WOMEN PARTICIPATIONIN THE CLOTHING INDUSTRY THROUGH E-COMMERCE

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A RESEARCH PROJECT SUBMITTED TO THE INSTITUTE OF ANTHROPOLOGY,GENDER AND AFRICAN STUDIES IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF MASTERS OF ARTS IN GENDER AND DEVELOPMENT STUDIES OF THE UNIVERSITY OF NAIROBI

November 2014

DECLARATION

I declare that the project proposal is my original work and has not been presented for examination for award of degree in any other university.

Sign: _____ .   Date:_____ .

Makena Mbone Simani

This project proposal has been submitted for examination with my approval of the university supervisor.

Sign:_____ .   Date:_____ .

Khamati Shilabukha

DEDICATION

This project is dedicated to women across board that have a dream of one day being owners of their own businesses and making an impact and a difference in the online clothing industry through E-Commerce.

A special dedication to my parents, for your encouragement, support and believing in me

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LIST OF ABBREVIATIONS AND ACRONYMS

B2C E Commerce-   BUSINESS TO CONSUMER ELECTRONIC COMMERCE

C2C E Commerce   CONSUMER TO CONSUMER ELECTRONIC COMMERCE

E-Commerce   ELECTRONIC COMMERCE

EPZ-   EXPORT PROCESSING ZONE

FGDs   FOCUS GROUP DISCUSSIONS

ICT   INFORMATION AND COMMUNICATIONS TECHNOLOGY

ILO   INTERNATIONAL LABOR ORGANIZATION

KNBS   KENYA NATIONAL BUREAU OF STATISTICS

UNIDO   UNITED NATIONS INDUSTIAL DEVELOPMENT ORGANIZATION

UN   UNITED NATIONS

ABSTRACT

The project presents the findings of a study on women participation in the clothing industry through E-Commerce in Nairobi City County. The study was carried out in Nairobi city County. The study aimed at examining the role and experience of women in using E- Commerce in the clothing industry in Nairobi. The study further analyzed the knowledge and attitudes of women in the clothing industry through E-Commerce in Nairobi. The study used a cross-sectional and exploratory research design. Random Sampling was be used to select the sample population from women participating in the clothing industry through E-Commerce in the four main locations (Langata, Hurlingham, Runda and Kasarani).

The major study findings were that women felt empowered using E-Commerce and over half of the respondents said they anticipated participating in selling clothes online in the near future.

CHAPTER ONE: Background to the study

1.1Introduction

According to a report by the United Nations, Women's participation in the global work force varies significantly from one country to another. Women account for two-thirds of the global garment workforce—dominating employment in the industry in developing countries. (UN,1995).Women is critically affected by a number of developments tied to the globalization of economicactivity. In fact, they are at the centre of several phenomenon's', which can be linked to economic globalization, such as Export Processing Zones (EPZs), enforced flexibility of labor, outsourcing, home-based employment, and international migration flows. As a result, women are forming a more integral part of the global economic fabric. (UN, 1995)

The Platform of Action of the Fourth World Conference on Women, held in Beijing 1995, recognized that, in many regions, women's participation in remunerated work had increased in both the formal and the informal labor market (UN, 1995). Women form the bulk of the cheap and flexible labor force, which is sought on the global labor market (David, 1998).The International Labor Organization (ILO) now speaks of the "feminization of the labor force and of employment at the world level" (ILO, 1995).

E-commerce can be defined as any form of economic activity conducted over computer-mediated networks. The potential of e-commerce caught public's attention as a result of ventures such as the electronic bookshopAmazon.com, and the growing number of other Internet-based retailers in the business-to-consumer (B2C) e-commerce area. (McCormick, D. (1999)

The e-commerce industry is a huge and fast growing market, registering an increasing number of users every year according to Opera Capital Partners. According to the Global clothing Report in 2013, the number one product purchased in B2C E-Commerce worldwide is clothing. According to

the report, over one-third of Internet users worldwide made or intended to make a purchase from this product category in 2013.

According to Miller, the CEO of an online retail company called Jumia, E-commerce is quickly gathering pace in Kenya, riding on widespread mobile money transfer services and the growing number of Smartphone users. Jumia, which operates in Nigeria, Egypt, Morocco and Côte d'Ivoire, is the latest entrant to Kenya's e-commerce market. ICRW research has found that technology helps women increase their productivity as well as launch income-generating pursuits and entrepreneurial ventures. Those kinds of outcomes empower women to become stronger leaders and to more effectively contribute financially to their families, communities and countries. (ICRW). This is all in a bid to understand how women can participate in the clothing industry through E-Commerce.

1.2 <u>Statement of the Problem</u>

In Nairobi, according to ICRW, the average urban lower middle class lady and above having been educated until high school, is well over 60% (ICRW). This being the case, if women are that educated, and certain things like clothing come naturally to the average woman, then why is there little initiative to educate them or empower them in the use of E-Commerce in order to allow them to participate in the clothing industry and in the end improve their livelihood?

It would be expected that every woman between the ages of 20-35 years of age, in Nairobi was employed or at least 90% of them were employed. This would enable the woman not only build Increase her family's well being among others.

Women's economic empowerment – that is, their capacity to bring about economic change for themselves – is increasingly viewed as the most important contributing factor to achieving equality between women and men. But economically strengthening women – who are half the world's workforce – is not only a means by which to spur economic growth, but also a matter of advancing women's human rights. (ILO, 1995)

The proposed study seeks to ascertain the perception that participation of women in the clothing industry in E-Commerce in Nairobi has on socio economic development of the women's lives.

The study will attempt to answer:

1.) What is the role and experience of the women in Nairobi in the clothing industry, have of using E-Commerce for clothing trade?

2.) What knowledge and attitude do women in Nairobi in the clothing industry, have of using E-Commerce for clothing trade?

1.3 **Research Objectives**

1.3.1 General Objectives

To explore the perceptions and attitudes towards the participation of women in the clothing industry through e-commerce in Nairobi

1.3.2 Specific Objectives

1.) To examine role and experience of women in using E- Commerce in the clothing industry in Nairobi.

2.) To analyze the knowledge and attitudes of women in the clothing industry through E-Commerce in Nairobi.

1.4 Assumptions of the study

1.) The role and experience of women influence their participation in textile and E-Commerce.

2.) Knowledge and attitudes influence participation of women in the clothing Industry and E-Commerce.

1.5 Justification of the study

The findings of this study will contribute towards filling up knowledge gaps on setting up business in the clothing industry using E-Commerce for women. Although a lot of discourse exists on gender participation as far as social contexts, socialization, communication, paid work and unemployment and several other spheres, little is known on how the women's participation in Nairobi has been integrated in the clothing industry through E-Commerce.

The findings of this study will add also to the literature of women's participation in the clothing industry through E-Commerce.

The recommendations of this study, if adopted by policy makers among them marketers, will be significant in capacity building and advocacy for gender empowerment in the clothing Industry in Nairobi more so through E-Commerce, through establishment of strategies to create awareness on mitigation of gender mainstreaming.

1.6 Scope of the study

The research focused on the role, perceptions, knowledge and attitudes of women in the clothing industry through E-Commerce. The study was carried outing Nairobi among women aged between 20 to 35 years.

1.7 Limitations of the study

This study was employed the survey method. The survey through the use of the questionnaire, may either not be conclusive or accurate. Some participants would have been biased or reluctant to answer certain questions in a way as to please the researcher thus tamper the actual aim of the research. However this can be overcome by triangulating with the in depth interviews

Access to the specific key informants was a challenge meeting them physically or discussing via email. However alternative key informants were sought to act as substitute solution

1.8 Definition of Terms

E-Commerce- Electronic Commerce: Commercial transaction conducted electronically on the computer

ICT- Information and Communications Technology: Is an umbrella term that includes any communication device or application, encompassing: radio, television, cellular phones, computer and network hardware and software, satellite systems and so on, as well as the various services and applications associated with them, such as videoconferencing and distance learning.

B2C E-Commerce- Business to consumer Electronic Commerce: Purchasing, selling, and exchanging of goods and services over computer networks (such as the Internet)

C2C E-Commerce- Consumer-to-Consumer Electronic involves electronically facilitated transactions between individuals, often through a third party

Clothing Industry- Made up of apparels made and worn by male or female clients

Gender- The state of being male or female with reference to social and cultural differences.

CHAPTER TWO: Literature Review

2.0 Literature Review

Introduction

This section critically reviews the perceived consequences and analyzes the knowledge and attitude of the participation of women in the clothing industry through E-Commerce in Nairobi guided by the objectives of this study. Several books and journals were used to examine each of the variables, laying important groundwork for my further analysis and research. The overview will cover, gender in E-Commerce via the Internet, women and the Internet, women E-Commerce and ICT, and participation of women in the clothing industry. The theoretical framework and assumptions guiding this study are also presented.

2.1 Gender in E-Commerce via the Internet

The continued growth in Internet usage has resulted in a marked increase in Internet commerce. (Cheryl L. Buff, 2010)

While the U.S. has the greatest number of Internet users, with 93% of users having purchased online Dittmer, Long, and Meek (2004), Internet usage is growing in other countries as well, Liu, Marchewka, and Ku(2004)

Clearly consumer characteristics influence their online buying behavior, the use of the internet, the sites selected, the amount of time spent online, the type of information searched for, and the willingness to share personal information. Further, "to successfully attract internet consumers and benefit from doing so, e-tail service providers must know more about consumer attitudes towards purchasing via the internet, online purchase intentions, and their antecedents" Chiu, Lin, and Tang, (2005, p. 417) Gender is often acknowledged to influence response to marketing strategies, therefore

identifying how the impact of gender can help internet retailers design and implement different strategies for different online consumers Chiu, Lin, and Tang, (2005). Internet commerce success factors will be measured using Torkzadeh and Dhillon's (2002) scales. A total of nine constructs for internet commerce have been suggested: internet shopping convenience, internet ecology, internet customer relations, internet product value, internet product choice, online payment, internet vendor trust, shopping travel, and internet shipping errors Torkzadeh and Dhillon, (2002). According to results by Cheryl L. Buff. (2010), there were notable gender differences, with women emphasizing more importance with regard to online payment issues, privacy and security options, vendor trust issues, customer relations, internet shipping errors and internet ecology as compared to men. This appeared consistent with the findings reported by Shade (1998) and Simon (2001).

2.2 Women and the Internet

Across the developing world, nearly 25% fewer women than men have access to the Internet and the gender gap soars to nearly 45% in regions like sub Saharan Africa. Nearly 35% fewer women than men in South Asia, the Middle East and North Africa have Internet access and nearly 30% in parts of Europe and across Central Asia. In most high-income countries, women's Internet access only minimally lags that of men, and in France and the US the fact exceeds it. According to McKinsey and Company 2012, without access to the Internet, women lack access to its tools, resources, and opportunities. As cited by Murphy S. 2009,he states that because women are critical collaborators in the effort to achieve development goals such as reduced child malnutrition and mortality, or increased economic growth (Knowles s. 2002.), this gap disadvantages not just women but their families, communities and countries. According to the (Intel women and the web findings) Internet access and usage boosts women's income and income potential, increases women's sense of empowerment and also increases women's sense of equity.

2.3 Participation of Women in the clothing Industry

The Kenya garment and textile industry is composed of firms of varying sizes and technologies. The firms produce for local, regional and international markets (McCormick et al 2001). Large firms employ more than 100 employees, medium-sized firms employ between 51 and a 100 employees, and small firms employ between one and 50 employees. Firms producing for international markets are mainly medium and large-sized while those producing for the domestic market are mainly small firms. Larger and smaller enterprises differ in the types of technology that they use. (Dorothy McCormick and Mary Njeri Kinyanjui)

The garment and textile industry in Kenya dates from the colonial period. As early as 1954, the industry had a total of 74 enterprises employing 2,477 workers (Kinyanjui, 1992). Until recently the garment industry was one of the most important manufacturing activities in Kenya. The industry grew rapidly in the immediate post independence period. It thrived because of the protection offered to firms under the import substitution strategy. It also grew because of government investment in the industry. Like other manufacturing sectors more generally, the garment and textile industry failed to create strong vertical and horizontal linkages with other sectors which, left them vulnerable when the protectionist policies were abandoned (Sharply and Lewis 1988; McCormick, 1999). The opening of markets in the early 1990s had a major impact on the industry. The availability of cheap imports - both new and second hand - drastically reduced demand for Kenya made garments. Retail chains such as Deacons and Njiris chose to import their products from South Africa. Hordes of other small-scale clothing retailers emerged and started retailing their products in what is popularly referred to as exhibitions. These small-scale traders travel to such places as Dubai, South Africa and Britain from where they source ready-made garments and shoes. A large majority of these traders are women. The garment industry faced competition from a new form of trade in second hand clothes. The garment industry could not cope with the new competitors. For example, a garment making factory based in

Nakuru which was making women's garments for a major retail chain in Nairobi closed down when the retail chain stopped sourcing products from it. It lay off its 200 workers, and shifted to making bed sheets for the low-income market. Major players in the garment and textile industries such as Kenya Textile Mills, Rivatex, Raymonds and Kisumu Cotton Mills closed down. Kenya's garment production has declined significantly since the 1980s (McCormick et al. 2001)

Women play an important role in the garment industry of most developing countries, often working on a part-time basis at home and producing children and ladies' dresses for friends, neighbors and other customers. In Kenya, this informal sector is known as Jua Kali-Swahili for "hot sun", which refers to the open marketplace type of operations.

According to UNIDO (United Nations Industrial Development Organization), women face a number of barriers in the clothing industry, such as lack of technical and business skills, limited access to credit from formal financial institutions, and inability to afford adequate tools and machinery. On their part however, UNIDO together with the then, the Kenyan Ministry of Technical Training and Applied Technology, worked together to upgrade the skills of the Jua Kali woman.

In 1991, UNIDO launched the first six-month training programme in Nairobi, in five sections: new product development; production techniques; business management; marketing and promotional skills; and sewing machine repair and maintenance.

2.4 Women, E-Commerce and ICT

According to Sunita S., in many parts of the world, women, especially those living in rural areas, are still excluded from accessing the Internet or do not have the skills to use it in a profitable way. On the other hand, examples from developing countries demonstrate that, if given access and knowledge-how, women Entrepreneurs have benefited from using the new technologies in a large number of areas, such as getting access to valuable business information, finding new (export) markets,

marketing their products and services over the Internet, securing large orders through networking with community members, and generally cutting costs through more efficient business practices.

ICT (Information and Communication Technologies) makes the role of distance less significant in organizing business and production, particularly for transnational corporate companies. Women are forming associations to increase their access to Technology, increase familiarity with business cultures in foreign markets and access these markets more effectively. These associations also provide mentoring and training, and catalyze the process of building Networks with government and corporate procurement officials.

In Kenya the information and communication technology usage profile has been dominated by the telephone, fax, postal services, and television and community radio. Until 1997 this infrastructure was controlled and owned by the government. The government gradually has been reducing its control over this infrastructure by liberalizing the market for television and community radio broadcasting. By 2002, there were eight television stations as compared to one a decade ago. As of recent 2013 statistics companies such as safaricom have over 17 million mobile phone subscribers.

2.5 Theoretical Framework

This research will be guided by the Participatory framework, which was developed by Arnstein 1969 on the subject of seminal framework on community participation. The model illustrates how there are different levels of participation from manipulation or theory of citizens, through to consultation and to what may be view as genuine participation. The theory is about power structures in society and how they interact. The participatory approach aims at understanding how capacities or capabilities of all social categories in the development process can be enhanced. The approach also helps at ensuring that all social categories make optimum utilization of resources at their disposal.

2.6 Relevance of the Participatory theory to the study

The clothing industry through E-Commerce in Nairobi is mostly dominated by the major players many of who are male. The participation theory or framework questions the power structures in society and attempts and seeks have the role of the woman in the clothing industry through E-Commerce highlighted and demonstrate several ways in which she can participate. Participatory theory shall also seek to highlight and examine the knowledge and attitude of women in Nairobi in the clothing industry through E-Commerce and how they can be empowered.

CHAPTER THREE: Methodology

Introduction

This section situates the context within which the study was conducted. It gives a description of the field research sites, both physical and social settings, the study design, study population, sampling techniques and sample size, data collection methods, data analysis and presentation. Finally this presents the ethical considerations for this study.

3.1 Research Site

This study was conducted in Nairobi County, which is the capital city of Kenya. According to the Kenya National Bureau of Statistics (KNBS), 2009 Census, it is also among the forty-seven (47) administrative counties in Kenya. Nairobi is divided into four (4) administrative units and eight (8) constituencies. Nairobi covers an area in square kilometers of 695.1 and has a density of 4515. (KNBS, 2009)According to travel math, the latitude of Nairobi is 1 17' 0" S and Longitude of 36 49' 0" E respectively.

This study took place at Daystar University and United States International University (USIU) in kasarani. The interviewees were from Langata, Runda, Hurlingham and Kasarani.

3.2 Demographic profile of Nairobi

The population of Nairobi according to the Kenya National Bureau of statistics (KNBS) as of 2009 is 3,138,369. Based on the population by sex, and based on the 2009 census, the number of males in Nairobi is 1,605,230 and females are 1,533,139. Out of these figures, the total number of age 20-29 year old male and females, from Daystar and the United Stated International University (USIU), where the research will be centered is 258,404.(KNBS, 2009)

3.3 Research design

This study adopted a cross-sectional and exploratory research design. It utilized qualitative methods of data collection so as to guide the exploration of data perceived barriers and actual barriers faced by women's participation in the clothing industry through E-Commerce. Ethnographic accounts of people's experiences that consist of both users and traders, through focus groups and key informant interviews were used so as to give information on the participation of women in the clothing industry through E-Commerce.

3.4 Study population

The study population included all women in the clothing industry in Nairobi. Those are the women who participate in buying or selling clothes through E-Commerce. Those to be interviewed were women living in Langata, Hurlingham, Runda and Kasarani. It took into account those attending United States International University and Daystar University. The unit of analysis was individual women participating in E-Commerce.

3.5 Sample size and sampling procedure

Random Sampling was used to select the sample population from women participating in the clothing industry through E-Commerce in the four main locations (Langata, Hurlingham, Runda and Kasarani).

3.6 Data Collection Methods

3.6.1 Survey

The study collected data through the survey method. The instrument in use was the questionnaire, which was distributed to 30 women to gather information on their knowledge, attitude, perception and consumption on how their participation in the clothing industry through E-Commerce affects them. The questionnaire was handed out to individuals.

3.6.2 Key informant interviews

These were conducted with one E-commerce professional and two professionals in the clothing industry. The key informants were chosen to provide data on cultural and social economic barriers to participation of women in the clothing industry through E-Commerce across populations and specifically in Nairobi.

3.6.3 Focus Group Discussions

Focus Group Discussions (FGDs) was conducted with representatives of population sub groups to glean their different perspectives. Purposive sampling was used to select the participants for FGDs who included, young adult ladies in university both married and unmarried, as well as working class women both married and unmarried. The women in the FGDs were those who have used the computer and the Internet before. A total of 2 FGDs consisting of women from Runda and Kasarani in one group and the other group consisting of women from Hurlingham and Langata were conducted. They were brought together at the United States International University for group one and Daystar University for group two. FDG comprised eight to ten respondents. None of the participants was below 18 years of age and verbal consent was sought to discuss with all participants.

The FDGs yielded the community perception and opinions on barriers to participation of women in the clothing industry through E-Commerce across cultural and economic domains. The focus group discussion was conducted with the help of an FDG Guide. (Appendix 3)

3.6.4 Secondary Sources

Relevant literature was reviewed to provide background information to the study. Documentary material such as video clips on E-Commerce and the clothing industry, pamphlets, Internet and journals were explored. These materials helped establish the role of women in the clothing industry through e-commerce as well as the extent of their participation in it.

3.7 Data Processing and Analysis

This stage involved cleaning, coding and data entry. Qualitative data obtained from key informants, focus group Discussions and case narratives will be transcribed, coded and analyzed thematically. For each of these data, separate code sheets will be created in an attempt to establish and interpret the patterns and relationships. All tape-recorded work will be transcribed and translated into English and terms mentioned in English during interviews will be directly picked and used as they are. Data on socio-Economic and demographic characteristics of the information will be coded and analyzed using Microsoft Excel spreadsheets. The demographic data from the questionnaire was analyzed by calculating the percentages of the frequencies that occurred most.

3.8 Ethical Considerations

Ethical clearance was sought from relevant authorities, more so the National Commission for science, Technology and Innovation, before the onset of the field work

Before the interviews were conducted there was a statement of consent that was read to all respondents in the study. They were asked for their informed consent to participate. A consent form was used for this. (Appendix 4). Participants were briefed about objectives and procedures of this study and their right to agree or object to their participation.

In addition to voluntary recruitment to participate in the study, informants were informed that they would be free to withdraw from the study at any time they so wished.

Explanations were given to all the informants and respondents concerning confidentiality. It was made clear that the information they provided, whether orally or in writing, would be treated with strict confidentiality, and that it would only be used for research purposes. As part of the ethical considerations, the results of the study will be made available at the library services of the University of Nairobi. The results will also be published in journals and articles, so as to share knowledge with the scientific community worldwide.

CHAPTER 4: PRESENTATIONS OF FINDINGS

4.1 Introduction

This chapter presents the findings of the study as set out in the research methodology. The results were presented on women participation in the clothing industry through E-Commerce. The chapter covers, the demographic information, the role and experience of women in E-Commerce in the clothing industry, and knowledge and attitude of women in the clothing industry through E-Commerce.

4.2 Demographic information

The study sort to ascertain information on the respondents involved in the study with regards to; the age, employment status and monthly income. The bio data points at the respondents' suitability in answering the questions regarding women participation in the clothing industry through E- Commerce in Nairobi City County

The respondents were asked to indicate their age bracket in years. The study findings are illustrated in Figure 4.3 below
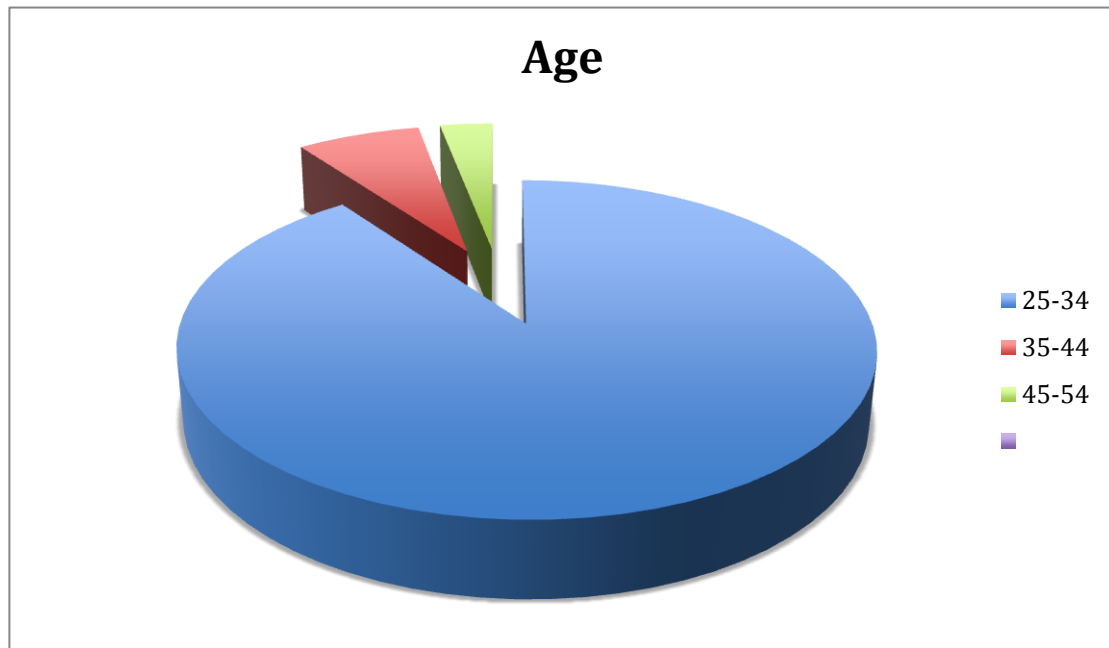
From the findings, most of the respondents (90%) were 25-34 years old, (7%) were 18-24 years old and (3%) were 35-44 years old. This youthful age between ages of 25-34 years meant that the women were knowledgeable and had experience about several avenues to purchase clothes as well as the use of E- Commerce.

4.4.2 Respondent distribution based on employment status

The study sort to establish the employment status distribution of the respondents. From the findings, the study established that the majority of the respondents (94%) were employed, 5% were employed part time and 1% were employed and doing business which fell under other options. This illustrates that the majority of women were financially stable and had purchasing power and able to fully experience the clothing industry through E-Commerce in form of purchasing power.

4.4.3 Average monthly income

The study sort to find out the average monthly income of the respondents among the women.

The majority of the respondents (30%) earned ksh.30, 000-ksh.44, 999, (20%) earned Ksh. 60,000-ksh.74999 and (20%) earned Ksh. 120,000 and above. Therefore it can be noted that majority of the employed ladies were categorized as middle income hence had enough income thus would provide valid and consistent information about women participation in the clothing industry through E-Commerce.

4.3 The role and experience of women in using e-commerce in the clothing industry in Nairobi

The study sought to examine the role and experience of women in using E-Commerce in the clothing industry in Nairobi.

The respondents were asked about the period they have purchased clothing products online. The study findings indicate the majority, (70%), purchased clothes online for less than 6 months. This implied that women were not regularly involved in purchasing clothing product online and thus a low participation experience.

In order to further assess the participation of women in the clothing industry through E-Commerce, the respondents were also asked to indicate how often women were involved in purchase participation from various online sites. The results are as shown in the table below.

Table 4.3.1 Frequency of women's use online to purchase and sell clothes online

ONLINE SITES	FREQUENCY					%
	DON'T USE	DAILY	WEEKLY	MONTHLY	QUARTERLY	
OLX Kenya	5					16
Jumuia Kenya					11	33
Facebook			8			26
Twitter	4					13
Other		2				6

The study found that majority of women (33%) was involved in either purchasing or selling clothes online. Jumuia Kenya was the most frequently used on a quarterly basis. Therefore women were involved in online participation of E-Commerce mostly on a quarterly basis.

The respondents were also asked to indicate the avenues that they used to purchase the clothes. From the study findings, the majority (60%) of women preferred to purchase through a retailer. This indicates that despite the increase in technology and regardless of whether or not the item purchased was viewed online, majority of women still preferred to go directly to the retailer. This was also an indication of the experience women may have with retailers as opposed to online shopping may be more effective.

The study also inquired fro the respondents on their satisfaction levels with their clothing purchase online. The responses are shown in the table below:

Table 4.3.2 Women's satisfaction level with online Clothing Purchases

	Frequency	Percentage
Satisfactory	7	23
Unsatisfactory	7	23
Ok	9	30
Good	7	23
Don't Know		

The table shows that majority of the women (30%) were ok, with their online clothing purchase. This indicates that their experience of their participation was okay.

The women were further to indicate an average of the amount of money spent. The results indicated that the average amount most women spent was ksh.3000. Their purchasing experience in customer service was average, rated professionalism as average too, payment and purchase as well as delivery and products were also rated as average, and lastly quality of products was rated above average. This indicates the purchasing power women have when they fulfill their role as active participants in the clothing industry.

4.3.3Difference in experience between shopping online and in a store

To assess the women's participation in the clothing industry through E-Commerce, they were further asked to evaluate their experience between online shopping and a store. The findings are in the table below.

Table 4.3.3 Difference in experience between shopping online and a store

	Frequency	Percentage
Yes	6	20
No	9	30
Same	3	10
Somewhat cheaper	9	30
Much Lower	0	
Don't Know	3	10

The results show that (30%) women felt there was no difference at all, while the other (30%) felt shopping online was somewhat cheaper. This assessment the opportunity women can take in enhancing their role in the clothing industry through using the online platform as a way to business.

4.4 The knowledge and attitudes of women in the clothing industry through e- commerce

The study also sought to analyze the knowledge and attitude of women in using E-Commerce in the clothing industry in Nairobi. Therefore the respondents were asked to indicate whether it was cheaper to shop online or in a brick and mortar store.

The results indicate 70% felt that it was more secure shopping online than in a brick and mortar store. This means that women's attitude towards online shopping would lead them to either purchase more online or sell more online due to the feeling of security and safety from external threats like, being robbed on your way to the store.

The respondents were also asked to indicate whether women's financial and economic status would improve from selling clothes online. The results indicated that (80%) women felt that yes, the woman's financial and economic status would improve. This attitude and knowledge gained from online shopping shows the possibility of a great shift to new employment opportunities for women who may have felt that they were locked out of other job opportunities for various reasons.

The study further sought to find their likelihood of selling online. According to the findings, majority (50%) of women, attested to being very likely to begin selling clothes online. This depicts the positive attitude women have towards opening businesses. The online stores have made majority feel more empowered and have a can do attitude towards the idea of selling clothes online.

In order to further assess the attitude towards male and female owned online clothing stores, women were asked if they felt there was a difference. Majority of the women, (60%) said yes, they felt there was a difference. This further adds to the role women play in E-Commerce as economic drivers of the clothing online industry.

The respondents were further requested to describe their attitude and whether they felt empowered from online purchases. Majority of the respondents (90%) said they felt empowered or liberated. This results demonstrate how the use of E-Commerce platforms would do a lot to make a woman feel capable of being part of not only her economic growth but also enhance her pride in the economic contribution of her family and country. The woman is given the ability to make a decision and have an equal say in the clothing industry like the man and thus giving them power of choice and decision-making. This further strengthens the methodology approach of participation theory.

CHAPTER 5: Summary, Conclusion and Recommendation

5.1 Introduction

This chapter presents summary of findings, conclusion and recommendations of the study in line with the objectives of the study. The research sort to establish, the women participation in the clothing industry through E-Commerce in Nairobi City County.

Objectives

The role and experience of women in using e-commerce in the clothing industry in Nairobi

Based on the findings, it was established that women were instrumental in empowering each other be it in buying or in selling clothes online through E-Commerce for it not only created economic and financial empowerment through their participation but it also gave the woman the power to decision making.

The majority of women, purchased clothes online for less than 6 months according to the results of the research. This implied that women were not regularly involved in purchasing clothing product online and thus a low participation experience but showed potential for future activity in the online business.

The study found out that majority of women (33%) was involved in either purchasing or selling clothes online. Jumuia Kenya was the most frequently used on a quarterly basis. Therefore women were involved in online participation of E-Commerce mostly on a quarterly basis.

In addition, the majority (60%) of women preferred to purchase through a retailer. This indicates that despite the increase in technology and regardless of whether or not the item purchased was viewed online, majority of women still preferred to go directly to the retailer. This was also an indication of the experience women may have with retailers as opposed to online shopping may be more effective.

The study further revealed that, majority of the women (30%) were ok, with they're online clothing purchase. This indicates that their experience of their participation was okay.

The study established that the average amount most women spent was ksh.3000. Their purchasing experience in customer service was average, rated professionalism as average too, payment and purchase as well as delivery and products were also rated as average, and lastly quality of products was rated above average. This indicates the purchasing power women have when they fulfill their role as active participants in the clothing industry.

The study found out that (30%) women felt there was no difference at all in cost between online shopping and brick and mortar stores, while the other (30%) felt shopping online was somewhat cheaper. This assessment the opportunity women can take in enhancing their role in the clothing industry through using the online platform as a way to business.

Knowledge and attitude of women in the clothing industry through e- commerce

The study found out that the knowledge and attitude women had of the clothing industry brought out the underlying industry gaps that women can take advantage of in the industry in their effort to be active participants as well as decision makers. The study found out that 70% felt that it was more secure shopping online than in a brick and mortar store. This means that women's attitude towards online shopping would lead them to either purchase more online or sell more online due to the feeling of security and safety from external threats like, being robbed on your way to the store.

The study established that majority (80%) women felt that yes, the woman's financial and economic status would improve from online stores and shopping. This attitude and knowledge gained from online shopping shows the possibility of a great shift to new employment opportunities for women who may have felt that they were locked out of other job opportunities for various reasons.

According to the findings, majority (50%) of women, attested to being very likely to begin selling clothes online. This depicts the positive attitude women have towards opening businesses. The online stores have made majority feel more empowered and have a can do attitude towards the idea of selling clothes online.

In addition to this, majority of the women (60%) said yes, they felt there was a difference in male vs. female owned online stores. The major areas where: the emphasis on secure online payment and security platforms and the customer service. According to the results from the focus group discussion as well as the informant, they both were of the same thinking in that, women more than men paid more attention to the areas specified above. Also several female owned online stores, had more chats, blogs, vlogs, and 'how to' columns as compared to male owned online site. This further adds to the role women play in E-Commerce as economic drivers of the clothing online industry.

The study established that, majority of the respondents (90%) said they felt empowered or liberated from purchasing or selling clothes online. This results demonstrate how the use of E-Commerce platforms would do a lot to make a woman feel capable of being part of not only her economic growth but also enhance her pride in the economic contribution of her family and country. The woman is given the ability to make a decision and have an equal say in the clothing industry like the man and thus giving them power of choice and decision-making. This further strengthens the methodology approach of participation theory.

The study established that, most of the respondents (90%) were 25-34 years old, (7%) were 18-24 years old and (3%) were 35-44 years old. This youthful age between ages of 25-34 years meant that the women were knowledgeable and had experience about several avenues to purchase clothes as well as the use of E- Commerce.

In addition, the study established that the majority of the respondents (94%) were employed, 5% were employed part time and 1% were employed and doing business which fell under other options. This

illustrates that the majority of women were financially stable and had purchasing power and able to fully experience the clothing industry through E-Commerce in form of purchasing power.

The study found out that, majority of the respondents (30%) earned ksh.30, 000-ksh.44, 999, (20%) earned Ksh. 60,000- ksh.74999 and (20%) earned Ksh. 120,000 and above. Therefore it can be noted that majority of the employed ladies were categorized as middle income hence had enough income thus would provide valid and consistent information about women participation in the clothing industry through E-Commerce.

5.2 Conclusion

From the findings, it was concluded that, women were not regularly involved in purchasing clothing product online and thus a low participation experience but showed potential for future activity in the online business. Meanwhile, women were involved in online participation of E-Commerce mostly on a quarterly basis.

However, despite the increase in technology and regardless of whether or not the item purchased was viewed online, majority of women still preferred to go directly to the retailer. This was also an indication of the experience women may have with retailers as opposed to online shopping may be more effective. The women also felt that their experience or buying or selling clothes online was ok.

The study concluded that women's participation in the online clothing industry through E-Commerce, gave the womanpower and a voice. The E-Commerce also acted as a platform for women to be decision makers have when they fulfill their role as active participants in the clothing industry.

This assessed the opportunity women can take in enhancing their role in the clothing industry through using the online platform as a way to business.

The study concludes that the knowledge and attitude women have of the online clothing industry through E-Commerce, is vital in the woman's economic and financial growth as she participates and also gets access to networks from across the world. This eventually also leads to an educated and well-informed woman. The study concludes that the knowledge and attitude women had of the clothing industry brought out the underlying industry gaps that women could take advantage of in the industry in their effort to be active participants as well as decision makers. Women's attitude towards online shopping would lead them to either purchase more online or sell more online due to the feeling of security and safety from external threats like, being robbed on your way to the store.

The study concludes that, the attitude and knowledge gained from online shopping shows the possibility of a great shift to new employment opportunities for women who may have felt that they were locked out of other job opportunities for various reasons.

The conclusion of the study depicts the positive attitude women have towards opening businesses. The online stores have made majority feel more empowered and have a can do attitude towards the idea of selling clothes online.

Women more than men paid more attention to the areas specified above. Also several female owned online stores, had more chats, blogs, vlogs, and 'how to' columns as compared to male owned online site. This further adds to the role women play in E-Commerce as economic drivers of the clothing online industry.

 The study concludes by demonstrating how the use of E-Commerce platforms would do a lot to make a woman feel capable of being part of not only her economic growth but also enhance her pride in the economic contribution of her family and country. The woman is given the ability to make a decision and have an equal say in the clothing industry like the man and thus giving them power of choice and decision-making. This further strengthens the methodology approach of participation theory.

The study concluded that the demographic information was vital in attaining the needed information and data. The information demonstrates the needs women in the specified demographic would need, and the level of participation that these women are capable of in the online industry through E-Commerce.

The study concludes that the youthful age between ages of 25-34 years meant that the women were knowledgeable and had experience about several avenues to purchase clothes as well as the use of E-Commerce. In addition, majority of women were financially stable and had purchasing power and able to fully experience the clothing industry through E-Commerce in form of purchasing power.

The study concludes that majority of the employed ladies were categorized as middle income hence had enough income thus would provide valid and consistent information about women participation in the clothing industry through E-Commerce.

5.4 Recommendations

I. The study recommends that the government should create more awareness and facilitate funds for further areas of research.

II. The study recommends that the government and educational institutions offer training workshops as well as implement it as a policy

Similar study should be done in other major cities in Kenya for comparison purposes and to allow for generalization of findings on women participation in the clothing industry through E-Commerce.

Other studies should be done on women empowerment and gender mainstreaming in the clothing industry and E-Commerce.

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Appendix 2: in depth Interview Guide

When did you last use the Internet?

Where did you use it?

How long/much time where you on the Internet?

What do you often browse on the Internet?

How often d you purchase items on the Internet?

How frequent do you purchase goods on the Internet?

What type of goods do you frequently sell on the Internet?

What was your experience buying and selling goods?

How much do you often spend?

Appendix 3: Focus Group Discussion Guide

Hello, my name is Makena Mbone Simani. I am a student of the University of Nairobi in Gender and Development Studies. I am conducting a survey in Nairobi to learn about the participation of women in the clothing industry in E-Commerce.

Kindly be assured that all of your answers are going to be confidential. In addition I will not keep a record of your name or address or any information that will expose your identity. You have the right to stop the interview at any time, or to skip any questions that you do not want to answer. There is no right or wrong answer.

(The interview takes approximately 20 minutes to complete). Do you agree to be interviewed? Yes No

Understanding of the clothing Industry in Nairobi

Understanding of E-Commerce in Nairobi and the role of women

The purchasing power of women in Nairobi of clothes through E-Commerce

The affordability of purchasing online as compared to brick and mortar shops

The reliability and efficiency of purchasing online

How would or do women in Nairobi benefit from the clothing Industry through E-Commerce?

Appendix 4: Informant Consent Form

Dear Sir/Madam,

My name is Makena Mbone Simani. I am carrying out a research study on the women participation in the clothing industry through E-Commerce in Nairobi. This study is in partial fulfillment of a Master of Arts Degree in Gender and development studies from the institute of Anthropology, Gender and African studies of the University of Nairobi.

I am requesting you to kindly voluntarily participate in this study by taking part in an interview. You are being asked to participate in this study because you are a woman who frequently deals with buying or selling clothes or is an industry leader in the technology that aids the platform for the research. If you agree to this, it will take approximately 45-60 minutes of your time. There are no Known risks associated with participating in this interview, neither are there direct benefits to you for participating in this interview.

If you decide to take part in this study, kindly sign the consent form as shown below. If you have any concerns about this study, please feel free to contact me.

I voluntarily agree to take part in the study.

…………………………….. …………………………………

Research Participants Signature Date

…………………………….. …………………………………….

Researchers Signature Date

Appendix 5: Key Informant Interview Guide

Name of the person………………………….

Name of the organization……………………

Background information about the organization:

1. When was your organization formed?

2. What are your objectives?

3. What is the composition of the organization?

4. How many women are employed in the organization?

5. The role the women play in your online clothing store?

6. What was your area of focus in the online clothing industry?

7. During your clothing campaigns online, who are you targeting and why?

8. Does your organization network with other organizations in online clothing discussions and E-Commerce strategies for the Kenyan industry?

9. Did your organization coordinate with the government to be a part of the AGOA agreement as well as other related agreements to enable your organization get support from the government?

10. Does your organization have an E-Commerce training program for all new employees? If not why?

11. What or which are the challenges you face as an organization and as a female leader, in the online clothing industry through E-Commerce?