

**DETERMINANTS OF WOMEN PARTICIPATION IN ENTREPRENEURIAL  
ACTIVITIES IN MURANG'A COUNTY, KENYA**

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**A Thesis Submitted in Partial Fulfilment of the Requirements for The Award of  
Master of Business Administration (Entrepreneurship) of Kenya Methodist  
University**

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## **DECLARATION**

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

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## **DEDICATION**

To the Almighty God for seeing me through, to my family, Lecturers and friends for the spiritual, financial and emotional support they accorded me.

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## ABSTRACT

A variety of initiatives and utilities have indeed been availed to the female community across Kenya to motivate them towards entrepreneurship; the saddest part is that a greater community is still interested in positions traditionally dominated by women, which are mostly small investment with nothing to give or diminished prospects. The goal of this study is to explore the determinants of women's involvement towards entrepreneurial engagements in Murang'a County, Kenya. The specific objectives included establishing whether demographic factors impact women involvement in entrepreneurial engagements in Kenya; Identify if social networks influence women involvement in entrepreneurial activities in Kenya; examine if availability to finance influence women involvement in entrepreneurial activities in Kenya; To Determine Whether Existing Regulatory Environment Affects Women Engagement Towards Entrepreneurial Activities in Kenya. Participants to this study were selected business owners in Murang'a County. The questionnaires were meant for the compilation of primary data. The analysis can benefit female owners with the preferred capacity to engage in entrepreneurship. This study was based on a descriptive research design and used key methods that were used to gather data. The data analysis was focused on descriptive statistics and the data description was focused on the Frequency Distribution Tables. In addition, the data presentation contained percentages, mathematical graphs and pie charts that advanced the outcomes from analysis with help of Statistical Package for Social Sciences (SPSS). There was inferential analysis, which was in form of correlation analysis followed by multiple regressions done to purposely test hypothesis and establish a model for determining the entrepreneurial activities. After analysis, the findings were expressed using figure as well as tables. Results from the research findings show access to finance (sig. = 0.000), social networks (p-value = 0.00) and the regulatory framework (p-value. = 0.00) have a substantial effect on women's engagement in entrepreneurship in Murang'a County. However, demographic factors were found to insignificantly (p-value = 0.226) affect women's engagement in entrepreneurship. On the basis of the first demographic goal, woman owners should routinely participate in stronger and more sustainable ventures in order to erase concerns regarding their skills related to their sexuality, life expectancy, pedigree and education. They should welcome every opening up of entrepreneurship training. On the grounds of the second goal of social networks, woman owners can routinely obtain support and support services from families and appropriate partnerships or networks. In addition, woman owners can provide mentoring to potential woman owners focused on the third objective of access to finance. Importantly, they should raise awareness of financial institutions, along with their processes and attractive prospects, to allow them to explore lending facilities. On the basis of the fourth objective of regulatory framework goal, the Department of Commerce in Murang'a County Government should introduce educational programs to notify businessmen of regulatory requirements.

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## **LIST OF ACRONYMS AND ABBREVIATIONS**

<b>APEC</b>	Asia Pacific Economic Co-operation
<b>CEDAW</b>	Discrimination against Women
<b>GOK</b>	Government of Kenya
<b>IFC</b>	International Finance Corporation
<b>ILO</b>	International Labour Organisation
<b>MSE</b>	Medium and small Enterprises
<b>MSMEs</b>	Micro-, Small-, and Medium-size Enterprises
<b>NGEC</b>	National Gender and Equality Commission
<b>SME</b>	Small and Medium Enterprises
<b>SPSS</b>	Statistical Package for Social Scientists

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background of the Study**

In the business world today, owing to the beneficial economic impact of entrepreneurial innovation on work growth and increased profits, enterprises are now focusing on desire to improve in the face of business conditions. The research also provided immediate assistance to small establishments in the battle against difficulties aimed at enhancing their capacity for change and growth. Globally, entrepreneurship is being adopted as an alternate source of work, a forum for women to gain power and dominance in the world of employment, and a medium for increasing their financial influence within society (Hassanand Mugambi, 2013).

Women demonstrate the potential to make greater investments and play a part in the growth of nations. Their interest in entrepreneurship has demonstrated the potential to sustain the development phases of the industry. Women's entrepreneurship must be adequately handled with company capability and experience that is essential to shift management, must confront industry conditions and must demonstrate continuity with developments in the field.

Women in business create, own as well as run these establishments. Research has shown that women prefer improved human capital and information on turnover control. It also emerged that the ownership and management of small businesses is often complex due to their closeness to patriarchal institutions that stifle empowerment and exploitation of women in their own ventures (Vinesh, 2014).

In the global context, well over 1.3 billion women-owned companies operate outside the mainstream entrepreneurial system response to concerns that women have not been on

an equal footing with their male counterparts; in terms of involvement in entrepreneurship (Hossain et al., 2018). Despite the fact that women have been mainly denied opportunity to sustain their companies, women contribute significantly to national economies through their engagement in entrepreneurship (Hisrich & Kearney, 2017).

Women's engagement in entrepreneurship is becoming increasingly essential in economic growth, accounting for a sizable proportion of firm operators. Small enterprises run by women are among the most rapidly expanding company segments in the world. They contribute considerably to the expansion of all economies (Ramadani, et al., 2015).

Unfortunately, in many countries, women's entrepreneurship talent and potential remain underdeveloped, as indicated by the reported absence of or insufficient entrepreneurship strategy employed by women in business (Alsos, Ljunggren, Carter & Jorstad, 2016). As a result, a significant amount of benefit must be leveraged (Ramadani et al, 2015).

Globally, economic need is a huge motivator for women to start businesses in most Middle East and North African (MENA) countries (Bastian et al. 2019). As a result, rather from being a source of freedom, social and economic subordination serves as a stimulus for entrepreneurship. Despite the fact that women's educational milestones have improved, only 15% of companies in Jordan are run by women (Banihani 2020). Just 4% of licensed companies in Saudi Arabia's conservative kingdom are run by women (Al-Kwafi et al. 2020). Furthermore, right of owning a company is complicated by restrictive cultural norms, as licenses and consent must be obtained by male family officials.

Also, supposedly self-sufficient financial institutions are unable to lend to female entrepreneurs because of this social code. Cultural social roles and religious rules, such as gender discrimination, must be respected by women's entrepreneurial decisions (Caputo et al. 2016). Furthermore, in Jordan, Iraq, Egypt, Bahrain, and Kuwait, women's

bodily freedom is restricted by laws requiring them to get permission from their legal guardians to drive (Banihani & Syed 2017).

Nonetheless, Islamic principles motivate a number of female entrepreneurs in the UAE, Kuwait, Lebanon, and Oman (Al-Balushi and Anderson 2017). However, owing to their religious beliefs, many ladies refuse loans from financial organisations because the interest system is incompatible with Islamic practise. They rely instead on their own savings and investments (Roomi et al. 2018).

Most women's businesses in India are limited, owing to gendered arrangements (Rashid & Ratten 2020). Because of gendered arrangements, most women-owned businesses in India are few. Their prospects are hampered by sociocultural values, which are exacerbated by rural women's inadequate access to credit. Furthermore, Nepalese women may develop "empowerment debts" as a result of NGOs' microfinance loans, which are utilised for home rather than business costs. Their opportunities are impeded by societal norms, which are compounded by rural women's limited access to financing.

Furthermore, because microfinance loans from non-governmental organisations are utilised for home needs rather than business growth in Nepal, women may incur "empowerment debts" as a result of these loans (Rashid & Ratten 2020). Despite the fact that women entrepreneurs are involved in and seem capable of making decisions, they wish to be free of male control.

In Islamic Pakistan, gender inequity, structural subordination of women, and the underlying sociocultural processes frequently hinder women's business and empowerment (Yunis et al. 2019) despite women's awareness of their abilities and educational achievements, sociocultural frameworks and the economic system continue to disenfranchise them.

In East Asia and the Pacific, community, culture, and faith all play key roles in women's business and empowerment. Women's entrepreneurship and growth are policy issues in this sector, although entrepreneurial initiatives by women are not widely encouraged. To progress their entrepreneurial pursuits, Malaysian and Indonesian women entrepreneurs need to acquire skills by experiential learning (Indarti et al., 2019).

Poor education, gendered poverty, racial segregation, and inequities all contribute to these women's lack of confidence in their own entrepreneurial abilities. Simply put, women are denied the chance to be empowered and transform their life via business. China, Vietnam, Cambodia, and the People's Democratic Republic of Laos (PDR) all suffer from gender bias that limits the opportunities available to female business owners (Zhu et al. 2019). Small loans from NGOs and microfinance institutions (MFIs) aim to give rural women more economic independence and help them start or expand businesses in order to better support their families.

In the Soviet Union, being a woman entrepreneur meant "breaking out of the conventions," and some women in this field utilise entrepreneurship to take advantage of possibilities (Korosteleva & Paulina 2020). Women in Uzbekistan are obliged to labour in subsistence-level home-based enterprises (Korosteleva & Pualina, 2020)

According to the World Bank, 50% of businesses in Latin America and the Caribbean are owned by women (2020). (LAC). Female entrepreneurship is prevalent and obvious in almost every industry. On the other hand, social exclusion and pervasive gender-biased patterns in the labor market inspire women to explore entrepreneurship as a means of enhancing their own circumstances. Women in Latin America see entrepreneurship as a way out of poverty and sexism because it can provide them with financial freedom

(Giménez et al. 2017). In Latin America, over 54% of women's companies are unregistered, compared to 48% in the Caribbean.

Some Nations such as Paraguay, Brazil, Argentina, Colombia, Peru, and Bolivia all have anti-discrimination legislation in place to promote gender equality and economic sovereignty (Giménez et al. 2017). Women's entrepreneurship efforts are therefore constrained by their social status as second-class breadwinners. Microbusinesses and informal ventures are popular among women's endeavours. According to Kabeer (2012) in order to be successful in business, Mexican women must first gain their husbands' approval and then respect their wishes if they are to work outside the home.

In Brazil, female entrepreneurs choose the organized economic sector (Marques et al. 2018). Feminized property, low levels of education, ethnic and racial segregation, and a lack of access to finance all play a role in keeping this marginalized group trapped in the informal economy. Men in Mexico are often vocally against their wives having careers outside home, and for this reason, Mexican women who want to be business owners need to get their husbands' permission and respect their views (Kabeer 2012).

In Brazil, female entrepreneurs choose the organized sector of the economy (Marques et al. 2018).

However, tax and regulatory constraints, as well as high credit access restrictions, are intertwined with feminized property, poor education levels, ethnicity, and race segregation, all of which play supporting roles in compelling them to remain in the informal sector as an oppressed community. For women entrepreneurs, access to capital remains a big problem. Woman borrowers often pay higher interest rates, limiting their ability to repay their loans and trapping them in an empowerment debt trap.



Women business owners in Brazil prefer to work in the formal economy (Marques et al. 2018). Tax and regulatory pressures, as well as high credit access restrictions, all of which relate to feminized poverty, poor education levels, ethnic and racial segregation, all play supportive roles in compelling them to voluntarily remain in the informal sector as a marginalized group. Access to capital is also a big issue for female entrepreneurs. Woman borrowers often pay higher interest rates, limiting their ability to repay loans and trapping them in an empowerment debt loop.

Focusing on women in entrepreneurship in third world countries has recently gained popularity and is promising to be a "rich prospect" vital to government planning and institutions (Minniti et al., 2015). There is currently a rising focus on activities and utilities undertaken to encourage and assist women's entrepreneurship in developing nations; nevertheless, the women's community continues to be underserved in many sectors of the business climate. Women buyers show priority over some companies relative to others; for example, priority over consumer and retail projects thus bypassing manufacturing and development (GEM, 2010).

Women owners have won the spotlight as the next generators of global growth and new boundaries in third world countries that are offering success and social stability.

Key economic actors have established women buyers as a crucial untapped opportunity with a rich success. In 2012, the World Economic Forum reinforced women's entrepreneurship as the next gold rush in its annual convention. Some also welcomed women's entrepreneurship as the new "women's revolution," promoting zero international assistance and relying on domestic investment in women's entrepreneurship as a crucial stimulus to economic development and survival (Forbes, 2011). Further reasons put forward are that the commitment of women to entrepreneurship to the national pool

outweighs the commitment of entrepreneurship from the opposite sex (Minniti et al., 2015).

In their study, the ILO (International Labour Organization) reports that woman entrepreneurs are equal to one-third of all formal sector investments worldwide (Nxopo, 2014). While men have previously dominated entrepreneurship, the scenario has changed over time, resulting in women leading as smart and role models in entrepreneurship, further exploring and outshining men in previously shunned sectors such as the construction industry (Vinesh, 2014).

Das (2001) concluded that women adopting entrepreneurship, in order to break down bias standards, should eliminate obstacles that would prevent them from obtaining senior management strata within organizations. Some advanced entrepreneurship gives women great joy and endurance. Riding (2006) indicated that the majority of institutions within Canada favor lending facilities to individual donations. Reliance on loan facilities by entrepreneurs, especially women, has been attributed to lack of capacity to collect capital through individual donations. This is happening in this country and the surrounding environment because of joblessness and gender prejudice in well-paid jobs, risk is common in third-world nations.

However, Gatewood et al. (2004) discovered that the majority of women used their own resources rather than loan facilities throughout the start-up and operation of businesses. There is a connection between loans and opportunities for entrepreneurial activities in women entrepreneurs. Loans create a window for owners to launch or grow their businesses in order to make money and boost their livelihoods. The relation between lending facilities and opportunities for entrepreneurship is a positive one.

APEC (2014) published research that showed that women entrepreneurs in small and medium-sized enterprises continue to face various difficulties arising from weak, comprehensive plans for managing the operations of small and medium-sized businesses; different bodies or channels for small and medium-sized businesses with inadequate management a lack of knowledge and specifics on the growth of small and medium-sized businesses, as well as the capacity to drive economic development. The majority of small businesses continue to inhabit areas that are not appropriate for commercial use. Professional support, extension facilities and other state-sponsored stimulus projects have also not been adequately used. Furthermore, the lack of supply of preferred human capital impacts quality standards.

In his study, he explored the degree of entrepreneurial disposition and its effect on women's performance. Imbaya and Tarus, (2012), described women's attachment to entrepreneurship as a need rather than an opportunity; as a result, their likelihood of establishing businesses in lower-level areas is consistent with their gender prejudice. Women entrepreneurs must develop plans in order to expand their businesses. to allow them to see investment as a promise of considerable prosperity, both individually and in the society, and to aim to launch projects in productive and prosperous sectors.

In Africa, more than 70 percent of women are financially excluded from participating in entrepreneurship and rendering them consistently behind their male counterparts (Akinyi, 2018). Most women participating in entrepreneurship are in the face numerous of constraints which make them remain behind in business development. For instance, in Nigeria women participating in entrepreneurship; find it difficult to access business funding, operate under unfriendly legal requirements, face poor access to market information, have failed to acquire relevant entrepreneurial education and skills acquisition (Majenga & Mashenene, 2014)). These hindrances constrain African women

from participating in entrepreneurship since they are embedded within the socio-cultural fabric.

Additionally, the overwhelming number of entrepreneurial women are uneducated or moderately, illiterate and the majority are less educated women, exposing them to financial and human capital restrictions that limit their commercial efforts (Hassan & Mugambi, 2013). Furthermore, most legal frameworks in African nations, particularly in Southern and Eastern Africa, are indifferent to women's contractual rights and economic involvement (Un Women, 2016). African empirical research has found a link between entrepreneurship's socioeconomic features and the growth of their MSEs (Simion, 2018). Entrepreneurs' socio-cultural traits, especially those possessed by women, can either impede or boost entrepreneurship expansion (Otuke, 2015).

The gender ideology that controls the distribution of tasks between men and women in Africa reserves the home realm as a women province, with women limited to the private sphere constituting unpaid labour that also includes other productive activities by women (NGEC, 2016). As a result, gendered work allocation in the home stresses women more than males (Mokebo, 2015). This state of things makes it difficult for African women to participate effectively in business.

Although marital duties are perceived as a barrier to women's engagement in entrepreneurship, other research correlate married status with responsibilities that increase women's participation in business (Asen, 2016). All of these barriers have a detrimental influence on women's engagement in entrepreneurship and, in some cases, drive women out of income-generating activities.

Although female entrepreneurship appears to be growing in Africa, women in Sub-Saharan and other African nations face a slew of difficulties when pursuing an

entrepreneurial career (Abubakar, 2015). These obstacles vary from economic, legal, political, and sociocultural contexts to confronting a constrained technical environment, as well as adverse situations in the local regulatory and cognitive systems in which people reside (Un Women, 2016).

Furthermore, there are other problem areas and developmental difficulties associated with women's entrepreneurship in terms of identifying appropriate markets and distribution networks that would allow them to scale up their enterprises. Increased financial knowledge in Africa might assist to close the gender gap and increase the number of female entrepreneurs throughout the continent (Abubakar, 2015)

Women entrepreneurship is a phenomenon in Africa, according to Dvoulet and Orel (2020), since it is the only continent and nation in the world where more women than males choose to establish enterprises (Gaye, 2018). According to the Global Entrepreneurship Monitor [GEM] (2015), the world's biggest survey on entrepreneurial activity, the average female to male overall early-stage entrepreneurial activity ratio in Africa in 2015 was 0.641.

Despite this, The Conversation kicked off 2019 with a story about Africa's female entrepreneurs' struggle to rise. While the discussion began with Africa's fastest growth of women-owned businesses in recent years, the article quickly shifted to women-owned businesses in African developed countries having a small growth opportunity in relation to men-owned businesses. However, the author on research on women entrepreneurship in Africa led to their conclusions, which showed that female entrepreneurship endeavours are growing slowly and steadily due to insufficient access to formal and informal networks (Dvouletý & Orel, 2020).

Africa's women business owners continue to face challenges getting access to financing, and even in economically developed nations, over 70% of female entrepreneurs report a lack of suitable financial services (World Bank, 2017). Half of all business owners in Sub-Saharan Africa are female, making it the region with the largest percentage of female entrepreneurs' worldwide (Kelley et al., 2017). The vast majority of their endeavors are small enterprises operating in the shadow economy. Few women in SSA own property because of patriarchal power structures, and their inability to obtain expansion capital is hampered by the fact that they do not have property that is suitable as bank collateral (Salia et al. 2018).

Women are viewed as inferior to males by societal ideas, standards, and practices that emphasise women's traditional role of homemaking and the expectation that they have children while still being responsible for their livelihoods (Quagraine 2016). The house, which has an uneven power base, is important because it plays an important part in women's entrepreneurship and development activities, and women are deeply anchored in their communities (Xiong et al. 2018) Male family leaders in rural Africa might claim control of this resource, denying the borrower access. This not only undermines women's roles in business, but also creates a financial strain on them to repay the loan they acquire from the lending institutions (Salia et al. 2018).

If the loan is utilised for the family's well-being rather than the company's, high interest rates can further disadvantage these women entrepreneurs by putting them in a debt trap (Ukanwa et al. 2018). Spousal assistance is still necessary for these female entrepreneurs since their husbands frequently supply company inputs on loan (Xiong et al. 2018). Many African males, on the other hand, do not want the wealth created by women's entrepreneurship to give them with economic independence or negotiating strength, allowing them to rise to power (Wolf & Frese 2018). Female entrepreneurs'

accomplishments in their business activities as success of their accomplishment might make or even a decrease in household responsibilities.

Women in rural areas of Nigeria are the de facto heads of households because they organize the production and consumption that sustains their families and lifts them out of extreme poverty through the creation of microenterprises (Xiong et al. 2018). The women's businesses contribute significantly to the family's meager wealth. Regardless, they are typically shut out of important spheres of society, including those involving household decision-making, land rights, welfare, education, and resource allocation.

Generally speaking, husbands are viewed as superior, and wives are considered their property, once married. The bulk of women's economic activities in Nigeria are focused in the informal sector, both in rural and urban regions (Taiwo et al., 2016). Informal financial assistance is more frequent among Nigerian female entrepreneurs than official financial assistance. In Nigeria, for example, informal sources such as family and friends meet 42% of women's financial needs, whereas official financial institutions meet only 2%. (Abubakar, 2015; Bewaji et al., 2015)

In Ethiopia, husbands urge that women entrepreneurs must always maintain a farce of inferiority, especially at home (Wolf and Frese 2018). In summary, husbands will either lubricate or suffocate women's companies; given the financial restrictions of marriage and the shared, assigned duty for the house, husbands are essential actors in women's businesses.

According to Massawe (2019), a significant percentage of Tanzanian women are not yet active in entrepreneurship or contributing to economic growth. The obstacles faced by other women who are entrepreneurs may be one of the reasons for their fear of being

entrepreneurs. However, as compared to men, the number of women who participate in entrepreneurship in Tanzania is still considerably lower Kira. A.R. (2013).

Due to low levels of traditional jobs, high housing costs, and rising poverty rates, women's participation in entrepreneurship in Tanzania has remained stagnant. Entrepreneurial companies are seen as critical for employment and, more importantly, for potential economic growth. Knowing the factors that influence women's participation in entrepreneurship and industry would help to change the economy at all levels, from the individual to the national (Massawe, 2019).

In that there is a research gap that contributes to most women's frustration of entrepreneurship activities and their failure to participate at a high-level business activity, this analysis will now assess and incorporate the concept of creativity, human, organisational, fiscal, socio-cultural, and legal administrative matters in women's entrepreneurship as significant factors influencing women's entrepreneurship involvement.

Kira (2013) used two determinant factors to analyse SMEs' access to debt funding in Tanzania: company characteristics and owner manager characteristics. The key two dimensions were further broken down into nine variables: height, location, industrial sector, market details, age, incorporation, collateral, schooling, and experience. Education, expertise, and the availability of leverage and market knowledge are all noticeable variables that affect a company's ability to obtain debt funding, according to the study findings.

Women make up the bulk of the irregular labour force in Uganda, and they are heavily involved in micro-businesses (Sjindjapkin, & Johansson, 2015). As a result, the aim of this ethnographic-inspired study was to see whether entrepreneurship would help female



entrepreneurs gain more social influence in Kampala, Uganda's urban and suburban areas. To do so, the key frame of interpretation has been John Friedmann's (Dis) empowerment paradigm. It has been supplemented with a gender study to fit into the sense of women, to recognise social differences that may limit the motivating influence of entrepreneurship.

The road to these goals is obstructed by African countries' patriarchal institutions and complex administrative systems, which restrict the space for expansion (Kimbu & Ngoasong, 2019). Khadija et al. (2018) found and addressed the key problems; financial literacy as a particular challenge for entrepreneurs in Africa to indicate that while businesses can have a potential to expand rapidly, they are more likely to go out of business or stay stunted due to structural and financial literacy issues. Women entrepreneurs have an effect on markets all over the world, regardless of their level of growth (Kimbu & Ngoasong, 2019). Their influence includes economic development, job creation, and social change, all of which are highly regarded. For this reason, Khadija et al. (2018) postulates that entrepreneurial businesses have clues to certain important issues, and several studies have looked at the topic from various angles.

Scholars and policymakers are paying increasing attention to discussions about women entrepreneurship in Africa (Dvoulet & Orel, 2019). Different styles and types of entrepreneurs are being given special attention. They segment entrepreneurs based on gender, which is the most transparent segmentation we can ever create. Despite some success in improving women's educational achievement and subsequent advancement by finding economic stability, women in African developed countries continue to lag behind men in equal entrepreneurship opportunities. Women's entrepreneurship in Africa is a largely under-studied phenomenon, and Dvoulet and Orel (2019) lead to a greater

understanding of who women entrepreneurs in Africa are through their research (Wolf & Frese, 2018).

Despite the fact that Dvoulet and Orel (2019) discovered that the majority of female existing business owners-managers entered entrepreneurship for opportunity-driven reasons (income, independence), about a third of them were self-employed out of necessity. The findings show that women entrepreneurs (with and without employees) can be viewed differently than wage workers because there are substantial gaps between them. When compared to wage workers, all groups of women entrepreneurs are more secure in their expertise, abilities, and experience needed to launch a new company.

Entrepreneurial trust has previously been described as a key determinant of women's entrepreneurship in Africa. In comparison to pay earners, solo-self-employed women have lower levels of education, and they are also less skilled as compared to career creators, according to the report. This study builds on existing knowledge in the field of entrepreneurship determinants and, as a result.

It is unsurprising that higher levels of education are linked to the production of jobs since these may represent the accumulation of human resources. Having more people around (living in a shared household) can inspire woman entrepreneurs to recruit more workers, as more people in a shared home may promote women's endeavours by providing services and assisting them in balancing business and care responsibilities.

When it comes to the task of entrepreneurial training, the results are very uncertain, particularly when comparison to the previous positive results of entrepreneurship education in Africa (Muhuthia et al., 2020). Participating in entrepreneurship training during your studies or thereafter, when you're self-employed, will help you scale up your business and hire more people. Nonetheless, the obtained coefficient was found to be

negative, indicating that it has little effect on following a self-employment career. The studies on women entrepreneurship by Dvoulet and Orel (2019) will help this study better understand the trends that underpin women entrepreneurship in Africa, and we would like to inspire prospective scholars to build on this piece of empirical evidence.

The International Development Research Centre (2018) examined the available data on the growth of Fintech in Africa, as well as how it affects the financial environment and the advancement of women entrepreneurs. The study emphasized the potential benefits of Fintech for women and financial inclusion, and it proposes that emerging innovations should be better adapted to overcoming the particular difficulties that African women experience in accessing financial resources.

There is a strong correlation between higher levels of financial inclusion enabled by Fintech and reduced levels of income inequality and poverty, as found by the International Development Research Centre (2018). Greater financial inclusion through Fintech has been demonstrated to have a significant correlation with reduced income inequality and poverty (International Development Research Centre, 2018).

In Kenya, there are concerted efforts by the Government of Kenya (GoK) to eliminate the disparity between male and female entrepreneurs in Kenya (Hisrich & Kearney, 2017). The, through GoK is engaging in tremendous efforts to spur economic growth by generating employment through the women entrepreneurs. Despite this realization, women have always been excluded from the participation in entrepreneurship although they would contribute equally as men (Hunt & Samman, 2016). As a result, entrepreneurship growth in Kenya is stunted by the fact that the majority of women's business organizations there are either illiterate or semi-literate (Hassan & Mugambi, 2013). Thus, various socio-cultural inequalities hinder womenfolk from participation in

entrepreneurship. Without increased attention to the addressing these socio-cultural dimensions of economic development, women's historic exclusion from participation in entrepreneurship would result in economic growth challenges.

According to empirical research, the most significant challenges faced by women entrepreneurs were a lack of collateral, a lack of credit history, assets registered in the husband's name, rigorous lending requirements used by banks, and a lack of business and management expertise (Owuor, 2015). It was also found that women's groups in Kenya had trouble getting access to affordable credit due to factors like high interest rates, bank fees, a scarcity of relevant data, a fear of taking out loans, and the reluctance of formal financial institutions to lend to such organizations.

In Murang'a County, access to finance is fundamental aspect on women participation in entrepreneurship (Muhuthia et al., 2020). In the county, there are established women empowerment programmes including Women Enterprise Fund, KWFT, Maendeleo ya Wanawake Groups and Kenya Women Finance Trust (KWFT) which are encouraging women into entrepreneurship participation. Through the WEDF, over 867 women groups in county have been involved in active entrepreneurship activities through appraisal, disbursement: monitoring and collection of the WEDF loans. These women enterprises funds to enable the creation of more employment opportunities for women in the county. However, women participation in entrepreneurship is not yet matching that of their male counterparts (Muhuthia et al., 2020).

It would be interesting to determinants of women participation in entrepreneurial activities in Murang'a County, Kenya. This is because Murang'a County has a patriarchal society in which underprivileged groups, such as women, who make up the bulk of the population, are barred from using official financial services (National Gender and

Equality Commission [NGEC], 2016). Furthermore, there are few female entrepreneurs in the region, as well as a lack of strong individual participation and a reluctance to take chances. In the face of discriminatory cultural practices, women's social status is compounded by a lack of appropriate scientific knowledge on what might motivate their engagement in entrepreneurship (Farah, 2014).

### **Profile of Women Entrepreneurs**

Women remain important players in the Kenyan informal sector. Despite the lack of aggregated statistics, recent government data indicate that Kenyan women have a 48 per cent market share of micro-and medium-sized enterprises (SMEs) locally, although a large proportion, close to 85 per cent of these establishments dominate the informal sector and the majority developed in rural settings. On average, they generate sales that are two times higher than the agriculture sector's typical minimum pay of US\$ 76 per month. They add approximately 20% to Kenya's GDP cake (GOK, 2006).

Paper by ILO (2008), outlining the gender distribution, shows that about 80 per cent of female owners fell under the (20 – 39 years) range, with the (40 – 49 years) range accounting for about 18.5 per cent of investors. The married lot of female owners is about 56%, while around 32% of them are single. As far as schooling is concerned, a substantial proportion of female owners have up to secondary education (36%), while another 34% have up to primary education, with a mere 3% having university degrees. such a demonstration means that local woman entrepreneurs have the potential to launch establishments in fast-growing male preferred domains and, as a result, it is important for the study to conduct an analysis to determine elements that affect women entrepreneurs in order to pursue prospects in male preferred domains locally.

Interest in women's entrepreneurship research in Kenya has increased, with little recorded work on factors that affect women's entrepreneurship rather than men's entrepreneurship locally (IFC, 2010). Specifically, the male preference sectors will include engineering, computer science, bioscience, medicine, electrical and electronics, chemistry, transport and research equipment, while the females usually preferring in engaging in retail shops, groceries, supermarkets, social work, personal services, hospitality, catering and leisure.

### **Women Participation in Entrepreneurship**

Women's engagement in entrepreneurial practices, especially small businesses, has seen considerable growth over the last three decades because of greater access to company ideas, information availability, and growth initiatives (Carter, 2000; Stevenson & St-Onge, 2005). According to a study of the literature, women-owned companies dominate the informal market, small and medium-sized enterprises, and less promising regions defined by intense competition and lower profitability (GOK, 2005; McCormick, 2001; Kibas, 2006).

These female-owned businesses accounted for 57 percent of the sales recorded by their male colleagues. Their findings should be strengthened to tackle insecurity and income formation in a sustainable way, eliminating hunger and decentralizing capital (NGEC, 2016). This mandate calls for a sound understanding of the conditions that stagnate the growth of women's entrepreneurship in a holistic way.

### **1.2 Statement of the Problem**

Brush *et al.* (2016) noted that globally there has been a paradigm change in women entrepreneurship. There is a new generation of women entrepreneurs emerging who view business ownership as a viable career option and setting up “new economy” companies in high professional services and construction, which are regarded as male dominated

sectors. These sectors are associated with high growth rate, higher profit margin and innovations (Brush et al., 2016).

Despite the growing number of initiatives and resources made available to promote and develop women's entrepreneurship in Kenya, majority of women (89%) are still dominating the traditionally women industries that have been profiled as small, less likely to grow, less profitable and begin with less capital investment thus being classified as business of survival (KNBS, 2010). These industries include retail and service industry. Though there are some women who have joined the male dominated sectors in Kenya, women are yet to embrace the sector.

By joining the male dominated sectors, women will be able to penetrate the market through their soft skills such as higher internal locus of control, managerial and social skills (Annenkova, 2012). Owing to the male dominated sector characteristics, women can benefit more using these skills. This could also activate social growth as a result of employment and its ripple effects on the society in general. This study, therefore, aims at investigating *Determinants of Women Participation in Entrepreneurial Activities in Murang'a County, Kenya*.

### **1.3 objectives of the Study**

#### **General Objective**

The general objective of this study was to investigate the Determinants of Women Participation in Entrepreneurial Activities in Murang'a County, Kenya.

#### **1.3.1 Specific Objectives**

- i. To establish whether demographic factors affecting women involvement in entrepreneurial activities in Murang'a County, Kenya.

- ii. Determine if social networks influence women involvement in entrepreneurial activities in Murang'a County, Kenya.
- iii. Examine if availability of finance influence women participation in entrepreneurial activities in Murang'a County, Kenya.
- iv. To establish whether the regulatory environment influence women participation in entrepreneurial activities in Murang'a County, Kenya.

#### **1.4 Research Hypothesis**

The tested hypotheses included:

- i. **H<sub>01</sub>** There is no significant relationship between demographic factors and Women participation in entrepreneurial activities in Murang'a County, Kenya.
- ii. **H<sub>02</sub>** There is no significant relationship between social networks and Women participation in entrepreneurial activities in Murang'a County, Kenya.
- iii. **H<sub>03</sub>** There is no significant relationship between access to finance and Women participation in entrepreneurial activities in Murang'a County, Kenya.
- iv. **H<sub>04</sub>** There is no significant relationship between regulatory environment and Women participation in entrepreneurial activities in Murang'a County, Kenya.

#### **1.5 Significance of the Study**

In essence, research on women entrepreneurship and their entrepreneurial activities has been going on for a while, with the majority of Kenyan academics focusing on the presence, identity, and struggles of male and female entrepreneurs. Women's entrepreneurship research remains scarce and, as a result, there is an urgent need to explore this field, in particular research that explores factors affecting women's entrepreneurship locally in the male preferred sphere.



Results of research will contribute to a deeper understanding of factors that affect women entrepreneurs locally to venture into favored male realms that are highly promising, with the potential not only to boost business practices in Kenya, but also to promote economic growth and development. Results of research can further add to current publications covering women's entrepreneurship and contribute positively to future university work, entrepreneurship curricula, trainers, business systems, government and women investors.

### **1.6 Scope of the Study**

Ideally, the research was confined on investigating and well as examining determinants influencing women's engagement in entrepreneurial activities in Murang'a County, Kenya. It concentrated on all women's businesses in Murang'a County. Analysis centered on demographic factors, social networks, accessibility of funding, the processing component and women's participation. Questionnaires were already introduced to collect information. The scope of the thesis covered a period of six months.

### **1.7 Definitions of Operational Terms**

#### **Demographic factors**

Makeup socioeconomically of a population statistically identified, for example age, gender, schooling, earnings, marital status, occupation, faith, birth rate, death rate or household size (Shane & Venkataraman, 2000).

#### **Social networks:**

Refers to a communal skeleton consisting of a set of social actor's sets of dyadic ties, and other social interactions between actors. (Shane & Venkataraman, 2000).

<b>Access to finance:</b>	The capacity of individual members or business establishments to acquire financial facilities (Asen, 2016).
<b>Regulatory environment</b>	The existing lawful establishment managing and overseeing regulations firms are mandated to follow (Simion, 2018).

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This section provides in-depth evaluations of the conceptual and operational frameworks of the study, as well as the theoretical and empirical reviews that inform the thesis. The fundamentals and a summary of previous research are covered. Manuals, journals, publications, lecture materials, and other scholarly works were analyzed for this study's literature review.

#### **2.2 Theoretical Orientation**

Saleemi (2009) reported that a number of analytical structures have been adopted in the analysis of entrepreneurship. Despite their effectiveness in detailing entrepreneurship, the mechanisms remain gender discriminative. Furthermore. They suffer from incomprehensiveness in their dealing with imbalanced power dynamics between males and females in any area of society, including the economic fronts. On the premise that a good reason is founded on theory, this study was thus founded on Liberal Feminist Theory (1962). Schumpeter's Theory (1950) and the Theory of Self-Efficacy (1977).

##### **2.2.1 Liberal Feminist Theory**

Margaret Mead's (1950) analysis laid the groundwork for Betty Friedan (1962) who undertook to establish a conception of socialization of conventional gender-dependent practices (see also Oakley, 1972). Manner's interpretation of how boys embrace masculinity and girls embrace femininity requires unintentional learning from interaction with their elders, online practices, and playing games with their mates.

The majority of feminists are worried that women appear to be discriminated against within society and express the need to contain this challenge (Mokebo, 2015). Feminism

studies advance gender as a factor in the study of the culture, institutions and structures that highlight women's imbalanced power relations. (ibid) shows the inferiority of the female gender that the economic field has demonstrated its self-relationship and the general public definition. The theory is embedded in liberal moral philosophy, which enshrines a common conviction in the dignity of all that essentially all are fair and greedy (Open Society Justice Project, 2010; Mokebo, 2015).

It also connects the gender bias to the power struggles and resources provided to males and females in the society. Liberal feminist theory connects the difference in the success of the male and female population to the bias in obtaining prospects in the pool of human talents and in the control of capital. Women have been unable to reach their full potential as a result of this restriction of women's rights and their equality rights (Mokebo, 2015). Proponents of this philosophy champion of justice processes to guarantee representation between all races in order to explore their capacities productively.

There are a range of legal problems that have been created and resided strategically within establishments to combat bias against women, such as the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) and the Open Society Justice Initiative (OSJI), both of which are legal initiatives aimed at reducing gender prejudice when there is equality in accessing utilities for both sexes. Despite the attempts made by these legislative arrangements, other administrative mechanisms still stifle women's inclusion in the economy.

### **2.2.2 Joseph Schumpeter's Theory**

Schumpeter (1977) suggests that repetitive existence is entirely the result of development in the enterprise, both industrially and commercially. Advancement includes upgrading manufacturing and transport systems, producing new goods, handling transformation and

finding new markets. An investor is a key player in achieving economic development (Asen, 2016). They oversee corporate growth by embracing ambitious plans in their business divisions. (ibid) insists that the obligation of organisations to promote economic development is to provide for promoting transparency, such as the provision of funds to business units.

According to research experts, the key functions of the company owner include: the effect of diversification objectives, the development of innovative manufacturing designs or the procurement of raw materials. They also have the challenge of establishing or discouraging monopolies in emerging markets (Croitoru, 2002 cited in Asen, 2016). Schumpeter further points out that advances in technology that embrace both innovative manufacturing and economic structures are rooted in imaginative destruction structures to achieve improved efficiency. This theory advances strategies that are capable of stimulating the development of small and medium-sized businesses and are similarly stagnating if the schemes are not adequately used. The study followed Schumpeter's proposals as a benchmark for assessing the social networks, inadequate credit access, business and diversification on female SMEs in Murang'a County.

### **2.2.3 Self-Efficacy Theory**

The study is based on the idea of self-efficacy by Albert Bandura (1977), a theory that is demonstrated by people who believe in self-expertise and the influence of this conviction on their day-to-day activities. Cognitive functions are one of the pathways that affect human behaviour. It details how individuals think about enhancing their skills and imagining scenarios in order to enhance their profile that helps them to accomplish their objectives. Different women in Murang'a County have different goals that they have set independently or for their families. In order to achieve these goals, self-help organizations have been set up and loans from the Women Enterprise Fund (WEF) have been sought,

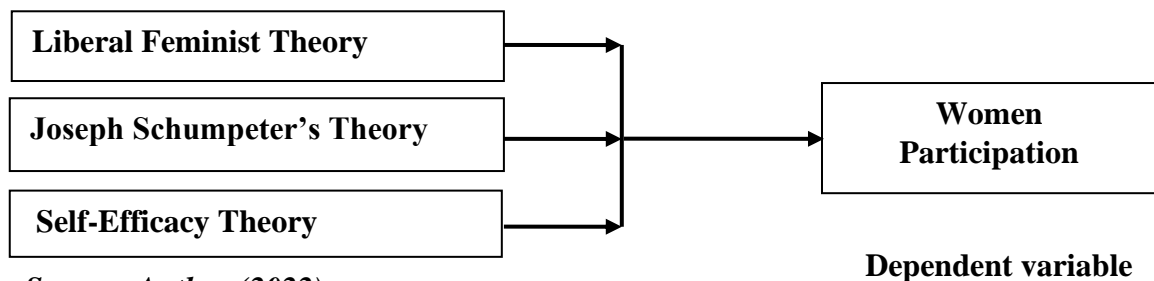
which are undertakings focused on their belief in financial empowerment and individual development.

Availability of credit facilities and lowered predominant interest rates allows women to seek private capital from bank as loans. The theory of self-efficacy, however, experiences criticism of the difficulty in generalizing self-efficacy owing to the all-round and contextual efficacy of the assumption that each individual is therefore unable to perform an empiric study of self-efficacy and performance. It means that any woman has a strong confidence in economic empowerment and a varied opinion on the Women Enterprise Fund (WEF) arising from a number of patterns of participation. It is also difficult to profile the inspiration for participation (Bandura, 1977).

## 2.3 Theoretical Framework

**Figure 2. 1**

### *Theoretical Framework*



*Source: Author (2022)*

## 2.4 Empirical Review

According to Khadija et al. (2018), entrepreneurial businesses have clues to certain important issues, and several studies have looked at the topic from various angles. Khadija et al. (2018) address one of the key problems: financial literacy is a particular challenge for entrepreneurs; while businesses can have a potential to expand rapidly, they are more likely to go out of business or stay stunted due to structural and financial literacy issues. Entrepreneurs have an effect on markets all over the world, regardless of their

level of growth. Their influence includes economic development, job creation, and social change, all of which are highly regarded. Entrepreneurship is regarded as both a necessary component and a viable strategy for achieving economic development and growth. This study is one of the few that has looked into this subject. Thus, the lack of research in this area is attributable to the entrepreneurs' dynamic and enterprising existence, as well as their varied nature and intentions. Finally, this study reinforces the notion that financial literacy is a significant core driver of business success and, as such, should be developed as an integral part of business operations. As a result, entrepreneurs must understand and navigate the financial management educational process. The study by Khadija et al. (2018) further encourages academics and entrepreneurs to consider how and why financial awareness, financial behaviour, and financial mindset influence the success of entrepreneurial businesses in less developed market economies. Accordingly, this segment provides an empirical analysis of the interpretation of an overview of previous studies relevant to the current study's independent variables.

According to Sjindjapkin and Johansson (2015)'s study, entrepreneurship has offered those females with improved access to resources, networks, knowledge and skills, and appropriate knowledge for conducting their businesses, and tools of work and livelihood, indicating that an empowerment process has occurred. External systems, on the other hand, have the ability to stifle the empowerment process, resulting in slower development in achieving strategic gender goals. This highlights the significance of thinking about social systems while analyzing methods for empowering women. For entrepreneurship to be an effective tool of liberation, barriers to women's economic empowerment must be removed from social and cultural norms. We must also examine the institutional practices that make it harder for women to launch and grow their own businesses. This suggests the need for additional research into the methods used to maintain and strengthen such

traditions. So that women can more easily launch their own businesses, a thorough analysis is required to identify the factors contributing to the issue.

The results of Ojediran and Anderson's research (2020) show that the battle for women's entrepreneurship empowerment and emancipation is not new in the literature. That even research that has been released Existing research, on the other hand, should be enhanced by renewing and rethinking the interactions between reliance and freedom, liberty and authorization, and cultural and institutional complexity. Women's empowerment is hampered by the notion that they are women, which is exacerbated by cultures and repressive societal structures. Given the established power disparity in most of the country's regions, empowerment and the resulting freedom that would allow Kenyans to live independently remain elusive. But, because it allows women some measure of independence, entrepreneurship is a powerful counterpoint to these traditional social arrangements. Women must keep chipping away at the glass ceilings and working to alter the underlying dynamics in order to win full equality.

#### **2.4.1 Demographic Factors and Women Participation**

A study by Muhuthia et al. (2020) found that such training, along with other demographic factors, is critical for enhancing women's capabilities in entrepreneurship, financial management, and business administration. It was discovered that in Murang'a County, Kenya, women's participation in entrepreneurial activities was significantly reduced due to a lack of core skills necessary to develop and run a successful enterprise. This has highly constraint more women from participation in entrepreneurship; further triggering problems facing female business failures. The findings revealed a strong and significant association between genders, education, pedigree employment and the women



entrepreneurial progress. However, there was a weak significant effect of age success of women participation in entrepreneurship.

Egbo et al. (2020) found that women own and manage over 20% of small and medium-sized firms (SMEs) in the country. Microbusinesses were led by women 43.32 percent of the time, whereas SMEs were led by women only 22.75 percent of the time. The results show that women who have already started their own businesses are more likely to treat their ventures seriously and to properly oversee both financial and human resources. As their education and experience in various areas of business expands, they get more of the knowledge, abilities, and wisdom necessary to run a successful enterprise. Women's business ownership has grown in recent years, and experts say that their increased financial literacy is a major reason why. Financial literacy was also found to be essential to the development and operation of female-owned businesses.

Accounting fundamentals, bookkeeping, financial reporting, fundraising, loan management, money management, and managing people are all part of this skill set. They determine this to be a major threat to the future growth of their company. Women in Nigeria have been more successful businesswomen than males in recent years. There is no denying the growing importance of women to global economic growth and employment creation. Small businesses in Nigeria can take use of a number of government-backed loan and grant programs, some of which are specifically designed to help women into the workforce. In our and other studies, we found that women business owners across the country face significant challenges when trying to secure capital for the launch or expansion of their enterprises.

Women business owners don't apply for loans from financial institutions because they aren't financially literate and/or lack the necessary experience, collateral, or other

resources. This suggests that most women in business in Kenya and even in other places like Nigeria do not have access to enough funding. So, it is important to streamline training programs so that everyone, including those with less formal education, may benefit from them. This is in line with the ideas put forth by Drexler et al. (2018), who argue that reducing the complexity of educational institutions is essential for increasing the output of female entrepreneurs. It is proposed that monies be set aside for increased investment in financial literacy programs for women in Nigeria, as well as streamlining the loan application procedure for female entrepreneurs. There is a need for an authority to be in full control of regularly reviewing all of the requirements and procedures for women's access to grants and loans in order to mitigate the issues they face and improve their access to financial services; if this occurs, they will have a stronger opportunity to thrive their enterprises and shifting their livelihoods. Women own up to 43.32 percent of micro companies, according to current statistics, implying that a growing country like Nigeria can only reach its economic potential if a higher number of women entrepreneurs prosper, which can be achieved with adequate financial knowledge and access.

Khaleque (2018) looked at whether Bangladeshi women entrepreneurs' success is influenced by their access to capital. Descriptive and econometric approaches were utilised in the analysis. The research revealed that credit limitations, as well as credit amount, had an impact on female entrepreneurs' monthly turnover. Credit limitations were eased, resulting in a 6% increase in monthly turnover. According to the findings, removing financial limitations has a significant beneficial impact on the market success of women entrepreneurs.

In the study by Massawe (2019), Entrepreneurial expertise, access to financing, and demographic characteristics, are the major factors that influence women's participation

in entrepreneurship practices. It was also observed that the majority of the women demanded that the government provide them with adequate assistance in carrying out their entrepreneurial activities by offering business-related programmes and tax reductions. Other factors affecting women's participation in entrepreneurial programmes included social and cultural factors. More importantly, according to the results, women entrepreneurs reap economic gains, grow their businesses, gain confidence from financial institutions, and prevent bad activity. Women entrepreneurs often profit from personal savings and provide basic needs to their families.

According to the Massawe (2019)' study results, women entrepreneurs need assistance with the practical skills needed to start and operate a profitable enterprise, as a shortage of these skills has had a major negative impact on women's engagement in entrepreneurial activities. Access to finance, especially from microfinance and banks, should also be available to help women grow their businesses. Another prerequisite was a government-controlled climate. Taxes should be calculated accurately based on the revenue generated by their companies. These limitations are low on the priority list because they exacerbate existing issues and seem to be the primary reason that woman entrepreneurs are more afraid of failure. These woman entrepreneurs should be provided with the basic education needed to run a company. The Tanzania Chamber of Commerce, Industry, and Agriculture (TCCIA) and other similar organizations with a mandate to advance trades and enterprises should offer a capacity development program to teach women business principles. Women business owners in Nyamagana and across the country boost the economy by paying their fair share of taxes and other levies.

When entrepreneurs succeed in reducing the number of prostitutes, addicts, and unemployed, they typically change the way society thinks about ethics. Those who have

a hand in the workings of industry are typically very busy, making it tough for them to engage in socially unacceptable behavior. It was also noted that most financial institutions have found it increasingly difficult to offer credit to the majority of women who are involved in entrepreneurship, making it difficult for the vast majority of these women to achieve their desired goals, such as expanding their existing businesses or starting new businesses to support their families. Massawe (2019) reports that less than one percent of Nyamagana's female residents possess land, making it challenging for them to give security to banks when applying for loans. It was also determined that women who lack the ability to successfully negotiate, have few contacts outside of their own entrepreneurial circles, and have little knowledge of government regulatory systems face significant barriers to advancement. Most women business owners in this situation have not been able to establish a solid foundation for their enterprises.

In addition, having access to a loan is crucial in the business world, as it has been demonstrated that running a firm or engaging in entrepreneurial activity profitably is quite challenging without one. So, women company owners need to ensure they can get the financing they need to run their enterprises successfully and make a profit. Women business owners might profit in many ways from having access to loans. A few examples are growing the business and seeking funding in general.

To date, Chamani et al. (2017) argue that women's entrepreneurial attempts have been hampered by financial restraints such as collateral and cultural hurdles, both of which must be removed. According to Chamani (2017), the development and progress of women's business endeavors have been hampered by financial restraints such as collateral and cultural impediments.

Wangari (2017) used descriptive statistics to investigate what factors influence the success of women-owned firms, and she discovered that women's demographics play a role. Wangari (2017) used descriptive statistics to explore what factors influence the success of women-owned firms, and she found that demographic factors played a role. The findings indicate that inadequate access to training highly influenced performance of these business while as well conflicting gender roles were among the major factors affecting women participation in entrepreneurship.

Kabote's (2018) dissertation set out to answer the question, "How do the characteristics of successful female entrepreneurs affect their emotional health?" At a 5% significance level, the study examined the hypothesis that women business owners' socioeconomic status and demographics do not affect their subjective feelings of success. The report concludes that women generally have poor health. Women business owners might expect higher levels of future happiness than the general population. Contrary to common opinion, a woman's age and the fact that she is an entrepreneur have a substantial and beneficial effect on her level of personal satisfaction. This shows that women business owners are not a monolithic group; rather, they vary greatly along several dimensions that determine their happiness.

In the case of female entrepreneurs, poor personal health was linked to a younger age, and vice versa. This effect progressed in a positive direction, indicating that growing older was associated with increased personal happiness. Women entrepreneurs' personal well-being, on the other hand, was severely influenced by their marital status due to their inferior standing in society. A limitation of this study is that it included women who operated microbusinesses in rural regions as part of the sample population. That really is,

the research did not include men and women who operate medium and large enterprises in both rural and urban regions.

The paper proposes that policies followed by development partners such as the government and NGOs should focus on fostering entrepreneurship among females, among other things, based on the findings of Kabote's study. The efforts should give special attention to sociodemographic aspects that affect people's personal well-being. Interventions might, for example, aim to reduce imbalanced gender issues that discriminate against, delegate, and marginalize women-owned companies depending on family structure and marital status. Addition to training, preparation, knowledge, and awareness are all human resources elements that may be encouraged as part of interventions to build entrepreneurial abilities and increase personal well-being. When creating new jobs, it's important to think about the young population that often struggles to find conventional employment. Increasing women business owners' earnings and savings should be the focus of additional initiatives meant to bolster their success.

This study found that the socioeconomic and demographic backgrounds of successful businesswomen differ from those of successful businessmen, which can have a significant effect on their success. Because of this, researchers need to figure out how to best serve women entrepreneurs, who span a wide range of ages, backgrounds, and socioeconomic statuses. Since this dissertation concentrated on rural women company owners, more research is needed to examine the effects of gender on the leadership of larger businesses in both rural and urban settings.

The impacts of financing women entrepreneurs and the growth of jobs for women in Nigeria were examined by Taiwo et al., (2016). According to the research, when women entrepreneurs' business practices improve, financing them is positively associated with

employment generation. The International Development Research Centre (2018) looked at new data on Africa's fintech evolution and how it's being used.

Under the Mediating Function of Entrepreneur Orientation, Noor (2015) investigated the impact of an entrepreneur's demographic and personal characteristics on the firm's success. Previous research has shown that entrepreneurial inclination has a moderating role. On the basis of the articles, the idea for a new theoretical structure was put forth in this analysis to examine the effect of certain demographic and personal characteristics of the owners against the achievement of outcomes. The suggested theoretical structure could be crucial to provide a crucial awareness of the impact of understudy influences on market outcomes.

In the study by Kingola (2014) it was postulated that women in entrepreneurship require effectively registering surmountable profits owing to their competences in the face of their gender, age, experience and education. The study concludes that inadequate basic entrepreneurship skill, literacy and education are pushing women out of business. Training, education, and skills have a substantial beneficial impact on women's engagement in entrepreneurial activities in Kasikeu division Makueni County, according to this study.

This research by Nzyoki (2014) concluded that cultural barriers highly constraints women from achieving their full potential in business and on contrary training and education provided opportunities in enhancing women participation in entrepreneurship. The study recommends for training and capacity building for enhancing women business throughput.

Otieno (2009) analyzed the effect of demographic influences on the success of selected women operated by Micro and Small Enterprises (MSEs) in the Kibera Division, Nairobi.

Observation was rendered in order to verify the overall efficiency of the undertakings. The findings indicate that previous jobs had decreased the efficiency of women holding firms. The size of a family has a detrimental influence on company performance, although marital status, education, and age have favourable effects on the business success of women employed by firms. The findings also suggest a cross-relationship between demographic parameters. Research has shown that attempts to resolve the needs of women's less remunerative businesses must focus on growing access to education, as it is vital to improve their intellectual resources.

#### **2.4.2 Social Networks and Women Participation**

The study conducted by Ondiba and Matsui (2019) which investigated social attributes influencing women entrepreneurial in Kakamega County, Kenya, found that moral support from their husband played a key role in ensuring success of women entrepreneurial activities. Through the exchange of ideas and group consumer sourcing, social activities were proven to be beneficial in encouraging women's company success. Women's business success is aided by these social networking networks' motivations. As a result, market social networks inspire and drive women to engage in entrepreneurship.

Simion (2018) found that the socioeconomic features of Nubian women entrepreneurs help them expand their enterprises. Kenyan governments should develop empowerment policies and programs for Nubian women micro entrepreneurs, according to the research women entrepreneurs expand their business through certain program.

Chen (2018) looked at the impact of entrepreneurship and social networks on economic growth from the perspective of long-term innovation. Experiments have demonstrated that entrepreneurship and social networking considerably boost economic growth in China; moreover, the effect of entrepreneurship is dramatically enhanced when integrated



business impacts and the social network are incorporated. The results also highlight the bigger business in the eastern zone and give a stronger promise of entrepreneurial development in the middle part.

Haddad (2018) examined the effect of social networking sites on the progress of an entrepreneurship enterprise. The aim of this analysis was to measure the extent to which social media sites have an impact on the success of the entrepreneurial project in Jordan. In order to accomplish its goal, the study centered on these independent variables: Social Network Platforms, Facebook, Twitter and LinkedIn. It also looked at demographic factors (sex, education and age) to assess if they had an effect on independent variables. As LinkedIn was a variable that significantly affects the success of the entrepreneurial project, entrepreneurs in Jordan are advised to invest in LinkedIn to allow job growth.

According to Wangari (2017), social acceptability and networking with outsiders are two of the most important elements influencing women's entrepreneurial expectations. According to the findings, the following women entrepreneurs should receive training in order to operate their businesses more strategically.

Research by Kariuki and Iravo (2015) focused on the topic of networking opportunities among Kenyan women-owned businesses. It was shown that the growth of businesses owned by women in Kenya is significantly affected by their participation in business networks, with the structure of these networks and the various relationships within them having the greatest impact on this growth. Mulu-Mutuku et al. (2015) found that one's personal and professional networks were crucial for learning new skills. But just a small percentage of responders indicated an interest in learning actual business skills.

Women business owners, according to the research of Kingola (2014), should first go to their personal networks for support. Furthermore, they should inspire other would-be

businesswomen to get in on the action. Kyalo et al. (2013) found that female entrepreneurs were more likely to enter male-dominated fields if they had strong social networks.

Wahab (2013) explored the effect of the Social Network on business success in Developed SMEs) in Malaysia. A stratified random sampling was introduced to provide 226 valid answers to the data study. Effects from a hierarchical multiple regression reported two important observations: network centrality has a positive and substantial effect on efficiency; network linkage and network density have a positive, though not substantial, effect on results.

Oke (2013) investigated the impact of social media on female entrepreneurship in Nigeria, using Ado-Ekiti Small-Size Business as a case study. Interview guides and questionnaires were used to obtain data for the survey. Mathematical approaches that aren't parametric. To evaluate the theory and data analysis, the Chi-square test for independent analysis and descriptive statistics are utilized. The findings showed a significant relationship between company developments and the social network, as well as relatives or close relationships constituted the main part of the group's social network analyzed. Recommendations have been made to encourage bodies designated to promote female entrepreneurship.

#### **2.4.3 Access to Finance and Women Participation**

According to the findings in the research conducted by Muhuthia et al. (2020). Access to financing has a significant impact on women's engagement in entrepreneurship activities, the data reveal a statistically significant positive relationship between access to financing and female entrepreneurial involvement. According to these findings, women in Murang'a County, Kenya, need access to finding in order to participate in

entrepreneurship. Sindh (2019) investigated the impact of socioeconomic factors on entrepreneur market growth: an empirical research of small businesses in Pakistan. Findings revealed the presence of a strong and significant association between genders, education, pedigree employment and the entrepreneurial progress of small and medium-sized enterprises. However, age did not suggest a constructive and important association with the entrepreneurship success of small and medium-sized businesses. Study results could make it possible for the State to improve its entrepreneurial propensity by offering support and training.

Chepsang, Okiro, and Iraya (2018) looked examined the impact of loan availability on the feasibility of SME businesses in Nairobi County. The R value for the regression model was 0.724, indicating a significant positive connection between the variables. The R square coefficient of determination indicates how well the data matches the mathematical model; how effective the fit is in understanding the variance of the data. In this model, 52.4% of the changes in the dependent variable are described by independent variables. Findings show that inadequate know-how on the availability of finance channels has stopped entrepreneurship from flourishing. Entrepreneurship must also create relationships with other stakeholders in the sector and financial institutions that are crucial to gaining knowledge of financial facilities, financial management and essential skills. The study by Simion (2018) established that inadequate the growth of Nubian women-owned businesses in Nyanchwa, Kisii County, is hampered by a lack of banking services. In order to accommodate Nubian women entrepreneurs, financial institutions must implement flexible financing practices.

Wangari (2017) discovered that financial access and availability to raw materials had an impact on the success of women-owned company entrepreneurship in Kenyan SMEs. As

a result, the study suggests that regulations for obtaining funding and making it more accessible should be implemented in order to encourage more women to engage in entrepreneurial activities. Lack of access to financing, According to Kingola (2014), has a substantial detrimental impact on women's engagement in entrepreneurship. As a result, there is a need to provide financial services to women who are interested in starting a business, as lack of access to capital is a major barrier to their involvement.

Kinyua (2014) wanted to see how access to microfinance affected the profitability of small and medium-sized enterprises in Nairobi County's Gikomba Market. The descriptive character of the research was employed in the study. The findings revealed that credit from credit lending entities affected the suitability of the SMEs. According to the findings, some small and medium-sized traders on the Gikomba market were able to save, while others were unable to save due to their individual MFIs. It was found that training has improved Gikomba entrepreneurs' financial management, record-keeping, and market-management skills. Specifically, Okello (2014) looked into how access to banking services affected the expansion of small businesses in low-income countries. According to the results, the study indicated that the financial performance of SMEs is significantly affected by the availability of facilities. The research demonstrated that financial education moderated the connection between credit availability and the expansion of small businesses in emerging countries. In addition, small businesses in developing countries benefit greatly from increased financial knowledge and literacy, as well as access to credit.

Cheluget (2013) examined difficulties in obtaining women's entrepreneurship credit in Kapseret, Uasin Gishu County. Analysis aimed at finding the cause why women entrepreneurs in Uasin Gishu County were unable to access lending facilities. Women's

access to financing facilities appears to have been affected by factors like as education, earnings, interest rates, and cultural norms in Uasin Gishu, as a results, women's business ownership has remained stagnant in the county. Cheluget (2013) discovered that factors such as literacy rates, household incomes, interest rates, culture, and availability to financing all impact the profitability of women-owned small retail companies.

#### **2.4.4 Regulatory Environment and Women Participation**

Boris (2018) focused on the effect of regulatory, cognitive and normative organisations on the South Africa's entrepreneurial orientation (EO). The article findings are verified for which outcomes illustrate the role of the structural factors in influencing EO creativity, risk-taking and pro-activeness. The cognitive structural component, in particular, is important in determining the business's EO level, as educational attainments and other types of human capital investment are barely available in Africa, rendering them highly valued tools for firms engaged in EO. Results indicate that projects in developed countries can establish higher levels of EO in order to manage particular operational conditions.

According to Simion (2018)'s research, the current legislation stifles the growth of female enterprises. Despite the desire of women to register their businesses, the government is slack in expediting the issuing of identity cards to Nubians. As a result, Kenyan governments should establish laws and programmes to assist Nubian women interested in business. As well lending instructions should construct flexible lending policies to accommodate Nubian women seeking to participate in entrepreneurship.

Adeoye (2013) evaluated the effect of the business conditions on business success in Nigeria. The study focused on current literature utilities as well as other players involved in entrepreneurship in Nigeria. The work through summary indicates that the state is a

central agency capable of establishing a positive business climate. Recommendations include: the implementation of entrepreneurial school curricula, the provision of NYSC period strengthened by conferences and meetings on entrepreneurship.

Adala (2014) tried to describe the effect of the legal and regulatory climate on the market activities of international multinational banks in Kenya, which are MNCs in the banking sector. The study carried out a review of the different laws regulating the activities of international banks operating in Kenya, which had an impact on company activities relative to their domestic rivals. According to research, Kenya has the ability to borrow heavily from the home country rules of these institutions in order to strengthen banking sector governance and ensure availability of sufficient credit with female friendly lending requirements and opportunities.

#### **2.4.5 Women Participation in Entrepreneurship**

The participation of women in business and especially, in the Micro and Small Enterprises (MSEs) sector has increased tremendously since the 1980s due to increase in access to business start-up, growth training and advisory opportunities (Carter, 2000; Stevenson & St-Onge, 2005). Existing literature shows that women-owned enterprises are concentrated in the informal, micro, low profit areas where competition is intense and their incidence of growth is very low (GOK, 2005; McCormick, 2001; Kibas, 2006).

Women-owned enterprises reported 57 percent of the income reported by male-owned enterprises. The performance of women-owned enterprises must, therefore be improved if they are to effectively respond to the challenges of creating employment and wealth, alleviating poverty and redistributing wealth (NGEC, 2016). Enhancing the performance of women-owned enterprises requires a clear understanding of factors which impede the growth of women owned micro enterprises at all levels.

## **2.5 Summary of the Literature Review**

Literature has revealed that Women-owned businesses are one of the fastest growing entrepreneurial populations in the world today. It has also shown that women entrepreneurs make enormous contribution to economic contributions in both the developed and developing countries. They make significant contributions to innovation, employment and wealth creation in all economies. They are a readily available resource that countries at different stages of economic development may use to achieve economic progress and account for a significant percentage of the operators of Small and Medium Enterprises (SMEs).

Women entrepreneurs make a substantial contribution to national economies through their participation in starting successful SMEs (UN, 2006). It has been observed that women possess entrepreneurial and special personalities that are critical in starting successful ventures in all sectors of the economy. However, women owned enterprises has been characterized as small, less likely to grow, less profitable and begin with less capital investment.

However, this trend is fast changing with women entrepreneurs venturing into sectors previously seen as dominated by men. There is a significant gap in literature in relationship to the women personal traits and their enterprise sector choice, empirical literature is lacking on the *determinants of women entrepreneurs* sector choice and, therefore, the need to carry out a study to find out the factors that influence women entrepreneurs to start enterprises in male dominated sectors.

## **2.6 Research Gaps**

Established articles have demonstrated that women's entrepreneurship is being increasingly adopted internationally. With increasing evidence showing their

entrepreneurship has a big impact on the world's economies. Their complementing role in national technology progress, employment creation, and economic growth is widely understood. The presence of instant services that nations may adopt at various phases of economic growth in order to achieve economic sustainability, as well as a substantial proportion of small and medium-sized companies.

Women's entrepreneurship contributes significantly to both domestic and international markets via their participation in the operation of profitable enterprises (UN, 2006). Further observation states that the female entrepreneurial community possesses business expertise and core capabilities that are central to launching and handling ventures in all sectors of the economy. It is important to remember, however, that woman enterprises are generally defined as small-scale, reduced growth potential, reduced profitability and a need for minimal capital to start up.

Shift has been witnessed, as women entrepreneurs are exploring markets that have previously been favoured by their male counterparts. More research on women's personal attributes and decision-making on business preference is required since there is still a scarcity of fact-based evidence on the role of female's entrepreneurial choice, and as a result, there is an urgent need for research into factors influencing female's entrepreneurship to penetrate male-favored industries. This would provide a level playing ground for both genders in matters entrepreneurship.

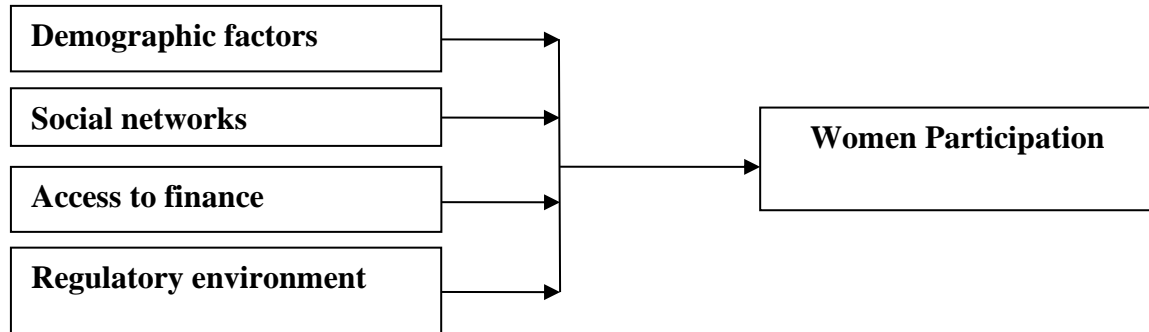


## 2.7 Conceptual Framework

*Figure 2. 2*

### *Conceptual Framework*

#### **Independent Variables**

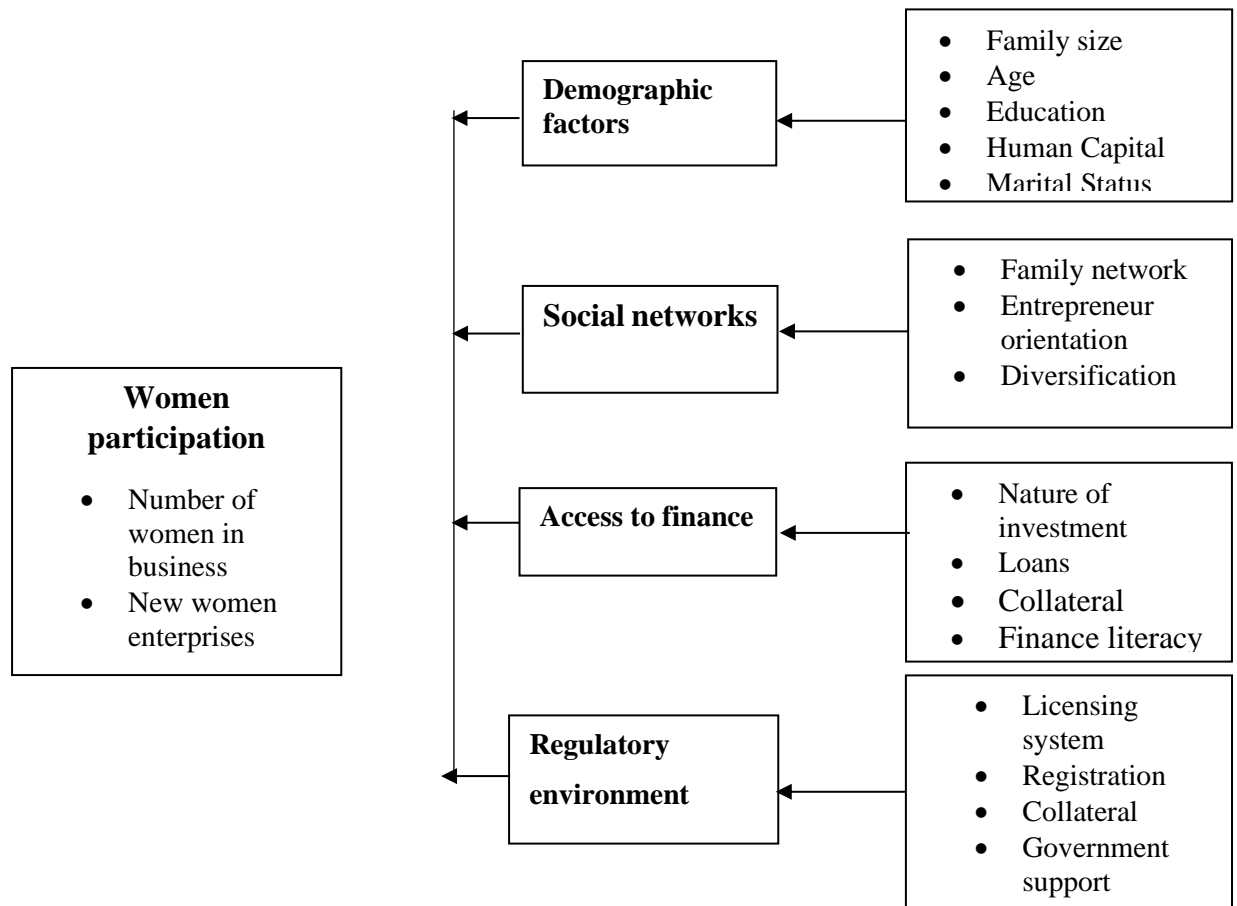


*Source: Author (2023)*

## 2.8 Operational Framework

*Figure 2. 3*

*Operational Framework*



**Dependent Variable  
Parameters**

**Independent Variable**

*Source: (Author, 2023)*

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

Essentially, this area is on methodology adopted containing the research design that was preferred, research locality, research target population from where the data was gathered, sampling guidelines and sample dimensions are all the key aspects of this chapter. It also includes data gathering, pilot analysis, validity and reliability of the tool's testing. It presents the procedures involved in data acquisition, data processing and ethical legislation during the testing process.

#### **3.2 Research Design**

The design of this analysis is a full plan to connect the philosophical science question with the major practical studies (Wyk, 2012). The research was indicative of descriptive research design owing to the nature of analysis that was intended. Basically, in the field of research, research design is a formal research strategy used by a researcher to react to the relevance of research questions critically, accurately, and inexpensively (Kumar, 2011). Thus, allowing researchers to obtain quantitative data that can be employed quantitatively in producing both inferential and descriptive statistics.

#### **3.3 Target Population**

Mugenda and Mugenda (2008) suggest that the target population is a collection of people who form part of a population whose purpose is to reflect the study findings. Any woman owning a company in Murang'a County was of interest in this study. Thus, the target population of this study consisted of businesses owned by women concerned with grain, groceries, fish goods, hotels and fast foods, apparel, textiles, candy shops, beauty and poultry and livestock, among others. Their institutions consisted of registered and non-

registered units depending on details from the Murang'a County Government Trade Office. The demographics are shown below:

This thesis based on the Newman (2011) formula for estimating sample sizes from the large populations in the target populations, generally above 10,000, which has been updated to provide reduced sample sizes, as shown below.

$$n = \frac{Z^2 pq}{d^2}$$

Z = is standard normal deviate at the required confidence level, 0.05, which gives 1.96

p = is the proportion of the target population estimated to have the characteristics being measured when one is not sure, so one takes middle ground (0.5)

$$q = 1-p \text{ (1 - 0.5 = 0.5)}$$

$$\text{Therefore, } n = \frac{1.96^2 \times 0.5 \times 0.5}{0.05^2} = 385$$

The study sampled a total of 385 entrepreneurs drawn from Murang'a County.

### **3.4 Sampling Size**

Sample size denotes the gathering of data from a selected population size only by the sampling survey process and sampling techniques used to gather data (Mugenda & Mugenda 2008). Subsequently, an example size of 385 Women owned SMEs were sampled. The researcher used a stratified random sampling method to select 55 business owners from each Sub County. Example dispersion is as shown in table 3.1.

**Table 3. 1**

<i>Sample Size</i>	
<b>Sub-County</b>	<b>Sample</b>
Kangema	55
Kiharu	55
Mathioya	55
Kigumo	55
Kandara	55
Maragwa	55
Gatanga	55
<b>Total</b>	<b>385</b>

*Source: (Author, 2020)*

### **3.5 Instrumentation**

Data collection is assembling data which involves gathering and scaling up information upon variable of interest in a methodological fashion that allows the investigator to answer their search query, analyze and review the findings. Information gathering relies more heavily on data collecting in order to achieve the analytical purpose. According to Chenail (2011), both qualitative and quantitative research rely heavily on the methodologies employed during data gathering. There is a wide variety of research methods at the researcher's disposal, each with its own advantages and disadvantages.

The questionnaire used in this study is part of the primary research methodology. The managers who are the study's participants may be too busy to participate in in-person discussions or interviews, therefore this method is ideal. This method's strength lies in its ability to gain access cheaply and efficiently to a wide pool of individuals. Since participants' names weren't required in the questionnaires, they were allowed to fill them out at their own pace and without feeling pressured or forced, which the researcher believes leads to more honest responses. Data collection done through drop and pick.

The questionnaire was structured in two main parts. Demographic information is covered in Section A, which includes things like age, gender, management level, length of service, and education. The focus of Section B is on the contextual data, which is collected through closed-ended questions that are designed to answer the primary research objectives posed in Chapter 1. The Likert scale was used to display the possible responses to these inquiries, which were (from left to right): highly agree (5), agree (4), uncertain (3), disagree (2), and severely disagree (1).

### **3.5.1 Validity of the Research Instrument**

The term "test validity" refers to the extent to which a test provides reliable evidence of the constructs it claims to measure. Gall (2004) also argued that information experts contribute to the generation of authentic information by describing the domain of the relevant material that the test is designed to reflect and judging how well the test samples the content. The validity of the survey instrument utilized in this thesis was ensured by using the test supervisor's suggestions and comments.

### **3.5.2 Reliability of the Research Instrument**

According to Can't (2011), reliability refers to the tool's capacity or its consistency in producing consistent and reliable results every time it is used. Gall, Joyce, and Walter (2004) discovered that piloting has a proclivity for detecting misconceptions, inconsistencies, and deficiencies. The test re-test method enhanced the data's dependability in this analysis. This test validated the software's functionality and, when feasible, assisted in its development. Prior to the final poll, a pilot study with ten females from Nyeri County (a neighbouring county) entrepreneurs was conducted. This pilot study was useful in determining the test instruments' dependability in respect to the research goals. The results of the two tests were compared to demonstrate the instruments' dependability. Internal consistency tests were used to assess the results of the pre-test,

yielding a reliability coefficient. For the instrument to be regarded trustworthy, the coefficient must be more than 0.7. The internal stability of the measuring instrument was assessed using the Cronbach alpha coefficient, which is a measure of internal accuracy.

The Pilot Project gave the researcher a window of opportunity to modify the test instruments such that they generated results that were consistent with the study's aims and queries. Data correctness was assessed using Cronbach's alpha rule, which was calculated from pairwise correlations between items, as Gall, Joyce, and Walter (2004) claimed, and Cant (2011) argued.

### **3.6 Data Analysis and Presentation**

Data collected for this thesis was electronically encoded with the use of software and made processing-ready so that it could be integrated with the chosen application. Analysis of obtained data aids the researcher in making informed decisions and providing a definitive solution to the study's subject. Information can be more reliably gleaned from processed data than from raw data, which is incomplete and can't be consolidated for clearer presentation.

In this report, fully filled questionnaires were verified for relevancy until the replies were processed. The results of this investigation have been organized into categorical groups. Descriptive statistics like mean, median, mode, standard deviation, variance, and others were used to analyze the data and shed light on the differences between the dependent variable (DV) and the independent variables (IVs). Data was generated with the help of SPSS tools. Pie charts, graphs, tables, and other suitable graphical representations were used to summarize and display the study's findings.

#### **3.6.1 Regression Analysis Model**

For this reason, the researchers used linear regression as their analytic study model. Since a major concern for this study was the identification of the most important elements and

their interrelationships, the researcher was able to do so with confidence thanks to the regression model. The illustrative formula used to find a relationship between the variables is shown below.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon \text{ Where;}$$

$Y$  = Dependent variable (women participation)

$\alpha$  = Constant which translates to  $Y$  value when all the predictor values (IVs;  $X_1$ ,  $X_2$ ,  $X_3$  and  $X_4$ ) are equal to nil.

$\beta_1$ ,  $\beta_2$ ,  $\beta_3$  and  $\beta_4$  = Are constants regression coefficients representing the state of the independent variables to the dependent variables.

$X_1$  = Demographic Factors

$X_2$  = Social Networks

$X_3$  = Access to Finance

$X_4$  = Regulatory Environment

$\varepsilon$  = Error term explains the spread in variables resulting from factors not accounted for.

### 3.7 Ethical Considerations

Prior to beginning the research data gathering and then entering into actual analysis of the assembled data, the researcher obtained an approval for gathering and analysing data from KeMU University's Graduate School and thereafter applied for a Research Permit from the National Council for Science and Technology (NACOSTI). The Nacosti permit was for allowing the investigator to conduct research in Kenya. The study took into account the respondents' anonymity and willingness to participate. Objectivity was maintained throughout the investigation, and the idea of reciprocity was considered. Strict secrecy, anonymity, removal privileges and proper protocols for data processing were followed in this report. Participation was voluntarily created. The investigator prohibited any behaviors that could have caused the participants physical or emotional harm. The



investigator circumvented all personal prejudices and beliefs that may have undermined the study. Before answering the questionnaire, the purpose of the analysis was revealed to the participants.

## **CHAPTER FOUR**

### **RESULTS AND DISCUSSION**

#### **4.1 Introduction**

In the current segment, certain areas related to findings and analysis are captured and accordingly elaborated. Conducted in Murang'a County, Kenya, the research aimed to explore the determinants of women participation in entrepreneurial practices. In particular, the goals of this study were to determine whether demographic factors influence women's participation in entrepreneurship; to determine whether social networks influence women's participation in entrepreneurship; to analyze whether access to finance impacts women's participation in entrepreneurship; to determine whether the regulatory climate affects women's participation in entrepreneurship in Murang'a County, Kenya.

#### **4.2 Response Rate**

The target group included women's businesses in Murang'a County. Thus, woman entrepreneurs in Murang'a County were the targeted participants in this research out of the administered 385 questionnaires that were distributed, 281 were completed and returned, resulting in a 72.98 percent response rate. While Nachmias and Nachmias (2004) asserted that research results are not reliable when response rates were below 50%, Kothari et al. (2000) found that a response rate of at least 50% was sufficient for a descriptive survey study (2008). Due to the researcher's capacity to travel to the locations of the women-owned businesses she studied, distribute and collect the questionnaires from the respondents on the spot, the response rate was exceptionally high. However, some entrepreneurs failed to fill in the questionnaires in good time due to their busy schedules.

### 4.3 Reliability Analysis

Reliability analysis was performed by enforcing (Cronbach's Alpha) that tests internal accuracy by evaluating if the same construct validity is assessed by some objects within a scale. The Alpha value threshold stands at 0.7, as postulated by Kothari (2012). In this thesis, the results are captured in table 4.1 which demonstrates that all four constructs were accurate because they surpassed the 0.7 in their reliability values. This means that the research tool was consistent and reliable for gathering the desire data.

**Table 4. 1**

***Reliability Analysis***

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>No of Items</b>	<b>Verdict</b>
Demographic factors	0.870	5	Reliable
Social Network	0.881	5	Reliable
Access to Finance	0.868	4	Reliable
Regulatory Framework	0.814	4	Reliable
Women Participation	0.860	4	Reliable

***Source: Research Data (2020)***

The alpha findings from Cronbach internal consistency demonstrates accuracy of the tool for gathering data as all their values surpassed the threshold value of 0.7. This confirms the reliability of such as tool.

### 4.4 Demographic Characteristics of the Respondents

The work attempts to gather the general background of the participants, including: their ages, sexual orientations, educational background, business experience and the category of their businesses.

#### 4.4.1 Gender Distribution of the Respondents

On analyzing the data gathered on their participants' gender, the results on gender distributions are whereas table 4.2 offered the respective outcomes.

**Table 4. 2**

##### *Participants Gender Spread*

<b>Gender</b>	<b>Frequency (N)</b>	<b>Percent (%)</b>
Male	96	65.8%
Female	185	34.2%
<b>Total</b>	<b>281</b>	<b>100.0</b>

*Source: Researcher Data (2020)*

The study findings show that from the management, male respondents were minority at 96(34.2%) as the female formed the majority at 185(65.8%) out of the 281 participants; meaning that majority of the managers were female. The results on gender were very useful for establishing who manage these businesses which agrees to the study by Wangari (2017). The findings in the study by Wangari (2017) indicate that conflicting gender roles were among the major factors affecting women participation in entrepreneurship. So, in this study, most businesses were managed by women but a few by men which show minimizing conflicting gender roles.

#### 4.4.2. Participants' Age

On analyzing the data gathered about the participants' age groups, the table 4.3 results were attained.

**Table 4.3**

##### *Participants' Age Distribution*

<b>Age Bracket</b>	<b>Frequency</b>	<b>Percent</b>
21-25 years	69	24.6%
26-30 years	143	51.1%
31-36 years	68	24.3%
Over 42 years	1	0.004%
<b>Total</b>	<b>281</b>	<b>100</b>

*Source: Researcher Data (2020)*

The largest group of participants, 69(24.6%) specified that they under the age bracket of 26-30 years, and those between 21-25 years were 24.6%; 31 to 36 years were 24.3%, while over 50 years 0.004%. The implication is that majority of respondents were above 25 years. The majority of the participants were in the productive labour age which agree to the study by Haddad (2018) that age of the entrepreneur has effect on entrepreneurial project. Furthermore, Kingola (2014) indicated that women in entrepreneurship would effectively registering surmountable profits owing to their age. That is the moderate the age, the higher the profits.

#### 4.4.3. Statistics on Highest Education

**Table 4.4**

***Education Level***

<b>Education Level</b>	<b>Frequency</b>	<b>Percent</b>
PhD	0	0%
Masters	6	0.02%
Bachelors	56	19.9%
Secondary	156	55.5%
Primary	6	0.02%
Others	57	20.2%
<b>Total</b>	<b>281</b>	<b>100.0</b>

***Source: Researcher Data (2020)***

Based on these results, a majority of 156(55.5%) participants had attained secondary education, those who had bachelor's qualification were 56(19.9%), while those who had other level of education were 57(20. 2%). While respondents who had masters and primary education were 6(0.02%) respectively. This indicates that most participants were educated in order to completely respond to the satisfaction of the tool for the achievement of research goals. Muhuthia et al. (2020).s finding of a robust and statistically significant correlation between educational attainment and women's entrepreneurial success guides our interpretation of these findings. The analysis found that in Murang'a County, Kenya, women's participation in entrepreneurial activities was significantly reduced when they

lacked the necessary abilities. The findings show there were low level of education which hindered women participation in entrepreneurship

#### **4.4.4. Entrepreneurship Acquaintance**

The analysis on response from participants on the span of their respective with table 4.5 containing yielded.

**Table 4.5**

***Experience in Entrepreneurship***

<b>Years</b>	<b>Frequency (N)</b>	<b>Percent (%)</b>
Below five years	78	28.1%
5-10years	109	39.2%
11-15 years	35	12.6%
Over 15 years	39	14.0%

***Source: Researcher Data (2020)***

Majority of the respondents had experience in entrepreneurship between 5 to 10yrs 109(39.2%), followed by below 5 years' experience 78(28.1%), while those who had experience between 11 to 15 years were 35(12.6%), while those who had experience in entrepreneurship over 15 years were 39(14%). The implication is that majority of the respondents experienced enough to report conclusively on matters regarding factors influencing women participation in entrepreneurship. This is supported in the study by Kingola (2014) women competences and experience affects the entrepreneurship. According to the findings of this study, talents have a substantial beneficial impact on women's participation in enlistment. According to the findings of this study, skills have a substantial beneficial effect on women's engagement in entrepreneurial activities. As a result, the low degree of female entrepreneurship engagement may be linked to a lack of appropriate experience in entrepreneurial activities. As a result, the low degree of female entrepreneurial engagement may be ascribed to a lack of appropriate expertise.

## 4.5 Descriptive Results

The thesis evaluated data obtained using the quantitative analysis technique in order to get descriptive statistics to elucidate the analytical variables, which helped to evaluate the relationship of IVs on the DV. In contrast to the literature examined in chapter two, the thesis focused on the objectives and addressed the results. The data which was collected on a 5-point Likert scale was transformed into; 1-18 demonstrating Strongly Disagree while above 1.8 to 2.6 representing Disagree as above 2.6-3.4 signifying undecided while above 3.4-4.2 denoting Agree and sjrpkassing 4.2 - implying to Strongly Agree.

### 4.5.1 Women Participation in Entrepreneurship

The descriptive analysis began with assessing the manner in which women were involved in entrepreneurship across Murang'a County where Table 4.6 results were produced on analysis the questionnaire data.

**Table 4.6**

***Descriptive Statistics for Women Participation in Entrepreneurship***

<b>Statements</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
There is increased number of Women participation in Entrepreneurship	281	3.72	.98
New business enterprises owned by women have emerged	281	3.49	1.02
Number of Women owned enterprises have declined	281	3.79	1.08
Few businesses enterprises owned by women have emerged	281	3.60	.66
Valid N (list wise)	281		

***Source: Researcher (2020)***

These results as captured in table 4.6 demsotrating that the participants agreed that there was increased number of women participation in entrepreneurship (M = 3.72; SD=0.98) as they also agreed that there were innovative emerging business enterprises owned by

women (  $M = 3.49; SD = 1.02$ ). While the results demonstrate that they agreed that the number of women owned enterprises were declining ( $M = 3.79; SD = 1.08$ ) they also agreed that few businesses enterprises owned by women had emerged with a mean of ( $M = 3.60; SD = 0.66$ ).. thus, on average, the results demonstrate that the participants agreed that the women involvement in businesses was high. These findings agree with those in the study by Muhuthia et al. (2020) which indicate that there are established women empowerment programmes including WEDF Maendeleo ya Wanawake groups and KWFT which are encouraging women into entrepreneurship participation. This means many women are participating in active entrepreneurship activities through appraisal, disbursement; monitoring and collection of the loans and getting things right.

#### 4.5.2 Demographic Factors and Participation in Entrepreneurship

The thesis then addressed the first aim of determining if demographic variables influence women's participation in Kenyan entrepreneurial activities, as table 4.7 depict the results.

**Table 4.7**

##### *Demographic Factors on Women Participation in Entrepreneurship*

<b>Statements</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>
Age is one of the factors that influence women involvement in entrepreneurship.	281	3.32	1.24
Women entrepreneurs are not able to effectively participate in entrepreneur activities because of their family size	281	3.47	1.70
Education level is a limiting factor to women in terms of running their businesses	281	3.24	1.29
Limited skill development affects performance of enterprises managed by women	281	3.33	1.18
Marital status significantly affects business performance among women entrepreneurs.	281	2.59	1.22

*Source: Researcher (2020)*

One of the elements affecting demographic factors on women's engagement in entrepreneurship has been described as demographic factors. Based on results in table



4.8, the participants agreed that women entrepreneurs are not able to effectively participate in entrepreneur activities because of their family size (  $M=3.47$ ,  $SD=1.70$ ). They showed that they were neutral on the declaration that limited skill development affects performance of enterprises managed by women is competent ( $M=3.33$ ,  $SD=1.18$ ) as they were also undecided on the proclamation that age remained a factor influencing women involvement in entrepreneurship ( $M=3.32$ ,  $SD=1.24$ ). While the participants indicated they were neutral on assertion that, education level was a limiting factor to women in terms of running their businesses ( $M=3.24$ ,  $SD=1.29$ ), they disagreed to the assertion that marital status significantly affected business performance among women entrepreneurs ( $M=2.59$ ,  $SD=1.22$ ).

These research results agree with those in the Sindh's (2019) research, which showed that SMEs in Pakistan have a favorable and important relationship between sex, education, work experience and market success. However, age had no positive and important association with the success of the firm. The findings covered by the study will assist the government to improve entrepreneurship capabilities by offering funds and improving skills.

More so, Muhuthia et al. (2020) revealed a strong and significant association between genders, education, pedigree employment and the women entrepreneurial progress while the study by Wangari (2017) indicate that inadequate access to training highly influenced performance of these business while as well conflicting gender roles were among the major factors affecting women participation in entrepreneurship. According to Kingola (2014), training, education, and skills have a substantial beneficial effect on women's engagement in entrepreneurial activities.

A large family size has a negative effect on business performance, but that marital status, education, and age have positive influences on business performance of women owned

enterprises. The results also show cross relationships among the demographic variables. The analysis reveals that proposals to resolve the problem of less remunerative women's companies need to pay attention to expanding access to education as it increases their human resources (Otieno, 2009).

#### **4.6 Influence of Social Networks on Women Participation in Entrepreneurship**

Secondly, Table 4.8 was derived from the analysis of Objective Two to decide whether social networks impact women's engagement in entrepreneurial activities in Kenya.

**Table 4.8**

***Social Networks on Women Participation in Entrepreneurship***

	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>
My business is successful as a result of relying on family networks	281	2.87	.87
Entrepreneur orientation influences performance of women enterprises.	281	2.46	1.19
Number of women participations has declined	281	2.26	1.12
Few businesses are owned by Women	281	2.86	1.19
Friends have been supportive in making invaluable decisions for my business growth.	281	3.32	1.29

***Source: Reseacher (2020)***

Social networks have been described as a factor impacting women's engagement in entrepreneurship and based on table 4.8, results, the participants were undecided on the sentiment that friends had been supportive in making invaluable decisions for my business growth, (M=3.32, SD=1.29) and still undecided on the assertion that their business were successful because of relying on family networks (M=2.87, SD=0.87). While they showed that they were undecided on the proclamation that few businesses were owned by women (M=2.86, SD=1.19) they disagreed to the assertions that

entrepreneur orientation influenced performance of women enterprises ( $M=2.46$ ,  $SD=1.19$ ) and number of women participations had declined ( $M=2.26$ ,  $SD=1.12$ ).

Such a findings coincide with Wahab (2013) that social networks have a strong and important effect on the success of companies. In addition, kinship networking and network density have a positive influence on entrepreneurial efficiency, albeit not significant. Chen (2018 ) notes that with the advent of combined influences of entrepreneurship and social networks, the influence of entrepreneurial activity is significantly improved. The findings further discussed that Eastern Zone entrepreneurship and the central section's social networking pledge a greater capacity for these localities to develop economically. Likewise, the economic growth of the central regions of China could stagnate.

Further, Ondiba and Matsui (2019) found that moral support from their husband played a key role in ensuring success of women entrepreneurial activities. Social activities, such as idea sharing and group consumer sourcing, were proven to be beneficial in encouraging women's company success. Thus, women's business success is aided by inspiration from these social networking organisations, with market social networks inspiring and motivating women to join in entrepreneurship. Furthermore, Kariuki and Iravo (2015) observed that business networking has a substantial impact on the performance of women-owned firms in Kenya, with the structure of business networks and the various relationships having a significant impact on the success of these firms.

#### **4.7 Access to Finance on Entrepreneurship Participation**

Responses of participants on objective 3 to investigate whether financial availability affects women's involvement in entrepreneurial activities in Kenya were examined to obtain Table 4.9.

**Table 4.9*****Access to Finance on Women Participation in Entrepreneurship***

<b>Opinion</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>
Loans are easily accessible	281	3.02	1.47
Collaterals requirement by financial institutions are manageable	281	2.98	1.32
Nature of investment is a key determinant of business performance	281	2.87	1.34
Financial literacy is one of the determinants	281	3.27	1.26

**Source: Reseacher (2020)**

Obtaining financial facilities has been regarded as one of the elements influencing women's participation in entrepreneurship. The findings in Table 4.9 show that respondents were divided on whether financial literacy is a predictor of female's engagement in entrepreneurship ( $M=3.27$ ,  $SD=1.26$ ) and still undecided on whether loans were easily accessible ( $M=3.02$ ,  $SD=1.47$ ). While they were undecided on the assertion that collaterals requirement by financial institutions were manageable ( $M=2.98$ ,  $SD=1.32$ ) they were also undecided on the declaration that the nature of investment was a key determinant of business performance ( $M=2.87$ ,  $SD=1.34$ ).

This thesis objective finding coincides with the disclosure by Okello (2014) found that financial education has a positive and significant moderating influence on the relationship between finance accessibility and small company growth in emerging economies. In addition , financial knowledge and accessibility to finance also have important and beneficial impacts on small business growth in emerging markets. Chepsang, Okiro and Iraya (2018) claim that inadequate perception of the availability of financial facilities has hindered market development for many investors. Entrepreneurship must develop

relationships with industry players and with financial institutions in order to allow them to expand their knowledge of established financial facilities.

In addition, Muhuthia et al. (2020) research findings have shown that access to financing has a significant impact on women's engagement in entrepreneurial activities. The data reveal a statistically significant positive relationship between access to financing and female entrepreneurial involvement. According to these findings, access to resources is eventually required for women to participate in entrepreneurship in Murang'a County, Kenya. According to Simion (2018), insufficient access to financial services impedes the development of women-owned businesses, but Wangari (2017) discovered that financial access and access to raw materials impact the performance of women-owned company entrepreneurial activities in Kenyan SMEs.

#### **4.8 Regulatory Environment and Women Participation in Entrepreneurship**

The responses of participants to goal 4 to analyses if the regulatory landscape has an influence on women's involvement in entrepreneurial activities in Kenya have led to acceptable results for the compilation of Table 4.10 contents.

**Table 4.10**

##### ***Analysis by Regulatory Environment Women Participation in Entrepreneurship***

	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>
Business registration process is rigorous and hence it affects women participation in business	281	3.07	1.27
There is sufficient government support to women entrepreneurs	281	3.09	1.30
Business licensing are affordable and hence does not influence negatively for beginners	281	3.21	1.30
Collateral affects women participation	281	3.68	1.10

***Source: Reseacher (2020)***

As one of the factors impacting woman engagement in entrepreneurship has been the regulatory landscape, Table 4.10 results shows participants agreeing that; collateral affects women participation in entrepreneurship, ( $M=3.68$ ,  $SD=1.10$ ) while they were undecided on the business licensing being affordable and hence not influencing negatively for beginners ( $M=3.21$ ,  $SD=1.30$ ). as they were undecided on the assertion that there was sufficient government support to women entrepreneurs ( $M=3.09$ ,  $SD=1.30$ ) they were also undecided on the business registration process being rigorous and hence affecting women participation in business ( $M=3.07$ ,  $SD=1.27$ ).

This finding on this objective coincides with Adeoye (2013) that the legal entities remains a central player in creating a positive business landscape. It also supports the inclusion of entrepreneurship in education curriculum, meaning that the length of NYSC is complemented by entrepreneurship preparation and conferences. The findings also concur with those in the study by Simion (2018) which found that legislative framework hinders growth of the women-owned businesses.

#### **4.9 Hypothesis Testing**

This portion of the thesis provides outcome for inferential analysis; while testing for the hypothesis forming the study.

##### **4.9.1 Variables Relationships (IVs and DV)**

Ideally, in this section are contained the results concerning the nature of relationship that were found to exist between the IVs and the DV after carrying out associated inferential analysis at the different levels (correlation and Multiple regression (MRA)).

**Table 4.11*****Relationship between Independent Variables***

		Women Participation	Access to Finance	Demographic Factors	Social Networks	Regulatory Environment
Women Participation	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	281				
Access to finance	Pearson Correlation	.238	1			
	Sig. (2-tailed)	.000				
	N	.238**	281			
Demographic factors	Pearson Correlation	.467	.801	1		
	Sig. (2-tailed)	.000	.000			
	N	.281	281	281		
Social Networks	Pearson Correlation	.521	.805	.772	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	.281	281	281	281	
Regulatory Environment	Pearson Correlation	.521	.720	.806	.631**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	280	281	.281	281	281

***Source: Researcher (2020)***

The results in Table 4.11 demonstrate that there is a strong association between accessibility to finance and women's engagement in entrepreneurship in Murang'a County at a substantial level of 0.05, with an average intensity of 23.8 percent. The same results show that there was a strong association between capital distribution and involvement of women in entrepreneurial activities in Murang'a County at a meaningful level of 0.05, with an intensity of 46.7%. The results appear to show the presence of a strong association between social networks and the involvement of women in entrepreneurial practices in Murang'a County at a notable level of 0.05, while the strength is 52.1 percent on average. The results indicate that there is a clear positive association between regulatory mechanisms and women's involvement in entrepreneurship at a substantial 0.05 level in Murang'a County, with an average strength of 52.1 percent.

Moreover, Taiwo et al. (2016) studied the benefits of supporting female entrepreneurs on the creation of jobs for females among Nigeria population. Financing woman entrepreneurs is favourably correlated with job generations, according to the report, when their business practices improve. Okello (2014) also discovered an encouraging and significant moderating impact of financial education on the relationship between finance supply and small company growth in emerging economies. In addition , financial knowledge and accessibility to finance also have important and beneficial impacts on small business growth in emerging markets.

While this study found a moderate relationship between access to financial services and female's involvement in entrepreneurial practises, Okello (2014) discovered an encouraging and significant moderating effect of financial education in the relationship between access to credit and the growth of small businesses in developing countries. Furthermore, financial literacy and education, as well as loan availability, have a substantial and positive impact on the growth of small enterprises in third-world nations.

#### 4.9.2 Analysis the Nature of Relationship between DV and IVs

Principally, in this section, the research captured the nature of links that was found to exist between the DV and IV in addition to the associated strength of the relationships.

**Table 4.12**

##### *Analysis by Summary of the Model*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.744 <sup>a</sup>	.554	.547	.540

**a. Predictors: (Constant), access to finance, demographic factors, social networks, regulatory environment**

**b. Dependent Variable: Women Participation in Entrepreneurship.**

*Source: Researcher (2020)*



Conversely, in the study by Chepsang, Okiro, and Iraya (2018), the regression model yielded a R of 0.724, indicating a strong positive connection between the variables. The coefficient of determination, R square, indicates how well the data fits into the mathematical model, and how successful the fit is in explaining the data's variance. Independent factors account for 55.4 percent of the variations in the dependent variable in this model.

These findings are consistent with those of Kingola (2014), who discovered that demographic variables had a substantial beneficial effect on female's engagement in entrepreneurial activities. Others agree with the findings of a study conducted by Kariuki and Iravo (2015), who concluded that business networking played a significant role in the performance of women-owned businesses in Kenya, with the structure of business networks and the various relationships having a significant effect on the growth of these businesses. The findings support those of Mulu-Mutuku et al. (2015), who discovered that social contacts and relationships were useful indicators of women's participation in businesses. Similarly, Kyalo et al. (2013) discovered that social networks influenced female entrepreneurs to start businesses in male-dominated industries. The hypothesis testing findings support those found in the Muhuthia et al. (2020) research, which found a statistically significant positive relationship between access to financing and women's engagement in entrepreneurship. Adeoye (2013) indicates that regulatory environment is key establishing a positive business climate for women while this study established that regulatory environment significantly affects women participation on entrepreneurship.

**Table 4.13*****Relationship between Independent Variables***  
**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	94.240	4	23.560	85.985	.000 <sup>b</sup>
	Residual	75.972	277	.274		
	Total	170.212	280			

**a. Dependent Variable: Women Participation in Entrepreneurship****b. Predictors: (Constant), access to finance, demographic factors, social networks, regulatory environment****Source: Researcher (2020)**

The results demonstrate a probability value (p-value) < 0.00 and indication of a regression model that is exceedingly apposite in predicting how access to finance, demographic factors, social networks, and regulatory environment influence women participation in entrepreneurship in Murang'a County, Kenya.

**Table 4.14: Analysis by Regression Coefficient of Variables**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.917	.121		15.793	.000
Access to finance	-.630	.058	-.889	-10.855	.000
Demographic factors	.081	.067	.110	1.214	.226
Social networks	.656	.063	.776	10.364	.000
Regulatory Framework	.484	.059	.597	8.257	.000

**a. Dependent Variable: Women Participation in Entrepreneurship****Source: Researcher Data (2020)**

The findings reveal that each of the IVs except Demographic factors, was individually statistically significantly related to women participation in entrepreneurship in Murang'a County with  $p < 0.05$ . This demands that the null hypotheses to be rejected, except for demographic factors that was not individually significant. Specifically, access to finance

have the highest positive influence on women participation in entrepreneurship  $\beta = -0.889$ ), then social networks ( $\beta = 0.776$ ), followed by regulatory framework ( $\beta = 0.597$ ), demographic factors ( $\beta = 0.110$ ).

Use the coefficients in the table and based on the standard linear regression then is

$$Y = 1.917 - 0.630X_1 + 0.081X_2 + .656X_3 + 0.484X_4 \dots \text{ii}$$

Thus. The predicted equation would be:

$$\text{Women Participation in Entrepreneurship} = 1.917 - 0.630(\text{Access to finance}) + 0.081(\text{Demographic factors}) + .656 (\text{Social networks}) + 0.484(\text{Regulatory Framework}) \dots \text{iii}$$

These findings showed that the constant factor was 1.917 due to heterogeneity, taking into account all variables (access to finance, demographic factors, social networks, and regulatory environment). A unit improvement in access to finance thus setting the coefficient of zero for other independent variables will also result in a 0.630 factor reduction in women's involvement in entrepreneurship in Murang'a County; a unit change increase in demographic variables when setting the coefficient of zero for other IVs would result in a .081 factor rise in women's involvement in entrepreneurship in Murang'a County; a unit improvement in social networks when setting the coefficient of zero for other independent variables would lead to a .656 factor rise in the involvement of women in entrepreneurship in Murang'a County; unit rise in the regulatory landscape when leaving the value of the coefficient to zero for other IVs would result in a 0.484 factor rise in women's involvement in entrepreneurship in Murang'a County.

On the other side, A unit decrease in access to finance thus leaving the value of the coefficient to zero for other IVs will also result in a 0.630 factor increase in women's involvement in entrepreneurship in Murang'a County; a unit change decrease in demographic variables when leaving the value of the coefficient to zero for other IVs would result in a .081 factor decrease in women's involvement in entrepreneurship in Murang'a County; a unit reduction in social networks when leaving the value of the coefficient to zero for other IVs would lead to a .656 factor decrease in the involvement of women in entrepreneurship in Murang'a County; unit decrease in the regulatory landscape when leaving the value of the coefficient to zero for other IVs would result in a 0.484 factor decrease in women's involvement in entrepreneurship in Murang'a County.

Based on these findings, access to finance has negative and significant effect on women's involvement in entrepreneurship in Murang'a County while in the study by Muhuthia et al. (2020) it was shown that there was a statistically significant positive association between access to finance and women participation on entrepreneurship. According to these results, access to finding is ultimately necessary for women participation in entrepreneurship in Murang'a County, Kenya. so, the findings in this study disagree with those in the study by Muhuthia et al. (2020) and Sindh (2019) whose findings revealed the presence of a strong and significant association between pedigree employment and the entrepreneurial progress of small and medium-sized enterprises. Taiwo et al., (2016) found that financing woman entrepreneurs is favourably correlated with job generations, according to the report, when their business practices improve.

Guided by these results, then demographic factors have insignificant effect on women's involvement in entrepreneurship in Murang'a County which disagrees to the study by Muhuthia et al. (2020) which show that demographic factors such as training were

important for improved women entrepreneurship skills as well as for business management revealed a strong and significant association between genders, education, pedigree employment and the women entrepreneurial progress. Furthermore. The findings of Khaleque's (2018) study revealed that credit limitations, as well as credit size, had an impact on female entrepreneurs' monthly turnover. Monthly turnovers rose by 6% as credit constraints were relaxed. The study found that easing credit restrictions has an important positive effect on women entrepreneurs' market success. Also, Kabote (2018) found that at 5% level of significance women entrepreneurs' socioeconomic and demographic profiles had no substantial impact on personal well-being. The report concludes that women's personal health was relatively poor based on the findings. When comparing the personal well-being of woman entrepreneurs to that of non-entrepreneurs, women entrepreneurs were found to be happier. It was shown in the study by Kingola (2014) that women in entrepreneurship require effectively registering surmountable profits owing to their competences in the face of their gender, age, experience and education. The study concludes that inadequate basic entrepreneurship skill, literacy and education are pushing women out of business. Training, education, and skills have a substantial beneficial impact on women's engagement in entrepreneurial activities in Kasikeu division Makueni County, according to this study. Nzyoki (2014) concluded that cultural barriers highly constraints women from achieving their full potential in business and on contrary training and education provided opportunities in enhancing women participation in entrepreneurship. The study recommends for training and capacity building for enhancing women business throughput.

However, Egbo et al. (2020) found that woman entrepreneurs with previous entrepreneurship experience are more likely to be professional and to handle both market resources and human capital efficiently. They increasingly gain expertise, abilities, and

experience related to running a company as their experience in various business sectors grows. Financial knowledge was also cited as a factor that has benefited the expansion of women-owned enterprises, particularly in terms of profitability. Furthermore, financial knowledge was discovered to be critical to the growth and smooth running of female-owned enterprises. These competencies include basic accounting and bookkeeping, budgeting and financial reporting, money raising and distribution, loan administration, finance, and personnel management. This, they decide, poses a serious danger to the prospective development of their firm. In recent years, Nigerian women have outpaced their male counterparts in terms of entrepreneurship. Within the country. Women are clearly playing an increasingly crucial part in the development of wealth and jobs for the world at the moment in their quest to engage in entrepreneurial activities in the county as well as other parts in the country.

These results show that social networks have significant effect on women's involvement in entrepreneurship in Murang'a County to agree with Wahab (2013) who showed that effects from a hierarchical multiple regression reported two important observations: network centrality has a positive and substantial effect on efficiency; network linkage and network density have a positive, though not substantial, effect on results. Additionally, the study discovered that the legal framework had a substantial beneficial influence on women's engagement in entrepreneurship in Murang'a County. In the study by Simion (2018) it was found that legislative framework hinders growth of the women-owned businesses. Boris (2018) focused on the effect of regulatory, cognitive and normative organizations on the South Africa's EO. The article findings are verified for which outcomes illustrate the role of the structural factors in influencing EO creativity, risk-taking and pro-activeness. In particular, the cognitive structural component plays a significant role in deciding the EO level of the business, as educational attainments and

other types of human capital investment are barely available in Africa, rendering them highly valued tools for firms engaged in EO. Results indicate that projects in developed countries can establish higher levels of EO in order to manage particular operational conditions.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

Ideally, the emphasis of the current in elicit the findings after analysis by submitting respective summaries which are then used for building up the conclusions and thereafter being helpful in constructing the appropriate recommendations ad guided by research findings and research deductions. Additionally, the investigator provides areas for potential study. It ends with the requirement for policy and practice considerations.

#### **5.2 Summary of the Findings**

Grounded on the research objectives, the main goals of the present thesis were to ideally recognizing women's engagement in entrepreneurship in Murang'a County, Kenya. In particular, the aim of this research is to decide whether socioeconomic factors affect women's engagement in entrepreneurship; whether social networks influence women's engagement in entrepreneurship; to explore whether access to funding impacts women's engagement in entrepreneurship. Here are the highlights of the analysis summarized hereunder:

##### **5.2.1 Access to Finance and Women Participation in Entrepreneurship**

The outcome revealed that the critical effect of accessibility to finance on women's engagement in entrepreneurship was verified by a significant number of participants. It also identified that the accessibility of finance and the inclusion of women in entrepreneurship are statistically significant and optimistic. Access to capital was also found to be a factor in the varying levels of female involvement in entrepreneurial endeavors. As a result, the



findings show that women in Kenya's Murang'a County benefit greatly when they have access to financial resources.

Cheluget (2013) observed that education and literacy had an effect on women entrepreneurship access to lending facilities, that earnings had an impact on women entrepreneurship access to lending facilities, that prevalent bank rates had an impact on women entrepreneurship access to credit, that traditional standards and prejudice also had an impact on women entrepreneurship access to credit, and that access to loan facilities had an impact on women entrepreneurship. In the research by Kinyua (2014), it was observed that while some SMEs traders at Gikomba market were able to save through their individual MFIs, others were unable to do so. The study also indicated that the training enhanced the entrepreneurs' management abilities in financial management, record keeping, and company management in Gikomba.

### **5.2.2 Social Networks and Women Participation in Entrepreneurship**

The results showed that most people agreed that women's social networks influenced their ability to engage in entrepreneurial activities in Murang'a County. Moreover, the results showed that there is a statistically significant positive association between women's participation in entrepreneurial practices and the existence of social networks. The study also discovered that women's engagement varies on entrepreneur activities based on the strength of their social networks. As a result, the findings of this study corroborate the significance of women's social networks in promoting their engagement in entrepreneurship in Murang'a County.

Haddad (2018) has demonstrated that LinkedIn is the most effective predictor influencing entrepreneurial practices. In Jordan, entrepreneurs are urged to follow the platform to allow

them to achieve job growth targets. Oke (2013) identified a crucial connection between market development and the social network. In addition, the study suggests that the linkages have captured the larger part of the social network of the group under review. Further recommendations have been made aimed at supporting players participating in the development of networks to improve female entrepreneurship.

### **5.2.3 Demographic Factors and Women Participation in Entrepreneurship**

This work has shown that socioeconomic factors affect women's engagement in entrepreneurship. However, research results have found that socioeconomic variables are not statistically important on an individual basis. Sindh (2019) Era has demonstrated no positive and meaningful linkage to good business entrepreneurship. Resolutions advanced in this analysis have the potential to allow the state to improve the entrepreneurship capabilities of developers by supplying support and improving potential.

Noor (2015) relies on previous studies to develop that an evolving theoretical paradigm has been advanced in the study of the effect of the particular demographic and individual make-up of businesspeople on business efficiency. The proposed theoretical structure promises usefulness in providing valuable information on the impact of understudy influences on market results and improving our perspective on crucial inputs to the success of a business.

### **5.2.4 Regulatory Framework and Women Participation in Entrepreneurship**

As an outcome of this thesis, a significant number of participants agreed on the critical effect of the legislative system on women's involvement in entrepreneurial practices. In addition, the study confirmed the presence of a statistically significant positive correlation between the regulatory system and women's involvement in entrepreneurial activities. In addition, the study revealed that, the variations in women participation on entrepreneur activities is

influenced by regulatory framework. Therefore, the result confirms that regulatory framework is very fundamental for women participation on entrepreneur activities in Murang'a County, Kenya.

Boris (2018) emphasized the importance of the organizational powers in the shaping of inventiveness, risk-taking and pro-activity of the EO. Specifically, the cognitive organizational component has a significant role to play in defining the EO stage of the venture, as educational achievement and multiple forms of human capital investment remain inadequate in Africa, placing them as much-needed utilities for organizations participating in EO. Indications suggest that institutions in emerging economies can promote increased levels of EO in order to better address the particular requirements of the organization.

### **5.3 Conclusions**

Coverage here details an overview of study conclusions based on the study's independent variables.

#### **5.3.1 Access to Finance and Women Participation in Entrepreneurship**

Principally, based on the goals and outcomes from the analysis of this thesis the thesis concludes that women entrepreneurs require being equipped with the basic skills needed to start and operate a profitable enterprise, as the lack of these skills has shown a substantial negative effect on women's participation in entrepreneurship activities in Murang'a County. This restriction is of high importance since it causes more difficulties and is seen as a significant attribute of women's greater fear of failure (Halkias, et al., 2011). In addition, lack of access to finance has shown a substantial negative effect on women's engagement in entrepreneurship in Murang'a County.

Financial facilities in this field should be made available to women. Researchers have repeatedly pointed out that inadequate access to financing is a hindrance to women's entrepreneurship (Simion, 2018). Women business owners should have access to the fundamental training necessary to run a company successfully. If organizations like the Kenya Women Finance Trust (KWFT) are serious about fulfilling their mission to improve the lives of Kenyan families by empowering women, then they should provide a training program to teach women the fundamentals of entrepreneurship.

### **5.3.2 Social Network and Women Participation in Entrepreneurship**

Social tools and media serve as collections of market information, data and the identification of customers and stakeholders. On the basis of the above, the investigator deduces the presence of a secure positive relation between the social network and the firm performance of entrepreneurship. In addition, the analysis indicates that the linkages constituted the greater part of the social network of the studied cluster. In conclusion, current analysis lays the foundations for potential study topics addressing personal disparities in the female entrepreneurial community, including interactive interactions, motivation, ethics, etc., which have an effect on their competitiveness in the context of social networks. Advanced studies should discuss topics of research that enhance awareness on the development of women's entrepreneurship networks.

### **5.3.3 Demographic Factors and Women Participation in Entrepreneurship**

In conclusion, the indicated the existence of is insignificant linkage between demographic factors and women participation in entrepreneurship. However, age has shown no positive and important connection to the firm performance of entrepreneurship. Resolutions advanced in this analysis have the potential to allow the state to improve the entrepreneurship

capabilities of developers by supplying support and improving potential. Study has the potential to further enhance government institutions and academics in the provision of entrepreneurial training and to use the expertise of educational programs to increase the span of practice within a country's entrepreneurship.

#### **5.3.4 Regulatory Framework and Women Participation in Entrepreneurship**

The legislative framework has a significant impact on women's engagement in entrepreneurship and microenterprises. Compliance with the legal framework lends validity to the activities of tiny enterprises. The majority of women-owned businesses do not have identity credentials, business registration certificates, or collateral. Women entrepreneurs' lack of conformity with the legal system has hindered their market growth and deprived them of credibility.

#### **5.4 Recommendations**

On the strength of a leading demographic goal, woman entrepreneurs can routinely and continuously participate in better and feasible opportunities to eradicate the notion of their market skills based on identity, age, expertise and education. Women's entrepreneurship must, as has already been pointed out, take advantage of opportunities to have entrepreneurial instruction.

On the premise of the second goal of social networks, woman entrepreneurs must often rely on family relations or strong connections to aid and support them and to encourage potential female entrepreneurs.

On the foundation of the third access to finance goal, women entrepreneurs should increase awareness of financial institutions and their small business services in order to allow women

entrepreneurs to follow them. Sensitization of prevalent interest rates and the tax system to remove preconceived ideas of financial institutions.

On the justification of the fourth regulatory structure objective, the Muranga County Government of the Commerce Department shall introduce educational programs to educate entrepreneurs of regulatory requirements. The national and regional governments should ensure that the regulatory climate is favorable to women entrepreneurs.

### **5.5 Suggestion for Further Studies**

The purpose of this study was to investigate the factors that influence women's involvement in business in Kenya's Murang'a County. Impact of financial resources, social networks, demographics, and rules and regulations were all investigated. Rather than concentrating solely on, future research has to also consider (access to finance, social networks, demographic factors and regulatory framework). This study's findings should be generalizable, so future research should also concentrate on other counties.

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## APPENDICES

### Appendix 1: Letter of Introduction

Margaret M. Muhuthia,  
Kenya Methodist University,  
P. O. Box 2693 - 00100,  
NAIROBI,  
Kenya.

Date: .....

Dear Sir/Madam

### REQUEST FOR COLLECTION OF RESEARCH DATA

I am a student from the Kenya Methodist University (KeMU), pursuing a *Master's Degree in Business Administration* with an emphasis on *Entrepreneurship*. I am currently conducting research on the "*Determinants of Women Participation in*

*Entrepreneurial Activities in Murang'a County, Kenya*" Your firm/Company was chosen to participate in this study through your managers who will kindly be requested to voluntarily fill the attached questionnaire.

I would like to assure you that any information provided will only be used for the purpose of this academic research thesis. The identity of the respondents will remain anonymous and confidential and will not be mentioned anywhere in this study. The findings and conclusions will only reflect the general view of the participants. The study might be beneficial to the participant firms and the researcher would, therefore, be happy to share the findings and recommendations with the firms, should they wish to read the final report.

Your cooperation in this regard will be highly appreciated.

Yours faithfully,

.....  
**Margaret M. Muhuthia**

Encl

**Appendix II: Questionnaire**  
**Section A: Demographic Information**

1. Please indicate your gender

Male ☐ Female ☐

2. Please specify your age range

21-25 ☐ 26-30 ☐ 31- 36 ☐ 37-42 ☐ Above 42 ☐

3. Please stipulate your highest level of education

PhD ☐ Masters ☐ Bachelors ☐ Diploma ☐

4. How long have you worked in this firm?

Below 2 years ☐ 2-6 years ☐ 7-10 years ☐ Above 10 years ☐

5. How long have you run your business?

Below 5 years ☐ 5-10 years ☐ 11-15 years ☐ Over 15 years ☐

**Section B: Demographic Factors**

1		2	3	4	5			
Strongly disagree		Disagree	Neutral	Agree	Strongly Agree			
				1	2	3	4	5
	Age is one of the factors that influence women participation in entrepreneurship.							
	Women entrepreneurs are not able to effectively participate in entrepreneur activities because of their family size							
	Education level is a limiting factor to women in terms of running their businesses							
	Limited skill development affects performance of enterprises managed by women							
	Marital status significantly affects business performance among women entrepreneurs.							

**Section C: Social Network**

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



	My business is successful as a result of relying on family networks					
	Entrepreneur orientation influences performance of women enterprises.					
	Human capital significantly influences business performance					
	Friends have been supportive in making invaluable decisions for my business growth.					

#### Section D: Access to Finance

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Loans are easily accessible			
	Collaterals requirement by financial institutions are manageable			
	Nature of investment is a key determinant of business performance			
	Financial literacy is one of the determinants			

#### Section E: Regulatory Environment

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Business registration process is rigorous and hence it affects women participation in business			
	There is sufficient government support to women entrepreneurs			
	Business licensing are affordable and hence does not influence negatively for beginners			
	The general regulatory environment is favorable for enterprise performance			

### Section F: Women Participation

1		2	3	4	5					
Strongly Disagree		Disagree	Neutral	Agree		Strongly Agree				
					1	2	3	4	5	
	Return on investment influences women participation									
	Women participation in Business is influenced by business risks involved									
	Financial management skills is key in women participation									
	Participation is influenced by entrepreneurship orientation									

***Thank you:***

### **Appendix III: Listed Women Entrepreneurs in Murang'a County**

1. Murang'a County Women Sacco
2. Kangema Women Dairy Farming Group
3. Murang'a Women Farmers and Exporters
4. Gatanga Women Pigs Rearing
5. Murang'a Poultry Farm Incubators and Suppliers

## Appendix IV: Appendix IV: University Letter



### KENYA METHODIST UNIVERSITY

P. O. Box 267 Meru - 60200, Kenya  
Tel: 254-064-30301/31229/30367/31171

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Email: info@kemu.ac.ke

Our ref: NAC/ MBA/1/2020/6

24<sup>th</sup> FEB 2020

Commission Secretary,  
National Commission for Science, Technology and Innovations,  
P.O. Box 30623-00100,  
**NAIROBI.**

Dear Sir/ Madam,

**RE: MARGARET MUTHONI MUHUTHIA ( BUS-3-9285-2/2018)**

This is to confirm that the above named is a bona fide student of Kenya Methodist University, undertaking masters in Business Administration. She is conducting a research titled : **DETERMINANTS OF WOMEN PARTICIPATION IN ENTREPRENEURIAL ACTIVITIES IN MURANG'A COUNTY, KENYA.**

We confirm that this thesis proposal has been defended and approved by the university.

In this regard, we are requesting your office to issue a permit to enable her collect data for her masters dissertation.

Any assistance accorded to her will be appreciated.






Yours faithfully,

**PROF. Evangeline Gichunge, PhD.**  
**ASS DIRECTOR POSTGRADUATE STUDIES**



Encl.

## Appendix V: Research Permit

 <b>REPUBLIC OF KENYA</b>	 <b>NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY &amp; INNOVATION</b>
Ref No: <b>973979</b>	Date of Issue: <b>16/March/2020</b>
<b>RESEARCH LICENSE</b>	
	
<b>This is to Certify that Ms., MARGARET MUTHONI MUHUTHIA of Kenya Methodist University, has been licensed to conduct research in Muranga on the topic: DETERMINANTS OF WOMEN PARTICIPATION IN ENTREPRENEURIAL ACTIVITIES IN MURANGA COUNTY KENYA for the period ending : 16/March/2021.</b>	
License No: <b>NACOSTI/P/20/4125</b>	
Applicant Identification Number <b>973979</b>	 Director General <b>NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY &amp; INNOVATION</b>
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THE SCIENCE, TECHNOLOGY AND INNOVATION ACT, 2013

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

CONDITIONS

1. The License is valid for the proposed research, location and specified period
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7. The Licensee shall submit one hard copy and upload a soft copy of their final report (thesis) within one of completion of the research
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