

TOPIC:

**FACTORS INFLUENCING PARTICIPATION OF WOMEN IN
ENTREPRENEURSHIP IN KIAMBU EAST DISTRICT**

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A research Project submitted in partial fulfillment of the requirement for the award of Master
Degree in Project Planning and Management.

University of Nairobi

2011

DECLARATION

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

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This research project report has been submitted for examination with our approval as the
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CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Entrepreneurship can be defined as the process of using private initiatives to transform a business censes into a new venture or enterprise with high growth potential UNDP, 2009 (1999).It may also be defined as the combination of ideas, hard work and adjustment to the changing business market.

Voslee 1994 asserts that it's a conceptual understanding of entrepreneurship and has a role in the process of economic development. He evidence from developing and developed countries supports the position that government should not manage development in details

Wenneker and Thurik (1999) describes a model of entrepreneurship which identifies three levels of which entrepreneurship may be viewed, the individual; the firm and the region.

Entrepreneurship is recognized nowadays both by scholars and practitioners, as one of the most important engines of economic growth. Its contribution covers different fields as; fostering innovations; effective, alternative to wage employment, all of these driving the increasing national and personal incomes. That is why policies to foster entrepreneurship are widely promoted in all countries and numerous studies are pursued in order identify the factors influencing entrepreneur entrepreneurship as sited by wenneker and thurik [1999].

Entrepreneurship is seen as a viable and powerful job engine for the Kenyan economy. In 2008, 18.7% of worker between 18-.64 years were either an owner or a manager of an

established business or involved in early stage entrepreneur activity (Bosma ACS, Auto, Conduras, and levies 2009).

For many women, entrepreneurship has hailed as a welcoming work place with great opportunity. Studies and growth projections by government and trade organization as such as the small business administration (SBA), the department of labor, and the centre for women entrepreneurs and their business are growing rapidly.

As the 2008 women who owned business in the Kenya were identified as 50% are more are women owned accounted for 40% of all privately own firms, generated £1.9 million in sale and employed 9 million people (centre for women's business research 2009) The SBA reported that high number of women want to become entrepreneurs and their ranks are growing at a rate of six times faster that the number of self employed men, (U.S. SBA. 1998)

There have been numerous publications about women entrepreneur and their businesses in all the trade over the past decade. Such publications (e.g. Delollis, 1997; fisher, 2006 Kiein 2006 and 2006. provide examples of successful women entrepreneurs their companies and expected future growth of the field. With titles such as the sky is the limit and make way for female entrepreneurs the articles of ten paint a glowing picture of female success in the rapidly evolving small business arena. In contrast the scholar literature has reached few solid conclusions; it's often contradiction and continues to provide little practical direction for female entrepreneurs wanting to establish or grow small business or policy makers seeking to improve the entrepreneurial business climate. This paper provide a critical assessment of the main reasons (themes) found in the entrepreneurship literature and the reasons why the research stream still has have far to go.

1.2 Problem statement

There has been very low participation of women in entrepreneurship in Kiambu East District KWFT [2009] and this study wishes to establish factors influencing women participation in entrepreneurship in Kiambu Municipality even after being accorded equal opportunities with their male counterparts. In Bangladesh few women also participate in entrepreneurship though this is due to the unfavorable conditions accorded to them. In China women participate more than men due to their aggressiveness, therefore Kiambu women should borrow a leaf from the China women.

1.3 The general objective

To establish factors influencing women participation in entrepreneurship in Kiambu East district.

1.4 Specific objective

- To establish how availability of capital has influenced women participation in entrepreneurship in Kiambu East District
- To establish how limited access to skills and technology has influenced woman participation in entrepreneurship in Kiambu East District.
- To determine how competition on entrepreneurship has influenced women participation in entrepreneurship in Kiambu East District
- To determine how social/ cultural factors have influenced the participation of women in entrepreneurship in Kiambu East District.
- To establish how labor participation force/ employment has influenced women participation in entrepreneurship in Kiambu East District.

1.5 Research Questions

- How does availability of capital influence women participation in entrepreneurship?
- How has limited access to skills and technology influence women participation in entrepreneurship in Kiambu East District?
- How does competition on entrepreneurship influence women participation in entrepreneurship in Kiambu East District?
- To what extent do labor participation force/ employment influence women participation in entrepreneurship in Kiambu East District?
- To what extent do social/ cultural factors have influenced the participation of women in entrepreneurship in Kiambu East District?

1.5 Justification

The significance of the study would be of great importance to the women of Kenya as well as the researcher since it will unearth challenges influencing the participation of women in entrepreneurship in the country leading to the low participation yet in other areas most businesses are mainly owned and managed by women.

The recommendations would help researchers, policy makers and women entrepreneurs to encourage or salvage the micro- enterprises already existing for the good of the society as a whole.

Visiting the local retail shops, poultry -farming, green grocers and the hotels are finds new faces of women entrepreneurs every time and wonders why? as this leads to the great degeneration and turn over. The retention of this business by women for a long period of time is expected but it is not the case. Amis (1972) explain the policy in the Kenya

government which had for years since independence been men proactive/men friendly leaving women grappling for space with men from an already disadvantaged position.

The gender equity and empowerment movements have held big workshops and conferences in the major cities with very little trickling down of the workshop outputs to the woman in the small village.

The government on its part had in the 21st century has given women promises that it had not been translated into policy and legalization. But after robbing by women rights activists the government has started the affirmative action, the women enterprise fund and the inclusion of women equity issues in the vision 2030.

The goal of women empowerment in freedom and participation could be reached by ending the inequalities of power between men and women. The patriarchal power structures are deep engrained in all spheres of life but women needed space to establish their social and private life. Women need equal access and control over the means of production and marketing of goods once produced. The importance of this study is to help see the women participation in entrepreneurship increases and success in management of the already existing businesses by giving the women good managerial skills, enough funding, fair competition and positive social- cultural attitudes.

1.6 Assumptions of the Study

The study assumed that the stated objectives would be achieved; the respondent would cooperate by answering questions in the questionnaire and divulge information from their records relating to their study.

The study also assumes that the sample population would be a representative of the whole population of women in micro-enterprises in Kiambu East District.

It assumes that the research tool would be adequate in collecting varied data for the desired objectives in the research.

1.7 Operational Definition of terms

Entrepreneurship

Is simply the combining of ideas hard-work and adjustment to the changing business market

Female entrepreneurs

Women or a group of women who initiate, organize and run a business enterprise.

Pull and Push Factors:

Pull factors include taking interest in business, self fulfillment, personal control and maintaining .Those led by pull factors often resign from their accumulated financial saving as well as technological skills or management experience. Push factor include low income, future limitation on employee opportunities, less of employment and too much competition for jobs (Zhu 2006).

Affirmative action

It is a temporary strategy of correcting past mistakes of discrimination and marginalization of women, youth, disabled and other vulnerable in the society

Participation

This is the process by which people are involved and contribute to a cause from an informed position. However the present context of participation means “women’s equal participation in decision making process.

Patriarchy

It's a kind of society that is a male dominated, male centered and male identified. It's the oppression of women, which takes several form. In *Snlatha Battinalas* words patriarchy is a Greek word literally meaning 'role of the father patriarchy establishes unequal power relations.

Status and Role

There are a set of concepts, which aim to distinguish between the visible aspects of gender relations between women and men and invisible power relation, which determine their activities.

Hypothesis

- i) Access to funds/ capital has a positive impact or participation of women in entrepreneurship
- ii) Competition in entrepreneurship has a positive great impact in the participation of women in entrepreneurship
- iii) The level of skills and technology in business has directly influenced women's limited participation in entrepreneurship.

Limitations

There are various limitations with reference to this project which includes

- Lack of reference materials on women entrepreneurship
- Unwillingness of the participants to fill in the questionnaire
- Getting unclear answers from the participant questionnaire.
- Time consuming since some of participants requires an interview in order to interpret the questionnaire.

CHAPTER TWO

Literature review

2.1 Introduction

The goal of women empowerment in freedom and participation could be reached by ending the inequalities of power between men and women. The patriarchal power structures are deep engrained in all spheres of life but women needed space to establish their own conditions and priorities in order to determine how they could assert control over both their social and private life. Women need equal access and control over the means of production and marketing of goods once produced.

The importance of this study is to help see the women participation in entrepreneurship increase and success in management of the already existing businesses by giving the women good managerial skills, enough funding, fair competition and positive social cultural attitudes

2.1.1 Availability of Capital

Lack of capital has been a main hindrance to many entrepreneurs. Currently mainly financial institutions have opened up channels where by entrepreneurs can access funds for the businesses.

Availability of capital is important for entrepreneurship as it lays the foundation for the business cressy (2002). Acquiring financial capital has often been referred to as an important problem for entrepreneurs Hughes and storey (1994). Entrepreneurs engaged in new venture capital activity usually have little equity to finance their business with, while debt and external equity is difficult to

acquire. Financial institutions tend to be reluctant to lend money to early-stage and seed businesses because of the high risks involved the lack of a track record, the lack of information available on the profitability of small firms and the fixed cost element of transactions chittenden elal (1996) Cressy (2006). Information venture capital (provided for by business angels) may be a fruitful alternative to more formed venture capital for entrepreneurs starting up or running small businesses, although venture capitalists may also have a preference for high-growth forms Cressy (2005)

Assuming equal availability of capital for female and male entrepreneurs there are gender related-barriers to acquire it. Women have more problems securing finance through the regular channels because their profile usually is less favourable through the regular channels because their businesses,are in services and often working part-time (Verhent and Thurik 2001). Several studies suggest that acquiring capital is more difficult for women than for men, and that women have more difficult in convincing (potential) investors (Schwartz 1976, carter 2000) Hence availability of (informal capital to affect female more than male entrepreneurship. The banking sector has improved greatly in its support towards women's development issues. In the past it was impossible for a woman to acquire a bank loan without the husband consent. This greatly limited a woman's ability to stunt of expand and development idea she had. Nowadays women can easily get loan for as long as they can show that they are capable of paying and if they have collateral. This has greatly contributed to their success in many businesses run by women.

2.2 Labour Participation Force

A higher share of women in the labour force is likely to be accompanied by a lower level of self-empowerment (as a percentage a labour force) as women are less likely than men to become self-employed, a Delmar and Davison)(2000) find that gender is a strong predictor of Nascent entrepreneurship at the micro-level, with men being more likely to have the intention to start a business than a higher female share in the labour force are characterized by a lower level of self-employment as a percentage of the labour force. However it is the entrepreneurial activity rate used in the percentage of the labour force. Though the activities are used in the present paper is scaled on population. As a higher female labour share is generally associated with higher female labour force participation is a positive impact of female share on female entrepreneurial activity may be expected. Hence even though women tend to be wage employed rather than self-employed, higher female labour shares are expected to be associated with higher female entrepreneurial activity rates, simply because the supply of female workers in larger. Therefore the female labour force participation has a positive influence and female entrepreneurial activity which leads to positive female entrepreneurship. Though the above statement is correct, about women few of them are participating in entrepreneurship. This paper wishes to establish why fewer females than males are getting really involved in entrepreneurship though they have equal chances in the market.

2.3 Limited access to skills and technology

In Kenya due to gender biases and stereotypes girls and women have low educational attainments and when access to education is granted are mostly

relegated into traditional area of education(Social sciences and humanities) with limited involvement traditional disciplines such as science and technology and business. Rural women are engaged in hobby – and household based businesses as women’s entrepreneurship is still considered as secondary activity. Women’s business is still considered as self-employed rather than an entrepreneurial prospective. These factors combined with women’s limited access to vocational training and technologies result in women entrepreneur’s limited ability to start and manage a business and as a result a continuous perception are less likely to succeed.

Lack of market information and business services as sited earlier influence the participation of women in entrepreneurship negatively as limited access to market information and business support services constitute a further impediment to women’s access to existing opportunities. Some women led enterprises have already reached export potential. Women-led enterprises export agricultural produce, processed foods, handicrafts and other items and some looking to order more products from self-employed owned operated enterprises. These links have the potential to strengthen and build a critical mass though specific support is required.

Many of the smaller producers are unaware of the market potential for their households. Programs run by and for women to overcome these traditional attitudes more readily seems to take so long to make a notable impact towards positive influence. Women who lack confidence often respond more quickly to ideas from women acting as role models. Women led enterprises also have the potential to be considered as suitable social employers for girls as who graduate

from secondary school when other acceptable employment avenues are unable to absorb them.

2.4 Competitions on entrepreneurship

Competition is frequently used as a measure of the degree of competitiveness of a market concentration. The market can be measured by (100%) at the percentage of the total market that is controlled by the largest four to five retailers in particular sector. Hirschman-Herfindahl (HHI) index is also an alternative measure of the market shares of all the competitive measure of concentration, which is the sum of the squares of the % market shares of all the competitors as discussed by (valley 2004).

There are several types of competitions namely intra type competition which is direct competition between similar types of rental formats or trading styles. The more similar the stores in terms of format the more intense the competition.

To reduce the impact of competition from similar retail formats, retailers must differentiate themselves from intertype competitors. Intertype competition is between different types of retail formats selling the same type of merchandise. One must take into account intertype competition as well as the direct competition from direct competitors.

Competition can also occur between different parts of the distribution channel and can take the shape of vertical competition, like retailer and a producer or a whole-saler selling products to the retailer customer. Another type of competition strategy in retailing is corporate system competition. This is where the manufacturing distribution and retailing are controlled by single management.

When on analysis the competitive environment of the women entrepreneurship, their challenges against performance, degeneration and turn-over automatically a threat is sensed on new entrants into the businesses. The profitability of a retail sector bring about new

entrants who come in with polished ideas, therefore barriers to entry have to be introduced e.g., The higher the profitability of a retail sector the more attractive it is to potential entrants, thus, the lower the barrier to entry the greater the likelihood of new entrants.

If we assume that there are sufficiently higher levels of profit with a business sector, the treatment of new competitors entering the industry depends on the height of entry barriers to the industry for example;-

Capital requirement, access to customers, access to suppliers and distribution networks and expected retaliation for retail business to capital required is relatively small compared to other industries. When one is a new entrant in business his or her main problem is to find suitable sites or location for their store according to Muiruri [2009].

Rules of optimal resources allocation according to Mansfield [1970] on entrepreneurship states that one must decide on how to organize the production and marketing of his goods and services in the community, and must decide on how to distribute the goods and services among the customers thus consider market demand by a particular customer and not quantity demand by all customers in the market.

Technological change is the advantage of technology which given takes the form of new methods, producing existing products and new techniques of organization, marketing and management. It changes results in the production function and in the availability of new products.(Stanford 1977).

Kleid (1999) in his analysis of competition dynamics in the virtual market place, has proposed that porter contending forces model can be utilized by firms seeking the potential of business threats in existing markets. The women in this case should assess the potential impact of the competitive rivalry between firms at the market level within a market the downstream system, threats from groups that have sufficient buying power that can alter the

marketing practices of suppliers that up stream system posed by a supplier firm who has become soles source of products or services the sustaining goods entering the market and the new market entrants gaining a foot hold in markets previously not accessible to them.

According to the economic survey done in 2003 the entrepreneurship sector contributes up to 18.4% of the countries cross Domestic product (G.D.P). The sector is not only a provider of goods and services, but also a driver in promoting competition, innovation and enhancing the enterprise culture which is necessary for private sector development and industrialization. The entrepreneurship performance and competitiveness must be increased if it is to effectively respond to the challenges of creating productive and sustainable employment opportunities, promoting economic growth and poverty eradication in Kenya (UNIDO, 2000) continued to experience many binding constraints that have inhibited the realization of its full potential. These include poor access to markets and financial services and unfavorable policy, legal and regulatory environment among others.

The Kenya and government need to come up with a policy framework in with micro economic small enterprises entrepreneurship) are effectively integrated and are able to make significant contribution in the production of goods and services

.As far as women in development (WID) is concerned; women's impact will directly be noticed through changes in women's access to and control over family nutrition, health and control over fertility, living conditions, and participation in decision making, knowledge and skills employment, means of production, income organization building and reduction of workload.

In view of the above, the government has laid down policies that give women 30% stake in all government departments and employment (affirmative action). The millennium development goals are a commitment which aims at global poverty reduction by 2015; thus the government should aim at increasing poor people assets and giving them control over resources, in order to achieve growth. Decentralization, the establishment of local government structures and transfer of authority and responsibility over natural resources management to local level means people can potentially have greater say in the decision that affect their daily life.

Bager 2007 Vision 2030 calls for improved livelihoods for vulnerable groups and a responsible globally competitive and prosperous youth. The goals for 2015 are to increase opportunities all round among women youth and all disadvantaged groups. Specific strategies will involve increasing the participation of women in all economic, social, and political decision making processes like business opportunities.

2.5 Social –cultural factors

Women entrepreneurs have to carefully monitor how culture may impact customers' behaviour and how it will affect their businesses. Ian (2004) noted that different social groups within a community exhibit variation in their buying behaviour. One key variable contributing to this situation is the cultural background of individuals since it determines their wants, values, attitudes and beliefs.

To sustain satisfaction it is evident that as service quality standards rise, customers, no longer switch because of poor service, but rather because they are attracted by another entrepreneur's claim of offering a more unique service proposition (Romano, 1995).

Chem (1995) observes that aspects of most traditional family systems continue to perpetuate gender inequality and women's poverty. Among them are discriminatory customs and norms regarding marriage and family lack of inheritance and property rights for women and gender division of labor. Most marriage and Kingship systems dictate where and with whom women can live when and where women can shop or work and under what conditions women can own property. In return for the rules and responsibilities societies impose upon them, women are entitled to be maintained by their fathers if single or husbands if married.

In Kenya today, men are socialized to be breadwinners and women are assigned unpaid work in the household and lack the income generating potential like that of men. Culturally, sensitive approaches are initially important in developing locally based enterprise which is particularly true when dealing with ethnic, religious and other minorities outside the cultural main stream.

At national level changing national policies and law is also a main focus of the work to be done here laws and policies regarding land tenure the rights of women the right of indigenous people, environmental regulations and trade regulations, the use of forest, coastal and other common resources are other critically important concern that need to be not only passed, but enforced well.

Special Gender Issues

There is need for attention to gender consideration in development activities that require concern for the varying roles; responsibilities and opportunities differences of women. This is necessary because gender difference in roles and responsibilities affect the ability and incentive to participate in development projects and leads to different project impact for men

and women. The gender element has relevance to development at the national, regional and sector level needs to be complemented with information from the household level. Sustainable development requires that socio-cultural elements related to gender get incorporated in economic planning.

The policy framework in the world has not considered the specific imbalance except the gender redistributive policy that assumes transformative potential by addressing power relations between women and men. This policy tries to change the allocation of roles resources and power between men and women in the society to promote gender equity leave for men to deal with domestic responsibilities of the child care and house work is a clear indication of a policy that is attempting to change relations on the domestic sphere; the seat of women burdens or oppression.

Sweden provides a good example of the gender redistributive policy which they adopted in 1960's. The European Union social barometer shows that in the 1990s the majority of men in the EU still largely ignore this gender based arrangement due to anticipated effects on their jobs and careers. This shows that women cannot expect a gender redistributive policy to deliver gender equal outcomes. For this reason attention must be given to the process by which a policy is implemented and how it intersects with unforeseen interests and meets contradicting goals (Shepend, 1997).

Developmental theories

Developmental theories subscribed to by the international community and popularized in the UN have had powerful influence on the economics, societies and politics of new nations in the past half century since in the end of 2nd world

war they have shifted several times `Modernization` was the earliest theory it contrasted `traditional` with modern societies and consequently was called the dual economy theory. “Trade not aid” was the favoured approach and economic growth that would trickle down to the poor. The promised outcome to the developing countries after a certain time was reached. The theory was modified in the 1960’s after the economy commission executives (ECE) put a new emphasis on internet markets from the loads and small scale industries. All aimed at self reliant development that would bring broad benefit to the people though this was so the effect of modernization was of little help to the poor (Garity 2004).

In the mid 1960s the modernization theory began to be challenged by “neo-maxist” or development concepts. The ‘dependency` theory whose major thesis was that the globe capitalizing operated was the most important as it called for “under developed in the 3rd world “countries” developed countries called for a new international order would release them from dependency. The (ECE) sought that goal, while championing national, self-reliance and increased dependency among developing countries. At this point the donor countries reached negatively on the impact brought by modernization to the poorest peoples, minimum family requirement for consumption and essential community services as basic elements approval. This made the ECE not to work towards a new global economic order. Hence the chief international promulgated strategies for development co-operation in the 70’s was water supplies, transport, food security and overcoming absolute and relative poverty through the generation of incomes for the poor people, together with population control. According to

Allen (1991) the economic crisis for the 1980's gradually citation in registration. But after robbing by women rights activist the government has started the affirmative action, the women enterprise fund and the inclusion of women equity issues in the vision 2030.

CONCEPTUAL FRAMEWORK

Factors that influence women participation in entrepreneurship in Kiambu East District

The following variables need to be investigated well for they have great impact on the outcome of the study.

a) Independent Variables

Access to finances

Training skills

Competition

Technology

Social/cultural factors

b) Dependent Variables

Participation in entrepreneurship

c) Extraneous Variables

i) Motivation

Motivation in entrepreneurship is a key factor as all the other variables may be available but with negative motivation the entrepreneur may not succeed.

ii) State of family

Stable or unstable family will give the entrepreneur peace of mind to let him/her focus on the business. This has a lot of influence on the performance of the business. The size of a family may also be a variable. The larger the family the more difficult it is to manage due to the different focus points and needs. Thus impacting negatively on an entrepreneur.

iii) Role model

Role modeling is a positive factor that influences women entrepreneurs as it makes it possible for them to access information on related businesses.

d) Moderating variables

Political instability – is when there is no peace in the business environment such as ethnic clashes or war. These may affect the entrepreneur negatively due to lack of customers or positively especially if the people there refuge within the area, there could also be monopoly – if it is the only business existing in the area.

ii) Government policies: where access to legal documents may be difficult, for example licenses and health documents. This may interfere with the business due to inconsistency in operation. It may also take a long period before accessing the document.

iii) Business Premises

Visibility study it is very important for any business to be established. This may be affected by other extraneous factors eg the construction of a by-pass or super highway where by the business may be interrupted or relocated. Thus will losing good will of customers and many other advantages associated with an established business.

e) Intervening variables

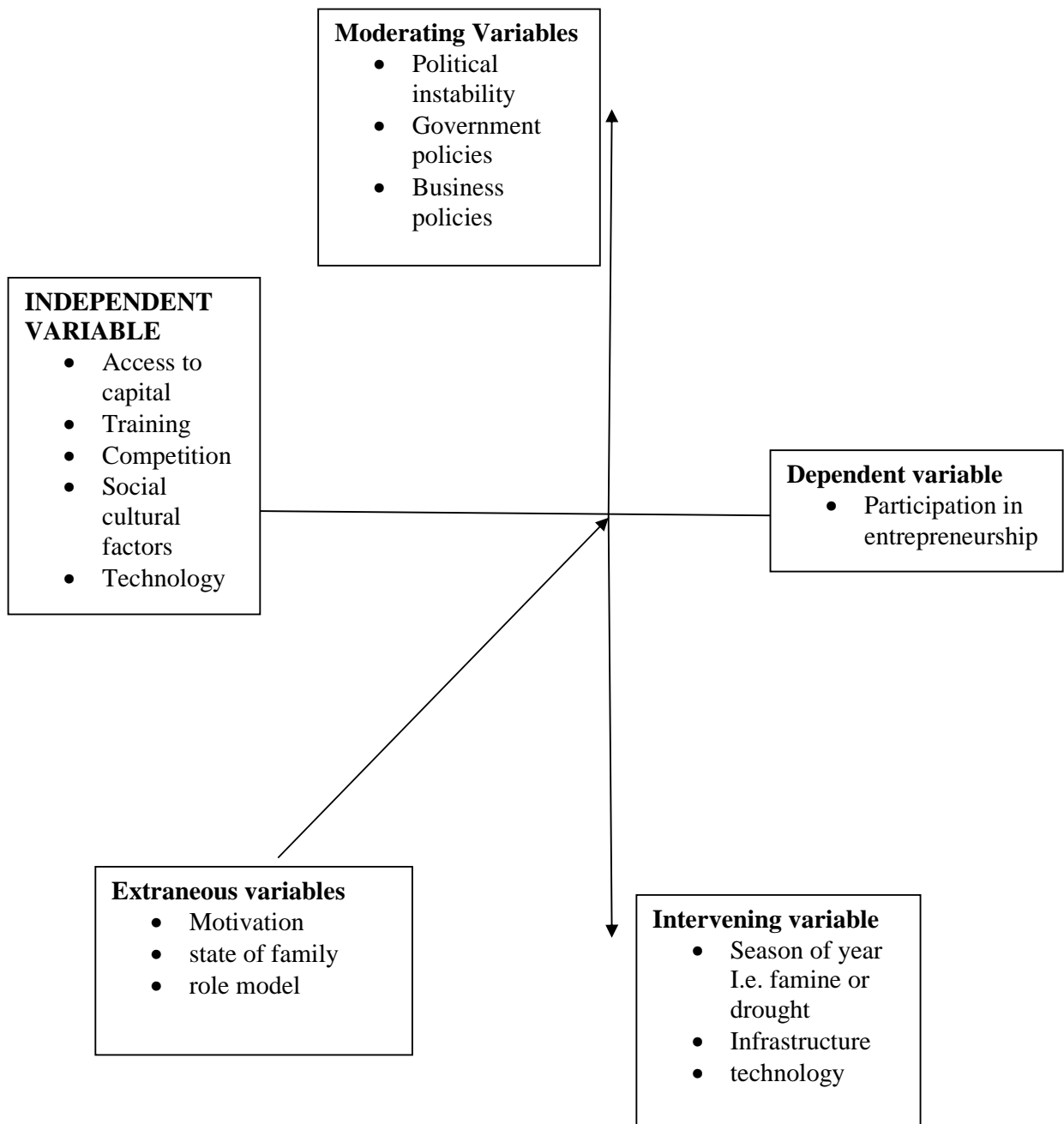
The season in the year eg festive seasons: many entrepreneurs have booming businesses while in other seasons, business is very low.

Famine or drought – during this period of time perishable goods such as food stuffs are at very high demand causing their prices to skyrocket. This may have both positive and negative effects on a business.

Infrastructure

Network to get the customer to the goods requires to be good such that as there is a flow of sales. For example perishable goods, even in plenty, may not bring about business with poor infrastructure.

Technology in terms of networking between the producer and the consumer should be streamlined so as to favor an entrepreneur.



Chapter Three

Methodology

3.0 Introduction

Chapter deals with research design, population and sample, data collection methods, research procedures, data analysis methods and finally, the chapter summary.

3.1 Research Design

This study adopted a descriptive survey as the research design. According to Kothari (2003), a descriptive survey research method enables the researcher to collect data from a wider area in a shorter time; concerns itself with the present relationship of variables and the present processes taking place in the study area. The researcher was of the opinion that this was the best design for the study because it enabled her to obtain information about the factors affecting participation of women in entrepreneurship in Kiambu Municipality.

3.2 Variables

In this section, the researcher will discuss the intervening variables and expected outcomes.

3.2.1. Independent Variables

The independent variables of this research there were the entrepreneurship related factors such as access to capital, limited access to skills and Technology, competition on entrepreneurship, social/cultural factors and labor participation. Other women related factors eg. Attitude towards entrepreneurship and motivation have also affected the participation of women in entrepreneurship.

3.2.2. Dependent variable

The dependant variable in this research is the participation of women in entrepreneurship in Kiambu Municipality. The expected outcome can also be referred to as the dependent variable or criterion variable (Mugenda & Mugenda, 2003). The dependent variable attempts to indicate the total influence that arises from the effects of the independent variables.

3.3 Location of the Study

The study was conducted in Kiambu Municipality of Kiambu, central Province of Kenya. The choice of the area is determined by familiarization of the locality, which made it easy to develop immediate rapport with the respondents, hence making data collection less cumbersome. Singleton (1993) states that the ideal setting is one that is related to the researchers' interest, easily accessible and that which allows the development of immediate rapport. Further, it was chosen for research because of the low participation of women in entrepreneurship, where most businesses are run and owned by men while women have equal opportunities with men and their participation is low. The municipality covers a great area and the representation will be good for study. This decision was guided by the need to have a good representative sample for the businesses or enterprises.

3.4 The Target Population

In this study the researcher has two categories of study:-

- i) Women entrepreneurs (owners) and men entrepreneurs
- ii) Workers in the businesses.

There are 300 business in East district

3.5. Sampling Technique and Sample Size

This section covers the sampling technique for each classification of the respondents and the computation of the sample size.

3.5.1 Sampling Techniques

The sampled women were selected using stratified random sampling where sequential numbers were allocated and picked randomly to select the business in each stratum. Once the businesses were selected, the total number of women in the businesses was determined based on the sample computed. A simple random sampling method was adopted.

3.5.2 Sample Size

According to Mugenda and Mugenda 2003, a suitable sample size should be at least 10% of the total population. Given that, there were 124 business/ enterprises in the municipality, this gave a sample size of 12.4 businesses. Since the fraction of 0.4 was less than 0.5, 12.4 businesses were rounded downwards to 12 businesses

The number of women interviewed was determined by computing the sample size using simple random sampling. The researcher sought to establish whether

i) Availability of capital

ii) Limited access to skills, labor participation contributed to their low participation to entrepreneurship. The responses to the questions in the questionnaire were given as categorical data. According to Barlett, Kotrlik, and Higgins(2001), the sample size formula for categorical data is:

$$n=(z^2 p q)/d^2$$

Where n was the sample size, z is the Z score for a 95% confidence level, $q = (1 - p)$ (where p and q were probabilities of success and failure respectively), $d = 0.05$ for +/- 50% Bartlett et al (2001) state that the value of p should be set at 0.5 since the maximum possible proportion (.5) x (1 - maximum possible sample size that would yield a variance of 0.25. Substituting the values of the parameter in the above formula; the value of n was computed to be $(1.642 \times 0.5 \times 0.5) / 0.05^2 = 268.96$. This was rounded off to be 269 women and they were evenly distributed to the 12 sampled businesses. Twenty-two women (269 students divided by 12) were randomly selected from each business using the Micro, medium and Macro businesses. However, during the data collection, women responded.

3.6 Research Instruments

The researcher used questionnaires to collect data from the respondents. Two different questionnaires were designed for women/men entrepreneurs. The questionnaires had both open ended and closed-ended questions. The closed questions were provided to ensure that there was consistency in the answers hence ensuring ease in comparison. The open ended questions provided in depth answers that could not be captured by closed-ended questions. Use of questionnaires was preferred because it is free from bias, it is cost-effective, it gives respondents adequate time to give well thought-out answers; the researcher can reach the respondents, otherwise not easily approachable conveniently and finally, results can be more dependable and as large samples can be taken care of (Kothari, 2003).

3.7 Pilot Study

A pilot study was carried out on one Micro and one Macro business in Kiambu Municipality. The pilot businesses were randomly selected from the district and they were excluded from

the actual study. The pilot study helped establish if the instruments were reliable and valid. It also helped the researcher to establish whether the instruments were comprehensive to elicit the intended information exhaustively.

3.7.1 Validity

Validity is the degree to which an instrument measures what it is supposed to measure (Kothari, 2003). The researcher ensured there was no ambiguity on the part of the questions by undertaking the pilot test. Four business women from two businesses in Kiambu Municipality were selected based on convenience sampling. The pilot tested women & business owner were not interviewed during the actual data collection

3.7.2 Reliability

Reliability is defined as “A measure of the degree to which a research instrument yields consistent results of data after repeated trials”(Mugenda & Mugenda, 2003). To ensure reliability of the questionnaire, the researcher used the split- half technique. The instruments were designed in such a way that there were two parts with items sampled from the domain of indicators measuring the variables. The results were analysed and the reliability coefficient was calculated using the Spearman Brown formula. $A = 2r / 1 + r$

Where a=reliability coefficient

R= actual correlation between halves of the items “r” was calculated using the Person Product Moment formula

$$R = \frac{\sum XY}{\sqrt{(\sum X) (\sum Y)}}$$

Where X = x-x

Y=y-y

Where X stood for scores from first half and Y stood for scores from the second half of the pilot sample. \bar{X} and \bar{y} were their respective means. The reliability of 0.8 was obtained and this was felt to be good enough for the instruments

3.8 Data Collection Techniques

Data were collected from the women & business owners where they were required to fill in a questionnaire with both open and close-ended questioners. The researcher was on hand to help the women to clarify an issue that may have arisen. However, during the data collection period, no such assistance was sought.

3.9 Data Analysis

Both qualitative and quantitative data were collected for the four objectives. Quantitative data collected were keyed in and cleaned in a statistical programme. The Statistical Package for Social Sciences (SPSS) was used to aid the analysis of quantitative data. The analyzed data were presented using descriptive statistics such as frequency tables, charts and measures of central tendency. Qualitative data were analyzed using thematic method by grouping the information provided by the respondents into similar themes.

3.10 Logistical and Ethical Considerations

The researcher got a letter of introduction from the Dean, Graduate School Nairobi University, Extramural department and a research permit from the Ministry of Trade and Management for data collection was made prior to the actual data collection. This was to ensure that a convenient and appropriate time had been set aside for the data collection exercise. Further, during the data collection exercise, all respondents were assured by the

researcher that there would be confidentiality in their responses and that since they were not writing their names on the questionnaire, there was no way the answers to the questions would be traced back to them.

3.11 Chapter Summary

The chapter has discussed the methodology that was used including the variables, research design, the target population, the sampling techniques, the computation of the sample size, the validity and reliability of the research, data collection techniques, data analysis and logistical and ethical considerations. Chapter four discusses the findings.

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APPENDIX

Dear Respondent,

I am a Master's student of the University of Nairobi undertaking a research study on the factor that influences women participation in entrepreneurship in Kiambu East District.

The questionnaire attached herewith is for gathering information for will be treated with confidentiality and will only be used for research purposes only.

Participate and counted amongst the acknowledged in the research report.

Thanks you.

Margaret Ndehi

Appendix Questionnaire

You are kindly requested to fill this questionnaire it seek to establish factors that influence women participation in entrepreneurship in Kiambu East District. The information given will be treated with total confidentiality and will be used for research purpose only.

Please complete every item as honestly as possible and make comments where necessary.

You may not write your name in the questionnaire to ensure confidentiality.

Tick in the box next to the right response and fill in the blank spaces accordingly.

QUESTIONNAIRE:

Tick most appropriately.

Background information

1. Your gender

- (a) Male (b) Female

2. What is your age bracket?

- (a) Below 25
(b) 25-30
(c) 31-35
(d) 36-45
(e) Over 45

3. Your highest academic qualification

- (a) Primary
(b) University
(c) Secondary

4. Have you been on salaried employment?

- (a) Yes (b) No

If yes how many years: _____

5. Which business are you engaged in

- (a) Hawking
(b) Kiosk
(c) Retail shop

(d) Hotel

(e) Saloon

(f) Farming

Poultry

Dairy

Any other _____

6. How long have you been in business

(a) Less than 12 months

(b) Between 1-5 years

(c) More than 5years

(d) Impact of funding

7. What is the value of business from personal opinion

(a) 1000

(b) 5000

(c) 1million

(d) Over 5M

8. Is this the only business you have or you have other sources of income?

(a) Yes

(b) No

9. Which problems do you experience in your business.

(a) Lack of capital

(b) Competition

(c) Inadequate skills

(d) Lack of government support

(e) Lack of market

(f) Any other problem not listed above.....

10. If the answer to question (9) above is lack of capital, where did you get the initial capital to start your business?

(a) Own savings

(b) Loan from micro-finance institutions/bank

(c) Borrowing from friends

11. How do you save money from your business?

(a) Banks

(b) Merry-go rounds

Others (specify).....

Managerial skills

12. Who runs your business for you?

(a) Self

(b) Family members

(c) Employees

Give a reason for your answer in (12) above

13. Who does your financial accounting for you in this business?

(a) Self

(b) Employed accountant

(c) Hire accountant

14. Have you attended any business training in the last 3 years?

(a) Yes

(b) No

15. Do you face any competition from other similar entrepreneurs?

(a) Yes

(b) No

16. How do you rate the competition in the area?

(a) Stiff

(b) Fair

(c) Not stiff

(d) Not sure

17. Who are your main competitors?

(a) Male

(b) Female

18. What advantages do the competitors have over you?

- (a) Education
- (b) Capital
- (c) Source of products
- (d) Market of products/costing

Social cultural factors

19. What is the attitude of the community towards women entrepreneurs?

- (a) Positive
- (b) Negative
- (c) Cannot tell

20.If the answer to (19) above is negative ,how does the attitude affect the performance of your business

Size of family

21.How is your family?

- (a) Large Over 10 children
- (b) Medium 4---10 children
- (c) Small 3 and below

22. How do your household duties affect your business?

What is the average age of your children

- (a) 0-5years
- (b) 5-14years
- (c) 15-20years
- (d) Over 20years

23. What factors influenced you to start up your business?

Thanks for your honest response.