SOCIAL-CULTURAL AND ENVIRONMENTAL ENTREPRENEURSHIP INFLUENCE ON PERFORMANCE OF CLEARING AND FORWARDING FIRMS IN KENYA

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ABSTRACT

Across the globe, entrepreneurship is a critical component of any economic system's ability to sustain economic growth. It enables citizens to create their own economic domains through innovative business models. Sustainable entrepreneurship is used to address issues of social and environmental sustainability and to transform them into business opportunities through the use of sustainable innovations. In Kenya, the clearing and forwarding sector is dominated by large firms such as Bollore, Khuene, and Document Handling Limited (DHL), while SMEs account for 70% of the market. The industry contributes between 5% and 10% of Kenya's Gross Domestic Product (GDP). Moreover, there are 764 clearing and Forwarding(C&F) firms operating in Kenya that serves in more than 25 million tons of goods through logistic practices. Statistics also show that the importance of C&F firms in the economy and production of Kenya require more attention. Owing to the importance that C&F sector play in logistic activities, lack of sustainable entrepreneurship in the sector will result to dwindling of the economy and low employment opportunities. The current study aimed to determine the effect of social-cultural entrepreneurship and environmental entrepreneurship on Kenyan clearing and forwarding companies' performance creative information. The research design for this study was descriptive. The objective population of the study was 1128 management staff employed by clearing and forwarding companies in the Metropolitan of Nairobi. In the study, 375 respondents from a total 1128 population were selected using stratified samples. The study investigated original data gathered through a survey. The study included support for research to help the respondents receive the questionnaire. SPSS was used for quantitative data collection and code. Pearson correlation coefficient and regression analysis were used to analyze inferential data (multiple regression analysis). The information was provided in tables and figures while the interpretation was expressed in text. In short, the study showed that factors affecting the performance of clearing and forwarding companies in Kenya had an impact. Each element showed an important positive link with and impact on C&F companies' performance. The study demonstrated that social and cultural entrepreneurship has an important and beneficial connection with the development of Kenyan clearing and transmission enterprises. The success of clearing and forwarding enterprises in Kenya is significantly influenced by environmental enterprise. Finally, the analysis shows the major impact of environmental undertakings on the success of the clean-up and transmission enterprises in Kenya. The study contributes to the corpus of knowledge in three ways: first, by providing conceptual clarity on the connection between a sustainable company and the performance of clearing and transportation businesses. Secondly, by providing clarity regarding managers' dispositions toward the variables in determining where to place a greater emphasis.

INTRODUCTION

Worldwide, entrepreneurship is a critical component of any economic system's ability to sustain economic growth (Baker, 2009). It appears to be a necessary condition for sustainable development and might be viewed as a piece of strategic equipment for ensuring a balanced and nondiscriminatory society. It enables citizens to create their own economic domains through the use of innovative business concepts. Sustainable entrepreneurship is a strategy for resolving issues of social and environmental sustainability and transforming them into economic opportunities through sustainable innovations (Baily, 2010). Hasudas (2011) asserts that sustainable entrepreneurship requires mindsets and behaviors that promote sustainable development goals such as poverty eradication, child development, empowerment, and eradication of life-threatening diseases. This business strategy necessitates innovative problem solution in areas such as environmental sustainability, economic and social. The concept is focused to aid and ensure sustainability in innovation that provides economic growth, social mobility, and environmental security (Gervais, 2012).

Chabari (2010) posits that businesses are the primary force behind the development of a sustainable world through innovation and creativity. As a result, establishing organizations that are pro-innovation and pro-sustainability is a difficult challenge that can be accomplished by materializing the notion of sustainable entrepreneurial development as defined in Sustainable Development Goal 2015. The concept gives a reminder to all business communities that business organizations are not out of the society and sustainability of business lies on the presence of sustainable society as well as sustainable environment. It is a provocative question that who is responsible to build sustainable business organizations (Donald, 2011). Given that the majority of business models are profit-driven, how can we foster a sustainable entrepreneurial attitude in which entrepreneurs seek out opportunities for sustainable development and are rewarded for doing so. Most of the entrepreneurship development models suggested the tools for business and businesspersons' sustainability and the model for world sustainability is very rare in theories and absent in practices. Most commonly discussed entrepreneurship development model of Akhoure 1977 or very new Eco System model of Daniel Isenberg (2010) and others are mostly designed to encourage, support, and sustain entrepreneurs through different socioeconomic interventions.

However, how entrepreneurs should be responsible and act to sustainable development is still less explored.

The notion of sustainable enterprise (SE) blends sustainability and entrepreneurship. It is described as an environmentally or socially beneficial value creation based on ideas and goods which survive beyond the startup period of an enterprise (Schaltegger & Wagner, 2013). The SE is more closely associated with the strategic dimension of CSR than with just the ethical and altruistic vision of accountable innovation that results in lucrative, sustainable, and fair development through the integration and management of natural and human resources (Spence et al., 2011). Corporate organizations are being used to address social and environmental sustainability issues, and sustainable business can be a profitable endeavor described as the process by which this is accomplished. It is a "social enterprise" dedicated to resolving global issues through the application of sustainable development breakthroughs to commercial opportunities. This means that the concept of Sustainable Entrepreneurship can be stated as entrepreneurship and sustainability innovation. A rising, sustainable business community has created a triple concept which takes a comprehensive approach to the paradigm of innovation and entrepreneurship that aligns its vocabulary with that of the research community.

Sustainable business is a novel concept for entrepreneurs (Zu, 2014). It is predicated on three axes: economics, environment and society (Pacheco et al., 2010). While little study compares sustainable entrepreneurs to conventional entrepreneurs, it is evident that sustainable entrepreneurs are more environmentally and socially premium than conventional entrepreneurs (Kirkwood & Walton, 2010).

Young and Tilley (2006) underline the need of incorporating environmental, social, and economic sustainability components into the organizational design. The field's youth presents tremendous chances for establishing new foundations and linkages in the field of sustainable entrepreneurship in enterprises. It is critical to emphasize that when it comes to corporate performance in addressing sustainable development, firms have mostly been disregarded. Sustainable entrepreneurship entails business practices that benefit the environment and societal well-being while simultaneously generating profit. As such, the objective is to create actions and processes that generate revenue and contribute to sustainable growth. Thus, sustainable entrepreneurship has the potential to drive structural socioeconomic changes. Certain conditions or entrepreneurial traits encourage entrepreneurs to take innovative measures that strengthen their initial position, enable them to capitalize on fresh chances, and facilitate their decision-making processes. Thus, entrepreneurs examine economic, social, and environmental objectives together.

In Africa, entrepreneurship has been an important driver for sustainable products and processes where in many cases, new ventures in clearing and forwarding industries are being heralded as

the solution to social and environmental problems. There is, however, much uncertainty about the nature and development of the role of entrepreneurship. Nowadays, sustainable business growth entails incorporating sustainability principles into corporate operations. In this context, sustainability can refer to a variety of factors such as ecological sustainability, social sustainability, or even economic sustainability. As such, sustainable business is a subset of the larger social responsibility movement.

This interest is reflected in the growing number of business organizations, numerous linked websites, journal and book publications, academic programs in business schools and other faculties (e.g. engineering), standard organizations (e.g. ISO 14001 for business environmental management systems), and government initiatives across various sectors. Even the financial industry is getting involved, by developing standards for environmental and sustainable development lending criteria, indexing sustainable business practices, and developing environmentally conscious investment opportunities.

The 21st century greatest challenges are environmental issues brought about by the demand of the natural resources and the services they provide to the rapidly increasing population. The pressure is a consequence of intensive industrial activities and increasing levels of prosperity and consumption. It is on this basis the governments and corporate world had to find ways to address these challenges. The government of Kenya, through the implementation of the Kenya constitution 2010, Article 69 specifies the State's environmental obligations and steps to safeguard and preserve the environment. Article 69(2) obliges each individual to participate in the protection, conservation and ecological sustainable development, as well as the use of natural resources, with state organs and other persons. In this respect, organizations take the initiative to establish strategies and methods for protecting and protecting the environment while pursuing economic growth. Carbon budgets, the "cradle to grave" product life cycles, energy and pollution, the utilization of natural resources and consumer concern have influenced corporate sustainability interests (Press & Arnould, 2009). It is due to these emerging challenges that the concept of eco-marketing has gained prominence and has undergone a tremendous transformation as a business strategy (Mwanzia, 2011).

Kenya is largely dependent on its import and export commerce, having the maritime port economy. The Ministry of Transport (MOT) has published a report stating that over 98% of Kenya's freight is delivered by sea. Therefore, clearing and transit enterprises have a very significant economic role. Indeed, only 92% of the domestic market and 52% of the market in the outside countries were owned by private companies. Transport companies Transportation companies TSS, SDV Transami, PN Mashru Ltd, Siginon Logistics, A.O Bayusuf and Sons and Buzeki supply a large range of freight, commodities, materials and packaging/packaging services to their customers via their nationwide network systems. By including warehousing and storage facilities into their services, they obtained a competitive advantage. Through partnership and

fusions, these clearing and forwarding organizations further reinforce their strengths. They are purposefully aimed at gaining consulting position in national organizations such as COTU, MOA and TLB to legitimize their actions.

Companies from various associations and industries in Kenya have adopted similar ideas to establish their own version of sustainable business practices. Many modifications have been made in business processes through creative ways to represent the wish of the customer and to modify production to address environmental challenges. Procedures like life cycle analysis, environmental design or preventative engineering have played a key role in helping businesses shift into sustainable operations. This development illustrates the need to repaired or finished piping solutions rather than preventively.

Statement of the Problem

The expanding relevance of logistics stems from businesses globalizing in order to gain access to new markets, increase production efficiencies, and leverage technical capabilities beyond their own geographical borders (Kilasi, Juma, &Mathooko, 2013). In today's extremely competitive world, every business is focused on capturing a portion of the global market and maximizing production and sourcing efficiencies. Clearing and forwarding (CF) firms facilitates the timely delivery of raw material, semi-finished and finished items via diverse transport modes such as sea, land or air, whether externally or internally. In Kenya, clearing and forwarding comprises 30% of large companies such as Bollore, Khuene and DHL, while 70% are owned by SMEs (KRA, 2017). Clearing and transferring according to the Kenya Economic Survey of 2018 has an impact on all sectors of the economy, and it has a significant potential for stimulating economic growth in Kenya. The industry accounts approximately 5-10 percent of the GDP (GoK, 2018). Clearing and forwarding are estimated at approximately 5 million jobs. In addition, there are 764 active CFs in Nairobi, which supply more than 25 million tons of goods via logistic practices (KIFWA, 2019). Most (94 percent) are SMEs, second in the manufacturing sector. Statistics also reveal that greater emphasis needs to be paid to the relevance of CF enterprises in Kenya's economy and output. Because the CF industry is vital for logistics, the lack of sustainable enterprise in the sector will lead to a deterioration in the economy and limited employment opportunities.

Despite a thriving clearing and forwarding sector in Kenya, performance in recent years has deteriorated. The country slipped from 76th overall in 2007 to 122nd out of 155 countries on the 2017 Logistics Performance Index (World Bank, 2018). While foreign shipments, infrastructure, and logistics proficiency have all improved marginally since 2017, customs, track & trace, and punctuality have all dropped significantly during the same time period (World Bank, 2018). While the needed time to clear the items and the required quantity of paperwork were close to the Sub-Saharan African average, it takes extra time to document imported commodities and to

clear the goods. According to the World Bank (2018), the sector's declining performance is attributable to the sector's adoption of social-cultural components while innovation is slowly embraced. Kenya was ranked 99th overall in the study, falling below its main EAC partners Uganda and Tanzania, who were ranked 66th and 95th, respectively, based on a specific logistics performance measure (LPI). Kenya scored 2.59 points in the survey, compared to Uganda's 2.82 and Tanzania's 2.60 points (World Bank, 2018). Such performance was deemed detrimental to trade flow because importers and exporters suffer additional expenditures to mitigate the consequences of unreliable supply networks. Inefficient logistics was a major worry and commercial risk for enterprises importing or exporting to Kenya, as well as the logistics service providers engaged (KSC, 2017).

Kamau (2020) performed a report on the impact of strategic guidelines on the performance of clearing and transferring SMEs in Kenya (2020). In addition, Nthuni, Mugo and Owako (2018) studied sustainable entrepreneurial strategies to promote a socially sustainable pyramid water base in Kisumu, Germany; Onyango (2016) carried out a study in Mombasa, Kenya, on the adoption of green techniques to provide the overall logistics solution providers with competitive advantage. Oyuko (2015) concentrated on what entrepreneurship could accomplish for sustainable development. None of the research focused on the elements that influence SMEs' performance. This study therefore explores the elements that influence the performance of clearing and forwarding companies in Kenya for sustainable entrepreneurship.

Research Hypotheses

H01: There is no significant relationship between social-cultural entrepreneurship and performance of clearing and forwarding firms in Kenya
H02: There is no significant relationship between environmental entrepreneurship and performance of clearing and forwarding firms in Kenya

TheoreticalFramework

This study is anchored on a dynamic capacity theory and was complemented socio-cultural theory. The dynamic capacity theory is selected as an anchor theory, since it argues that the basic competences of the organization are leveraged to build a competitive position that is competitive in the long run. The anchor theory is utilized to address the sustainability aspects and the goal of support for entrepreneurial management.

Dynamic Capability Theory

Teece, Pisano and Shuen (1997) created the theory of dynamic capacities in 1997. The essential assumption of this theory is that basic competencies of an organization should be exploited to

establish competitive short term positions which will grow into competitive advantages over the long run (Dangelico, Pujari & Pontrandolfo, 2017). Moreover, the theory argues that companies with more dynamic capacity will outperform companies with fewer dynamic capacity. It aims at understanding how organizations are using dynamic capabilities to create and maintain operational performance in connection to other businesses in reaction to and building up environmental changes. Capacities are a high-level collection of knowledgeable, systematic and repeatable conduct, which an organization can do better than its competitors. The term "zero capacity" refers to an organization's ability to supply the same product to the same customers at the same level (Wright, 2013).

It was because of a serious flaw in the company's resource standpoint that the notion of dynamic capacity was developed. The RBV has been chastised for ignoring resource factors and presuming them simply exist. Considerations such as the generation of resources, their integration, and disclosure in the literature have been under-utilized (Dangelico, Pujari & Pontrandolfo, 2017). By using a process method, dynamic capabilities try to close these gaps: by acting as a tampon between the company's resources and changing business environments, dynamic resources permit companies to adjust their Resource Mix and thus sustain operating performance which would otherwise deteriorate quickly. Whilst the RBV focuses on the selection of resources or the selection of suitable resources, the RBV focuses on resource development and renovation.

Dynamic capabilities enable the company to utilize and reconfigure its existing competences and assets to be of value to the client, but difficult for other competitors to emulate. Dynamic skills assist the company to feel its prospects and then successfully allocate resources, frequently by adapting existing skills or establishing new ones (Dangelico, Pujari & Pontrandolfo, 2017). Contrary to previous strategy frameworks that were essentially static, dynamic capacity, the companies need to change assets and develop new skills, as markets and technologies evolve. The ability to adapt and enhance current skills varies between dynamic talents and other strategic frameworks. This talent increases the ability of top managers to do two key responsibilities. To begin with, they must be able to assess change in their competitive environment effectively, which can include technical progress, competition, customers and regulation. Second, these possibilities and hazards must be exploited and sizeable through the reconfiguration of both tangible and intangible assets to address new challenges (Dangelico, Pujari & Pontrandolfo, 2017).

These two fundamental abilities are critical for a business's long-term viability and growth, as well as the essence of dynamic ability. The global market winners were organizations that demonstrated swift reactivity and adaptive product innovation, in addition to management capabilities for successfully organizing and implementing internal and external competencies (Teece, 2016). Without the other, long-term success is impossible, as the marketplace is

constantly changing. If a business lacks resources and expertise but possesses these dynamic characteristics, it can develop a competitive advantage in the short term (Dangelico, Pujari & Pontrandolfo, 2017).

Each strategy method seeks to answer the question of how a company can compete against its competitors either by building practical company unique talents or by placing itself in ways that customers value and are prepared to pay and that rival can't readily replicate. Whilst past strategy approaches are primarily static (create and protect a positional benefit), dynamic capacity emphasizes the necessity for organizations to alter overtime and compete in both growing and mature enterprises (Teece, 2016). Innovation coordination and integration form a big aspect of this dynamic capacity perspective, such as the scope to adapt and promote management and engineering skills, technology architecture, social and cognitive structure, culture and values. Teece (2016) dynamic capacity-help companies restructure current functional capabilities to create products that best meet growing customer needs and benefit from technological developments.

Pisano (2017) develops a double-level framework based on five processes: resource restructuring, sensing for the environment, learning, coordinating activities and the integration of the patterns of interaction. It is important not only that the dynamic capabilities and (basic) organizational and functional capacity be distinguished but that the black-box is opened and that dynamic capacity growth is distinguished by efficiency and impact. In addition to the inventory of technological abilities, dynamic capacity building involves complex, self-supported interconnected systems with organizational and functional capacity. These mechanisms are established by managers' decisions and actions in current organization, which can and can alter social and cognitive structures at different levels. Organizational skills promote essential social and cognitive innovation-based activities (Pisano, 2017).

The coordination and integration of organizational skills are routines and practices that give organizational level in connection with certain socio-cognitive structural characteristics (e, preference communication and sensory approach) (Teece, 2016). Examples of "structured" capabilities of the insurance industry include: common vision, institutions (infrastructure), systems of knowledge management, key procedures, important skills of employees, policy goals and resources, and market positioning.

This idea is about the variable of management support since they vitally impact the dynamic capacities that allow a company to compete more effectively. The successful combination of dynamic capacity and strategy of a company to meet the needs of customers by providing the proper goods and services, while also securing technical and competitive opportunities. In all these cases, companies' top management uses their skills to design scenarios for how best to pioneer a market or new category of products. Managers must plan, organize, control and

manage processes, systems and people in their businesses to achieve a certain goal. The management perspective of their internal and external contexts affects their decisions to adopt different dynamic capacity levels.

Hoselitz Socio-Cultural Theory

Hoselitz (1964) developed the social and cultural theory, on the basis that some people in all cultural or social groups have the creative potential and develop distinct attitudes when performing social behaviour. Hoselitz (1963) thinks that entrepreneurial activity can originate only from a developed cultural base. In order to be regarded eligible for business, marginalized groups must be considered culturally developed. He refers to underrepresented populations' enterprise as "pariah entrepreneurship." Hoselitz thinks that entrepreneurship in a particular company tends to emerge from marginalized social groups. For Hoselitz' theory, the concept of cultural development is vague and potentially problematic. The level of cultural progress cannot be objectively determined. The argument is, however, that culture must be understood to have formed from the subjective point of view of the dominant groups in a community.

Hoselitz's socio-cultural theory is based on the premise that every individual has social and cultural power. In his perspective, entrepreneurs can be formed in order to develop the company successfully. These sectors of society promote business and economic growth (Hofstede, 1993). Hoselitz's social and cultural theory is based on the premise that every person has a social and cultural power. In his opinion, entrepreneurs can be established when the company is developed successfully. The vast majority of the contractor is socio-economic. Hoselez focuses on the premise that the culturally peripheral people in society who belong to a well-developed civilization are considered businesspeople. These sectors of society promote business and economic growth (Hofstede, 1993). To this end, Jews in Medieval Europe, Chinese in South Africa, Indians in East Africa, etc., contain minor community cultural groups (Lounsbury & Glynn, 2001).

From the following standpoint the basis for Hoselitz is formed: Peripheral men's hypothesis: Hoselitz emphasized that the outsiders are the pools for entrepreneurial development. These marginalized persons have the potential, despite their dubious social and cultural standing, to adapt under various environments. They innovate their social behavior during the adaptation phase. The necessity for leadership and management skills: entrepreneurs are able to benefit from excellent leadership and management skills. Hoselitz points out that both management and management skills are vital for the firm as they not only help the company grow but also lead entrepreneurs (Lounsbury & Glynn, 2001).

Mohanty (2005) Hoselitz, a cultural theorist, has his fundamental claim that entrepreneurship is a cultural product. He also explained that cultural entrepreneurship theories explain the disparities

in entrepreneurship and spirit among different cultures. Mohanty (2005) further demonstrated the idea of Hoselitz that business supply is governed by cultural variables and that minority groups are cultural engineers of entrepreneurial activities and economic development. The marginalization of cultural minorities has therefore led them to seek alternative means of developing their environment.

Socio-cultural theory of Hoselitz is founded on the notion that every person has social and cultural power. According to him, entrepreneurs can be developed to develop the company well. These segments of society encourage economic and entrepreneurial development (Hofstede, 1993). The vast majority of the entrepreneur comes from a certain socio-economic class. Hoselitz focuses on the premise that the culturally marginalized persons in society are deemed cultural. And they are deemed to be entrepreneurs to belong to a well-developed society. These segments of society encourage economic and entrepreneurial development (Hofstede, 1993). In this respect, the society's marginally cultural groups include Jews in medieval Europe, Chinese in South Africa, Indians in East Africa among others (Lounsbury & Glynn, 2001).

The basis for the Hoselitz is drawn from the following point of view: the notion of the marginal men: Hoselitz explained that the marginal men are the pools of entrepreneurial development. These marginal guys, despite their dubious social and cultural standing, can adjust in varying contexts. They innovate their social behavior during the adjustment phase. Management and management abilities are essential: entrepreneurs must possess excellent management skills and leadership skills to promote them. Hoselitz stresses that management and leadership abilities are both vital for the company, as not only contribute to efficient operations but also lead entrepreneurs (Lounsbury & Glynn, 2001).

There are specific socioeconomic classes - entrepreneurship is omnipresent in every country, although entrepreneurship is shining with socio-economic backgrounds (Hofstede, 1993). The thesis indicates that certain marginal populations are not genuine enough to qualify as entrepreneurs from the viewpoint of the dominating population groupings. One could reject the notion by pointing out that cultures can evolve and adapt in order to make less effective static expectations than dynamic interpretations of culture. In other words, beliefs like these can contribute inadvertently to stereotyping by establishing auto-confirmation prejudices.

This theory connects to this study and supports the social enterprise features. Entrepreneurial activities can only be established in a society in which cultural norms allow for variety of the way of life and in which the relevant socialization process of individuals is not fully uniform. Employers develop their attitudes towards productivity and creative integration. Entrepreneurialism can grow in a company when its culture allows for a wide range of choices and social processes are not rigid and where it suggests that cultural marginal groups promote business entrepreneurship and economic development in a context that encourages the

development of corporate interests. Such organizations are particularly suited to innovative adaptations due to their unclear status and create genuine innovations.

RESEARCHMETHODOLOGY

Research Philosophy

Research philosophy is the core belief behind the choices to be made in the course of research. The philosophy will influence what, how and why research has been conducted (Carson, Gilmore, Perry & Gronhaug, 2001). The determination and justification of the selected research philosophy embraced by the researcher is a key step in conducting social science research. Scientific research is initiated by interrelated paradigm assumptions regarding the nature of reality, the role of researchers and the research process.

The philosophy of research can also be classified as positivism, interpretation and realism, and choices depend on the philosophical orientation of the researcher. Individuals develop subjective interpretations for their experiences in interpretative philosophy, and the purpose of this study is to rely as much as possible on participants' perceptions of the circumstance under consideration (Saunders, Lewis & Thornhill, 2007). Positivism and Phenomenology are both philosophical systems that guide social science study (Saunders et al., 2007). This study studied the two philosophical traditions and considered positivism as the more suited studies tradition. The foundations of the tradition of positivism are empiricism (Kerlinger, 2002).

Positivism's research strategy is centered on data collection and the formulation of hypotheses (Von, Bernstein & Newton, 1951). The positive researcher follows a highly regimented method in order to simplify the hypothesis. Positivism, like other schools of thought, is founded on quantitative observations and thorough statistical research. Authentic truth is the primary goal of realism, and the existence of objects is universally acknowledged in the human mind on its own terms, regardless of the philosophy that underpins them (Dean, Joseph, Roberts & Wight, 2006). Realistic directness and critical realism are the two sorts of realism that are recognized. Direct realism takes into account both what our senses see and what the researcher conducts in his or her investigation. Critical realism, on the other hand, maintains that our sensations are images of the real world rather than representations of reality. According to Willis (1995) the interpreter is an epistemological branch that focuses on assessing the differences between people as social agents.

A constructive approach to philosophy was chosen in the course of the research. Observation and measurement of objective reality provide the foundation for the information gathered in this study. Because each of the topics under investigation is considered independent and distinct, the study's goal is to test hypotheses in order to determine the relationship between the various

variables (Blumberg, Cooper & Schindler, 2014). It allows the use of qualitative as well as quantitative data to test hypotheses taken from the theoretical conceptual framework because of its deduction and its objective nature.

Research Design

The elements influencing the success of clearing and forwarding enterprises in Kenya were identified through the use of a descriptive research approach in this study. Using a descriptive design, researchers can determine the frequency with which specific variables occur or their relationship to one another (Bryman & Bell, 2007). Therefore, this strategy is perfect for this study, which has as its primary goal the collection of thorough data through descriptive narratives that assist in the identification of component parts. According to Bryman and Bell (2007), a descriptive design is one that attempts to obtain knowledge about current events by providing questions about human perceptions and attitudes about those events. According to Polit and Beck (2013), researchers observe, count, outline and classify in a descriptive study. They also classify descriptive research as studies that aim to accurately illustrate the features of individuals, situations, groups and/or the frequency at which particular events occur.

Target Population

Population means groups of people or subjects that are the focus of a scientific investigation (Castillo, 2009). The target population is described according to Pole and Lampard (2010) as all members of a certain group to which the research is linked. The target population of the study was 521 clearing and forwarding enterprises operating in the metropolitan area of Nairobi. From the 521 clearing and forwarding firms within Nairobi metropolitan area, there are 1128 employees working in different units as shown in Table 3.1. Kenya is home to 764 clearing and forwarding companies according to Kenya International Freight and Warehousing Association (2020). The reason why these companies are selected is because many of them have branches across the country and make up at least 60% of the overall players in the industry. The analytical unit included senior, middle and low-level managers in various divisions. Table 1 illustrates the distribution of each of these target categories and total up to 1128 respondents from clearing and shipping companies working in Nairobi Metropolitan.

Table 1TargetPopulation

Department	Top level	Middle level	Low level	Total
Finance	38	86	115	239
Marketing	29	68	96	193
Operations	19	38	67	124
Human Resources	24	48	73	145
Risk and Compliance	55	110	165	330

ICT	14	26	57	98
Total	**179**	**376**	**573**	**1128**

Sample Frame and Sampling Technique

The sampling technique specifies the sampling unit, the sampling frame, the sampling operations, and the sample size for a given study or investigation. The sample frame provides a list of all of the population units from which the sample should be drawn, as well as the sample frame itself (Cooper & Schindler, 2003). The sample frame specifies the maximum number of individuals from whom a researcher can choose (Jankowicz, 2010). As the population is finite, the use of the statistical formula is necessary to determine the sample size. This investigation was carried out utilizing the simplified Yamane (1967) formulation to calculate the sample size and how many answers the equation should provide.

$$n = \frac{N}{1 + N(e)^2}$$

Where:

n = sample size
N = population size
e = the level of precision (0.05)
1 = Constant

$$n = 1128/\{1+1128(0.05)^2\}$$
$$= 375 \text{ respondents}$$

Table 2 Sample Size

Department	Top level	Middle level	Low level	Total
Finance	13	28	38	79
Marketing	10	22	32	64
Operations	6	13	22	41
Human Resources	8	16	24	48
Risk and Compliance	18	36	54	109
ICT	5	10	19	32
Total	**59**	**125**	**189**	**375**

Research Instrument

Self-administered questionnaires were the main data gathering instrument. The questionnaire comprises questions about the clearing and forwarding industry in Kenya that are both open and closed. The open questions are intended to enable respondents to provide an in-depth and felt response without fear of being rejected based on the facts provided, and to answer the closed questions using the specified restricted possibilities. Open or unstructured questions allow for more thorough responses, while closed or ordered questions are often easier to analyse. The surveys have been utilized to save time, money and analyses since they may be used immediately.

Pre-Testing of the Instrument

Pilot testing was conducted in order to evaluate the validity, reliability, and application of the research instrument under consideration, among other things (Joppe, 2009). The pilot data was utilized to assess the model's reliability and validity, and the results were positive. The pilot testing was performed by 20 management of the clearing and forwarding company utilizing the questionnaire. The pilot group was sampled randomly. Sekaran and Bougie (2010) urge that personal interviews be conducted with the questionnaire to assess the reactions and attitudes of the respondent. All questions, including content of questions, language, sequence, shape and layout, question difficulties and directions were pre-tested. The feedback received was utilized to review the questionnaire before the study respondents were administered it.

Validity

Golafshani (2003) states that validity is the correctness and relevance of the inferences are reliant on the outcomes of the investigation. One of the key reasons for conducting a pilot research is to ensure that the questionnaire is valid. The validity of the questionnaires was assessed utilizing both face and content validity in this study. Examining a vast field of items that are similar to those on the exam allows for the determination of validity of content. The validity of the material is determined by the sample population's representativeness. According to Gillham (2008), the knowledge and abilities included in assessment items should be representative of a broader field of knowledge and abilities.

Reliability

A research instrument's reliability, on the other hand, is defined as the amount to which the research instrument consistently produces similar results under similar conditions on multiple occasions. It assesses the extent to which it is designed to measure anything (Bell, 2010). The question of whether the results of a study can be reproduced is the question of confidence. It is considered appropriate for this study to have a composite coefficient (Cronbach alpha) of 0.6 or higher for all structural types (Rousson, Gasser&Seifer, 2012). The reliability of the study device is assessed using the Cronbach alpha (α) as calculated below:

$A = k/k\text{-}1 \times [1 - \sum (S^2)/\sum S^2 \text{sum}]$

Where: α= Cronbach's alpha

      k = Number of responses

      $\sum (S^2)$ = Variance of individual items summed up

      $\sum S^2 \text{sum}$ = Variance of summed up scores

Data Collection Procedure

The researcher received a letter from the institution, which was then disseminated to each management team in order to collect the necessary information from those who responded to the survey questionnaire. Drop-and-select is the mode of administration selected in order to ensure that respondents have adequate time to make thorough responses to the survey questionnaire. Research assistants have been trained to interview skills, including report development, persuade the respondents to offer useful information and request clarifications where appropriate. Research assistants reserved appointments for questionnaires with answering organizations at least two days before visits. The respondents were administered the study tools by the research assistants in a personal manner. This allows the researcher to draw together a report, explain the objective and significance of the elements that Best and Khan (2007) have not noticed.

Data Analysis

Saunders et al. (2007) report that quantitative data is based on numbers, standardized data and data is analysed using collected figure where presentation is done through the use of diagrams, tables or figures. Nevertheless, qualitative data are based on meanings represented in words, results collected in non-standardized data require categorization and analysis by means of conceptualisation.

The social science statistical package has been used for analysing the data (SPSS Version 21.0). The surveys and questionnaire items were all referenced and categorized for the purpose of data entry. In all quantitative variables and information was provided for all tables and charts after data were cleaned, which include inspection of input mistakes, in this study, a number of descriptive data, such as frequencies and percentages, were generated, as well as the standard deviation. Description statistics were used because they allow the researcher to characterize scores or measurements that are distributed meaningfully using only a small number of variables (Mugenda & Mugenda, 2003). A conceptual content analysis was performed to better comprehend the qualitative data collected from the open question. On the basis of the Zina (2010) suggestion on qualitative data analysis, the information gathered was structured, categorized, coded and analysed in a thematic way, searching for significance, interpreting and making conclusions based on concept.

Inferential data analyses were carried out using the Pearson correlation coefficient and the regression method (multiple regression analysis). According to Tanton (2007), in many statistical procedures, one assumes (at least approximate) normal distribution of variables, especially in parametric measurements. Therefore, normal distribution of the variables is needed to use parametric statistics like Pearson correlation and regression analysis, so the variables have been

internally standardized. To be able to compute inferential statistics, it is necessary to first do factor analysis in order to establish which parameters will be given the most importance.

Factor analysis was also undertaken which is a systemic statistical process used to identify correlations between numerous variables. This approach makes it possible to reduce several associated variables into less dimensions known as factors. The variables in this research represent the degree to which various specific claims of perception are agreed, whereas the factors are the underlying general constructions. A statistical tool, SPSS, was used to analyse the factor for this research. Factor analysis is intended to identify simple patterns in relationship patterns between variables. Rotation is used to identify relevant factor names or descriptions in its approach. An orthogonal rotation requires that the factors remain unrelated, whereas a rotation that requires correlations of the factors is called an orthogonal rotation. The researcher decided to use Promax to perform the oblique rotation in this study since the proposed framework reveals that the underlying constructs and variables are interconnected. Factor rotation is used to reorient the loading of a factor in order to make factors more easily understood. Because several variables of the attitude are genuinely likely to be associated, using Oblique rotation allows for correlations between factors. Only the pattern matrix is examined to make it easier to interpret the factors. For this study, the factor extraction method is the main axis factor. In contrast to primary component analysis, Axis Factoring mostly relaxes the premise that a community is equal to one. This method allows for higher factor loads, leading to greater interpretability.

According to Creswell (2006), the correlation technique is used to determine the degree to which two variables are related to one another. When the correlation coefficient is computed, a number in the range of -1 to +1 is obtained. This value is referred to as a coefficient of correlation (r), and it illustrates the relationship between the two factors under consideration. The direction of the relationship is also essential in that if the relationship between the two variables is positive, i.e. if one of the variables increases more and more, the other is increased or decreased, the other lowers. A negative relation (-) means that the other variable grows and the other variable decreases. The coefficient is zero if no association is formed (0). In order to determine size and direction of relations between dependent variables, Pearson's correlation coefficient was used. During the calculation of the Pearson's product moment correlation, it was assumed that the data was normally distributed and that the variables were discrete and continuous.

The link between the independent and dependent variables was investigated through the use of multiple regression. Several regression models have been chosen because they allow a dependent variable to be predicted by two or more other factors, which is what we were looking for. In order to evaluate the sustainable business aspects affecting the profits of clearing and shipping companies in Kenya, a large number of regression models have been used to examine the data collected. Multiple regression is a technique used to determine whether a group of variables

combined predicts a specific variable (Babbie, 2004). Given the presence of four different variables in this study, the following is often taken from the multiple regression model;

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

Where: - Y= performance of clearing and forwarding firms
β_0=constant
X_1= social-cultural entrepreneurship
X_2= environmental entrepreneurship
ϵ=Error Term

To determine the importance of the model, the determination coefficient (R2) was used to estimate how much the variation in the characteristics of sustainable entrepreneurship explained variation of the performance of clearing and transport companies in Kenya. In addition, the F-statistic was calculated at a 95% trust level to examine whether criteria related to sustainable enterprise and the performance of clearing and forwarding undertakings are significantly related. When conducting the analysis, the researchers employed SPSS software, and the findings were presented in the form of a research report. All appropriate diagnostic procedures were carried out.

The p-value was used for hypothesis testing in the instance of a Chi-square test since it not only assists in making a decision about the null hypothesis, but also provides extra information about the decision's strength. Because the 0.05 level of significance is the most frequently employed in business and social research, it was chosen for this study (Mugenda & Mugenda, 2003). This indicates that the results are 95 percent certain, which is the level of confidence used by the researcher in this study. The p-value was calculated using the alpha or significance threshold.

RESEARCH FINDINGS

Descriptive analysis

The study used a descriptive research approach to ascertain the factors affecting the performance of clearing and forwarding enterprises in Kenya. Each indicator of the study constructs was subjected to descriptive analysis. A 5-point Likert scale was used to assess the indicators for each of the study's constructs, with the mean and standard deviation serving as the indicators' measurements of central tendency and dispersion, respectively.

Social-Cultural Entrepreneurship

Table 3 summarizes the descriptive study of social-cultural entrepreneurship indicators. The first indication tried to ascertain respondents' perceptions of how crucial access to finance is for businesses, as it enables them to extend their operations, hence boosting their competitiveness

and assisting them in growing (B1 1). The majority (55 percent) of respondents strongly agreed, while 55% strongly agreed. The mean score was 4.29, and the standard deviation was 1.02. On average, respondents agreed that access to finance is critical for businesses because it enables them to expand their operations, so enhancing their competitiveness and assisting them in growing.

Additionally, the survey attempted to ascertain respondents' perceptions on how diversifying access to finance for C&F enterprises has gained pace and evolved into a policy goal for many firms seeking to improve their performance (B1 2). The majority (41%) of them agreed. 36% of respondents strongly agreed, 17% were impartial, and 0% were strongly disagreed. On average, respondents agreed that broadening C&F enterprises' access to finance has gained momentum and has become a policy goal for many firms seeking to improve their performance. This resulted in a mean score of 4.07, with a standard deviation of 0.89.

Additionally, the study sought to ascertain how respondents believed that the majority of enterprises in the C&F sector have established measures to address the obstacles associated with obtaining financing from financiers (B1 3). The majority (41%) of them agreed. 26% of respondents strongly agreed, 27% were impartial, and 4% were strongly disagreed. On average, respondents agreed that the majority of enterprises in the C&F sector have implemented measures to address the obstacles associated with obtaining financing from financiers. The mean score was 3.84, and the standard deviation was 0.97.

Additionally, respondents were asked how managerial experience in C&F fosters creativity and innovation, which results in better products and services for customers at lower prices, hence increasing profitability (B2 1). The majority (52%) of them agreed. 33% of respondents strongly agreed, 10% were neutral, and 3% strongly disagreed. On average, respondents agreed that managerial expertise in C&F fosters creativity and innovation, which results in superior products and services for customers at lower prices, hence increasing profitability. The mean score was 4.09, and the standard deviation was 0.9.

Additionally, because managerial experience is the primary enabler of change, there is a need to develop managers' leadership and managerial talents in order to assure the delivery of superior leadership (B2 2). The majority (46%) of them were in complete agreement. 38% of respondents agreed, 13% were impartial, and 2% were strongly disagreed. On average, respondents agreed that managerial experience is the primary enabler of change; hence, there is a need to develop managers' leadership and managerial capabilities in order to ensure effective leadership delivery. The mean score was 4.25, while the standard deviation was 0.88.

Another indicator of the variable attempted to ascertain respondents' perceptions of managerial experience is that it is viewed as a long-term strategic advantage for any business because the

acquired experience is converted into entrepreneurial practice (B2 3). The majority (44%) of respondents agreed, while 44% strongly agreed. The mean score was 4.27, and the standard deviation was 0.82. On average, respondents agreed that management expertise is a long-term strategic benefit for any business since it translates into entrepreneurial practice.

The respondents were also questioned about the availability of infrastructure, which is considered to be one of the most critical strategic variables since it supports organizational efforts, hence improving organizational performance (B3 1). The majority (49%) of them were in complete agreement. 39% of respondents agreed, 7% expressed neutrality, and 2% expressed strong dissent. On average, respondents agreed that infrastructure availability is a critical strategic aspect because it supports organizational initiatives, hence improving organizational performance. In this study, the mean score was 4.29, while the standard deviation was 0.9 points. The other indication of the variable aimed to ascertain respondents' perceptions of organizational infrastructure as a vital organizational resource that enhances organizational capabilities and ultimately results in organizational growth (B3 2). The vast majority of respondent (52 percent) agreed, with 31% either agreeing or strongly agreeing. In this case, the mean score was 4.05, and the standard deviation was 0.88 points. On average, respondents agreed that organizational infrastructure is a beneficial resource that enhances organizational skills and ultimately results in organizational growth.

Additionally, the survey intended to ascertain how respondents evaluated access to ICT infrastructures such as computers and software solutions as assisting in the integration of procurement processes across departments (B3 3). The majority (45%) of them agreed. 43% of respondents strongly agreed, 7% were impartial, and 3% strongly disagreed. On average, respondents agreed that having access to ICT infrastructures such as computers and software solutions enables departments to integrate their procurement processes. The mean score was 4.22, and the standard deviation was 0.91.

Additionally, respondents were asked how business information enables management to make proper decisions based on facts and numbers rather of subjective judgments (B4 1). The majority (45%) of them were in complete agreement. 40% of respondents agreed, 13% were neutral, and 1% were adamantly opposed. On average, respondents agreed that business information enables management to make appropriate decisions based on facts and numbers rather than subjective judgments. The mean score was 4.25, while the standard deviation was 0.83.

In addition to social-cultural entrepreneurship, the study examined how relevant business information might assist managers in enhancing their organizations' performance (B4 2). The majority (51%) of them were in complete agreement. 41% of respondents agreed, 5% expressed neutrality, and 2% expressed strong dissent. On average, respondents agreed that having relevant

business information enables managers to improve their organizations' performance. The mean score was 4.4, while the standard deviation was 0.78.

The majority (38 percent) of respondents also agreed that managers utilize business information that is specifically designed for business functions affecting their department or position in order to improve firm performance (B4 3). Eighteen percent of respondents were neutral, while four percent and seven percent of respondents disagreed, respectively. It was determined that the mean score was 3.89 and that the standard deviation was 1.13. On average, respondents agreed that managers utilize business information that is purpose-built for business activities affecting their department or position to increase the performance of the company.

Table 3 Descriptive analysis of Social-Cultural Factor

	SD 1	D 2	N 3	A 4	SA 5	Mean	Std. Deviation
B1_1	4%	2%	9%	29%	55%	4.29	1.02
B1_2	0%	6%	17%	41%	36%	4.07	0.89
B1_3	4%	1%	27%	41%	26%	3.84	0.97
B2_1	3%	2%	10%	52%	33%	4.09	0.9
B2_2	2%	1%	13%	38%	46%	4.25	0.88
B2_3	1%	3%	8%	44%	44%	4.27	0.82
B3_1	2%	3%	7%	39%	49%	4.29	0.9
B3_2	2%	4%	11%	52%	31%	4.05	0.88
B3_3	3%	2%	7%	45%	43%	4.22	0.91
B4_1	1%	2%	12%	40%	45%	4.25	0.83
B4_2	2%	0%	5%	41%	51%	4.4	0.78
B4_3	7%	4%	18%	38%	34%	3.89	1.13

Environmental Entrepreneurship

The descriptive analysis in Table 4 is based on the indicators of Organization Culture, which was hypothesized to be a moderating variable in this study. The first indication on Environmental Entrepreneurship aimed to ascertain respondents' perceptions of their organization shifting from a single strategic objective to compliance with pollution control in order to advance environmental conservation (C1 1). The majority (44%) of respondents agreed, while 18% strongly agreed. The mean score was 3.7, while the standard deviation was 0.92. On average, respondents agreed that their business had shifted from a single strategic purpose to one focused on compliance and pollution avoidance in order to improve environmental conservation.

The second indicator sought to ascertain respondents' perceptions on their firm's implementation of a set of appropriate environmental protection measures capable of significantly reducing environmental pollution and accelerating organizational performance (C1 2). The majority (46%) of respondents agreed, while 21% strongly agreed. The mean score was 3.74, and the standard

deviation was 0.97. On average, respondents agreed that their organization has implemented a series of acceptable environmental protection measures that have the potential to considerably reduce environmental pollution and accelerate organizational success.

Concerning environmental entrepreneurship, the study also discussed environmental practices that resulted from a pollution prevention plan built within their firm in order to mitigate negative environmental impacts generated throughout the manufacturing process (C1 3). The majority (58 percent) of them agreed. 17% of respondents strongly agreed, 14% were neutral, and 3% strongly disagreed. On average, respondents agreed that their firm had implemented environmental practices as a result of a pollution prevention plan in order to mitigate negative environmental impacts generated throughout the manufacturing process. The mean score was 3.78, and the standard deviation was 0.93.

The study also sought to ascertain respondents' perceptions of how companies can improve their environmental stewardship of their products. Reducing toxic substance use, designing for reuse and recycling, and establishing takeback programs are just a few of the numerous opportunities for companies to become better environmental stewards of their products (C2 1). The majority (54%) of them agreed, 20% of respondents strongly agreed, 16% were neutral, and 2% strongly disagreed. On average, respondents agreed that minimizing harmful substance use, designing for reuse and recycling, and establishing takeback programs are just a few of the numerous ways for businesses to improve their environmental stewardship of their products. The mean score was 3.83, and the standard deviation was 0.91.

Additionally, the survey inquired about their organization's development methods for accurately classifying trash as hazardous or non-hazardous, hence determining their compliance with hazardous waste rules (C2 2). The majority (44%) of them agreed, 24% of respondents strongly agreed, 17% were impartial, and 2% were strongly disagreed. By and large, respondents agreed that their firm has development methods that assist in accurately classifying waste as hazardous or non-hazardous, hence determining compliance with hazardous waste rules. The mean score was 3.74, and the standard deviation was 1.03.

The majority (41%) of respondents also agreed that we have developed a Product Stewardship Code to safeguard health, safety, and environmental protection when shipping and disposing of our products (C2 3). 15% of respondents were neutral, while 10% and 3% of respondents disagreed. The average score was 3.86, with a standard deviation of 1.06. By and large, respondents agreed that we designed the Product Stewardship Code to assure health, safety, and environmental protection while shipping and disposing of the organization's products.

The vast majority of respondents (52 percent) also agreed that in order to adapt to changing business dynamics and economic situations, their firms must seek to integrate their business

processes and organizational strategy with their overall business plan and vision (C3 1); 16% of respondents were neutral, while 6% and 1% of respondents disagreed. It was calculated that the mean score was 3.93 and that the standard deviation was 0.87. On average, respondents agreed that their businesses must endeavor to align their business processes and organizational strategy in order to adapt to changing business dynamics and economic conditions.

Additionally, the majority (46 percent) of respondents stated that their business had implemented strategy alignment in order to capitalize on market opportunities, consequently, their company's performance is improved. As reported in (C3 2), 22 percent of respondents were neutral, compared to 4 percent and 1 percent who opposed and strongly disagreed, respectively. The mean score was 3.94, and the standard deviation was 0.87. On average, respondents agreed that their organization had used strategy alignment to capitalize on market opportunities, hence improving the business's performance.

Additionally, the study intended to ascertain respondents' perceptions of their company's capacity to implement resource strategy alignments that are consistent with the organization's competitive position, resulting in increased organization performance (C3 3). The majority (51%) of them agreed. 31% of respondents strongly agreed, 11% were neutral, and 3% strongly disagreed. On average, respondents agreed that their business possesses the capacity to match its resource plan with its competitive position, hence improving the firm's performance. The mean score was 4.01, and the standard deviation was 0.94.

Additionally, the survey inquired of respondents regarding whether their firm has incorporated an environmental perspective into its strategy plan as a critical component of increasing environmental performance (C4 1). The majority (36%) of them agreed. 24 percent of respondents strongly agreed, 33% were impartial, and 1% were strongly disagreed. On average, respondents agreed that their company has included environmental considerations into its strategic plan as a critical component of enhancing environmental performance. The mean score was 3.74, and the standard deviation was 0.93.

The majority (47 percent) of respondents also agreed that top management should be involved in environmental issues, utilize internal and external reporting mechanisms, and encourage environmental training and involvement of employees (C4 2). Twenty percent of respondents were neutral, while eight percent and one percent of respondents disagreed, respectively. The mean score was 3.86, while the standard deviation was 0.91. On average, respondents agreed that senior management should be interested in environmental concerns, utilize internal and external reporting mechanisms, and promote environmental education and engagement.

Additionally, respondents were asked if their firm has a defined environmental strategy and communicates it to capital market stakeholders (C4 3). The majority (29%) of them agreed. 27

percent of respondents strongly agreed, 24 percent were impartial, and 5% strongly disagreed. On average, respondents agreed that their firm maintains a written environmental strategy and communicates it to capital market stakeholders. The mean score was 3.57, while the standard deviation was 1.18.

Table 4: Descriptive analysis of Environmental Entrepreneurship

	SD 1	D 2	N 3	A 4	SA 5	Mean	Std. Deviation
C1_1	2%	6%	29%	44%	18%	3.7	0.92
C1_2	4%	4%	24%	46%	21%	3.74	0.97
C1_3	3%	8%	14%	58%	17%	3.78	0.93
C2_1	2%	7%	16%	54%	20%	3.83	0.91
C2_2	2%	13%	17%	44%	24%	3.74	1.03
C2_3	3%	10%	15%	41%	31%	3.86	1.06
C3_1	1%	6%	16%	52%	25%	3.93	0.87
C3_2	1%	4%	22%	46%	27%	3.94	0.87
C3_3	3%	4%	11%	51%	31%	4.01	0.94
C4_1	1%	6%	33%	36%	24%	3.74	0.93
C4_2	1%	8%	20%	47%	24%	3.86	0.91
C4_3	5%	14%	24%	29%	27%	3.57	1.18

Inferential statistics

Model Summary

The aim of this study was to investigate the effects of clearing and forwarding firms in Kenya. This was done by building a multiple model of the regression using the ordinary least square regression (OLS) to estimate the performance effect of each independent research variable. The regression model was not fitted directly from the large dimensions of the observed variables as measured in the questionnaire. Confirmatory factor analysis was used for dimension reduction of the data collected from the large dimensions of observed variables in the questionnaires to 6 study latent variables as hypothesized for the objectives. Factor analysis yielded factor scores which were used as scores of for the study variables. The observed indicators in the questionnaire were measured on an ordinal scale however, the latent variables used in the regression model were continuous scale variables considering the use of the scores from factor analysis.

Table 5 shows that the R and R-square values for the multiple regressions are 0.663 and 0.440, respectively. The square of 0.44 shows that 44% of the variance in Kenya's performance of clearing and forwarding companies is explained by variations in the independent variables of this

study (sustainable entrepreneurship parameters). Other variables (non-sustainable entrepreneurial variables) not part of this study and hence not included in the model explain the rest of the 56%.

Table 5 Model Summary of the multiple regression

R	R Square	Adjusted R Square	Std. Error of the Estimate
.663[a]	.440	.431	.755

a. Predictors: (Constant), X_1, X_2, X_3, X_4,

Analysis of Variance (ANOVA)

The analysis of variance (ANOVA), as shown in Table 6 demonstrates the regression model's relevance. The significance of the variance explained by the regression model is determined using ANOVA in this model. The analysis of variance's F-statistic is 53.3354 with a p-value of 0.000. The p-value is less than 0.05, indicating that the parameters of the model predictors are not jointly equal to zero in a significant way. This indicates that at least one of the model's predictors has a significant parameter, implying that the model's predictors (sustainable entrepreneurship variables) have a cumulative effect on the performance of Kenya's clearing and forwarding enterprises.

Table 6 ANOVA Table for the Multiple Regression

	Sum of Squares	df	Mean Square	F	Sig.
Regression	121.765	2	30.441	53.354	.000[b]
Residual	155.190	272	.571		
Total	276.955	276			

a. Dependent Variable: Performance

b. Predictors: (Constant), X_1, X_2,

Regression Coefficients

Table 7 summarizes the model coefficient estimation results from the OLS multiple regression study. It includes a presentation of the coefficient estimates for each independent variable (X1 to X4) as well as an assessment of the significance of each coefficient estimate for performance. The findings reveal that the performance of clearing and forwarding companies in Kenya has been significantly affected by three variables of the model for sustainable enterprise. The p-values of the t-statistics showed statistically significant estimates for the social cultural component (=-.214; t = -3,500; p-value=0.001), environmental entrepreneurial activity (=,227; t = 3,296; p-value=0,001), and innovative support for information (=,523; t=6,877; p-value=0,000).

As stated in p-value by 0,100, which is above 0.05, entrepreneurial managerial Support (=.111; t=1.649, p-value=0.100) had a small coefficient estimate of 0.100. Consequently, the variable in the model was declared ineffective and the model equation was ignored. The model's constant term (=.227; t=.048, p-value=0.962) is also insignificant, implying that the model equation does not contain an intercept (constant term) as it passes through the origin. As a result, the model is defined by the equation below.

$$Y = -0.214X_1 + 0.227X_2 + 0.523X_3 + \varepsilon$$

Table 7 Multiple Regression Coefficient Estimates

	Unstandardized Coefficients		Standardized Coefficients		
	B	**Std. Error**	**Beta**	**t**	**Sig.**
(Constant)	.002	.045		.048	.962
X_1 - Social cultural factor	-.214	.061	-.214	-3.500	.001
X_2 - Environmental Entrepreneurship	.227	.069	.226	3.296	.001

a. Dependent Variable: Performance

The results of the OLS multiple regression models were used to evaluate research hypotheses for the four objectives of the study at a 5% significant level and to draw conclusions regarding the goals.

H01: Social-Cultural Entrepreneurship has no significant influence on Performance of C&F firms in Kenya
The P-value of the Social-Cultural Factor coefficient estimate in the model was determined to be 0.001, which is less than 0.05. Thus, the null hypothesis was rejected, and it was concluded that Social-Cultural Entrepreneurship has a significant impact on the performance of C&F enterprises in Kenya. The significant coefficient estimate for the Social-Cultural Factor was -0.214, indicating that raising the level of Social-Cultural Factor should result in a decrease in performance of -.214 units.

H02: Environmental Entrepreneurship has no significant influence on Performance of C&F firms in Kenya
The P-value of the Environmental Entrepreneurship coefficient estimate in the model was determined to be 0.001, which is less than the 0.05. Thus, the null hypothesis was rejected, and it was concluded that Environmental Entrepreneurship had a considerable impact on the performance of C&F enterprises in Kenya. The significant coefficient estimate for Environmental Entrepreneurship was 0.523, indicating that raising the level of Environmental Entrepreneurship by one unit is predicted to result in a.523 unit increase in the performance of C&F enterprises in Kenya.

CONCLUSIONS

Following hypothesis testing, analysis of the acquired data was used to draw conclusions about the study objectives. To summarize, the study showed that the performance of clearing and forwarding firms in Kenya was affected by factors impacting sustainability. The success of C&F firms in each factor is significantly positive and has a considerable impact on the performance of C&F companies.

The study indicates that the performance of clearing and forwarding companies in Kenya has a significant impact on the social-cultural entrepreneurship. The study found that social-cultural entrepreneurship and performance have a substantial favorable link. A major coefficient estimate for social-cultural entrepreneurship has revealed the regression model between social-cultural businesses and the performance of clearing and forwarding firms in Kenya. The P-value of the model's coefficient of assessment for the social and cultural factor was less than 0,05. This led to the rejection of the null hypothesis and to the conclusion that social and cultural entrepreneurship has an important impact on C&F companies' performance in Kenya.

The study also showed that increased environmental entrepreneurship in Kenya leads to a boost in the performance of clearing and transmission businesses. A strong and beneficial link between environmental enterprise and performance has also been discovered. The regression analysis showed a statistically significant P value of less than 0.05 for the coefficient estimate for environmental enterprise in the model that was suited to the goal. Due to the null hypothesis, it has been found that the performance of cleanup and forwarding firms in Kenya is being significantly impacted by environmental enterprise.

RECOMMENDATIONS OF STUDY

The study made recommendations based on the conclusions reached and the analysis's findings. The findings indicate that social-cultural entrepreneurship has a sizable impact on the success of clearing and forwarding enterprises in Kenya. As the influence was considered to be beneficial, it is recommended that clearing and forwarding enterprises in Kenya consider ways to boost their social-cultural entrepreneurship in order to improve performance.

Furthermore, the findings of the study demonstrated that environmental entrepreneurship has a significant impact on the success of Kenya's clearing and forwarding businesses. This influence was also shown to be favorable, and as a result, it is advised that clearing and forwarding enterprises in Kenya seek to increase their environmental entrepreneurship in order to improve their performance.

CONTRIBUTION TO THE BODY OF KNOWLEDGE

Theoretical contribution

The current study adds to the current knowledge in the field of sustainable entrepreneurship by investigating the effects on business performance from social-cultural, environmental, innovative information and management support constructs. The primary objective of the supporting study was to assess the performance indicators of clearing and transport companies in Kenya. Alongside a number of criteria, especially in developed countries, several studies explore the impact of sustainable business on business performance, the present study analyses the effect of certain features on the performance of clearing and forwarding companies in Kenya. As a result, this sector contributes between 5 and 10% of the country's gross domestic product (GDP), and it is critical to economic growth (GDP). This study has therefore been carried out in wealthy countries, its contribution can be different than in disadvantaged countries. The current study has been based on five theories: socio-cultural theory of Hoselitz (Hoselitz, 1964); resource-based theory (Barney, 1991); the theory of dynamics (Teece, Pisano & Shuen, 1997); the theory of competition (Michael Portter,1990); (Edgar Schein, 1990). These theories support the goals of the study and can be used for future research.

Practical Implications

The current study not only provides the implications to manager and owners of clearing and forwarding firms but also gives guidelines to policymakers and particularly support the institution such as KIFWA. The findings demonstrate that sustainable entrepreneurship contribute positively to the performance of clearing and forwarding firms. Because our results suggest access to finance is an important factor for companies, allowing them to expand their operations thereby increasing their competitiveness and helping them grow. Therefore, we recommend to government and policymaker to arrange a seminar or business entrepreneurial conferences, which helps the entrepreneurs to create courage and start a business. In addition, according to Achuka (2020). Importers in Mombasa suffered losses of 1.8 billion Kenyan shillings in 2018 as a result of delays in the processing and forwarding of their shipments at the port. Even though this even maybe have been caused by other factors, reflects a scenario whereby failure of this sector, the country will lose huge revenue. Thus, the study suggests to policymakers and government to give the education about sustainable entrepreneurship.

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