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**WOMEN EMPOWERMENT THROUGH ENTERPRISE DEVELOPMENT:
DETERMINANTS OF GROWTH FOR WOMEN OWNED SMALL TO MEDIUM
ENTERPRISES IN NAIROBI COUNTY, KENYA**

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WOMEN EMPOWERMENT THROUGH ENTERPRISE DEVELOPMENT: DETERMINANTS OF GROWTH FOR WOMEN OWNED SMALL TO MEDIUM ENTERPRISES IN NAIROBI COUNTY, KENYA

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Abstract

Purpose: The purpose of this study was to establish the determinants of growth for women owned SMEs in Nairobi County in Kenya.

Methodology: The population of the study was 100 exhibitions which were spread across five zones in Nairobi County. The target population was 500 small businesses. Stratified random sampling technique was used to determine the sample size. A sample size of 100 SMEs was used. This study used primary data which was collected through use of a questionnaire. Descriptive analysis was employed; which included; mean frequencies and percentages. Inferential statistics such as correlation and regression analysis were used. The analysis was done using MS-EXCEL and Statistical Package for Social Sciences (SPSS) Version 17. The analyzed data was presented in frequency and percentage tables or pie charts.

Results: The study results revealed that there was a positive and significant relationship between education and training and SME's growth, there was negative and significant relationship between access to productive resources and SME's growth, there was negative and significant relationship between competitive environment and SME's growth and that there was a positive relationship between gender specific factors and SME's growth. The results also revealed that there was a positive relationship between SME's growth and women empowerment.

Unique contribution to theory, practice and policy: The study recommended that the Government of Kenya (GOK), responsible authorities and the society at large should work hand in hand with women owners/managers of SME's to aid them in terms of education and skills, finance and competitive environment in order to empower them.

Keywords: Education and training, business related courses, productive resources, competitive environment, gender specific factors, SMEs growth, women owned SMEs.

1.1 BACKGROUND OF THE STUDY

The world over, SMEs are recognized as one of the most important sources of employment, wealth creation and poverty reduction, as well as promotion of more pluralistic and vibrant societies (World Bank, 2002). SMEs are the main source of economic growth in developed and developing countries alike (Stella, 2011). Kabeer (2001) sees women's empowerment as a process through which women gain the ability to take ownership and control

of their lives. Key elements here are the expansion of choices and the ability to make strategic life choices (Kabeer, 2001 cited in DAW, 2001). Although the process of empowerment depends on women themselves involving consciousness raising, participation, and organizing themselves, it can also be facilitated through education, capacity building, training and other measures. Change has to happen in the structures and legal frameworks (family laws, property rights, etc) in order to make the self-transformation process of empowerment sustainable (Kabeer, 2001; World Bank, 2001). Within the developed and developing countries of the world, it is now generally accepted by policy-makers at local, regional and national level, that small and medium sized enterprises (SMEs) are becoming increasingly important in terms of employment, wealth creation and the development of innovation (Nieman, Hough, & Nieuwenhuizen, 2003). The growth of small and medium enterprises (SMEs) is major driver of the economy because SMEs contribute to employment growth at a higher rate than larger firms (UNECA, 2005).

1.2 Statement of the Problem

The informal economy is an important source of employment and income for women in Africa and elsewhere. In sub-Sahara Africa 84 percent of women are informally employed, as compared to 63 percent of men (Hope, 2008). In fact, sub-Sahara Africa has the highest share of women employed informally, compared to the rest of the developing countries and North Africa, each having 60 and 43 percent respectively (Ruhode, 2011).

Working informally provides women and their families the much-needed income to stay on the verge of poverty. In Ghana, for example three-fourth of the households depends on women's small and micro income generating activities for their survival for more than half of the time. Similarly, many households, in particular poor households depend on women's informal livelihoods for much of their income. Women's informal employment in both agricultural and non-agricultural sectors contributes to the national economy. For example, in Ghana, women contribute up to 46 percent of the agricultural GDP. Similarly in Benin, Chad, Mali and Kenya women's informal work makes strong contribution to GDP, reaching above 50 percent (Beneria, cited in DAI, 2005).

Studies have shown that women have higher labor burden (time poor) as opposed to men. Family and community responsibilities take a lot of women's time that could be applied for improving their income generating efforts. In Kenya, equal rights of women and their equal participation in the social, cultural, economic and political life have remained elusive. As such, they are still the main victims of poverty, social prejudice, lack of access to health services and education. Women entrepreneurial growth is generally inadequate and with numerous constraints and challenges, which have to do with culture, religion and entrepreneurial behaviors such as lack of innovativeness, ability and willingness to take calculated risks, determination, total involvement, insight, and lack of economic independence (Kenya Economic Survey, 2011). It is with the realization of this that this study sought to determine factors that can best be used to improve and empower women through SMEs growth.

1.3 Objective of the Study

The objective of this study was to establish the determinants of growth for women owned SMEs in Nairobi County in Kenya.

1.0 LITERATURE REVIEW

2.1 Theoretical Review

2.1.1 Human Capital Theory

Human Capital theory was proposed by Schultz (1961) and developed extensively by Becker (1964). Schultz (1961) in an article entitled “Investment in Human Capital” introduces his theory of Human Capital. Schultz argues that both knowledge and skill are a form of capital, and that this capital is a product of deliberate enterprise growth. The concept of human capital implies an investment in people through education and training. Schultz compares the acquisition of knowledge and skills to acquiring the means of production. The difference in earnings between people relates to the differences in access to education and health. Schultz argues that investment in education and training leads to an increase in human productivity, which in turn leads to a positive rate of return and hence of growth of businesses.

This theory emphasizes the value addition that people contribute to an organization. It regards people as assets and stresses that investments by organizations in people will generate worthwhile returns. The theory is associated with the resource based view of strategy developed by Barney 1991, the theory proposes that sustainable competitive advantage is attained when the firm as a human resource pool that cannot be imitated or substituted by its rival. For the employer investments in training and developing people is a means of attracting and retaining people. These returns are expected to be improvements in performance, productivity, flexibility and the capacity to innovate that should results from enlarging the skills base and increasing levels of knowledge and competence. Schuler (2000) suggests that the general message in persuasive skills, knowledge and competences are key factors in determining whether organizations and firms will prosper. According to Hessels and Terjesen (2008), entrepreneurial human capital refers to an individual’s knowledge, skills and experiences related to entrepreneurial activity. Entrepreneurial human capital is important to entrepreneurial development.

Previous empirical research have emphasized that human capital is one of the key factor in explaining enterprise growth. Brüderl (1992) argues that greater entrepreneurial human capital enhances the productivity of the founder which results in higher profits and, therefore, lower probability of early exit. Moreover highly educated entrepreneurs may also leverage their knowledge and the social contacts generated through the education system to acquire resources required to create their venture (Shane, 2003).

In addition to education, specific human capital attributes of entrepreneurs, such as capabilities that they can directly apply to the job in the firm, may be of special relevance in explaining enterprise growth (Colombo & Grilli, 2005). The specific human capital can be attained through precise trainings and previous experience. More focused business training can provide

entrepreneur with a specific knowledge, compared to a formal education. This kind of specific human capital also includes knowledge of how to manage a firm, that is, entrepreneur-specific human capital (Collombo & Grilli, 2005). In particular, entrepreneurs with great industry-specific and entrepreneur-specific human capital are in an ideal position to seize neglected business opportunities and to take effective strategic decisions that are crucial for the success of the new firm (Collombo & Grilli, 2005). The human capital theory is important in guiding the decision maker in such a case.

2.2 Empirical Review

Carter (2002) suggest that in comparison with men, when women enter self-employment they do so with fewer financial assets, less experience in management and are under resourced in terms of their human and social capital. Moreover, relatively few studies have focused on solutions that could address these barriers such as provision of training and education. There is an urgent need to examine the training need of women entrepreneurs. Beck and Demigurc-Kunt (2006) noted that financial and institutional development helps alleviate SMEs' growth constraints and increase their access to external finance and thus levels the playing field between firms of different sizes. Specific financing tools such as leasing and factoring can be useful in facilitating greater access to finance even in the absence of well-developed institutions, as can systems of credit information sharing and a more competitive banking structure.

The business environment is highly turbulent characterized by external factors (political/legal, economic/demographic, socio-cultural, technological and globalization) as well as internal business factors (management expertise, resources, individual characteristics). In the dynamism and turbulence, small businesses are affected more than the large organizations because the response to environmental changes is different in small businesses than in large companies (Harris & Holden, 2001), which may exit from one business area and have resources and strategic choices not available to small business enterprises.

Challenges to women entrepreneurs cover a wide spectrum, including level of education, inter-role conflicts emanating from greater parenting responsibilities, a dearth of financial assistance and socio-cultural constraints (Ghosh & Cheruvalath, 2007:150). Although men and women both experience personal problems, women record more difficulties. This is especially true with regard to a lack of self-confidence and not being taken seriously by providers of funds when applying for funds (Biggs, Tyler and Shah, 2005). It is widely acknowledged that African women have access to fewer resources than men. For example, relative to men, they tend to have lower access to land, credit facilities, education and training facilities (Kevane, 2004).

The informal economy is an important source of employment and income for women in Africa and elsewhere. In sub-Saharan Africa 84 percent of women are informally employed, as compared to 63 percent of men. In fact, sub-Saharan Africa has the highest share of women employed informally, compared to the rest of the developing countries and North Africa, each having 60 and 43 percent respectively. Working informally provides women and their families the much-needed income to stay on the verge of poverty. In Ghana, for example three-fourth of the households depends on women's small and micro income generating activities for their survival for more than

half of the time. Similarly, many households, in particular poor households depend on women's informal livelihoods for much of their income. It is estimated that most micro and small enterprises are part of the informal economy. Working informally provides women and their families the much-needed income to stay on the verge of poverty. In Ghana, for example three-fourth of the households depends on women's small and micro income generating activities for their survival for more than half of the time (SME World, 2013).

3.0 RESEARCH METHODOLOGY

The research design employed was explanatory study design. The population of the study was 100 exhibitions which were spread across five zones in Nairobi County. The target population was 500 small businesses. Stratified random sampling technique was used to determine the sample size. A sample size of 100 SMEs was used. This study used primary data which was collected through use of a questionnaire. Descriptive analysis was employed; which included; mean frequencies and percentages. Inferential statistics such as correlation and regression analysis were used. The analysis was done using MS-EXCEL and Statistical Package for Social Sciences (SPSS) Version 17. The analyzed data was presented in frequency and percentage tables or pie charts.

4.0 RESULTS AND DISCUSSIONS

4.1 Response Rate

The initial target population for the study was 100 (hundred) respondents. 100 questionnaires were randomly distributed to selected women owners/managers of SME's in the selected five wards within Nairobi. A research assistant was deployed to circulate and follow up on the questionnaires.

Table 1: Response Rate

Response	Frequency	percent
Returned	70	70%
Unreturned	30	30%
Total	100	100%

Source: Research Data (2014)

Out of the 100 self-administered questionnaires, 70 questionnaires were duly completed and returned. This converts to a response rate of 70 % as shown on Table 1. According to Mugenda and Mugenda (2003) and also Kothari (2004) a response rate of 50% is adequate for a descriptive study. Babbie (2004) also asserted that return rates of 50% are acceptable to analyze and publish, 60% is good and 70% is very good. Based on these assertions from renowned scholars 70% response rate is adequate for the study.

4.2 Demographic Characteristics

The final information gathered regarding the characteristics of the respondents was about; Number of years the business has been in existence, highest level of education and type of ownership of the business.

4.2.1 Years of Business Existence

Results on the years the business has been in existence are shown in figure 1.

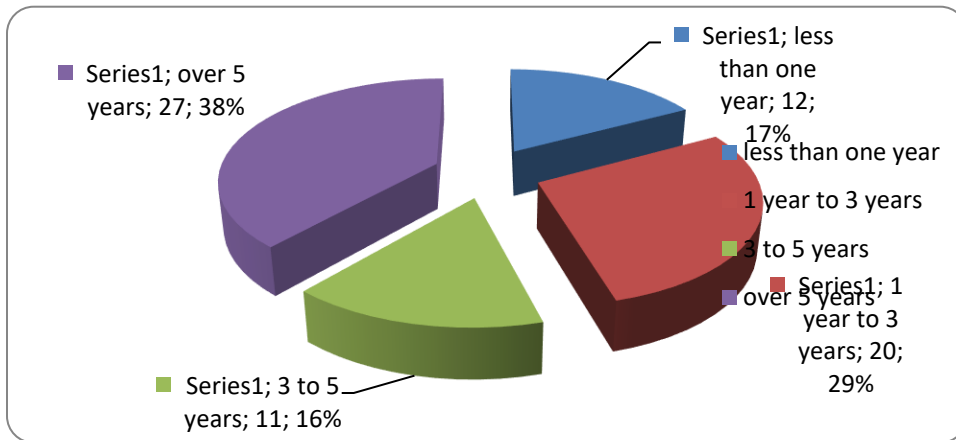


Figure 1: Number of years the business has been in existence

Responses show that 38% of the respondents indicated their business had been in existence for over five years, 29% indicated the business has been in existence for a period of between one to three years, 17% indicated their business had been in existence for less than one year. Sixteen percent (16%) had been in existence for between 3 to 5 years. Cumulatively a majority (46%) of the SME's have been in existence for between 1 and 3 years. These findings could be interpreted to mean that the growth of SME's is slow.

4.2.2 Level of Education

Figure 2 displays the results on the level of education of respondents.

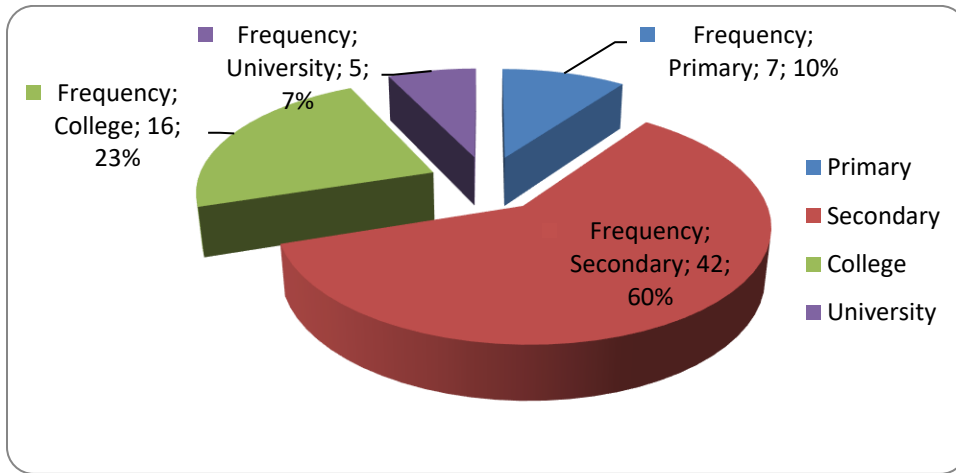


Figure 2: Level of Education

Majority (60%) indicated that they had attained college level education, 23% percent had attained secondary level education, 13% had attained university level education and the least (10%) indicated they had attained primary level education. These results imply low education and knowledge of business.

4.2.3 Type of Ownership of the Business

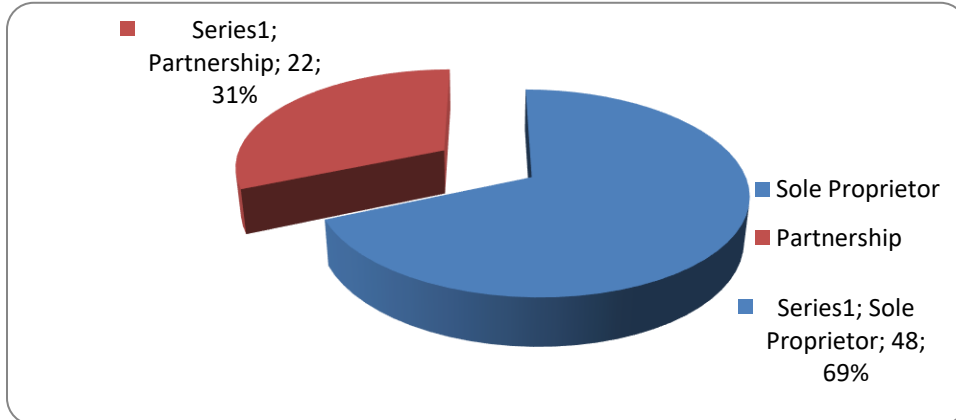


Figure 3: Type of Ownership of the Business

Findings in figure 3 show that in regards to types of ownership of business, 69% of the respondents who were the majority indicated that they were sole proprietors and the lesser group (31%) indicated that they were running a partnership business. These findings could be interpreted to mean most owners venture into sole proprietorship so as to avoid the compliance procedures of VAT and the PAYE initiative.

4.3 Education and Training on Empowerment

This section presents the descriptive results for education and training on empowerment

The descriptive results are displayed in Table 2. In relation to whether the respondents were trained on accounting and bookkeeping skills majority (83%) disagreed with the statement while 18% agreed that they had received the training. On whether they had been trained on tax planning skills 86% disagreed to this while 15% agreed they had received. Looking at responses on if the respondents were trained on business planning skills 71% said they had not been trained while the lesser majority (28%) indicated they had received this training. As regards training on inventory management skills majority (71%) said they had not while (29%) agreed they had received the training. Responses in relation to whether they have been trained on how to develop creativity innovative skills 74% said they had not while (26%) agreed they had received the training. In regards to whether the respondents had been trained on how to develop business formation skills majority (70%) said they had not while 30% said they had receive the training. . On whether the respondents had received training on enterprise organization skills 70% of the respondents disagreed while 30% indicated that they had received the training. In regards to training on how to develop risk taking skills 70% said they had not received the training while 30% indicated that they had received the training. Responses on whether the respondents had received training on how to conduct proper employee recruitments 72% indicated they had not while 28% indicated they had received the training. On training on how to prepare compensation plans 74% indicated they had not while 26% indicated they had received this kind of training. In regards to training on how to conduct proper employee appraisal 71% of the respondents disagreed with the statement whilst 29% agreed with the statement. From these findings it is evident that women owners/managers of SME's in Nairobi have limited or non-formal business management training.

Table 2: Education and Training on Empowerment

	strongly disagree	Disagree	Neutral	Agree	strongly agree	Mean
trained on accounting and bookkeeping skills	34%	49%	0%	9%	9%	2.09
trained on tax planning skills	47%	39%	0%	6%	9%	1.9
trained on business planning skills	33%	41%	0%	18%	10%	2.29
trained on inventory management skills	44%	27%	0%	8%	21%	2.34
trained on how to develop creativity innovative skills	24%	50%	0%	13%	13%	2.4
trained on how to develop business formation skills	27%	41%	0%	11%	20%	2.56
trained on enterprise organization skills	33%	37%	0%	7%	23%	2.5
trained on how to develop risk taking skills	47%	37%	0%	7%	9%	1.93
trained on how to conduct proper employee recruitments	39%	36%	0%	16%	10%	2.23
trained on how to prepare compensation plans	36%	39%	0%	16%	10%	2.26
trained on how to conduct proper employee appraisal	26%	46%	0%	10%	19%	2.5
Average Mean						2.3

4.4 Access to Productive Resources

This section presents the descriptive results access to productive resources on empowerment.

Table 3: Access to Productive Resources on Empowerment

	strongly disagree	Disagree	Neutral	Agree	strongly agree	Mean
Lack of loan collateral leads to low credit access for women from financial institutions.	1%	3%	0%	43%	53%	4.43
adequate sum savings hinders access to finance financial institutions	1%	9%	3%	39%	49%	4.24
I am always willing to approach a bank for financing	21%	61%	1%	6%	10%	2.21
I find bank procedures for credit application to be simple an flexible	30%	23%	0%	23%	24%	3.11
My application for finance rarely gets rejected	46%	26%	0%	16%	13%	2.24
I always awarded a bank loan which is adequate for my business requirements	71%	19%	0%	4%	6%	1.54
I have a good perception of banks as a good source of finance for my business venture	50%	30%	0%	7%	13%	2.03
I always have enough income to maintain sufficient savings with a bank or savings and credit cooperation	29%	57%	0%	10%	4%	2.04
I have easy access to insurance products and services that are relevant to my business needs	46%	46%	0%	7%	1%	1.73
It is easy access to property or land which I can use to access finance, for example, as collateral for a bank loan	33%	51%	0%	6%	10%	2.09
Average Mean						2.6

The descriptive results are displayed in Table 3. On the question of whether lack of loan collateral leads to low credit access for women from financial institutions majority (96%) agreed with this statement while 4% disagreed with the statement. In relation to whether adequate sum savings hinders access to finance financial institutions 88% agree with this statement while 8% disagreed

with this statement. A further 3% were neutral to this statement. In response to the willingness by the respondents to approach a bank for financing majority (82%) indicated they were not willing, 16% indicated they were willing while 1 % was neutral. Asked if they find bank procedures for credit application to be simple and flexible majority (53%) disagreed with the statement while 47% agreed with the statement. Relating to whether their applications for finance are rarely rejected 52% disagreed with the statement while 29% agreed that their applications are rarely rejected. On if they are awarded a bank loan which is adequate for my business requirements, 90% disagreed with this statement while 10% agreed they are always awarded loan by the bank sufficient for their businesses. In relation to perception of the respondents to banks as a good source of finance for their business venture 80% disagreed whilst a further 20% agreed. In response to if the respondents always have enough income to maintain sufficient savings with a bank or savings and credit cooperation 86% disagreed with the statement while 14% agreed with the statement. On whether the respondents have easy access to insurance products and services that are relevant to their business needs 92% disagreed with the statement whilst 8% disagreed with the statement. In relation to if it is easy to access property or land which they can use to access finance, for example, as collateral for a bank loan majority respondents (84%) disagreed with the statement while 16% agreed with the statement. These implies that there is little or no access to productive resources.

4.5 Competitive Environment on Empowerment

This section presents the descriptive results for competitive environment on empowerment.

Table 4: Competitive Environment on Empowerment

	strongly disagree	Disagree	Neutral	Agree	strongly agree	Mean
My business is faced by high competition which is brought about by threat of new entrants	10%	6%	0%	37%	47%	4.06
My business is faced by high competition which is brought about by bargaining power of suppliers	7%	2%	0%	61%	30%	4.06
My business is faced by high competition which is brought about by competitive rivalry	7%	4%	0%	33%	56%	4.26
My business is faced by high competition which is brought about by threat of substitutes	10%	4%	0%	47%	39%	4
My business is faced by high competition which is brought about by bargaining power of customers	1%	7%	0%	46%	46%	4.27
Average Mean						4.13

The descriptive results are displayed in Table 4. In regards to their business being faced by high competition which is brought about by threat of new entrants 84% agreed with the statement, 16% disagreed with the statement. Referring to if their business is faced by high competition which is brought about by bargaining power of suppliers 91% agreed with the statement while 2% disagreed with the statement. In relation to their business being faced by high competition which is brought about by competitive rivalry 86% of the respondents agreed with the statement, 14% disagreed with the statement. On whether their business is faced by high competition which is brought about by threat of substitutes 86% agreed with the statement, 14% disagreed that their business is threatened by substitutes. In relation to competition and bargaining power of customers as a threat to business 92% agreed with the statement whilst 8% disagreed bargaining power of the customers was threat to their business.

4.6 Gender Specific Factors on SME Growth

This section presents the descriptive results for gender specific factors on empowerment.

Table 5: Gender Specific Factors on SME Growth

	strongly disagree	Disagree	Neutral	Agree	strongly agree	Mean
My role as a mother does not hinder my full participation in business /enterprise development	50%	39%	0%	6%	6%	1.79
My role as a wife does not hinder my full participation in business /enterprise development	49%	37%	0%	11%	3%	1.83
The cultural limitation of women to own property does not hinder my participation in business /enterprise development	44%	27%	0%	20%	9%	2.21
The cultural perception of women as inferior to men does not hinders my participation in business /enterprise development	44%	33%	0%	13%	10%	2.11
I am risk averse and this does not hinders my participation in business /enterprise development	49%	46%	0%	4%	1%	1.64
Average Mean						1.9

The descriptive results are displayed in Table 5. On the issues of the respondent's role as a mother not hindering their full participation in business management 89% disagreed with the statement, 11% agreed with the statement. Regarding the issue of them being wives not hindering their full participation in business enterprise development 86% disagreed with the statement, 14% agreed with the statement. In regards to the cultural limitation of women to own property not hindering

their participation in business /enterprise development 71% disagreed, 29% agreed. On if the cultural perception of women’s inferiority to men not hindering their participation in business /enterprise development 77% disagreed, 23% agreed. In relation to the cultural perception of women as inferior to men not hindering their participation in business enterprise development 95% disagreed with the statement, 5% agreed with the statement. On the issue of whether they are risk averse and this hinders their participation in business enterprise development 78% agreed to with the statement while 22% disagreed with the statement. These results imply that if gender issues are related o growth of SME’s, it would be slow to grow. These results imply that gender specific factors greatly affect SME’s growth.

4.7 SME’s Growth

This section presents the descriptive results for SME’s growth.

Table 6: SME's Growth

	strongly disagree	Disagree	Neutra l	Agree	strongly agree	Mean
The business sales have increased since inception of the business	23%	17%	0%	29%	31%	3.29
The business profits have increased since inception of the business	20%	47%	0%	7%	26%	2.71
The business assets have increased since inception of the business	27%	19%	0%	27%	27%	2.91
The business staff numbers have increased since inception of the business	31%	43%	0%	16%	9%	2.36
Average Mean						2.8

The descriptive results are displayed in Table 6 Responses in regards to the business sales having increased since inception of the business showed that 60% of the respondents disagreed with the statement while 40% agreed with the statement. In view of the question of business profits having increased since inception of the business 67% disagreed with the statement, while 33% agreed that business profits had increased since inception of the business. On whether the business assets have increased since inception of the business 54% disagreed to this statement while 46% agreed that business assets had increased since inception of the business. In relation to business staff numbers having increased since inception of the business 74% disagreed while 26% agreed that business staff numbers have increased since inception of the business. This results show that there has not

been pronounced or much SME's growth which could be explained by factors such as lack of enough capital and social cultural factors.

4.8 Women Empowerment

Table 7: Women Empowerment

	strongly disagree	Disagree	Neutral	Agree	strongly agree	Mean
As a result of the growth in my business, i can now make important decisions concerning my household	41%	21%	3%	29%	6%	2.36
As a result of the growth in my business, I experience more respect when discussing matters of finance in my household	31%	33%	0%	20%	16%	2.56
As a result of the growth in my business, I can now control how money used in my family	41%	26%	0%	24%	9%	2.33
As a result of the growth in my business, I am more confident when making decisions on the family spending	47%	31%	0%	17%	4%	2
As a result of the growth in my business, I am much more respected within my household	37%	39%	0%	16%	9%	2.2
As a result of the growth in my business, I am much more respected by my peers	40%	39%	0%	9%	13%	2.16
As a result of the growth in my business, I have joined women networks for networking purposes	43%	37%	0%	17%	3%	2
As a result of the growth in my business, My self-esteem has improved	50%	16%	0%	27%	7%	2.26

As a result of the growth in my business, I feel I have more control over my life	39%	27%	0%	29%	6%	2.36
As a result of the growth in my business, my children's schooling has improved	49%	31%	0%	17%	3%	1.94
As a result of the growth in my business, the nutrition of my household has improved	53%	37%	0%	7%	3%	1.7
As a result of the growth in my business, my household have afforded better clothing	49%	36%	0%	11%	4%	1.87
As a result of the growth in my business, health of my family has improved	33%	51%	0%	11%	4%	2.03
I expect to leave an inheritance for my children and family as a result of growth in my business	40%	47%	0%	6%	7%	1.93
Average Mean						2.12

Results in table 7 show findings in relation to women empowerment. Responses on whether it was as result of the growth in their business, they can now make important decisions concerning my household 62% disagreed, 35% agreed while 3% were neutral to the statement. In regards to result of the growth in their business, they experience more respect when discussing matters of finance in my household indicated that 64% disagreed, 36% disagreed. Findings on if as a result of the growth in their business, they can now control how money is used in their family illustrated that 76% disagreed with the statement, 25% agreed with the statement. Findings on whether results of the growth in their business, they are more confident when making decisions on the family spending 79% disagreed with the statement, 21% agreed with the statement. In relation to whether as a result of the growth in their business, they are much more respected within their household 66% disagreed to the statement, while 34% agreed with the statement. Asked whether it was as a result of the growth their business, they are much more respected by their peers 66% disagreed with the statement, while 35% agreed with the statement. On whether as a result of the growth in their business, they have joined women networks for networking purposes 80% of the respondents disagreed while 20% agreed with the statement. Results on if as a result of the growth in their business, their self-esteem has improved 66% disagreed with the statement while 43% agreed to the statement. Responses on if as a result of the growth in their business, they feel they have more control over their life 66% of the respondents disagreed with this statement whilst 34% disagreed with the statement. Following if as a result of the growth in their business, their children's schooling has improved 80% disagreed with the statement and 20% agreed with the statement. Asked if as a result of the growth in their business the nutrition of their household had improved

97% disagreed with the statement while 10% agreed with the statement. On whether as a result of the growth in their business, their household has afforded better clothing 90% respondents disagreed with the statement while 10% agreed with the statement. In relation to if as a result of the growth in their business, health of their family has improved 84% disagreed with the statement while 15% agree with the statement. In relation to expectations of leaving an inheritance for their children and family as a result of growth in their business majority respondents (84%) disagreed with the statement while 16% agreed with the statement. The tabulations can be interpreted to mean that SME's growth is slow.

4.9 Inferential Statistics

4.9.1 Pearson's Correlations

Results on Table 8 show that SME's growth was positively correlated with education while it was negatively correlated with access to productive resources, competitive environment and gender specific factors. This reveals that any positive or negative change in the independent variables associated to increased or decreased SME's growth.

The bivariate correlation reveals a strong, positive and significant relationship between SME's growth and education and training ($R = 0.287$; $p \text{ value} = 0.016$), a negative but significant relationship between SME's growth and access to productive sources ($R = -0.494$; $p \text{ value} = 0.000$), negative but significant relationship between SME's growth and competitive environment ($R = -0.616$; $p \text{ value} = 0.000$), a negative but significant relationship between SME's growth and gender specific factors ($R = -0.543$; $p \text{ value} = 0.000$). The positive correlations mean that a unit change on the predictor variables is associated with a positive change in SME's growth, while the negative correlations mean that a unit change on the predictor variables is associated with a negative change in SME's growth.

Table 8: Correlations

		SME Growth	Education on and Training	Access to productive Resources	to Competitive Environment	Gender
SME Growth	Pearson Correlation Sig. (2-tailed)	1				
Education on and Training	Pearson Correlation Sig. (2-tailed)	0.287 0.016	1			
Access to productive Resources	Pearson Correlation Sig. (2-tailed)	-0.494 0.000	0.105 0.388	1		
Competitive Environment	Pearson Correlation Sig. (2-tailed)	-0.616 0.000	-0.261 0.029	0.486 0	1	
Gender	Pearson Correlation Sig. (2-tailed)	-0.543 0.000	-0.262 0.028	0.277 0.02	0.624 0	1

Table 9: Correlations

		Women Empowerment	SME growth
Women Empowerment	Pearson Correlation Sig. (2-tailed)	1	
SME growth	Pearson Correlation Sig. (2-tailed)	0.914 0.000	1

Table 9 displays the results of correlation test analysis between the dependent variable (women empowerment) and the independent variable (SME's growth). Results on Table 4.9 show that

woman empowerment was positively correlated with the independent variable (SME’s growth). This reveals that any positive change in the independent variable associated to increased women empowerment. The bivariate correlation reveals a high, positive and significant correlation between women empowerment and SME’s growth ($R = 0.914$; $p \text{ value} = 0.00$), the positive correlations mean that a unit change on the predictor variables is associated with a positive change in women empowerment.

4.10 Regression Analysis

In order to establish the statistical significance of the independent variables on the dependent variable (SME’s Growth) regression analysis was employed. Table 10 shows that the coefficient of determination (R squares) is 0.504. An R Squared of 0.504 indicates that the goodness of fit of the model was satisfactory. This also means that the independent variables of the study can explain 50.4% of the variations in the dependent variable (SME’s growth) while the rest is explained by other factors or variables not captured in this current study.

Table 10: Regression Model Fitness

Indicator	Coefficient
R	0.71
R Square	0.504
Std. Error of the Estimate	0.55057

4.11 Analysis of Variance

Analysis of variance (ANOVA) on Table 11 shows that the combined effect of education and training, competitive environment, access to finance and gender Specific factors was statistically significant in explaining changes in SME’s growth. This is demonstrated by a p value of 0.000 which is less than the acceptance critical value of 0.05.

Table 11: Analysis of Variance (ANOVA)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	20.037	4	5.009	16.525	0.000b
Residual	19.703	65	0.303		
Total	39.74	69			

4.12 Regression Coefficients

Table 12 displays the regression coefficients of the independent variables.

Table 12: Regression Coefficients

	B	Std. Error	Beta	t	Sig.
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(Constant)	5.051	0.527		9.582	0.000
Education	0.174	0.087	0.189	1.993	0.05
Access to productive	-0.356	0.116	-0.32	-3.077	0.003
Competitive	-0.302	0.147	-0.26	-2.057	0.044
gender	-0.153	0.071	-0.243	-2.151	0.035

The results reveal that there is positive relationship between education and training and SME's growth. A regression coefficient of 0.174 indicates that a unitary increase in education and training leads to an increase in SME's growths. The relationship is significant as revealed by a P value of 0.05 which is less than the conventional p value of 0.05. The findings agree with those of Sagwe et. al (2011) who observed that lack of education and training to Kenya entrepreneurs was the most frequently mentioned weakness.

Results also indicate that there is negative and significant relationship between access to productive resources and SME's growth. This was supported by a regression coefficient of -0.356 and a p value of 0.003. The regression coefficient implies that a unitary decrease in access to finance leads to decrease in SME's growth. These findings concur with those of Mayoux (1995) who noted that due to women's limited land ownership status in Kenya (property rights in Kenya), they are unable to provide collateral needed for loan requests. The findings also concur with those of Agarwal (2003) who observed that legal regulations and customary rules often restrict women's access to and control over assets that can be accepted as collateral such as land or livestock. Women are much less likely to have land titled under their name, even when their families own land, and are less likely than men to have control over land, even when they do formally own it. Biased inheritance rights often bestow land to male relatives, leaving both widows and daughters at a disadvantage.

Tabulated findings indicate that there is a negative and significant relationship between competitive environment and SME's growth. This was supported by a regression coefficient of -0.302 and a p value of 0.044. The regression coefficient implies that a unitary decrease in competitive environment leads to a decrease in SME's growth. These findings concur with those of Hunger & Wheelen (2003) who noted that if SMEs have many competitors, and they offer equally attractive products and services, and then they will most likely have little power in the situation, because suppliers and buyers will go elsewhere if they don't get a good deal from them. On the other hand, if no-one else can do what they do, then they can often have tremendous strength. The degree of rivalry is the amount of direct competition in an industry. If the degree of rivalry is intense, rival businesses target customers of other businesses using attraction strategies such as publicity and advertising. A competitive move by one business could have an effect on the other competitors (Frame, Scott, Michael Padhi & Lynn, 2001). The findings also concur with those of Dess et al. (2010). The threat of new entrants refers to the possibility that the profits of established firms in the industry may be eroded by new competition.

Findings also show that there is a negative and significant relationship between gender specific factors and SME's growth. A regression coefficient of -0.153 indicates that a unitary decrease in gender specific factors leads to a decrease in SME's growths. The relationship is significant as revealed by a p value of 0.035 which is more than the conventional p value of 0.005. These findings concur with those of Biggs, Tyler & Shah (2005) who noted that although men and women both experience personal problems, women record more difficulties. This is especially true with regard to a lack of self-confidence and not being taken seriously by providers of funds when applying for funds. It is widely acknowledged that African women have access to fewer resources than men. For example, relative to men, they tend to have lower access to land, credit facilities, education and training facilities (Kevane, 2004).

5.0 SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings

5.1.1 Education and Training in Business Related Courses

The first research question was on finding out the extent to which education and training in business related courses affected growth of women owned SME's in Nairobi County. Results tabulated indicated that education had influence on SME's growth indicated by an average mean of 2.3. Education had a positive and significant relationship to SME's growth. This means that if the education is low there will be slow SME's growth and if women are better educated there will be more SME's growth. These findings concur with those of Sagwe, et.al (2011) who conducted a study on youth and women entrepreneurs' preparedness in Kenya which involved the entrepreneurs' breadth of experience, business experience, and business planning expertise, work experience, business area expertise and level of responsibility. The key findings showed that: entrepreneurs demonstrated inadequate knowledge of the sectors they operated in; 46.4% of the respondents indicated that the business launched had performed well but they experienced insufficient branding, brand awareness, distinction and generally lack of information on market trends. In the said study (Sagwe: et. al.) it was observed that lack of education and training is Kenya entrepreneurs was the most frequently mentioned weakness; financial support is the second most mentioned weakness and thirdly cultural and social norms.

5.1.3 Access to Productive Resources

The second research question was on the extent to which productive resources affect growth of women owned SME's in Nairobi County. Findings indicated that access to productive resources affected SME's growth as shown by a mean of 2.6. The results also show that it was negatively related and significant to SME's growth. This implies that if the lower the access to productive resources, the lower the SME's growth and vice versa. These tabulations augur with those of the (World Bank, 2008) who noted that Limiting eligibility and documentation requirements is another barrier to access and gives examples of banks in Albania, the Czech Republic, Mozambique, Spain and Sweden who demand on average only one document to open a bank account, whereas banks in Tobago, Uganda and Zambia require at least four documents, including an identity card or passport, recommendation letter, wage slip and proof of domicile (Worldbank,2008). The findings

are also supported by Kempson (ibid), with evidence from the Family Resources Survey 2002-2005, report that uptake of financial products and services is lowest amongst African-Caribbean, Black, Pakistani and Bangladeshi households in the UK. Other authors such Mayoux (1995) noted that due to women's limited land ownership status in Kenya (property rights in Kenya), they are unable to provide collateral needed for loan requests. He points out these women entrepreneurs are constrained by restrictions such as lack of information, which is predominantly channeled through men.

5.1.4 Competitive Environment

The third research question was on the extent to which competitive environment affect the growth of women owned SMEs in Nairobi County. Results indicate that competition is also a determinant of SME's growth with an average mean of 4.5. Results also show that competitive environment has a negative and significant relationship with SME's growth which means that the more the competition, the lower the growth of SME's. These findings are supported by those of Waalkens (2006) who noted that SMEs need to assess how easy it is for suppliers to drive up prices. This is driven by the number of suppliers of each key input, the uniqueness of their product or service, their strength and control over them, the cost of switching from one to another, and so on. The fewer the supplier choices they have, and the more they need suppliers' help, the more powerful their suppliers are. SMEs need to assess how easy it is for buyers to drive prices down. Again, this is driven by the number of buyers, the importance of each individual buyer to their business, the cost of them switching from their products and services to those of someone else, and so on. If they deal with few, powerful buyers, then they are often able to dictate terms to them (Acar & Oney-Yazici, 2006). As far as the power of clients is concerned, buyers and clients in an industry are powerful if they are able to force prices down, bargain for higher quality or more services, and play competitors against each other (Dess et al., 2010).

5.1.5 Gender specific factors

The fourth research question was on the extent to which gender specific factors affect the growth of women owned SME's in Nairobi County. Results show that gender specific factors influences SME's with a mean of 2.11. Further findings show that gender specific factors have negative and significant relations with SME's growth. This implies if there are negative gender issues hindering women from venturing into business there will be slow SME's growth. These findings concur with those of Biggs, Tyler and Shah (2005) who noted that although men and women both experience personal problems, women record more difficulties. This is especially true with regard to a lack of self-confidence and not being taken seriously by providers of funds when applying for funds. Although men and women both experience personal problems, women record more difficulties. This is especially true with regard to a lack of self-confidence and not being taken seriously by providers of funds when applying for funds. The same findings concur with those Fletschner, Anderson, & Cullen (2010) of Studies in psychology and economics found that, on average, women tend to be more averse to risk than men and that, other things equal, women are more likely to forego activities that offer higher returns if these opportunities require them to bear too much risk.

5.1.6 SME's growth

The fifth research question was on the influence of SME's growth on women empowerment in Nairobi County. Findings show that SME's growth also influences women empowerment. It has a positive and significance relationship with women empowerment. These findings concur with those of Tambunan (2011) who noted that creating their own businesses enables women to supplement the family income while avoiding the stressful environment and rigid conditions of other paid employment. Moreover, it enables them to become financially independent, whether they possess any educational certificates or not. That is why governments are promoting the SME sector and encouraging women to engage in entrepreneurship to get out of the cycle of poverty. According to SME World (2013) Working informally provides women and their families the much-needed income to stay on the verge of poverty. In Ghana, for example three-fourth of the households depends on women's small and micro income generating activities for their survival for more than half of the time.

5.2 Conclusions.

On education and training in business related courses on growth of women owned SMEs in Nairobi County it can be concluded that there is limited or no training in this field hence the slow growth of women owned SME's. Relationship between education and training in business related courses and SME's growth is positive and significant. The results imply that a unitary increase in education leads to a surmountable increase in SME's growth.

On productive resources and their effect on growth of women owned SMEs in Nairobi County it was concluded that women owners/managers of SME's lack the proper or no access to productive resources e.g. (financial access) which limits the potential for growth of their businesses. The regression coefficient shows that there is a negative but significant relationship between productive resources and SME's growth which implies that a unitary decrease in access to finance leads to decrease in SME's growth or a unitary increase in access to productive resources leads to an increase in SME's growth.

On competitive environment and their effect on growth of women owned SMEs in Nairobi County it was concluded that women owner's managers are greatly affected by competition. Regression coefficients illustrate that the relationship between competitive environment and SME's growth was negative but significant meaning that a unitary increase in competitive environment leads to a decrease in SME's growth.

On gender, specific factors and their effect on growth of women owned SMEs in Nairobi County, it was concluded that the owner's managers were greatly affected by gender related factors. Regression coefficients indicate that there is a negative but significant relationship between gender specific factors and SME's growth which means that if gender related factors that are considered are negative it would mean negative growth of SME's.

On SME's growth and their effect on growth of women owned SMEs in Nairobi County it was concluded that indeed SME's growth would greatly empower women. The results reveal that there

is positive relationship and significant between SME's growth and women empowerment which means that a unitary increase in SME's growth leads to women empowerment.

5.3 Recommendations

From the results, findings and conclusions the following recommendations have been deciphered. Education and training of business management skills is still not pronounced and needs to be addressed. The government of Kenya and the responsible authorities should introduce programs related to business training through introduction of networking events designed to prepare and arm women SME's owners with the right information, knowledge and skills to better improve their businesses. Through this networking the government can get to understand what the education and training needs of women SME's owners are. The government and all responsible authorities should come up with workshops to enlighten and co-join different women SME's owners to better enhance and share their education and knowledge on their business training skills.

Competitive environment and their effect is faced by all the women SME's owners. IF the competition is high, it would definitely lead to stagnated growth of SME's. It would therefore be proper for SME's women owners to better understand their competitors and how to better venture into a competitive environment through education on business management training skills.

Gender specific factors have not come without shortcomings. The responsible authorities should make it known to the women SME's owners that there is gender equality in Kenya both in public and private economic and business ventures and that the opportunities are available to all and equally. Women should be encouraged not to shy away from venturing into business.

Access to productive resources is a major determinant of SME's growth. However, from the research we find out that the women owners of SME's are limited to access to financial services and benefits. The government should and financial institutions alike should enlighten women and make them aware that financial institutions are non-gender aligned and are accessible to them. Financial institutions should also come up with softer terms of giving out loans especially in regards to collateral and refine their terms of loan applications to make it favorable at the same time beneficial for both parties.

SMEs growth on women empowerment should be emphasized by the government, society and responsible authorities. When a woman is empowered the whole nation is empowered. Emphasis should be put to complement women to undertake roles in SME's growth to help them become empowered.

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