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**INFLUENCE OF INFORMATION SEEKING BEHAVIOR ON ACCESS TO
PREFERENTIAL GOVERNMENT PROCUREMENT BY SPECIAL GROUPS (YOUTH
AND WOMEN) IN NAIROBI COUNTY KENYA**

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INFLUENCE OF INFORMATION SEEKING BEHAVIOR ON ACCESS TO PREFERENTIAL GOVERNMENT PROCUREMENT BY SPECIAL GROUPS (YOUTH AND WOMEN) IN NAIROBI COUNTY KENYA

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Abstract

Purpose: The main aim of this study was to investigate influence of information seeking behavior on access to preferential government procurement by special groups (youth and women) in Nairobi county Kenya. Specifically, the study sought to; to determine the extent to which influence of sources of information has on access to preferential government procurement by Special Groups (Youth and Women) In Nairobi County ,to assess the extent to which type of information has on preferential Government Procurement by Special Groups (Youth and Women) In Nairobi County Kenya, to investigate the purpose of information has on preferential government procurement by special groups (youth and women) in Nairobi county Kenya.to assess the influence of frequency of information on preferential government procurement by special groups (youth and women) in Nairobi county Kenya.

Methodology: The study was based on the public interest theory, transaction cost theory and youth empowerment theory. The study adopted a descriptive research design. The study targeted the 150 special group's youth and women in Kenya. The study used descriptive survey design. The study used primary data collected using a semi-structured questionnaire. The study used the statistical package for social sciences (SPSS) computer software for analysis. The statistics generated included descriptive statistics and inferential statistics. Microsoft excel was used to complement SPSS especially in production of diagrams and tables. A multiple linear regression model was used to test the significance of the influence of the independent variables on the dependent variable. The analyzed data was presented in frequency tables and charts.

Results: The study found out that source of information and Preferential Government Procurement are positively and significant related ($r=0.196$, $p=0.000$), type of information and Preferential Government Procurement are positively and significantly related ($r=0.191$, $p=0.000$). It was further established that purpose of information and Preferential Government Procurement were positively and significantly related ($r=0.099$, $p=0.005$). Similarly, frequency of information and Preferential Government Procurement were positively and significantly related ($r=0.165$, $p=0.001$).

Recommendation: The study recommends that PPOA should roll out youth and women based training for all members of staff dealing with any procurement matters. The training should focus on formal tools and methods of procurement friendly to youth and women participation.

Keywords: Sources of information, Type of information, Purpose of information, Preferential government procurement, Special groups (youth and women) AND Nairobi County

1.0 INTRODUCTION

Government is often the biggest customer within a country, and governments can potentially use this purchasing power to influence the behavior of youth owned enterprises. It spends a huge percent of its budget on procurement. Governments across the world tend to spend between 8% and 25% of Gross National Product on goods, works and services. In UK, public procurement expenditure is approximately one hundred and fifty (150) billion dollars (Department of Environment, Food and Rural affairs, 2007).

Participation of Special Interest Groups in Public procurement is an important function of any government for several reasons (Blome, & Schoenherr, 2011). First, the sheer magnitude of Special Interest Groups in procurement outlays has a great impact on the economy and needs to be well managed. Indeed, in all countries in the world, estimates of the financial activities of government procurement by the youth are believed to be in the order of 10% –30 % of GNP (Callender & Mathews, 2000). Many governments now practice gender mainstreaming when designing national budgets (also referred to as gender responsive budgeting) to make sure national economic planning pays adequate attention to the unique challenges of women's economic empowerment, World Bank (2006).

Women are the backbone of rural economies in Kenya and Africa as a whole. They play a significant role in ensuring their families' wellbeing (Mota & Filho, 2011). To fight poverty in Kenya, women need to be accepted and supported through funds like Uwezo and provision of capacity building and training in functional business areas with the ultimate goal of promoting the social and economic status of women, as they constitute a vulnerable social category that is critical in sustainable development endeavors. Unequal procurement opportunities between women and men continue to hamper women's ability to lift themselves from poverty and gain more options to improve their lives (Fanuel, 2001).

According to Nkachi (2011) the concept of information is very complex and difficult than ordinarily meets the eyes, it is evident in the various definition and attributes of the concept notwithstanding the fact that information is as old as man, and that it affects and is affected by all aspects of human activities. The foregoing according to Ajewole (2001), had led to the categorization of information definition into three strands. The first is the scientific and technical information (STI). Igwe (2012) describes information seeking behavior as an individual way and manner of gathering and sourcing for information for personal use, knowledge updating and development. According to the International Encyclopedia of Information and Library Science (1997) defined information seeking behavior as the complex patterns of actions and interactions which people engage in when seeing information of whatever kind and for whatever purpose.

Public procurement in Kenya is governed by the Public Procurement and Asset Disposal Act 2015, whose full title is "An Act of Parliament to give effect to Article 227 of the Constitution; to provide procedures for efficient public procurement and for assets disposal by public entities; and for connected purposes".

The main aim of public procurement is to achieve maximum value for money while ensuring fair and unbiased competition. In Kenya, public procurement rules have been amended severally to give preference to the youth, women and persons with disabilities. This has

been achieved through enactment of various laws like the public procurement and disposal (Public Procurement and Asset Disposal Act, 2015). Under these regulations, all public procuring entities are required to reserve 30% of their procurement spend for SME's. SME's or enterprises owned by the disadvantaged groups procurement proceedings are also exempted in providing tender securities.

Problem Statement

Government procurement accounts for as much as 10–15% of gross domestic product (GDP) in developed countries and over 30% of GDP in developing countries. This translates into trillions of dollars of government spending annually (International Trade Centre (ITC), 2014). According to Transparency international (2013), in Kenya special groups (women, youth and people living with disabilities) constitute of over 85% of the entire population yet they contribute to less than 10% of public procurement involvement thus this hampers economic growth and achievement of vision 2030. Special groups have cited many of their problems to included capacity building, lack of access to credit, inadequate skills, poor information and inhibitive legal regulatory framework (Brinkerhoff, 2004). This could also mean that there is a disconnect between information seeking behaviours of special groups women and youth and this hampers them to land benefit able government procurement deals.

From the existing studies, there is lacks conclusive studies in the area of information seeking behaviours for the special interest groups such as youth and women as majority of reviewed studies focuses the general procurement. This forms the research gap. It is for this research gap that this study sought to find the influence of information seeking behavior on access to preferential government procurement by special groups (youth and women) in Nairobi county Kenya.

1.2 Research Objective

- 1 To determine the influence of sources of information on access to preferential government procurement by Special Groups (Youth and Women) In Nairobi County
- 2 To assess the extent to which type of information has on preferential Government Procurement by Special Groups (Youth and Women) In Nairobi County Kenya
- 3 To establish the effect of purpose of information on preferential government procurement by special groups (youth and women) in Nairobi county Kenya.
- 4 To assess the influence of frequency of information on preferential government procurement by special groups (youth and women) in Nairobi county Kenya.

LITERATURE REVIEW

2.1 Theoretical Framework: Public Interest Theory of Regulation

Regulation in public service is aimed at the public interest which is the best possible allocation of scarce resources for individual and collective goods. In developed economies for instance in the west, the allocation of scarce resources is to a significant extent coordinated by the market mechanism. As demonstrated by Arrow (1985), allocation of resources through the market mechanism means is optimal under certain circumstances; this is because these mechanisms under certain circumstances are frequently not adhered to. In practice, the allocation of resources is not

optimal thus a demand for methods for improving the allocation arises (Bator, 1958). Government regulation is one of the methods of achieving efficiency in the allocation of resources (Shubik, 1970; Arrow, 1970). According to public interest theory, government regulation is the instrument for overcoming the disadvantages of imperfect competition, unbalanced market operation and undesirable market results.

In the first place, regulation can improve the allocation by maintaining, facilitating, or imitating market operation. According to Pejovich (1979), the exchange of goods, services and production factors in markets assumes the definition, allocation and assertion of individual property rights and freedom to contract, whose guarantee in any necessary enforcement of contract compliance can be more efficiently organized collectively than individually. The costs of market transactions are also reduced by a large extent by property and contract law.

Public interest theory was relevant to this study since it informs government procurement regulations which is one of the key variables under this study. Government regulation is one of the methods of achieving efficiency in the allocation of resources.

2.2 Conceptual Framework

According to Kasomo (2006), conceptual frameworks are structured from a set of broad ideas and theories and help a study to properly identify the problem they are looking at, identify the independent and dependent variables and frame their questions and find suitable literature. For the purpose of this research, a conceptual framework has been developed showing the relationship between the independent variables and the dependent variable. The conceptual framework shows that the independent variables have a direct causal relationship with the dependent variable

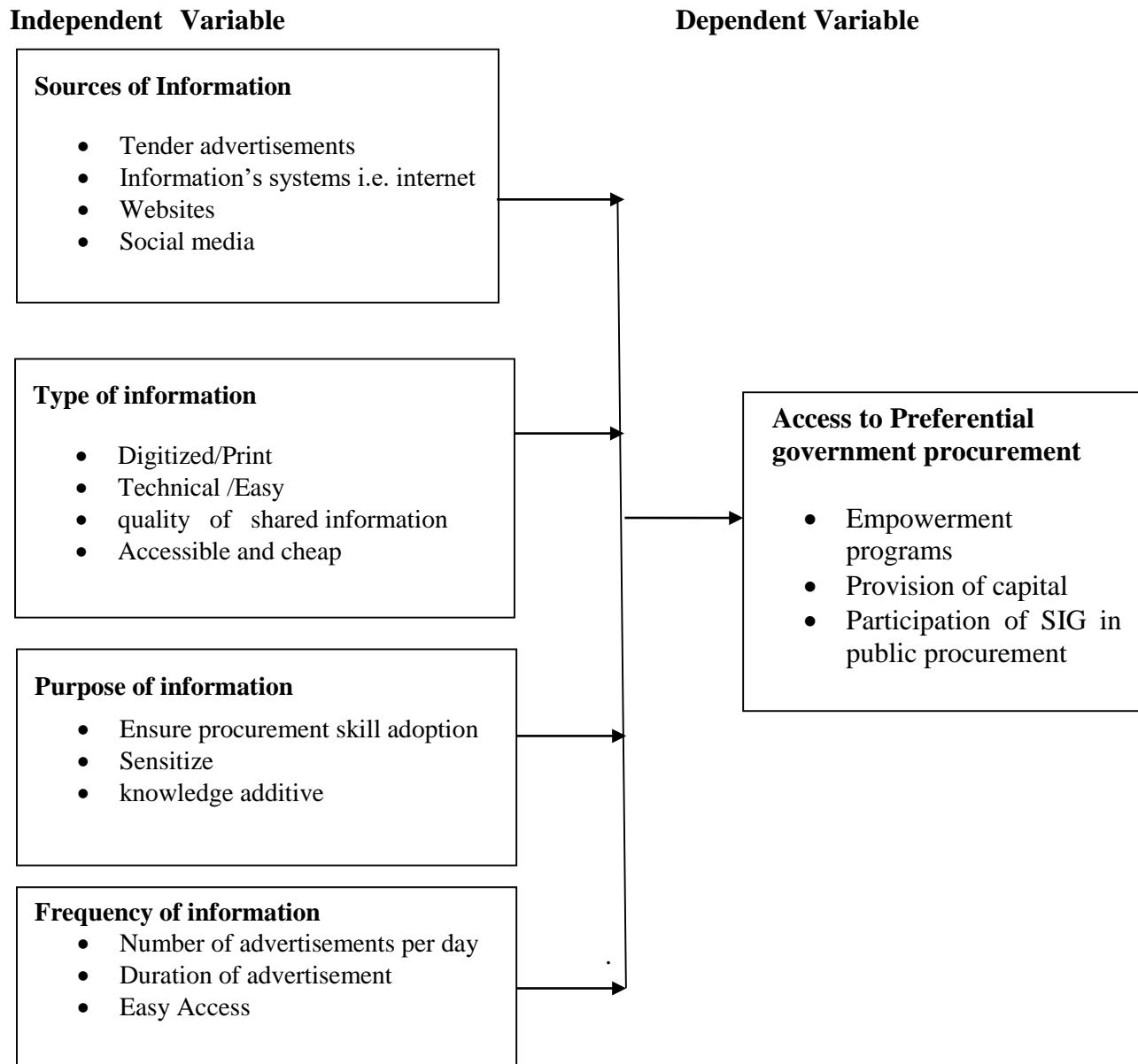


Figure 2.1 Conceptual Framework

2.3 Empirical Review

According to Matovu and Obura (2011), SMEs need to have access to adequate information to enhance productivity and to facilitate market access. The establishment of an active SMEs sector and the effective utilization of quality business information -has been identified as crucial in

attaining long-term and sustainable economic growth for developed and developing countries, alike Corps (2005).

In a study Talal (2014) to assess the systemic constraints to market access focusing on youth and the procurement process revealed that the technical capacity of the youth was a significant challenge since the 8-4-4 system of education which was designed geared towards imparting appropriate skills to enhance self-employment was ineffective. The country's training institutions were not only inadequate but also lack the essential facilities and technology to prepare students for the challenging business market

Njiraini & Moyo,(2006) argue that most MSEs rarely participate in government purchasing in Peru due to lack of information about the market and therefore forcing the government expedite the dragging reforms in order to promote information flow on public purchasing contracts to enable fair competition among suppliers. Ensuring the quality of shared information has become a critical issue of effective Supply Chain Management Cagianoa et al.,(2003), supported that internet or internet tool can facilitate information sharing and more collaboratively with their partners. Eng (2004) also said that e-marketplace provides a shared internet-based infrastructure that enables participant organizations to communicate with one another effortlessly. And Presutti (2003) proposed that in the e-design stage, buyer and seller share information in real time to build specifications that add value to the resulting product.

In most developing countries, market signals on business opportunities, customer trends, methods of organization, etc., are not communicated, effectively, to the SMEs (Ladzani 2001; Okello-Obura ... et al., 2008).The SMEs perform better in information-rich environments (Moyo, 2000 & Ladzani 2001).To achieve quality within the information rich environment, some notable challenges need to be handled head on Small and Medium Enterprises(SMEs)in Uganda face the following difficulties identified by the Commonwealth Secretariat (2010): insufficient knowledge of the formal tendering process; no feedback was made available about previous unsuccessful tenders(Obanda, 2011).

3.0 RESEARCH METHODOLOGY

This study adopted a descriptive survey design. Khan and Kahn (2005) postulated that a descriptive survey is the most appropriate design in the behavioral sciences as it seeks to find out factors associated with occurrences of certain events and conditions of behavior. The target population was composed of the more 10 000, Special Groups (Youth and Women) In Nairobi County. Nairobi county has 87 wards .Each ward had Special Groups (Youth and Women) Ranging from matatu industry, farming, business, universities chamas etc(ministry of devolution 2015). Thus the target population was all Special Groups (Youth and Women). The sample size for special groups (youth and women) was 150

The study used primary data gathered by use of a structured and semi-structured questionnaire. After getting all the data needed, the data collected was summarized and analyzed using quantitative statistics. Statistical Software for Social Scientists (SPSS) was used for processing data. Collective charts and tables were used to present the data for easy interpretation. These presentation methods were used because they were easy to understand and summarize.

4.0 RESULTS AND FINDINGS

4.1 Descriptive Statistics

This section presents the descriptive results on sources of information, type of information, purpose of information and frequency of information

4.1.1 Sources of Information

The first objective of the study was to determine the influence of sources of information has on access to preferential government procurement by Special Groups (Youth and Women) In Nairobi County. The respondents were requested to indicate on the extent at which sources of information influences preferential government procurement by Special Groups. Majority of the respondents, 45%, indicated that the source of information influences preferential government procurement by Special Groups to a moderate extent. 27% indicated to a large extent, 16% indicated to a small extent while only 12% indicated that the source of information influences preferential government procurement by Special Groups to a small extent

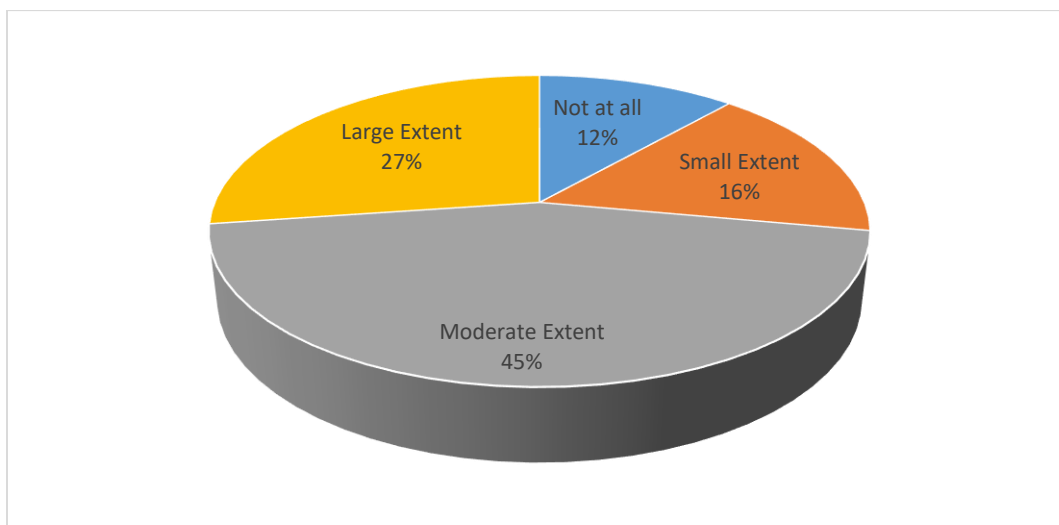


Figure 2: Extent at which sources of information influences preferential government procurement

The respondents were further asked to show the level of agreement or disagreement on the statements under sources of information. The responses were rated on a five likert scale as presented in Table 1.

Majority of 79.6%(51%+28.6%) of the respondents agreed with the statement that tender advertisements are crucial component of transparency in public procurement and tendering process, 71.4% agreed with the statement that tender advertisements are carried through print, and digital media., 66.7% of the respondents agreed that Enterprises have to optimize various information systems or technologies like the internet as procurement is being digitized, 79.6% of the respondents agreed that the procurement tools are meant to standardize and automate organizational operation

processes while 47% of the respondents agreed that The e-Procurement has emerged as an indispensable tool in automating procurement

On a five point scale, the average mean of the responses was 3.61 which mean that majority of the respondents were agreeing with most of the statements; however the answers were varied as shown by a standard deviation of 1.16.

Table 1: Descriptive Statistics of sources of information

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Dev
Tender advertisements are crucial component of transparency in public procurement and tendering process	4.1%	6.8%	9.5%	51.0%	28.6%	3.93	1.01
Tender advertisements are carried through print, and digital media.	4.1%	10.9%	13.6%	36.7%	34.7%	3.87	1.13
Enterprises have to optimize various information systems or technologies like the internet as procurement is being digitized.	11.6%	4.1%	17.7%	38.1%	28.6%	3.68	1.26
These procurement tools are meant to standardize and automate organizational operation processes.	6.8%	8.2%	5.4%	57.8%	21.8%	3.80	1.09
The e-Procurement has emerged as an indispensable tool in automating procurement	3.4%	25.2%	24.5%	36.1%	10.9%	3.26	1.06
Most public procurement systems address in one way or another issue of how to provide information support for the domestic supplier base	23.1%	11.6%	12.9%	35.4%	17.0%	3.12	1.44
Average						3.61	1.16

4.1.2 Type of Information

The second objective of the study was to determine the influence of type of information has on access to preferential government procurement by Special Groups (Youth and Women) In Nairobi County. The respondents were requested to indicate on the extent at which type of information influences preferential government procurement by Special Groups. Majority of the respondents, 45%, indicated that the source of information influences preferential government procurement by Special Groups to a large extent. 32% indicated to a moderate extent, 13% indicated to a small

extent while only 10% indicated that the type of information does not influence preferential government procurement by Special Groups

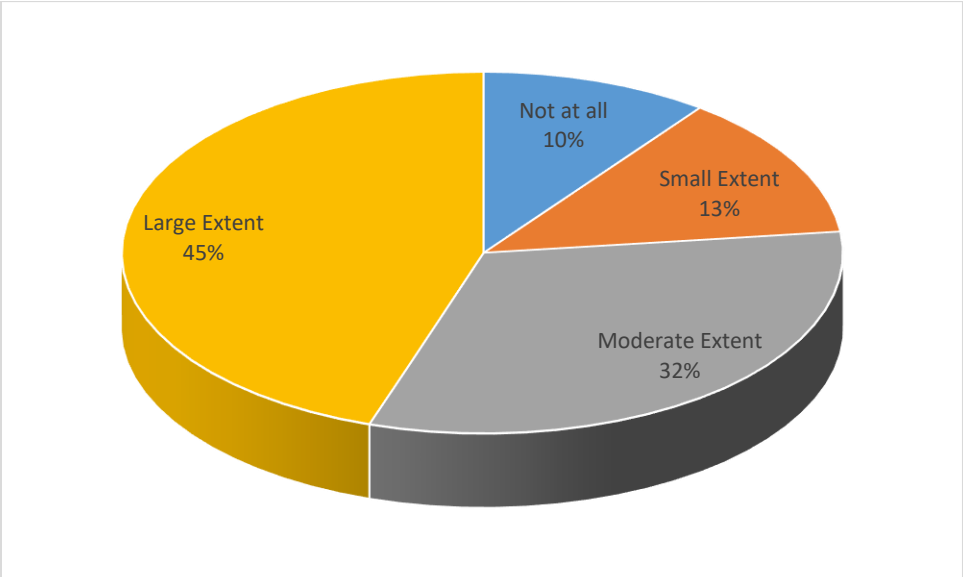


Figure 3: Extent at which type of information influences preferential government procurement

The respondents were further asked to show the level of agreement or disagreement on the statements under type of information. The responses were rated on a five likert scale as presented in Table 2.

Majority of 70%(12.2%+ 57.8%) of the respondents agreed with the statement that limited access to information is one of the major problems that (youth and women encounter, 70.8% agreed with the statement that Procurement information usually occurs in digitized form or print, 79.6% of the respondents agreed that The technicality or ease of perceiving the procurement information affects preferential procurement, 82.3% of the respondents agreed that quality of the shared information will influence access and success of preferential procurement while 36.7% of the respondents were neutral that information is critical to an effective and efficient procurement process On a five point scale, the average mean of the responses was 3.75 which mean that majority of the respondents were agreeing with most of the statements; however the answers were varied as shown by a standard deviation of 1.17.

Table 2: Descriptive Statistics of type of information

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Dev
Limited access to information is one of the major problems that (youth and women encounter	17.70%	4.10%	8.20%	12.20%	57.80%	3.88	1.555
Procurement information usually occurs in digitized form or print	4.10%	15.60%	9.50%	39.50%	31.30%	3.78	1.168
The technicality or ease of perceiving the procurement information affects preferential procurement.	4.10%	4.10%	12.20%	41.50%	38.10%	4.05	1.019
Quality of the shared information will influence access and success of preferential procurement	4.10%	5.40%	8.20%	41.50%	40.80%	4.1	1.036
Information is critical to an effective and efficient procurement process	6.10%	31.30%	36.70%	14.30%	11.60%	2.94	1.08
Average						3.75	1.17

4.3.3 Purpose of Information

The third objective of the study was to determine the influence of purpose of information has on access to preferential government procurement by Special Groups (Youth and Women) In Nairobi County. The respondents were requested to indicate on the extent at which purpose of information influences preferential government procurement by Special Groups. Majority of the respondents, 34%, indicated that the source of information influences preferential government procurement by Special Groups to a small extent. 28% indicated to a large extent, 27% indicated to a moderate

extent while only 11% indicated that the purpose of information does not influence preferential government procurement by Special Groups

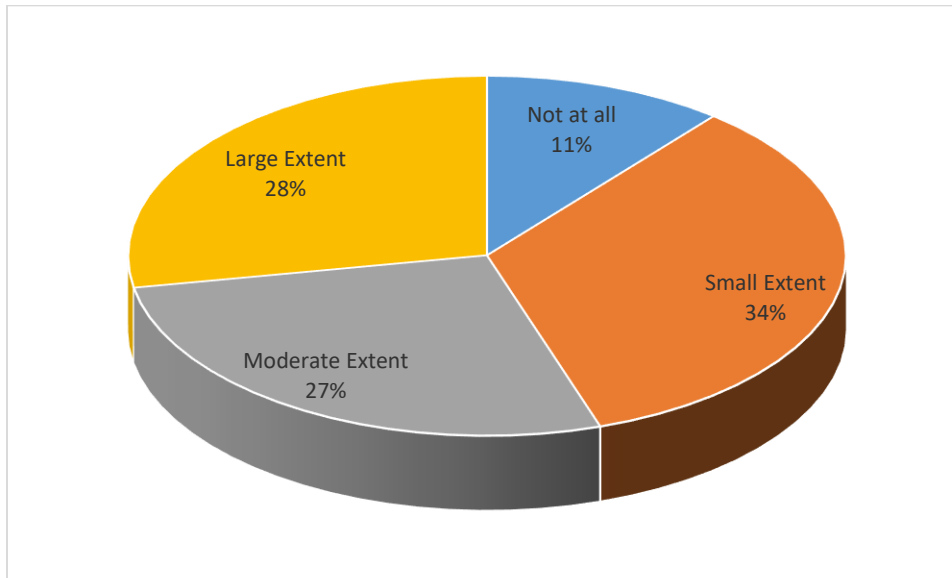


Figure 4: Extent at which purpose of information influences preferential government procurement

The respondents were further asked to show the level of agreement or disagreement on the statements under purpose of information. The responses were rated on a five likert scale as presented in Table 3.

Majority of 70.7% (29.9% + 40.8%) of the respondents agreed with the statement that timely credible information will lead to success in access to tender, 70.1% agreed with the statement that the special groups must be aware of the limitations of not getting the right information., 72.1% of the respondents agreed that most special groups do not access contracts because the information was not purposeful, 46,9% of the respondents were neutral that ensuring easy access to all relevant information on business opportunities in public procurement is of key importance for special groups while 57.1% of the respondents agreed that the management of the special groups is actively involved in getting purposeful information concerning all procurement activities.

On a five point scale, the average mean of the responses was 3.6 which mean that majority of the respondents were agreeing with most of the statements; however the answers were varied as shown by a standard deviation of 1.2.

Table 3: Descriptive Statistics of purpose of information

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Dev
Timely credible information will lead to success in access to tender	6.8%	18.4%	4.1%	29.9%	40.8%	3.8	1.3
The special groups must be aware of the limitations of not getting the right information.	10.9%	10.9%	8.2%	20.4%	49.7%	3.9	1.4
Most special groups do not access contracts because the information was not purposeful	7.5%	4.1%	16.3%	34.0%	38.1%	3.9	1.2
Ensuring easy access to all relevant information on business opportunities in public procurement is of key importance for special groups	6.8%	8.2%	46.9%	37.4%	0.7%	3.2	0.9
The management of the special groups is actively involved in getting purposeful information concerning all procurement activities	4.8%	18.4%	19.7%	38.1%	19.0%	3.5	1.1
Average						3.6	1.2

4.1.4 Frequency of Information

The fourth objective of the study was to determine the influence of frequency of information on access to preferential government procurement by Special Groups (Youth and Women) in Nairobi County. The respondents were requested to indicate on the extent at which the frequency of information influences preferential government procurement by Special Groups. Majority of the respondents, 46.3%, indicated that the frequency of information influences preferential government procurement by Special Groups to a moderate extent. 34% indicated to a large extent, 10.9% indicated to a small extent while only 8.8% indicated that the frequency of information does not influence preferential government procurement by Special Groups.

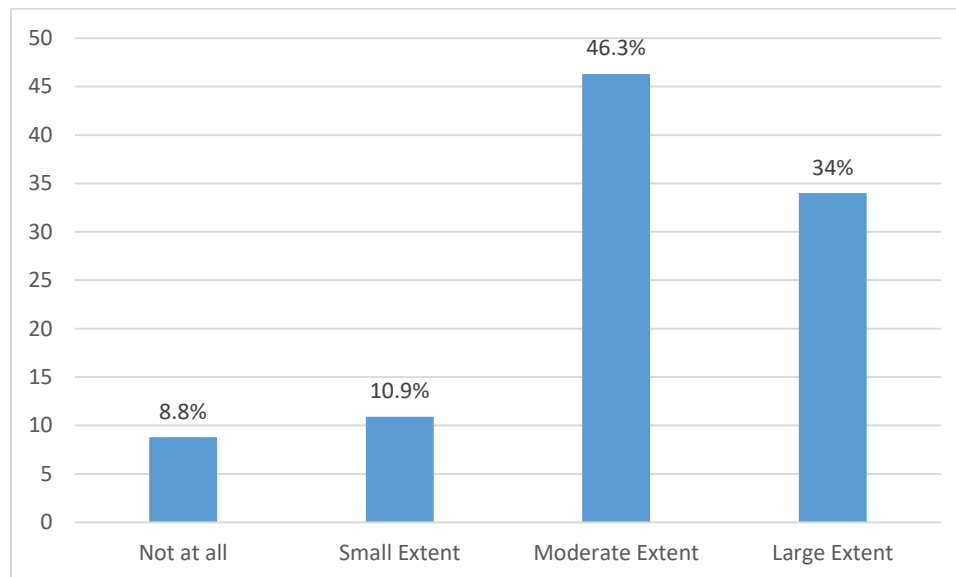


Figure 5: Extent at which frequency of information influences preferential government procurement

The respondents were further asked to show the level of agreement or disagreement on the statements under frequency of information. The responses were rated on a five likert scale as presented in Table 4.

Majority of 81% (34.7% + 46.3%) of the respondents agreed with the statement that as the internet becomes increasingly influential in the country procurement environment special groups must embrace it, 70.1% agreed with the statement that the Relevant information on business opportunities in public procurement is of key importance for special groups and this is shown by increased media frequency, 67.3% of the respondents agreed that special groups should make a point of checking the internet government database as information frequency on contracts differ, 68.8% of the respondents agreed that there are other alternatives as opposed to only media on information frequency while 54.4% of the respondents agreed that sometimes procurement information is not consistent

On a five point scale, the average mean of the responses was 3.8 which mean that majority of the respondents were agreeing with most of the statements; however the answers were varied as shown by a standard deviation of 1.1.

Table 4: Descriptive Statistics of frequency of information

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Dev
As the internet becomes increasingly influential in the country procurement environment special groups must embrace it.	4.1%	4.1%	10.9%	34.7%	46.3%	4.2	1.0
The Relevant information on business opportunities in public procurement is of key importance for special groups and this is shown by increased media frequency.	4.1%	9.5%	16.3%	42.9%	27.2%	3.8	1.1
Special groups should make a point of checking the internet government database as information frequency on contracts differ.	4.1%	10.9%	17.7%	27.2%	40.1%	3.9	1.2
There are other alternatives as opposed to only media on information frequency.	8.2%	10.9%	12.2%	32.7%	36.1%	3.8	1.3
Sometimes procurement information is not consistent	7.5%	13.6%	24.5%	33.3%	21.1%	3.5	1.2
Average						3.8	1.1

4.1.5 Preferential Government Procurement

Lastly, the respondents were requested to rate the level of Preferential Government Procurement by Special Groups (Youth and Women). Majority of the respondents, 40.8%, rated it average, 23.1% rated it good, 16.3% rated it very good, 11.6% rated it excellent while 8.2% rated it poor.

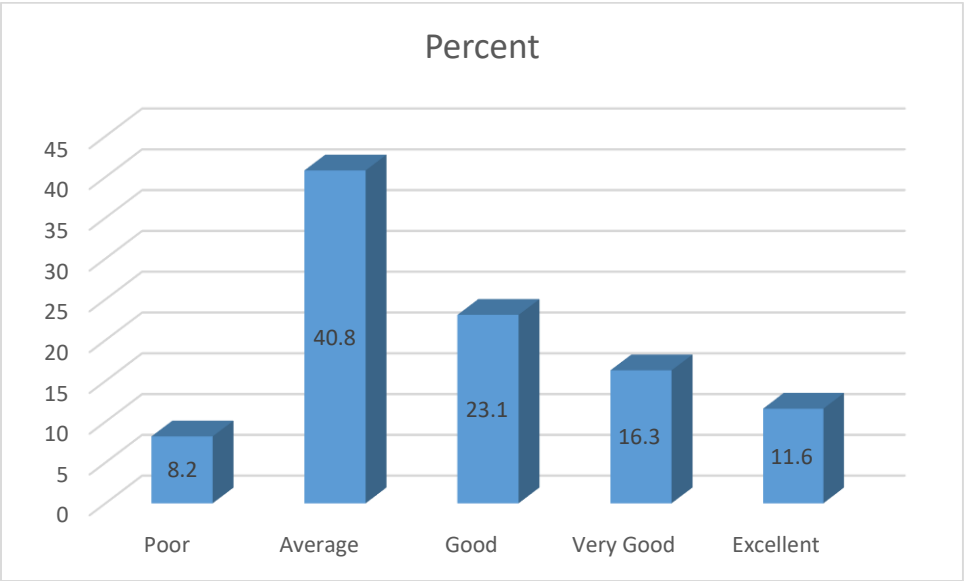


Figure 6: Rate of level of Preferential Government Procurement by Special Groups

The respondents were further asked to show the level of agreement or disagreement on the statements under Preferential Government Procurement. The responses were rated on a five likert scale as presented in Table 5.

Majority of 60.6% (28.6% + 32%) of the respondents agreed with the statement that empowerment programs organized at the national and international level are increasingly targeting youth and women, 56.5% agreed with the statement that Special Groups (Youth and Women are more likely to be overlooked by government programs, less likely to receive skills, training and therefore at greater risk of being unemployed and having no source of livelihood, 51% of the respondents agreed that despite the various efforts put by the Kenyan Government to encourage youth participation in public procurement, very few youth-owned enterprises have been able to access public procurement opportunities, 65.3% of the respondents agreed that research shows that, regardless of inequalities that persist in the way paid and unpaid work is divided between women and men, women remain the sole caregivers despite limited access to procurement activities. 42.8% disagreed that government’s procurements have sought to reduce the ever-increasing unemployment levels by offering to assist young people and the disadvantaged with startup capital while 39.5% of the respondents agreed that participation of Special Interest Groups in Public procurement is an important function of any government for several reasons notably poverty alleviation.

On a five point scale, the average mean of the responses was 3.3 which mean that majority of the respondents were agreeing with most of the statements; however the answers were varied as shown by a standard deviation of 1.2.

Table 5: Descriptive Statistics of Preferential Government Procurement

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Dev.
Empowerment programs organized at the national and international level are increasingly targeting youth and women	10.9%	17.0%	11.6%	28.6%	32.0%	3.5	1.4
Special Groups (Youth and Women are more likely to be overlooked by government programs, less likely to receive skills, training and therefore at greater risk of being unemployed and having no source of livelihood	6.1%	22.4%	15.0%	27.2%	29.3%	3.5	1.3
Despite the various efforts put by the Kenyan Government to encourage youth participation in public procurement, very few youth-owned enterprises have been able to access public procurement opportunities .	9.5%	22.4%	17.0%	27.9%	23.1%	3.3	1.3
Research shows that, regardless of inequalities that persist in the way paid and unpaid work is divided between women and men, women remain the sole caregivers despite limited access to procurement activities.	4.1%	14.3%	16.3%	53.7%	11.6%	3.5	1.0
Government's procurements have sought to reduce the ever-increasing unemployment levels by offering to assist young people and the disadvantaged with startup capital	20.4%	22.4%	40.8%	8.8%	7.5%	2.6	1.1
Participation of Special Interest Groups in Public procurement is an important function of any government for several reasons notably poverty alleviation.	6.8%	22.4%	31.3%	21.1%	18.4%	3.2	1.2
Average						3.3	1.2

4.2 Inferential Statistics

Inferential analysis was conducted to generate correlation results, model of fitness, and analysis of the variance and regression coefficients.

4.2.1 Correlation Analysis

Table 6 below presents the results of the correlation analysis. The results revealed that source of information and Preferential Government Procurement are positively and significant associated ($r=0.374$, $p=0.000$). The table further indicated that type of information and Preferential Government Procurement are positively and significantly related ($r=0.333$, $p=0.000$). It was further established that purpose of information and Preferential Government Procurement were positively and

significantly related ($r=0.299$, $p=0.000$). Similarly, results showed that frequency of information and Preferential Government Procurement were positively and significantly associated ($r=0.302$, $p=0.000$).

This finding is consistent with that of Matovu and Obura (2011), who argued that organizations need to have access to adequate information to enhance productivity and to facilitate market access. The establishment of an active SMEs sector and the effective utilization of quality business information -has been identified as crucial in attaining long-term and sustainable economic growth for developed and developing countries, alike Corps (2005). It is also consistent with that of Strong, Lee and Wang (1997) who argued that poor information quality can create chaos. Unless its root cause is diagnosed, efforts to address it can be worthless. According to Ladzani (2001), the priority ranking of the SMEs needs, clearly puts information provision at the top of the list of services to be provided. The SMEs development is hampered by an “information-poor” environment (Matovu & Obura, 2011).

Table 6: Correlation Matrix

		Preferential Government Procurement	source informat ion	type informa tion	purpose informati on	Frequency of information
Preferential Government Procurement	Pearson Correlation	1.000				
	Sig. (2-tailed)					
source information	Pearson Correlation	.374**	1.000			
	Sig. (2-tailed)	0.000				
type information	Pearson Correlation	.333**	0.110	1.000		
	Sig. (2-tailed)	0.000	0.183			
purpose information	Pearson Correlation	.299**	.292**	0.066	1.000	
	Sig. (2-tailed)	0.000	0.000	0.427		
Frequency of information	Pearson Correlation	.302**	0.054	0.059	.217**	1.000
	Sig. (2-tailed)	0.000	0.514	0.479	0.008	

** Correlation is significant at the 0.01 level (2-tailed).

4.2.2 Regression Analysis

The results presented in table 7 present the fitness of model used of the regression model in explaining the study phenomena. Sources of information, type of information, purpose of

information and frequency of information were found to be satisfactory variables in explaining Preferential Government Procurement. This is supported by coefficient of determination also known as the R square of 31.6%. This means that Preferential Government Procurement explain 31.6% of the variations in the dependent variable which is Preferential Government Procurement. This results further means that the model applied to link the relationship of the variables was satisfactory.

Table 7: Model Fitness

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.562 ^a	.316	.296	.4238541

a. Predictors: (Constant), Mean_frequency_information, Mean_source_information, Mean_type_information, Mean_purpose_information

In statistics significance testing the p-value indicates the level of relation of the independent variable to the dependent variable. If the significance number found is less than the critical value also known as the probability value (p) which is statistically set at 0.05, then the conclusion would be that the model is significant in explaining the relationship; else the model would be regarded as non-significant.

Table 8 provides the results on the analysis of the variance (ANOVA). The results indicate that the overall model was statistically significant. Further, the results imply that the independent variables are good predictors of Preferential Government Procurement. This was supported by an F statistic of 16.381 and the reported p value (0.000) which was less than the conventional probability of 0.05 significance level.

Table 8: Analysis of Variance

	Sum of Squares	df	Mean Square	F	Sig.
Regression	11.771	4	2.943	16.381	.000
Residual	25.511	142	0.18		
Total	37.282	146			

Regression of coefficients results in table 9 that source of information and Preferential Government Procurement are positively and significant related ($r=0.196$, $p=0.000$). The table further indicated that type of information and Preferential Government Procurement are positively and significantly related ($r=0.191$, $p=0.000$). It was further established that purpose of information and Preferential Government Procurement were positively and significantly related ($r=0.099$, $p=0.005$). Similarly, results showed that frequency of information and Preferential Government Procurement were positively and significantly related ($r=0.165$, $p=0.001$).

Table 9: Regression of Coefficients

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.983	0.289		3.404	0.001
source of information	0.196	0.050	0.288	3.954	0.000
Type information	0.191	0.048	0.278	3.969	0.000
purpose information	0.099	0.051	0.145	1.961	0.005
Frequency of information	0.165	0.049	0.238	3.350	0.001

The optimal model is;

$$Y = 0.983 + 0.196X_1 + 0.191X_2 + 0.099X_3 + 0.165X_4$$

Where:

Y = Preferential Government Procurement by Special Groups (Youth and Women)

X₁ = Sources of Information

X₂ = Type of Information

X₃ = Purpose of Information

X₄ = Frequency of Information

5.0 CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Based on the findings above, the study concluded that Sources of information, type of information, purpose of information and frequency of information have a positive and significant effect on access to preferential government procurement by Special Groups (Youth and Women) In Nairobi County.

The study also concluded that most of the youth and women group rarely participate in government purchasing due to lack of information about the market. The Youth have the potential to accelerate productivity growth, but left idle, can represent a risk to social stability and in the longer term a risk to development of the nation's economy.

Lastly, the study concluded that improved information techniques mostly through the internet for buying goods and services using modern quality standards and business practices in the government can help improve the efficiency of special group's suppliers as they compete for government contracts with big players. Such improvements in information access can enhance trade prospects by making these suppliers, women and youth more acceptable vendors to global business partners

5.2 Recommendations

5.2.1 Sources of Information

The study recommends that PPOA should roll out youth and women based training for all members of staff dealing with any procurement matters. The training should focus on formal tools and methods of procurement friendly to youth and women participation.

5.2.2 Type of Information

The government should ensure the quality of shared information on public procedures since has become a critical issue of effective Supply Chain supported Internet or internet tool can facilitate information sharing and more collaboratively with their partners. E-marketplace provides a shared internet based infrastructure that enables participant organizations to communicate with one another effortlessly.

5.2.3 Purpose of Information

The business skills training manual and syllabus should be provided to the trainees before registration for the training to ensure that the target groups register for a training they need. The implementation of access to government procurement opportunities programme should be enhanced in the digital platforms like social media to ensure that more youth owned enterprises are brought on board. The regulations put in place concerning the complaints system structure for special groups such as the youth, women and PWDs should be revised to enhance adequacy.

5.2.4 Frequency of Information

It is recommended that there is need to offer the youth and women technical skills and capacity to participate in bidding frequently. This can remote the barriers that a significantly hinder them since number of youths are barred from bidding owing to the lack of pertinent technical experience for works and services contracts to access the youth access to government procurement opportunities.

5.3 Areas for Further Studies

The study sought to find the influence of information seeking behavior on access to preferential government procurement by special groups (youth and women). This called for the analysis of in Nairobi County only, thus area for further studies could consider the same study to be carried out but in different counties like Mombasa County or Kisumu County for purpose of making a comparison of the findings with those of the current study.

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