions for beneficiaries poverty reduction by FBEs within the slum (Please **TICK** the number that best represents your view).

Key: **1**=Not true **2**=Somewhat not true **3**=not sure **4**=True **5**=Very true

i) Income

Statement	1	2	3	4	5
Each beneficiary's average income is Kshs.200/= ($ 1.90) a day					
There is increased mobilization of local resources					
There is increase in voluntary savings					
There is increased number of investments					
Number of mobile telephone subscriptions has increased					
Number of beneficiaries with television (TV) have increased					
Number of business enterprises have increased					
Level of donor dependency has reduced					

ii) Change in lifestyle

Statement	1	2	3	4	5
There is self-confidence and happy living					
There is better nutrition					
There is reduced child mortality rates					
There is reduced crime rate					
There is increased life expectancy					
There are more medical Health Centers nearby					
There is positive attitude change towards hard work					
There is increased enrollment of children in formal schools					
There is increased support to people living with HIV/AIDs					

iii) Living standard

Statement	1	2	3	4	5
Live in rented iron sheet structure with cement/dung floor					
Live in self-contained house					
Literacy rates increased					
Clean drinking water access points increased					
Solid waste management centers increased.					
More youth are involved in work to earn a living					
Beneficiaries have access to food throughout the week					
Street lights installed and in proper working condition					
There are more public Pit Latrines nearby					
More houses are connected to electricity					
Fewer people use firewood & charcoal for cooking					

Appendix V: Interview Schedule for the Organization

Charles Nalyanya Nyungu
University of Nairobi
School of Business
P.O Box 30197-00100
Nairobi
EMAIL: charlesnalyanya@yahoo.com

Background information

1. Position_____

2. Age of the enterprise_____

3. Slum_____

4.   Sources of funds for Faith Based Enterprise

    _____

5.   Entrepreneurial activities FBE is involved in:-_____

    _____

6. Interventions by Faith based enterprise

a) How does the FBE work with the youth beneficiaries to reduce poverty levels?

    _____

b) What methods are used by the FBE to increase involvement of beneficiary parents
    support education of slum children

    ……………………………………………………………

    _____

c) What actions are taken by FBEs to get a greater number of its workless beneficiaries
    into paid employment?

    _____

d) What are the most successful Entrepreneurship campaigns that FBE has undertaken to
    reduce beneficiary poverty levels within the slum

    _____

7. Macro Environment

a) How does FBE manage attitudes of beneficiaries towards social cultural beliefs in the
    reduction of poverty?

    _____

b) Does trust in God motivate ethical business? How?

_____

c) How do experiences (such as schooling or voluntary work) assist in beneficiary poverty reduction?

_____

d) What services can FBE develop for children in the slum to focus on eliminating

poverty_____

e) What prevents the FBE from raising sufficient resources to meet basic needs of

beneficiaries……………………………………………………………………………

………..

f) What are the positive and negative impacts of technology in beneficiary poverty

reduction by FBEs in the slum

Positive:

_____

Negative:_____

g) What is the Government doing to strengthen activities of FBEs to reduce poverty?

_____

h) Who are the beneficiaries at most risk of poverty in the slums of Nairobi? Why?

_____

8. Beneficiary poverty reduction by FBEs in slums of Nairobi

a) How does FBE assist control crime and violence to reduce

poverty……………………………..

_____

b) How are essential services like drugs made affordable, accessible and inclusive to all

the beneficiaries…………………………………………………………………………….

_____

c) How does FBE reduce financial burden of its beneficiaries?

_____

d) Who benefits from poverty in the slums of Nairobi? How?

_____

Appendix VI: Researcher's Letter of Introduction/Informed Consent Form for the Respondent

Charles Nalyanya Nyungu
University of Nairobi
School of Business
P.O Box 30197-00100
Nairobi
EMAIL: charlesnalyanya@yahoo.com

Dear Respondent,

I am Charles Nyungu Nalyanya, a PhD candidate, school of Business at the University of Nairobi. I am conducting a research study on interventions and beneficiary poverty reduction by Faith Based Enterprises within the slums of Nairobi. The population of study is all active FBEs in the research area. The purpose of the research is to gather information that will be used for academic purposes and management practices. I shall be grateful if you answer the questionnaire attached objectively.

Confidentiality-Your views will be held in strict confidence and will not be disclosed to anybody. Your participation is voluntary and this is to seek your consent. The filled questionnaire will be held in strict private confidence of the researcher.

No reference will be made in the report, which could link you to any information. Do not indicate your name anywhere.

Risks and Benefits- There are no risks involved as result of taking part in this research. The information will be used for purposes of improving the management practices of FBEs.

Position of Respondent: _____

Gender: _____

Date: _____

Time: _____

Place: _____

CONSENT

I have read and understood the above information. All questions pertaining to this research have been answered to my satisfaction. I also understand that by signing this consent form, I have agreed to participate in this study voluntarily.

_____
Signature of Respondent

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Appendix VII: List of FBEs in Slums of Nairobi

Individual Faith Organization/ Sponsor	Name of FBE	Slum
Arch Diocese of Nairobi	1. Rescue Dada	Huruma Mathare Kariobangi
Kariobangi Catholic Parish	2. Napenda Kuishi Rehabilitation Programme Trust	Korogocho Mathare Kibera Kariobangi Dandora
Comboni missionary sisters	3. Kariobangi women promotion institute	Mathare Korogocho
Kariobangi Catholic Parish	4. Verona Huruma Sacco	Mathare Huruma Dandora Kariobangi Korogocho
ACK St. Jones Huruma	5. St. Johns Computer College Huruma	Huruma Mathare
ACK St. Jones Huruma	6. Mothers union enterprise – Huruma	Huruma Mathare
KAG (Kenya Assemblies of God)	7. KAG Charity health clinic	Dandora phase 2
KAG	8. KAG Mathare child development centre	Mathare
NCCK	9. NCCK Huruma Clinic	Huruma Parts of Mathare
Supkem of Kenya (Islam)	10. Crescent medical AID	Mathare Huruma Eastleigh Mukuru
Missionaries of Charity Fathers – Pangani	11. Missionaries of charity Fathers Soup Kitchen	Mathare Kariobangi Huruma Eastleigh
Marianist Brothers –St Teresa Catholic Parish	12. Imani (faith) Marianist Hair dressing	Kariobangi Huruma Mathare Dandora
Marianist Brothers –St Teresa Catholic Parish	13. Imani (faith) Marianist Tailoring	Kariobangi Huruma Mathare Dandora
Marianist Brothers –St Teresa Catholic Parish	14. Imani (faith) Marianist Catering	Kariobangi Huruma Mathare Dandora
Muslim women self help project	15. Zero-waste women self help	Kibera
PCEA Emmanuel centre parish Kibera	16. PCEA Emmanuel Technical Training Centre	Kibera
	17. PCEA Emmanuel nursery	Kibera
	18. PCEA Primary school	
KAG Kenya Assemblies of God – Kibera	19. KAG child life Olympic vocational centre	Kibera
	20. KAG Child life Saloon Beauty Therapy	Kibera
	21. KAG Life Primary	Kibera / Soweto
Tumaini ministries	22. Tumaini academy	
	23. Tumaini secondary	
Tumaini Missionaries Health Care	24. Tumaini Missionaries Clinic	Kibera

	25. Revival secondary	Kibera/ Soweto
	26. Soweto Academy Primary	Kibera/ Soweto
	27. Revival Youth enterprise	Kibera/ Soweto
Hosana Revival Ministries Water Project	28. Exquisite mineral water	Kibera
Hosana Revival Ministries Clinic	29. Revival Home based clinic	Kibera
Christian Hope Net church – Kenya Recoo Centre	30. St. Catherine Children's Education centre	Kibera
Rastafurai Society of Kenya	31. H.I.M. Negus	Kibera
Tumaini ministries	32. Tumaini academy primary school (informal)	Kibera
Missionaries Brothers	33. St Theresa Children's Home	Kibera
Crisco Ministries Church	34. Crisco Choir Vision	Kibera
Crisco ministries	35. Crisco primary	Kibera
	36. Crisco secondary school	Kibera
Crisco ministries	37. Crisco widows catering enterprise	Kibera
Carebian Mosque	38. Carebian car wash	Kibera
Jedah mosque Kibera	39. Madrasatul Falah Centre	Kibera Mathare
Pentecostal Jesus Praise and Worship Church	40. Pentecostal ECD schools	Kibera
Anglican church of Kenya (ACK)	41. Kibera Human Development Clinic	Kibera
Life in Abundance	42. Kibera women workshop	Kibera
Sisters of Mercy (Sponsors) Mukuru Promotion Centre	43. St. Monica Women Self Help	Mukuru kwa Njenga
Sisters of Mercy Mukuru Promotion Centre	44. Our lady of Mercy Vocational Training Centre	Mukuru kwa Njenga
Sisters of Mercy Mukuru Promotion Centre	45. Songa Mbele na masomo	Mukaru kwa Njenga
Sisters of Mercy Mukuru Promotion Centre	46. Mary Immaculate clinic	Mukuru Fuata Nyayo
Sisters of Mercy Mukuru promotion centre	47. St. Catherine Primary School	Mukuru
Sisters of Mercy Mukuru promotion centre	48. St. Michaels secondary school	Mukuru
Sisters of Mercy Mukuru promotion centre	49. St. Elizabeth primary Lunga Lunga	Mukuru
Sisters of Mercy Mukuru promotion centre	50. St. Bakhitas Primary School	Mukuru –Masai village
Sisters of Mercy Mukuru promotion centre	51. Mukuru Primary School	Mukuru/Kayaba
African Divine Church	52. Mari Goni South B Welfare	Mukuru Fuata Nyayo
St. Jude Catholic Church	53. Faith Self Help	Mukuru kwa Reuben
Reuben Centre (Christian brothers)	54. Reuben primary school	Mukuru kwa Reuben
Christian brothers -Reuben Centre	55. Reuben centre Medical clinic	Mukuru kwa Reuben
Christian brothers (sponsors) - Reuben centre	56. Reuben centre medical clinic	Mukuru kwa Reuben
Christian brothers- Reuben centre	57. Reuben Centre-Vocational training	Mukuru kwa Reuben
Christian brothers- Reuben centre	58. Reuben FM Radio station	Mukuru kwa Reuben
Christian brothers -Reuben centre	59. Nairobitis – ICT	Mukuru kwa Reuben
Rasfaturi	60. Zingaro Rasfaturi	Mathare North
Gondu mosque Kibra	61. Colour kwa rangi	Kibera.
Mama Teresa	62. Charity home for Mama Teresa	Kibera
Acts of faith women	63. Acts of faith women - Kibera	Kibera Workshop at Olympic stage
Legio Maria of African church – Mission	64. Legio Maria Upendo Ushirikiano	Korogocho
ACK Church	65. ACK Mothers Union Enterprise	Kangemi
African Evangelistic Enterprise	66. Mathare Women Empowerment	Korogocho Kariobangi, Mathare
Nur Mosque Islam	67. Zeinul Abideen Mothers	Majengo slum – Pumwani
ACK Church	68. Kangemi ACK Ukristo sacco	Kangemi
St Joseph Catholic church	69. St Joseph Technical Sec School	Kangemi
St Joseph Catholic church	70. Uzima enterprise	Kangemi
African Evangelistic enterprises	71. Soweto / Kayole primary health care clinic	Soweto / Kayole
Makina Mosque-Islamic	72. Fata-Ras	Kibera

Source: Individual Faith Organizations 2018

Appendix VIII: Factor Analysis

KMO and Bartlett's Test – Interventions

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.796
Bartlett's Test of Sphericity	Approx. Chi-Square	1545.203
	Df	435
	Sig.	.000

Extraction method: Principal Component Method (Factoring)
Factor Rotation Method used: Varimax with Kaiser Normalization

Entrepreneurial orientation
Sampling adequacy test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.762
Bartlett's Test of Sphericity	Approx. Chi-Square	262.906
	Df	36
	Sig.	.000

Extraction method: Principal Component Method (Factoring)
Factor Rotation Method used: Varimax with Kaiser Normalization

Macro environment
Sampling adequacy test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.734
Bartlett's Test of Sphericity	Approx. Chi-Square	944.793
	Df	231
	Sig.	.000

Extraction method: Principal Component Method (Factoring)
Factor Rotation Method used: Varimax with Kaiser Normalization

## Beneficiary poverty reduction

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.826
Bartlett's Test of Sphericity	Approx. Chi-Square	1538.525
	Df	378
	Sig.	.000

Extraction method: Principal Component Method (Factoring)
Factor Rotation Method used: Varimax with Kaiser Normalization

Appendix IX: Normality Test – Interventions, Entrepreneurial Orientations, Macro Environment and Joint Effect of EO, ME and BPR - Histograms

Mean = 8.08E-17
Std. Dev. = 0.994
N = 86

Histogram for Interventions

Mean = 1.49E-15
Std. Dev. = 0.988
N = 85
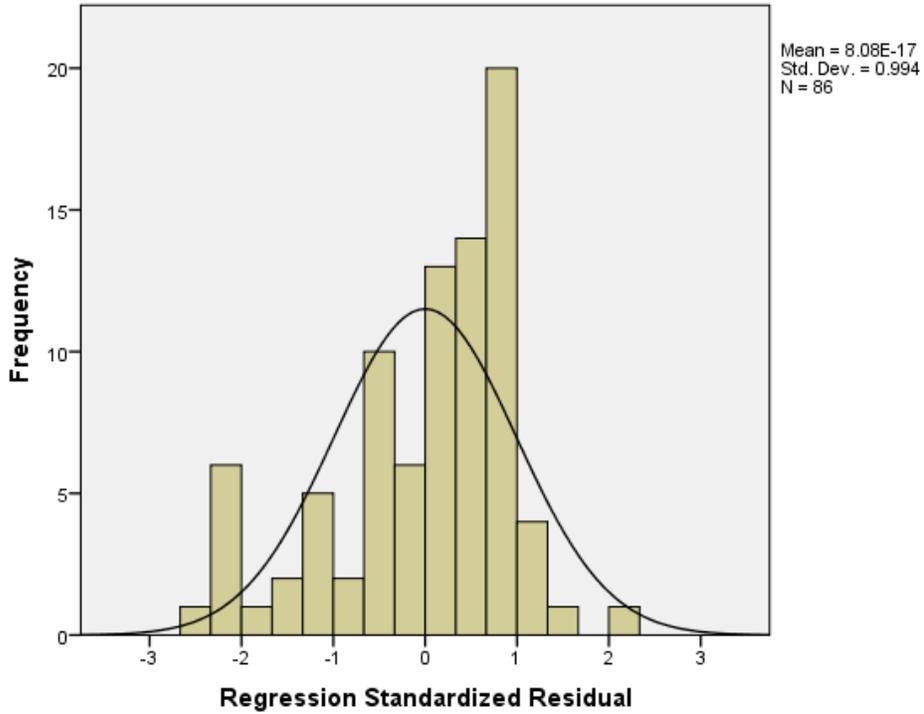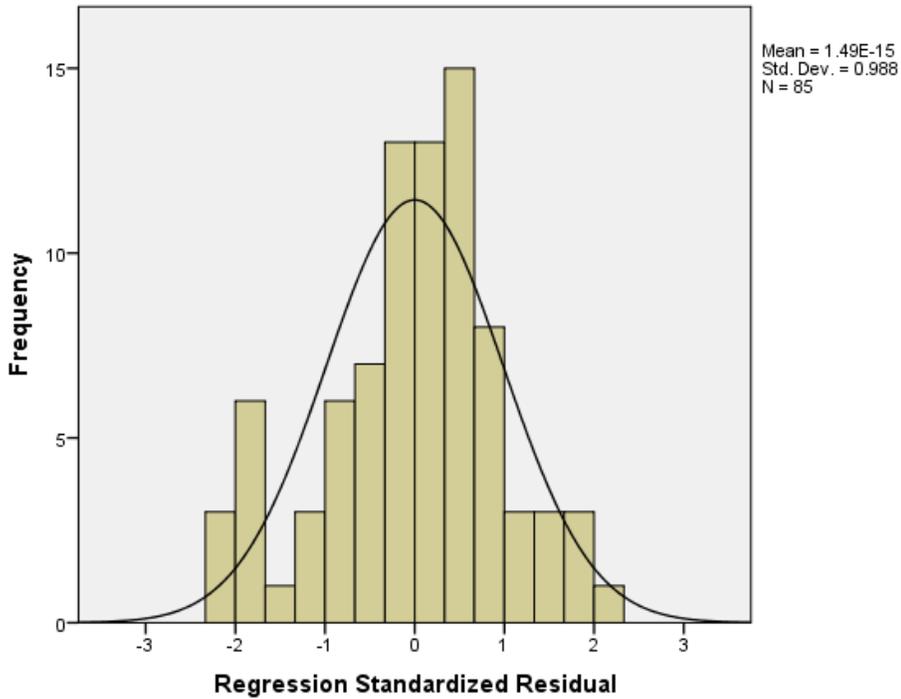
**Histogram for Entrepreneurial Orientation**
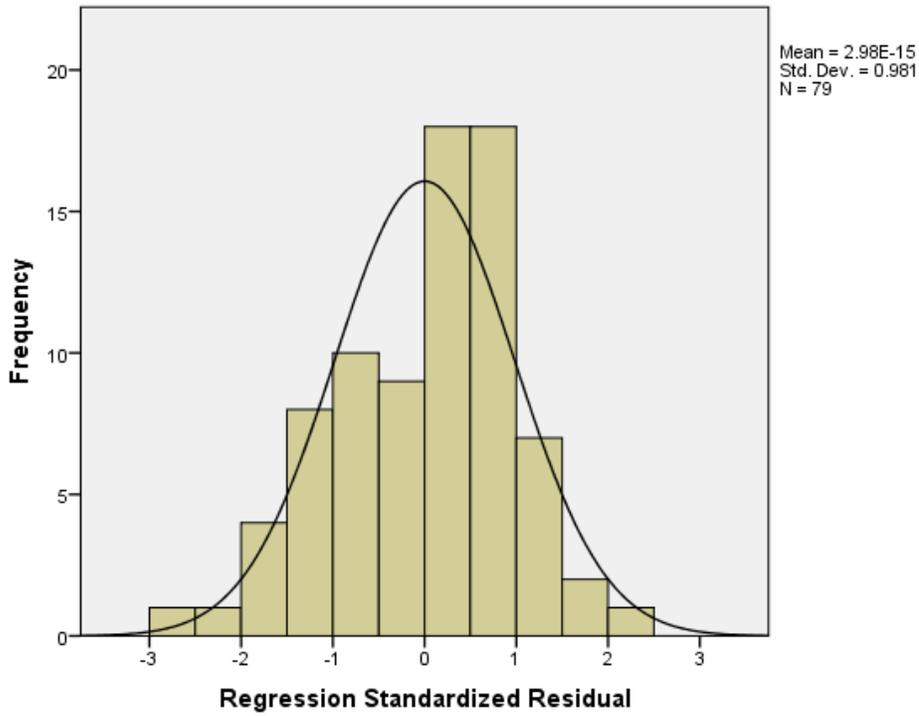
Normality Graphical Test for Macro Environment
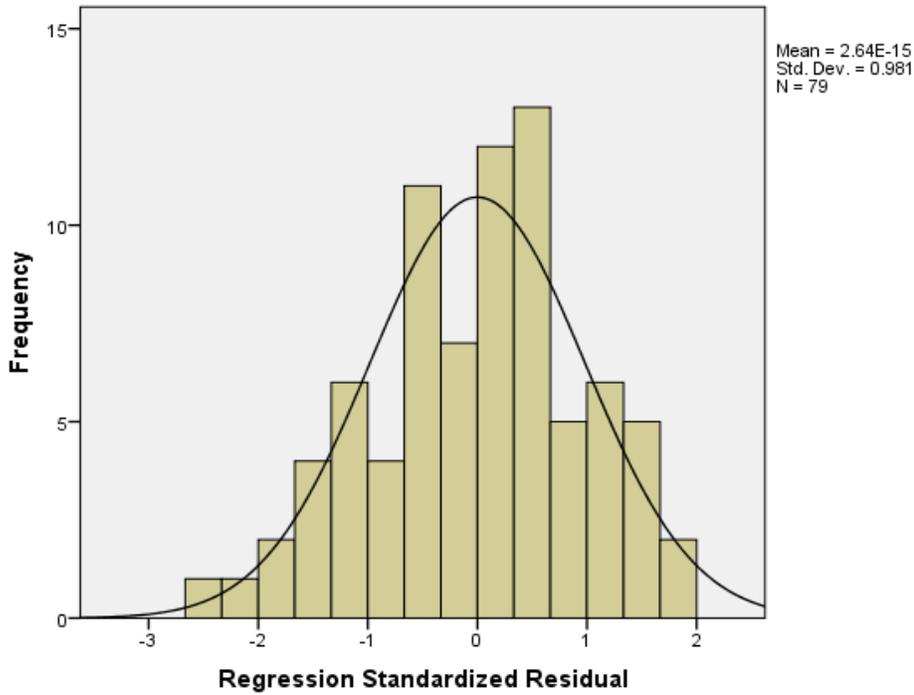
Histogram for Joint Effect of Interventions, EO, ME and BPR

Appendix X: Normality Test P-P Plots
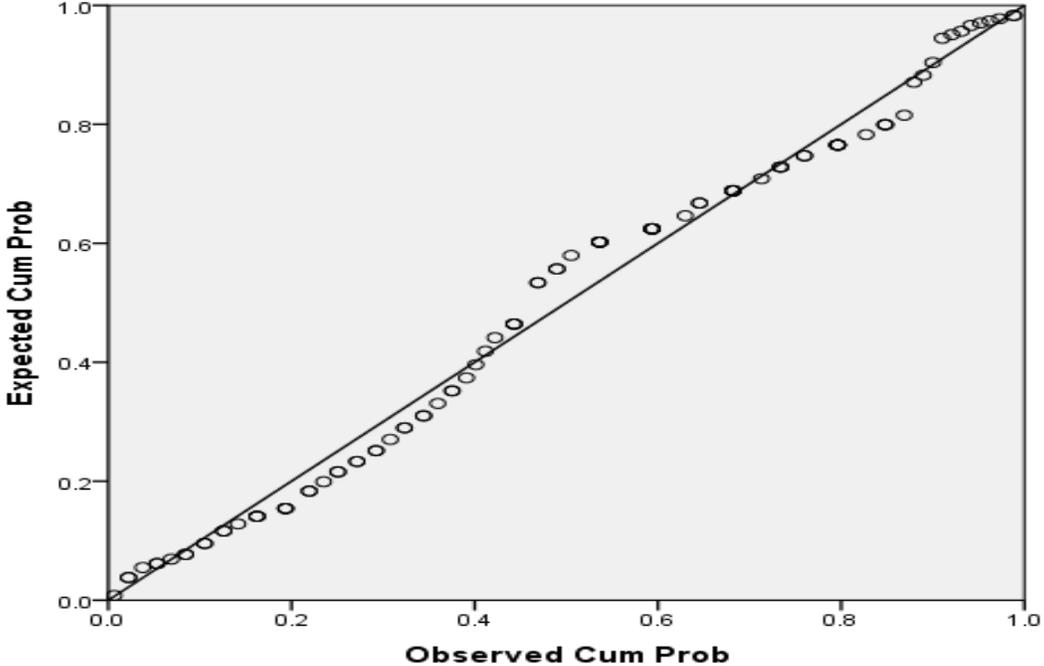
Normal P-P Plot of Interventions
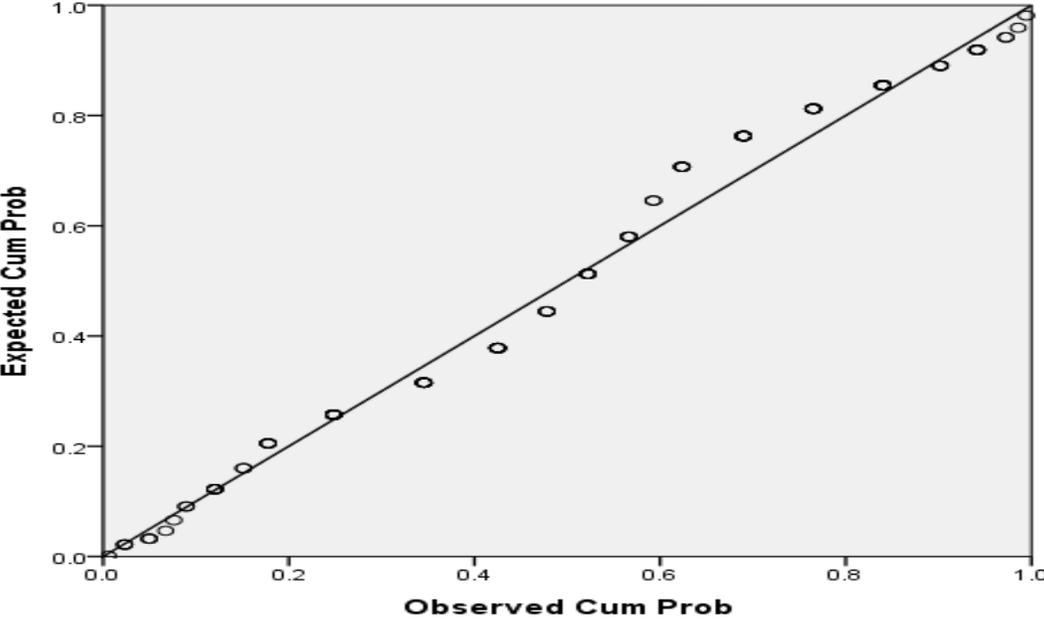
Normal P-P Plot of Entrepreneurial Orientation
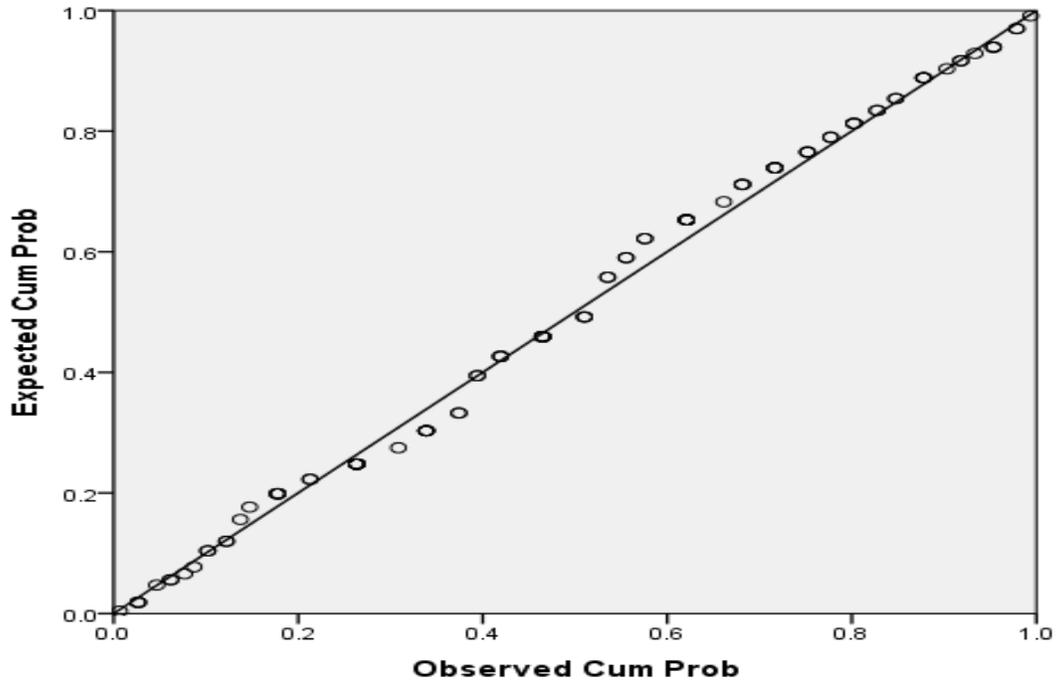
Normality P-P Plot of Macro Environment
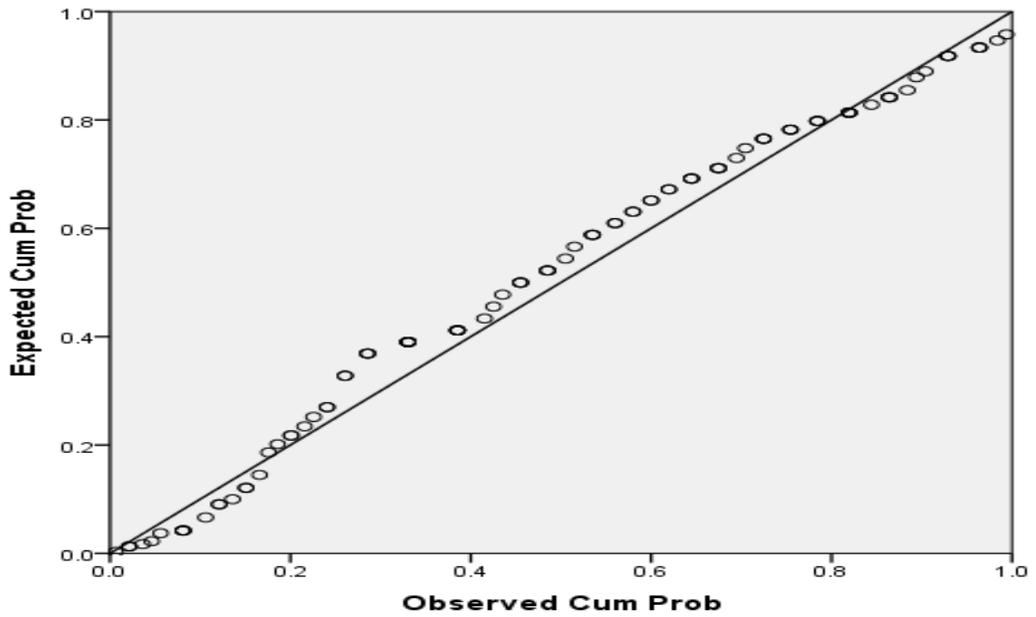
Normality Test of Beneficiary Poverty Reduction

Appendix XI: Linearity Test Scatter plots
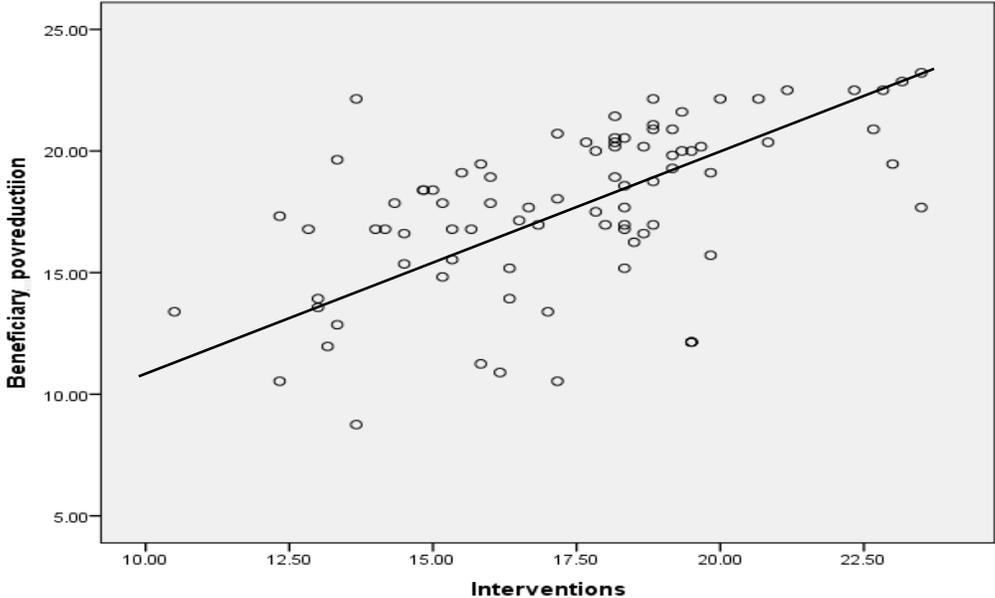
Scatter Plot of Beneficiary Poverty Reduction and Interventions
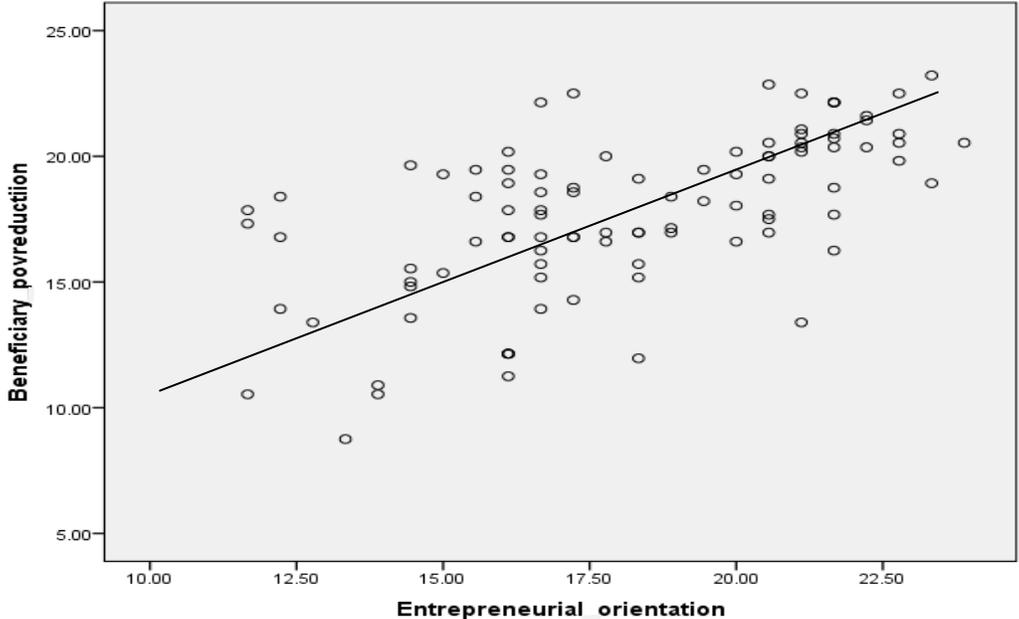
Scatter Plot of Beneficiary Poverty Reduction and Entrepreneurial Orientation
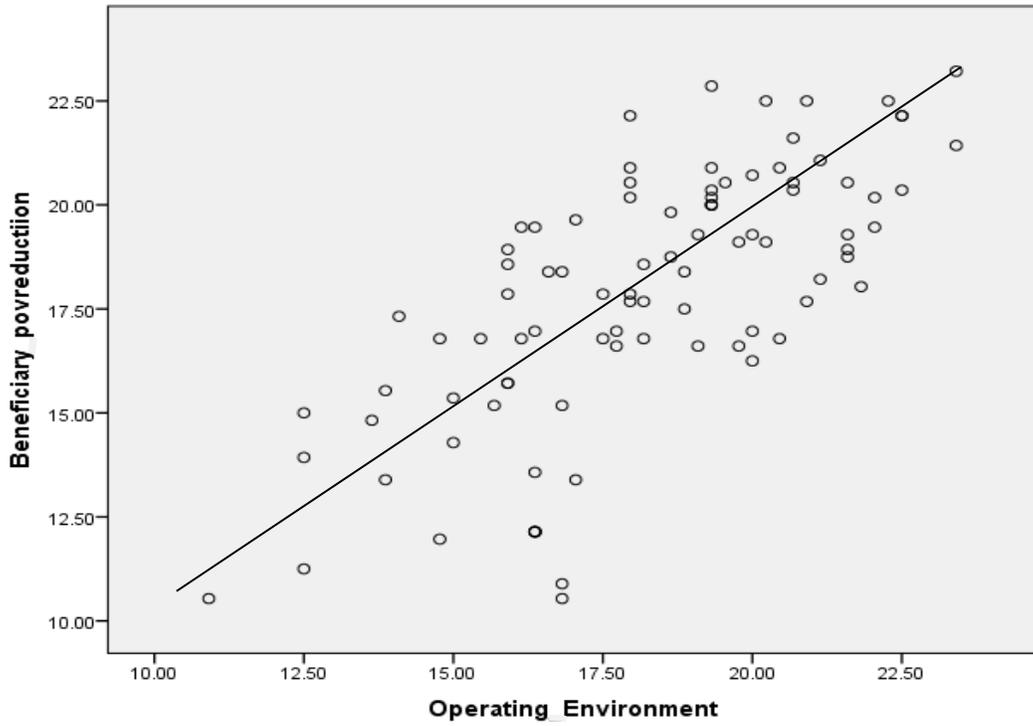
Scatter Plot of Beneficiary Poverty Reduction and Macro Environment

Appendix XII: Mediating Effect of Relationship between Interventions and Beneficiary Poverty Reduction

Step 1: Relationship between Interventions and Beneficiary Poverty Reduction

<table>
<tr><th colspan="7">Model Summary[b]</th></tr>
<tr><td>Model</td><td>R</td><td>R Square</td><td colspan="2">Adjusted R Square</td><td>Std. Error of the Estimate</td><td colspan="2">Durbin-Watson</td></tr>
<tr><td>1</td><td>.506[a]</td><td>.256</td><td colspan="2">.247</td><td>2.92287</td><td colspan="2">1.091</td></tr>
<tr><th colspan="7">ANOVA[a]</th></tr>
<tr><td colspan="2">Model</td><td>Sum of Squares</td><td>df</td><td>Mean Square</td><td>F</td><td colspan="2">Sig.</td></tr>
<tr><td rowspan="3">1</td><td>Regression</td><td>247.004</td><td>1</td><td>247.004</td><td>28.912</td><td colspan="2">.000[b]</td></tr>
<tr><td>Residual</td><td>717.628</td><td>84</td><td>8.543</td><td></td><td colspan="2"></td></tr>
<tr><td>Total</td><td>964.631</td><td>85</td><td></td><td></td><td colspan="2"></td></tr>
<tr><th colspan="9">Coefficients[a]</th></tr>
<tr><td colspan="2" rowspan="2">Model</td><td colspan="2">Unstandardized Coefficients</td><td>Standardized Coefficients</td><td rowspan="2">t</td><td rowspan="2">Sig.</td><td colspan="2">Collinearity Statistics</td></tr>
<tr><td>B</td><td>Std. Error</td><td>Beta</td><td>Tolerance</td><td>VIF</td></tr>
<tr><td rowspan="2">1</td><td>(Constant)</td><td>7.210</td><td>1.968</td><td></td><td>3.663</td><td>.000</td><td></td><td></td></tr>
<tr><td>Interventions</td><td>.599</td><td>.111</td><td>.506</td><td>5.377</td><td>.000</td><td>1.000</td><td>1.000</td></tr>
</table>

a. Predictors: (Constant), Interventions

b. Dependent Variable: Beneficiary poverty reduction

c. Dependent Variable: Beneficiary poverty reduction

Source: Field Data (2018)

Step 2: Relationship between Interventions and Entrepreneurial Orientation

Model Summary[b]										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.652[a]	.425	.419	2.47966	.425	68.794	1	93	.000	1.306

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	422.992	1	422.992	68.794	.000[b]
	Residual	571.829	93	6.149		
	Total	994.821	94			

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.428	1.586		3.423	.001
	Interventions	.743	.090	.652	8.294	.000

a.   Predictors: (Constant), Interventions
b.   Dependent Variable: Entrepreneurial orientation
Source: Field Data (2018)

Appendix XII: Cont'd…

Step 3: Relationship between Entrepreneurial Orientation and Beneficiary Poverty Reduction

Model Summary[b]										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.613[a]	.376	.370	2.52887	.376	58.480	1	97	.000	1.655

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	373.992	1	373.992	58.480	.000[b]
	Residual	620.334	97	6.395		
	Total	994.327	98			

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.416	1.501		4.274	.000
	Entrepreneurial orientation	.624	.082	.613	7.647	.000
a.						

a. Predictors: (Constant), Entrepreneurial orientation

b. Dependent Variable: Beneficiary poverty reduction

Source: Field Data (2018)

Appendix XII: Cont'd…

**Step 4: Relationship between Interventions, Entrepreneurial Orientation and Beneficiary Poverty Reduction**

Model Summary[c]										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.494[a]	.244	.235	2.92874	.244	26.742	1	83	.000	
2	.639[b]	.408	.394	2.60673	.164	22.772	1	82	.000	1.608

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	229.382	1	229.382	26.742	.000[b]
	Residual	711.932	83	8.577		
	Total	941.314	84			
2	Regression	384.118	2	192.059	28.265	.000[c]
	Residual	557.195	82	6.795		
	Total	941.314	84			

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.491	2.002		3.741	.000		
	Interventions	.585	.113	.494	5.171	.000	1.000	1.000
2	(Constant)	5.116	1.850		2.765	.007		
	Interventions	.104	.142	.088	.728	.469	.499	2.003
	Entrepreneurial orientation	.593	.124	.574	4.772	.000	.499	2.003

a.   Predictors: (Constant), Interventions
b.   Predictors: (Constant), Interventions, Entrepreneurial orientation
c.   Dependent Variable: Beneficiary poverty reduction
Source: Field Data (2018)

Appendix XIII: Map of Nairobi County Showing Slums where Data was collected
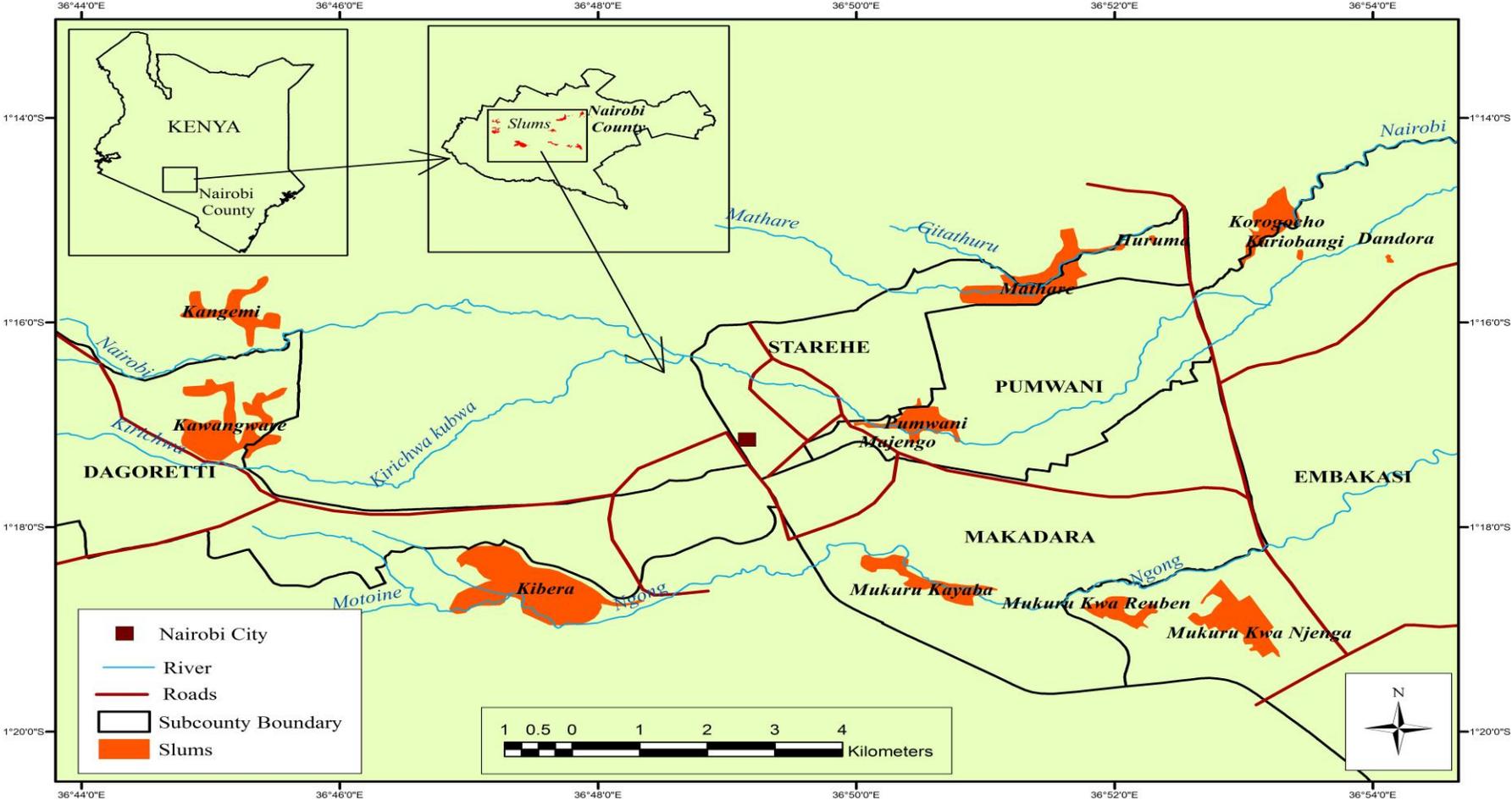
Source: Survey of Kenya (2011)

Appendix XIV: Similarity Index

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INTERVENTIONS, ENTREPRENEURIAL ORIENTATION, MACRO
ENVIRONMENT AND BENEFICIARY POVERTY REDUCTION BY
FAITH BASED ENTERPRISES WITHIN SLUMS OF NAIROBI CITY
COUNTY, KENYA

CHARLES NALYANYA NYUNGU

A THESIS SUBMITTED IN PARTIAL FULFILMENT OF THE
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