

**EFFECT OF BUSINESS PROXIMITY TO INFRASTRUCTURE ON THE
RELATIONSHIP BETWEEN INFORMAL HOSPITALITY SERVICES
AND SOCIOECONOMIC WELL-BEING OF WOMEN ENTREPRENEURS
IN SELECTED COUNTIES IN KENYA**

BY

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THE DEGREE OF DOCTOR OF PHILOSOPHY IN HOSPITALITY
MANAGEMENT**

SCHOOL OF BUSINESS AND ECONOMICS

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DECLARATION

This thesis is my original work and has never been submitted for award of degree in any other University

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DEDICATION

First and foremost, I would like to dedicate this thesis to God without whom I would not have reached this far and secondly to my loving parents: The Late Elijah Ogada Obondo and Abigael Okoth Ogada. Lastly, to my husband, Prof. Japheth Onyando, and my children: Betty, Sidney and Edwin.

ABSTRACT

Despite hospitality services being considered an income diversification, the extent to which it improves women's socioeconomic well-being is not explicit. Therefore, this study sought to investigate the effect of hospitality services on the socioeconomic well-being of women entrepreneurs in Kenya. Specifically, the study sought to describe the types of hospitality services offered by women entrepreneurs in selected Counties in Kenya; to determine the effect of the provision of outside catering, events management and housekeeping services on the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya and to establish the moderating effects of proximity to infrastructure on the relationship between provision of outside catering, events management and housekeeping services and socioeconomic well-being of women entrepreneurs. The study was pinned on the following theories; The Opportunity Based Entrepreneurship Theory, Feminist Theory and Integrated Development Framework. The study adopted a mixed methods approach and sequential exploratory research design. The study population was 829 women entrepreneurs from four selected Counties namely Muranga, Kisumu, Kakamega and Nakuru. Purposive sampling was used to select 8 discussants for interviews and 8 FGD participants in the qualitative phase. Self-administered questionnaires were distributed to 265 randomly selected participants in the quantitative phase. Qualitative data was analyzed using framework analysis. Quantitative data was analyzed using the regression analysis technique. The study established that women entrepreneurs offered outside catering and event management services to improve their socioeconomic well-being. Regarding socioeconomic well-being, the qualitative study revealed that women attained increased income, improved health and access to education. This was confirmed by quantitative results where there was a significant relationship between outside catering and the socioeconomic well-being of women entrepreneurs ($t = 2.731, p = .001$). Similarly, events management services significantly influenced the socioeconomic well-being among the women entrepreneurs ($t = 4.708, p < .001$). Proximity to infrastructure had a moderating effect on the relationship between outside catering, events management and housekeeping service and the socioeconomic well-being of the women entrepreneurs in the selected counties in Kenya (With changes in R^2 of 0.081, 0.111 and 0.129 respectively). This will inform Tourism Regulatory Authority policy changes to address women-led hospitality services in Kenya in terms of strategies, and infrastructure development to make the sector more vibrant for the improvement of women's socioeconomic well-being.

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LIST OF ABBREVIATIONS AND ACRONYMS

AGPO	- Access to Government Procurement Opportunities
CDF	- Constituency Development Fund
ERS	- Economic Recovery Strategies
EU	- European Union
FDM	- FRIEDMAN'S (Dis) well-being Model
FGD	- Focus Group Discussion
LMIC	- Lower Middle-Income Country
MOS	- Motivation, Opportunity and Skills
NACOSTI	- National Council for Science, Technology and Innovation
NGAAF	- National Government Affirmative Action Fund
RWSP	- Rural Water Supply Project
SME	- Small and Medium Enterprises
SNA	- Social Network Analysis
US	- United States
WDF	- Women Development Fund
WEF	- Women Enterprise Fund

DEFINITION OF TERMS

- Events Management:** This is the process of planning, organizing or coordinating a focused event to meet the desired objectives of the client, which may include weddings, conferences, birthdays, and funerals among others.
- Hospitality Services:** These include the provision of outside catering, housekeeping and events management services by women entrepreneurs.
- Housekeeping Services:** These include the services such as the provision of cleaning services like sofa set cleaning services, carpet cleaning, office cleaning, hospitality cleaning, industrial cleaning, car interior cleaning, warehouse cleaning, commercial property cleaning, residential cleaning, sanitary and washrooms, laundry, flowers, fumigation.
- Informal Hospitality Services:** Those services provided by individuals or groups of individuals with no formal established business facility to cater for food and beverage, events and housekeeping needs of the public or individuals” In this study, outside catering, events management and housekeeping services were considered as informal hospitality services.
- Proximity to Infrastructure:** This is the nearness of business to infrastructure such as water sources, electricity, and access to raw materials, road network, and other factors that are likely to contribute to the success of the business.
- Outside Catering Services:** This is the preparation and provision of food to guests or clients away from the usual working business premises. The caterer takes the services to where the guest wants them to be consumed, rather than the consumer going to the caterer’s premises.
- Socioeconomic Well-being:** According to the study, it is where the quality of economic and social status of women entrepreneurs is at a good standing and was measured by aspects such as income, health, and education among others.
- Women Entrepreneurs:** Refers to women who have ventured into businesses that will boost their socioeconomic status in society.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

This chapter serves as the gateway to the investigation of the intricate relationship between business proximity to infrastructure and the socioeconomic well-being of women entrepreneurs engaged in informal hospitality services within selected counties in Kenya. The chapter therefore provides an overview of the background of the study, statement of the problem, objectives of the research, justification and scope of the study. This section also outlines the limitations of the study and the conceptual framework showing the relationship between variables.

Women who score higher on socioeconomic well-being indicators can charter their future and positively influence their environment (Network & Equality, 2012). This impacts their social stability in many aspects such as education, poverty, and labour besides their economic status at the households. According to Network and Equality (2012), this scenario accelerates international and national policy commitments including but not limited to the Sustainable Development Goals (SDGs), Education for All, and the Convention on the Elimination of All Types of Discrimination against Women (CEDAW). This notion is also supported in the Kenya development agenda as is expressed in the Kenya Vision 2030 (Government of Kenya, 2020), the Kenya Economic

Recovery and Job Plan 2003-2007, the reduction of poverty and sustainable development (Government of Kenya, 2007). Women are actively engaged and are contributing to significant socioeconomic programs for sustainable development (UNDP, 2016). In this regard, the lack

of women's contribution would threaten their economic growth and social advancement.

Kabeer

(2015) noted that women who are generally not rich will tend to work in groups for financial support and networks for social gains to empower themselves.

There exist numerous women enabling areas such as education, involvement in leadership and engaging in business enterprises among others. These enable women to access employment in either the formal or informal sectors. Unemployment has been lauded as one of the main problems facing Kenyans today with the vast majority of its citizens having acquired education but lacking employment opportunities, a higher proportion being women. As a result, some women in efforts to meet their socioeconomic well-being, have formed groups and ventured into Small and Medium Enterprises (SMEs) opportunities which include the provision of informal hospitality services (Bokhari, Alothmany and Magbool, 2012).

Hospitality services are considered very special due to their increasing demand, as customers continuously search for hospitality facilities such as lodging services; food and beverage services; services related to wellness; leisure services; and services related to business and parking (Moeller, 2010). Wachiye (2016) also revealed that customers search for the following services: food and beverage services; business-related services; health-related services; recreational services; lodging services and parking services. The author however noted that the provision of these services differed depending on the intent of the customers. In a study by Rotich et al., (2012) on factors that affect the outcome of outside catering in Kenya, it was reported that hospitality services included food, drinks, and accommodation. The authors further noted that the services offered depend on the consumer's choice, the venue, and whether the services can be sustained for the benefit of women service providers and the customers. These studies focused on various formal hospitality services provided to clients while ignoring

informal hospitality services such as outside catering, event management services, and housekeeping provided by Kenyan women

entrepreneurs, which the current study sought to discover.

Archer, Cooper and Ruhanen (2012) assert that the hospitality industry is one of the main economic activities in the world generating many jobs because it is a service industry that is labour-intensive. The hospitality industry is broad and rapidly growing, with an estimated global participation of 55% of women. Archer et al., (2012) further noted that although the industry employs many women, there are limited studies that have been carried out to establish the participation of women as entrepreneurs in the provision of hospitality services to provide information for decision-making. Moreover, the extent to which hospitality services affect the socioeconomic well-being of women entrepreneurs is not well documented, which is a gap that this study sought to fill. Additionally, existing empirical evidence is still inconclusive on the role that informal hospitality services play on the socioeconomic well-being of women entrepreneurs. According to Nisthar (2019), a global perspective showed that women entrepreneurs are involved in providing hospitality services due to the improvement and development of travel and tourism industries. The authors further noted that, although tourism and hospitality play an important role in enhancing the socioeconomic status of women, there are some other factors which influence the relationship between the provision of tourism and hospitality services and the socioeconomic well-being of women entrepreneurs which need to be investigated. This implies that women who are engaged in hospitality services are likely to improve their socioeconomic well-being depending on other factors surrounding them which can affect them negatively or positively. These may include factors such as infrastructure, capital for expanding business, and restrictions among others. The same scenario maybe

experienced among these women offering informal hospitality service which the study sought to determine.

In a study in the informal sector, Mathivannan and Selvakumar (2008) asserted that even though a good number of women have engaged in entrepreneurship, their socioeconomic well-being and the overall development of women remained stunted and this is attributed to the lack of support required to perform better in their entrepreneurship. A separate study in South Africa conducted by Sosial and Kinerja (2009), noted that the development of entrepreneurship is at a lower level amongst women as compared to men in the tourism and hospitality industry.

Women face challenges and barriers that women entrepreneurs face, such as limited access to finance, training, networks, and business resources. These challenges can hinder the growth and success of women-owned businesses and, in turn, impact the socioeconomic well-being of women. It is important to recognize that women's entrepreneurship is not a monolithic concept and varies across regions, cultures, and economic contexts. Tailored approaches to support are often necessary to address the specific challenges faced by women in different settings. The challenges faced by women entrepreneurs and the need for support to enhance their socioeconomic well-being are issues that researchers, policymakers, and practitioners should address. The current study contributes to the effect of the provision of hospitality services on women entrepreneurs' socioeconomic well-being.

On the other hand, studies have also shown that women entrepreneurs in the informal sector have improved their socioeconomic well-being (Avornyo, 2013). The author further asserts that women improved their socioeconomic well-being and subsequently became self-reliant as in the case of Ghana where women were able to meet the basic, social and economic needs of their families. In Tanzania, Urio (2016) examined the contribution of entrepreneurship to women's well-being. The author found out that through entrepreneurship women can improve

their wellbeing. These types of women were able to improve their socioeconomic well-being because they received the necessary support they needed for their businesses and this made them to achieve high socioeconomic levels

Mulievi (2018) also reported that women groups have empowered women in Malava Constituency in many dimensions: socially, economically and psychologically. The social processes in women groups strengthen women's self-esteem and self-worth and instil a greater sense of awareness of social and political issues which have enhanced their mobility and reduced the seclusion of women. The current study focused on a specific and relevant aspect of entrepreneurship which is the provision of hospitality services and women's well-being. The aspects of socioeconomic well-being for the study included whether women entrepreneurs experienced improved income, improved health and access to education from the proceeds of their businesses. In the same context, hospitality services in the informal sector are a form of selfemployment and are likely to give a similar outcome. This study sought to fill this gap.

Moreover, studies by Cummins et al. (2003) noted that socioeconomic well-being measures are based on economic indicators that include material possessions and income of the individual. The United Nations Member States (UN-HABITAT, 1996) further included housing or shelter as part of socioeconomic well-being. Another variable applied to socioeconomic well-being is the health of the respondent. Health is measured not just by physical access to healthcare facilities and services but also by the enhancement of both emotional and psychological well-being (Conger and Donnellan, 2007). In this regard, it is necessary to find out how the provision of hospitality services that include outside catering services, events management services and housekeeping services offered by women entrepreneurs in Kenya affects the socioeconomic well-being of women.

In a study by Svalastog, Donev, Kristoffersen and Gajović (2017) the proximity of a woman entrepreneur's business to infrastructure is a critical factor that can affect her socioeconomic wellbeing. Understanding how infrastructure interacts with other variables and its impact on entrepreneurship can contribute to more informed policymaking and support measures. Mugo et al., (2019) noted that infrastructure has contributed differently to the growth of textile and clothing businesses in Nairobi County CBD. The authors further noted that infrastructure is what physical facilities depend on, without it production cannot function and this leads to negative performance of SMEs. If the infrastructure is well established in an area, the entrepreneurs will perform better because they will not need to incur costs that are related to poor infrastructure within their area of operation. This is also supported by Akinson (2018), who established that small and medium scale business enterprises need infrastructural facilities to grow.

Most studies focus on the provision of infrastructure as the main factor in entrepreneurship as already discussed. On the contrary, Mustafa (2022) the scarcity of studies in the area of entrepreneurship and business performance among women entrepreneurs highlights the need for more research to better understand the factors contributing to their success. Recommendations, such as improving infrastructure and the business environment, underscore the potential benefits of supportive policies and investments in creating opportunities for women in entrepreneurship (Muthuvelayutham & Jeyakodeeswari, 2014). This underscores the need for more research in this area to gain a deeper understanding of the factors affecting their performance. Access to finance, education, networking opportunities, and regulatory conditions can also be crucial determinants of success for women entrepreneurs.

Similarly, Mustafa (2022) reported that access to physical infrastructure as a moderator significantly moderates entrepreneurial orientation and is subjective to firm performance. Due

to the different mixed results from the previous research and the inconclusive relationship between entrepreneurship and socioeconomic well-being, there was a need to investigate the moderating role of business proximity to infrastructure on the relationship between the provision of hospitality services and women's socioeconomic well-being.

The fact that there is an increase in the demand for hospitality services both nationally and in the selected Counties suggests that there is a growing market for these services. This could be due to factors such as population growth, tourism, or changing consumer preferences. The confirmation that women entrepreneurs are playing a significant role in providing hospitality services is noteworthy. It underscores the active participation of women in the sector and their contribution to meeting the demand for these services. The informal hospitality sector provides women entrepreneurs with a degree of flexibility and autonomy that can be conducive to improving their socioeconomic well-being. Understanding the dynamics and challenges of this sector, as well as identifying opportunities for support and growth, can contribute to empowering women in entrepreneurship and fostering economic development.

1.2 Statement of the Problem

The socioeconomic well-being of women leads to self-reliance and fulfilment of their obligations leading to their socioeconomic well-being in society. However, due to a myriad of factors such as inadequate formal employment, the socioeconomic well-being of women remains unfulfilled and as a result, many women have engaged in the provision of hospitality services to address these economic barriers. Results on the relationship between women entrepreneurship and the socioeconomic well-being of women entrepreneurs are inconclusive. In addition, there is a lack of knowledge on the relationship between women entrepreneurship and the socioeconomic wellbeing of women entrepreneurs in the informal hospitality sector.

Hospitality services provided by women entrepreneurs are not well documented since these services vary depending on the needs and geographical location of entrepreneurs. This study therefore sought to fill this gap by describing the types of hospitality services offered in the regions that have not been covered by previous scholars and their contribution to women's socioeconomic well-being especially in the informal sector. Such services include outside catering, housekeeping and events management, which can be offered through various ranges. In addition, information from these types of services is essential for decision-making to support the growth of the sector but is lacking since most of the studies have been focusing more on the formal sector.

In women entrepreneurs in hospitality service, the proximity to infrastructure is a crucial factor that businesses evaluate to ensure smooth operations, cost-effectiveness, and competitiveness. The specific infrastructure needs and considerations will vary depending on the industry, business type, and location context. Scholars have noted the relevance of business proximity to infrastructure on entrepreneurship and socioeconomic. Other researchers have also addressed infrastructures as a primary entrepreneurial factor, while the role of business proximity to infrastructure on the relationship between informal hospitality services and the socioeconomic well-being of women has not been ascertained. Therefore, this study sought to determine the moderating effect of business proximity to infrastructure on the relationship between the provision of outside catering, events management and services and housekeeping services and the socioeconomic well-being of women entrepreneurs in the four selected Counties in Kenya.

1.3 Objectives of the Study

1.3.1 General Objectives

To investigate the effect of business proximity to infrastructure on the relationship between hospitality services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.

1.3.2 Specific Objectives

The specific objectives of the study were;

- i. To describe the types of informal hospitality services offered by women entrepreneurs in selected Counties in Kenya.
- ii. To determine the effect of the provision of outside catering services on the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.
- iii. To determine the effect of the provision of events management services on the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.
- iv. To determine the effect of the provision of housekeeping services on the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.
- v. To establish the moderating effects of business proximity to infrastructure on the relationship between the provision of outside catering services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.
- vi. To establish the moderating effects of business proximity to infrastructure on the relationship between the provision of events management services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.

- vii. To establish the moderating effects of business proximity to infrastructure on the relationship between the provision of housekeeping services and the socioeconomic wellbeing of women entrepreneurs in selected Counties in Kenya.

1.3.3 Research Question

- i. What are the types of hospitality services offered by women entrepreneurs in selected Counties in Kenya?

1.4 Hypotheses of the study

- H01: Provision of Outside Catering services has no significant effect on the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.
- H02: Provision of Events Management services has no significant effect on the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.
- H03: Provision of Housekeeping services has no significant effect on the socioeconomic wellbeing of women entrepreneurs in selected Counties in Kenya.
- H04: Business proximity to infrastructure has no significant moderating effect on the relationship between the provision of outside catering services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.
- H05: Business proximity to infrastructure has no significant moderating effect on the relationship between the provision of events management services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.

H₀₆: Business proximity to infrastructure has no significant moderating effect on the relationship between the provision of housekeeping services and the socioeconomic wellbeing of women entrepreneurs in selected Counties in Kenya.

1.5 Significance of the Study

At the National level, Kenyan Vision 2030 economic pillar of sustained economic development of 10% over 25 years can be achieved through Small and Medium Enterprises where the provision of hospitality services by women entrepreneurs falls. The results from the current study should inform the adjustment of the Tourism Regulatory Authority (TRA) to adjust its regulatory framework to cover women-led enterprises in the provision of informal hospitality services as an accelerator of the women entrepreneurs' socioeconomic well-being. Under the social pillar, the findings from the study contribute to this pillar by encouraging mainstreaming women entrepreneurs to provide hospitality services which in turn significantly contribute to their socioeconomic well-being. TRA on the same note should also come up with affirmative guidelines to provide concession on women-led provision of hospitality services.

As a matter of practice, the findings from the current study could be used to advocate for the improvement of infrastructure by the government to allow women entrepreneurs in informal hospitality to provide their services in an enabling environment for the success of entrepreneurship. Moreover, the study provided information on the range of services offered in various categories and therefore such information may be useful in developing business plans for the informal sector of hospitality service provision. This may fulfil the overall objective of improving the socioeconomic well-being of women.

The findings from the study may also further scholarship in such areas; expansion of opportunities for women in the hospitality industry, development of women-driven and enabled

enterprise policies, increasing women's participation in economic stimuli funds, women's representation in socioeconomic development, women-led affirmative actions among other scholarly works. The study therefore will expand research on women in the hospitality sector and their socioeconomic well-being in such research domains as gender and development, affirmative action in business, and gender mainstreaming in the transformation agenda among other domains.

1.6 The Scope of the Study

The study investigated the effect of business proximity to infrastructure on the relationship between hospitality services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya. The research particularly was based on; outside catering, events management and housekeeping services because these are common hospitality services informally provided by women entrepreneurs. The selected counties were: Nakuru, Muranga, Kakamega and Kisumu. The four counties were purposively selected because there are many women-led hospitality services and therefore had the data required for the current study.

Secondly, these counties were also chosen because they represent the four former provinces of Kenya namely; Rift Valley province, Western province, Central province and Nyanza Province thus adequate representation and therefore gave the researcher a broader view of the hospitality services and the women's socioeconomic well-being required for the study.

The study narrowed down to the population of women entrepreneurs providing hospitality services who were registered by Social Services Offices in the four selected Counties. While the study targets women registered in groups, the study mainly focuses on entrepreneurial activities i.e., provision of informal hospitality services, and not necessarily the registered

groups. The study was based on the Opportunity Based Entrepreneurship Theory and the women's socioeconomic well-being was measured based on their income, health, education of their household and their social networks.

1.7 Limitations of the Study

This study faced some limitations namely; methodological, COVID-19 restrictions, and respondents' perspectives. The study used self-reporting questionnaires to gather data which can negatively impact the validity of data gathered due to response bias (Navarro-Rivera & Kosmin, 2013). This bias is attributed to the tendency of respondents to provide inaccurate to the researcher (Zohrabi, 2013). To mitigate this, the researcher validated the information obtained from interviews with that obtained from FGD and finally compared the results from quantitative with qualitative study. Another limitation was COVID-19, due to associated restrictions and adherence to guidelines provided by the Ministry of Health (MoH). The researcher had planned to do face-to-face interviews, but because of the COVID-19 outbreak, the researcher used virtual interviews. The researcher also assured the respondents that the study was only for academic purposes and promised to maintain animosity among respondents.

1.8 Conceptual Framework

Figure 1 indicates the components of the current study and their relationship with each other. The measurement indicators for outside catering are tents and chairs, meals, snacks, drinks, and confectioneries. Events services include decorations, equipment, wedding gardens, wedding planning, decor and flowers, video and photography, sound and lighting and housekeeping services including cleaning services, laundry services and fumigation. The indicators of socioeconomic well-being of women included aspects such as increased income,

improved access to health and access to education. The relationship of these services on the socioeconomic well-being of women entrepreneurs may be affected by moderating factors—business proximity to infrastructure namely roads, means of transport and access to raw materials. The focus of this study was assessing the extent of how this moderating factor plays out in the provision of hospitality services in enabling the realization of the socioeconomic well-being of women.

The study adopted the Opportunity Based Entrepreneurship Theory, Feminism/Feminist Theory and Integrated Development Framework. Objective one was to describe the types of hospitality services that women were engaged in. Opportunity Based Entrepreneurship Theory and Feminism/Feminist were used to guide this objective of the study. Objectives two, three and four sought to determine the effects of outside catering, events management and housekeeping services on socioeconomic well-being respectively. Feminism/Feminist Theory and Integrated Development Framework guided these study objectives. Objectives five, six and seven sought to establish the effect of the moderator variable of business proximity to infrastructure on the relationship between outside catering, events management and housekeeping services and socioeconomic well-being respectively. The opportunity-based entrepreneurship theory underpinned these objectives.

INDEPENDENT VARIABLES

- OUTSIDE CATERING**
- Tents and chairs
 - Meals
 - Snacks
 - Drinks
 - Flowers
 - Confectioneries

- EVENTS**
- Decorations
 - Equipment
 - Wedding planning
 - Décor and flowers
 - Video and photography
 - Sound and lighting

- HOUSEKEEPING**
- Cleaning services
 - Laundry services
 - Flowers
 - Fumigation

- BUSINESS PRPXIMITY TO INFRASTRUCTURE**
- Road accessibility
 - Means of transport
 - Access to raw materials

DEPENDENT VARIABLES

- SOCIO-ECONOMIC WELLBEING**
- Increased income
 - Improved access to health
 - Access to education

MODERATING VARIABLE

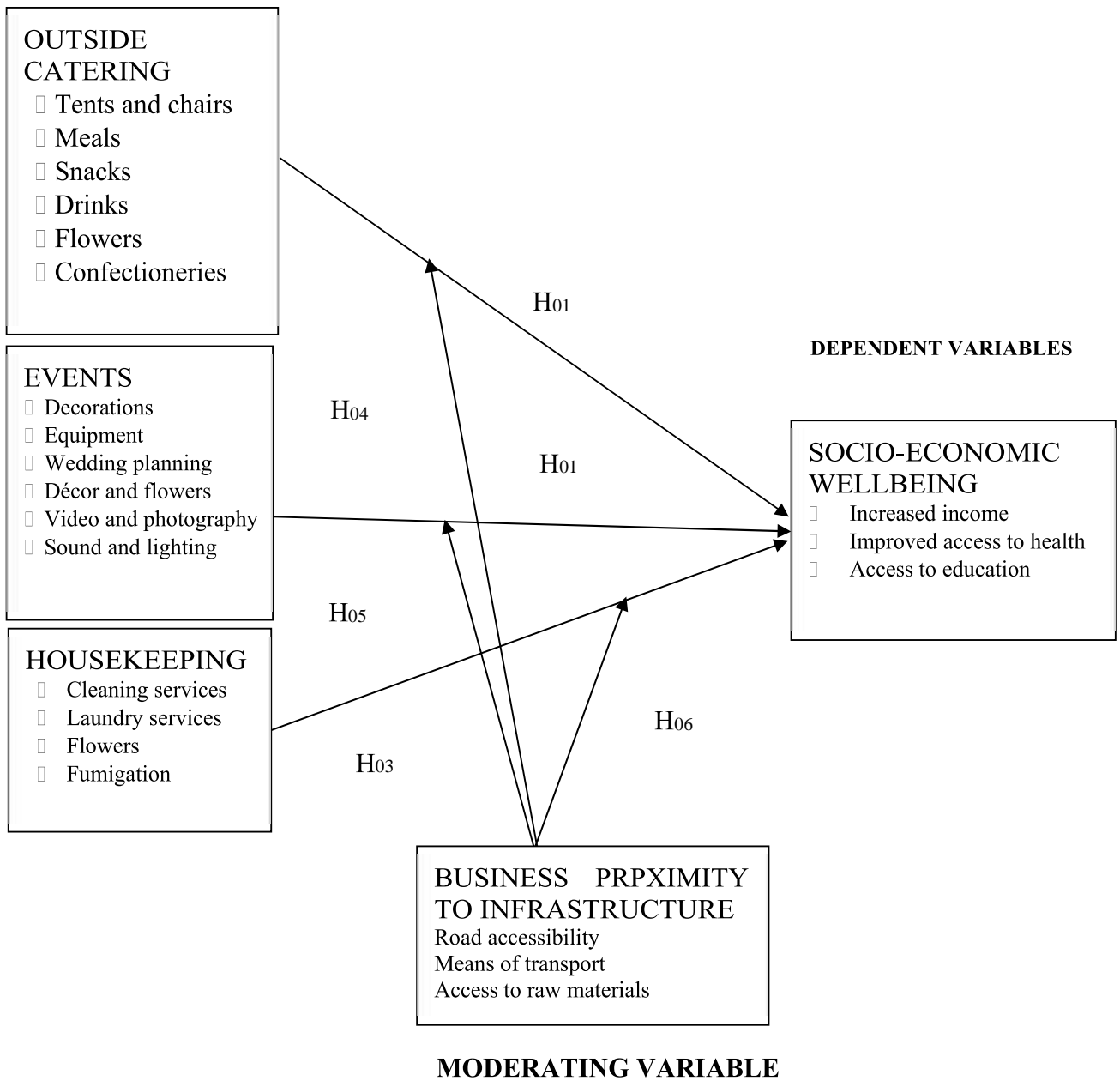


Figure 1: Conceptual framework showing the link between hospitality services and the socioeconomic well-being of women entrepreneurs.

Source: Author, 2022

CHAPTER TWO

LITERATURE REVIEW

2.1 Theoretical Review

This section focuses on the theoretical and empirical literature review related to women in the provision of hospitality services and its contribution to their socioeconomic well-being. The major areas of discussion are hospitality services: outside catering services, events management, and housekeeping services; socioeconomic well-being of women entrepreneurs; and the effect of business proximity to infrastructure on the success of entrepreneurship ventures.

Three theories were reviewed for the study namely: Opportunity Based Entrepreneurship Theory, Feminism/Feminist Theory and Integrated Development Framework.

2.1.1 Opportunity-Based Entrepreneurship Theory

Opportunity-based entrepreneurship theory was advanced by Drucker (1985) it outlines the circumstances in which an entrepreneur takes advantage of opportunities created by change. Such opportunities may include technology change; consumer expectations, legislation and infrastructure, but they do not cause change. An entrepreneur uses a particular approach to define and execute any potential business that depends mainly on the availability of information and the willingness of the entrepreneur to take risks and act on that information (Karanja et al. 2014). The discovery of opportunities for an entrepreneur depends on factors such as the availability of infrastructural facilities, the skills of an entrepreneur, risk management abilities and the experience of an entrepreneur (Anderson et al., 2012). The partnership between entrepreneurship and strategic planning will increase the identification of opportunities and,

through the use of strategies; the entrepreneur will take advantage of the opportunity and give unique value to both the customer and the product (Gathenya, 2013).

Business proximity to infrastructure is one of the aspects that women in hospitality services should take advantage of. Entrepreneurs are fascinated, in particular, with the advantage of change rather than the problems it might generate. According to Alvarez and Barney (2014), the success of an entrepreneur depends mainly on the ability to create and manage any opportunities concerning the resources available since there is a particular reason for every opportunity in a given field. Opportunities are infinite, and life is a set of opportunities, and the opportunities that come in a business way will decide the rate of success and development of life (Dangote, 2013). According to Alvarez and Barney (2014), there is a relationship between entrepreneurial innovation and the success of MSEs and the reward promotes good performance in an organization and business prospects should often be expected.

The provision of hospitality services in this enabling environment enhances income for entrepreneurs which has resulted in improvement of their socioeconomic well-being. Therefore, the Opportunity-Based Entrepreneurship Theory conforms with entrepreneurship in the hospitality sector. Opportunity-Based Entrepreneurship Theory was not adequate in determining women's participation in informal hospitality services and therefore the researcher used Feminist Theory to underpin women entrepreneurs in hospitality services in Kenya.

2.1.2 Feminism/Feminist Theory

The early proponent of Feminist Theory is French feminist philosopher Irigaray who critically noted that in the current cultural and societal dynamics, sexual difference is bound by a hierarchical relationship that symbolically privileges the masculine over the feminine. The study considered three aspects of feminist theory namely Marxist, socialist and liberalist. The

Marxist aspect explores how women are marginalized by capitalism and private property and its consequences. The theory is critical of capitalism because of its inclination to inequality in society. A capitalistic society will promote individualism resulting in disparities in socioeconomic well-being with women being the most disadvantaged. By clarifying the implications of capitalism, the theory seeks to advocate for the creation of a society in which there is equal involvement and complements the strengths and weaknesses of the players indiscriminately (Grosz, 2006).

The socialist aspect postulates that this liberation can only be accomplished by working to end the economic and cultural oppression of women. According to this theory, a process has to be initiated to end the oppression since such an end cannot come on its own. This implies that women themselves need to take action or create a movement in which they are all involved to improve their socioeconomic well-being. This has been seen when women have come out in groups to provide hospitality services to improve their socioeconomic well-being. Such initiatives should identify the strength of women where they have a comparative advantage to perform and sustain their initiative (Grosz, 2006).

The liberal aspect advocates for gender equality, social and political changes and legal means. The theory emphasizes the value of an individual and assumes that every woman should claim her position in society and enjoy the rights that she deserves. This can be promoted by group dynamics whereby women come together and initiate an undertaking that will improve their socioeconomic status in society. From these theories, it is evident that the status of women in a society can improve if women take the initiative themselves and more so if they explore their strengths where they have a comparative advantage (Grosz, 2006).

Women entrepreneurs in selected counties make a significant contribution to providing hospitality services. Feminist Theory can be a basis for assessing the different types of

hospitality services provided by women entrepreneurs, and the effect of providing hospitality services on the socioeconomic well-being of women entrepreneurs. Opportunity-Based Entrepreneurship Theory was not adequate in determining women's participation in hospitality services and therefore the researcher used Feminist Theory to underpin women entrepreneurs in hospitality services in Kenya.

2.1.3 Integrated Development Framework

The main proponent of the integrated development framework was Stromquist in 1999. His approach is guided by the holistic approach principle concerning the development of women and turning around their fortunes to better their positions and standings in society. It is guided by four principles; cognitive, psychological, political and economic components. The approach was complemented by the women empowerment analytical framework by Longwe (2001) to highlight the principle of access and control over resources (Malhotra et al., 2002). According to Stromquist (1999), the cognitive approach is geared towards understanding the dynamics and reasons for the subordination of women. It includes knowing oneself and the need to make decisions that may run counter to cultural and social standards. The psychological approach includes developing perceptions that women can behave on a personal and social level to better their situations, as well as fostering faith that they can make a difference in their attempts to change.

The economic approach to well-being requires that women be able to engage in productive activities that will allow them some degree of financial autonomy. The women would thus get involved in an income-generating activity through which they can earn income for themselves and their households. Political well-being means the ability to examine the current world politically and socially and it requires the opportunity to mobilize and support social change.

The well-being process must include individual knowledge, and collective action, which is central to the achievement of social change. This means women can gain economic equality through communities, and that they can make their own decisions on how to use their money.

These four beliefs explain the facts that women need to understand their disadvantages towards economic well-being, need to realize that they can be the centre of change, identify a project they can carry out to earn an income and create an environment for themselves for social transformation through collective actions like women groups. The provision of informal hospitality services touches on the economic approach of well-being which requires that women engage in productive activities that provide them some degree of financial autonomy. Opportunity-Based Entrepreneurship Theory and Feminist Theory were not adequate to underpin women entrepreneurs' socioeconomic well-being in Kenya and therefore, the integrated development framework provides appropriate theoretical underpinning for this study on the socioeconomic well-being of women entrepreneurs.

2.2. Empirical Review

2.2.1 Hospitality Services

Hospitality services include tangible and intangible components which include food, beverages, beds, ambience and environment, and staff services, which consist of human interaction and an exchange process. Consequently, it can be ascertained that hospitality includes giving, welcoming strangers, and ensuring their safety and security (King, 2017). According to Hemmington (2007), hospitality services are relationship deeds of kindness, performance and security extended by a host to a guest to enhance the personal and memorable experience of the later. In this study, these are services women entrepreneurs provide in the informal sector to meet the needs of their clients.

These services include, but are not limited to catering, event management and housekeeping. When women participate in hospitality businesses, they diversify their income which boosts their socioeconomic well-being. Hospitality services are unique given their unique characteristics which affect service provision in the sector (Moeller, 2010). Customers seek for variety of hospitality services including; accommodation services, food and beverage services, healthrelated services, recreational services, business-related services and parking services.

Galdon-Salvador, Garrigos-Simon and Gil-Pechuan (2016) argue that the main reasons for engaging another company to do the work for an organization are access to external expertise, reduced costs and to allow the organization to focus on core activities. This maybe the reason why so many people would prefer to have outside catering services, events management services or housekeeping services whenever they have functions which require such kinds of services.

2.2.1.1 Outside Catering Services

Outside catering services are the preparation and serving of food at a different place away from the business premise, it is also referred to as off-premises catering where food and drinks are provided instead of the customer going to the catering premises. In outdoor catering, all service is provided in various locations and the menus typically vary depending on the facilities available (Rotich, Yego and Korir 2012). Changes in the economic status of individuals necessitate that they demand more customized services such as service delivery of supply food and drink to their premises (Rotich et al., 2012). Hospitality clients nowadays prefer privacy and convenience thus increasing demand for outside catering services. There are no special and fixed services and menu items for outside catering, the supplier must be versatile to accommodate the needs of the clients.

The functions where outside catering services are provided include parties; wedding receptions; funerals; fund raising events; exhibitions; agricultural shows; sports events; and any other social functions. During such kinds of gatherings, the company or the caterer is supposed to provide meals as agreed in the contract, and these may include a complete meal, snacks, cake for the occasion, flowers and some women have joined the business due to the benefits it comes with.

Rotich et al., (2012) observed that (69%) of the participants doing outside catering were female. This shows that women are increasingly getting involved in the provision of informal hospitality services, which the current study focused on. Wachiye (2016) studied the types of services offered to tourists. The results revealed that customers require the following services: food and beverage services; business-related services; health-related services; recreational services; lodging services and parking services. In a related study by Rotich et al., (2020) on factors that affect the outcome of Outside Catering in Kenya. The hospitality services under this study included; food, drinks, and accommodation and all these depend on the consumer's choice and the venue, and whether the services can be sustained for the benefit of the service providers and the customers. These studies were about different formal hospitality services offered to clients while the current study focused on the various types of informal hospitality services in the form of outside catering services offered by women entrepreneurs in selected Counties in Kenya.

2.2.1.2 Events Management

Events management is a method of creatively using the technical skills needed to arrange a targeted event for the target audience to accomplish the intended goal, which could include weddings; gatherings; birthdays; and funerals among others (Raj, Walter and Rashid, 2017). According to Bowdin, McPherson and Flinn (2006), the word event management is used by

many individuals in a variety of respects; there is an endless debate about the rise of business events, even though there is little evidence to support this. This may be due to the fact that not so much research has been done in this field, even though it is a real sector of the hospitality industry. The authors further confirm that external factors, such as political, economic, social and technical factors, all affect the provision of such services. Baytok, Hasan and Zorlu (2013) note that the key reasons why organizations choose to hire such kinds of people include achieving economic benefits, increasing quality, reducing costs, and concentrating on critical skills, expertise and human capital that are not accessible within their reach.

Many women have engaged in the provision of these services because of the interest and expertise they have towards the industry. This has been confirmed by Thomas and Stephens (2022) who asserted that sixty per cent of events respondents were female events managers. In a study by Kimani (2014), the author found that supply chain networks, management skills in the supply chain and access to credit facilities influence the performance of the event management industry. This study focused on networks, management skills in the supply chain and access to credit influencing performance as opposed to the current study was based on the effect of the provision of event management services on the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.

In a separate study by Arora (2017), the author revealed that the scope of events has been widening day by day and the events and entertainment industry today encompasses events like fashion and celebrity shows, film awards, celebrity promotions, road shows, musical concerts, Bollywood-shows, television, reality shows company conferences, banqueting facilities, tourist attractions, sports, culture, corporate seminars, workshops, exhibitions, wedding celebrations, birthday parties, theme parties and product launch. The author further noted the continuous rise in the number and the scale of all such events has emerged as the main growth

drivers in the sector. This study was done in India where entrepreneurship is well developed among the citizens and they operate at very high levels as compared to Kenya where the current study was done, whereas the current study was based on the effect of the provision of event management services on socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.

2.2.1.3 Housekeeping Services

Housekeeping services entail the provision of comfortable and luxurious services for lodges, entertainment, business and leisure needs to clients who are in need at any given time and ensure a clean hygienic and fresh environment (Singh, 2014). Housekeeping services also include the provision of services like sofa set cleaning, carpet cleaning, office cleaning, hospitality cleaning, industrial cleaning, car interior cleaning, warehouse cleaning, commercial property cleaning, residential cleaning, sanitary and washrooms, laundry, flowers, fumigation. These services have been offered by women in various institutions whenever an opportunity arises. Kaur (2015) alludes to the fact that factories, offices, schools, banks, hospitals, hotels, restaurants and all sorts of private and government-run entities do not provide these facilities but instead contract service providers.

In another study by Pallavi et al. (2021), the author emphasized the importance of housekeeping service quality to improve performance and customer satisfaction. Results revealed that in order to ensure customer happiness, service providers need to know their customers and provide their services in a way that ensures client satisfaction. Another related study in formal hospitality by Bhatnagar and Nim (2019), established that laundry services, decor, room amenities, cleanliness, and guest satisfaction, were found to have a positive relationship with repeat business. These studies were done in the formal sector and were about performance, guest satisfaction and repeat guests. The studies were carried out in India where

entrepreneurship is much more developed as compared to Kenya where the current study was done, which was based on the effect of the provision of housekeeping services in the informal sector on the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.

2.2.2 Socioeconomic well-being of the Women Entrepreneurs

According to Nader (2008), socioeconomic well-being combines two important aspects: economic indicators and poverty levels. In the past, the focus has always been on measuring economic status. The poverty level index for example is normally measured on purely economic status rather than the amount earned and spent within a period.

However, Diener, Heintzelman, Kushlev, Tay, Wirtz, Lutes, and Oishi (2017) and Murray (2009) showed that both commodity and non-commodity measures are vital for measuring the well-being of the individual. The authors further stated that socioeconomic well-being is a multi-faceted term that uses a wide range of concepts to determine the general state of human beings and, in particular, of cultures and groups of individuals. Focusing mostly on economic indicators can lead the researcher to disappointment as certain variables that are strong indicators of success can be left out. Socioeconomic well-being is based on three inclusion rates, which are sometimes omitted when economic status is the only factor. In addition, socioeconomic well-being helps research distinguish between four phases of life: infancy, youth, working age and old age.

Tolbert, Lyson and Irwin (1998) stress the importance of understanding that a specific impairment factor can affect different age groups in different ways. Kenny's (2005) poverty index analysis in the European Union found that income and material well-being will have a substantial effect on the quality of life and emotional well-being of respondents. Measurements of socioeconomic well-being are critical in this study, because, on the one hand, informal

hospitality services allow for high economic growth; they also influence other aspects of life that can decide the quality of life. Shyamala (2016) examined the reasoning behind women engaging in entrepreneurship in India and the challenges they face. The findings show that women enter into entrepreneurship due to certain external circumstances, such as divorce, widowhood or gender discrimination. Informal sector offers an alternative to engage in activities that can improve their socioeconomic wellbeing and to cope with solving their problems.

Avornyo (2013), in his study, found that women in Ghana make a significant contribution to socioeconomic development and well-being in their society which can be realized through many socioeconomic fields. In the study, the author addressed the role women play in the socioeconomic development and well-being in Ghana, the respondents' expectations about the role of women in the socioeconomic growth and well-being of their families and the community and the problems faced by women in the informal sector. The study showed that some women had built their own homes and offered financial support to others which is an indicator of their socioeconomic well-being. In Tanzania, Urio (2016) examined the contribution of entrepreneurship to women's well-being. The objectives of the research were to evaluate the entrepreneurial initiatives of women, explore the obstacles that women entrepreneurs face, determine the degree of women entrepreneurs' well-being based on women's characteristics and determine the effect of entrepreneurship on women's well-being. The author found out that through entrepreneurship women can improve their personal well-being in the field of investigation which can also apply to others. This research demonstrated that through entrepreneurship women can improve their socioeconomic well-being when given an opportunity.

A related study by Liliane and Mbabazi (2015) which focused on the political participation of women and what it means for gender equality established that women were able to be selfemployed thus improving their socioeconomic well-being. In addition, they have the potential to sustain their businesses and therefore continue to increase their income and boost their socioeconomic well-being. As outlined, this can be achieved in several socioeconomic fields including hospitality services which is the current field under investigation. The above studies did not examine the effect of women entrepreneurship in hospitality services on the socioeconomic well-being of Kenya. Instead, they researched general entrepreneurship. The current study focused on the effect of informal hospitality services on the socioeconomic well-being of women entrepreneurs in Kenya unlike the previous study which focused on women's socioeconomic wellbeing and was not specific to informal hospitality

On the contrary, Mathivannan and Selvakumar (2008) reported that some women who have been involved in this business have not had their socioeconomic well-being improved and that the overall growth of women remained stunted. This is possible due to several reasons one of which is when they are not getting support especially where cultural practices do not promote women's entrepreneurship. Such practices resulted in women being denied the benefit of education. Education creates an opportunity for one to grow and demonstrate independence, think about the direction of one's future life and the exposed to new ideas and cultural diversity Krypel and Henderson-King (2010). If women have no opportunity to develop their natural capacities and capability for business. Their ability may be deterred from getting effectively involved in business enterprises such as the provision of informal hospitality services which would otherwise improve their socioeconomic well-being

Planning Commission, Pakistan Government states that access to choice; decision-making power, education and resources, knowledge, control and self-government are key indicators of

the status of women in Pakistan (Mumtaz and Salway, 2009). Women play key roles in economic growth and prosperity in every initiative they undertake. They will demonstrate and publicly develop their full potential as hard-working, professional and involved workers, careers, mothers, and often more responsible family unit leaders than men (King and Mason (2001); Sen (1999). This is only possible if, otherwise, they do not have any limitations, and they cannot practice such attributes resulting in the loss of those future benefits.

History indicates that women entrepreneurs can experience various levels of well-being, depending on the projects they carry out and also on their characteristics (El-Namaki, 1990). According to King and Mason (2001), women entrepreneurs can become an engine of growth, essential for the wealth of the family, key for poverty reduction, and employment and play a role in household well-being. Worldwide, only 20% of all women are in formal employment and the rest are in informal business including other livelihood strategies (King and Mason, 2001). This situation indicates that the informal sector is a healthy ground for women's entrepreneurship and they should take advantage of this for faster realization of their economic well-being.

Lack of women's socioeconomic well-being therefore undermines their economic growth and social development. Empowered women actively participate and contribute to social-economic activities important for sustainable development (UNDP, 2016). Conger and Donnellan (2007) assert that the final aspect of socioeconomic well-being is the participation of the individual in the community. Participation is measured by the control of the environment, the ability to determine political agenda and the social participation of the individual within the group. Social capital is built on the association of the individual capacity to social cohesion (making and maintaining friends, collective action and sharing) and flexibility of the individual to enhance and increase their participation within the community. A combination of both economic and

social factors provides a broad and wholesome view of the life of an individual that can be realized through engagement in self-controlled entrepreneurship.

Through the provision of numerous and required help to women, in particular, to the vulnerable, women have shown that they can perform well in any kind of enterprise which they undertake. In a study conducted in Rwanda on the AGASEKE initiative, it was reported that women could be self-employed. As a result, they have continued to increase their income and boost their socioeconomic well-being. Women's decision-making abilities have also been important and their basic needs have increased, both at the household and community level (Liliane and Mbabazi, 2015).

Women's socioeconomic well-being is a subject that has attracted a large volume of scholars as identified by Ngelechei (2014). The author found that the benefits from the Women Enterprise

Fund (WEF) were influenced by factors such as low WEF credit access; WEF saving services; improved socioeconomic status of rural women by generating savings revenue; improving employee quality of life; expanding business and being able to continue business operations.

Other studies that support Ngelechei (2014) include; Engel (2017), Boateng, Brown and Tenkorang (2013), Saffu and Manu (2004) and Dzisi (2008) and Tranche, Kaufmann and Wollni (2016) who found out that entrepreneurship contributed to women's well-being. The effect of the provision of hospitality services on women entrepreneurs' socioeconomic well-being in Kenya is scanty in literature. The researcher filled this gap with the analyzed data presented in chapter four of the current study.

2.2.3 Business proximity to infrastructure

The location of the company may include business proximity to raw materials, accessibility to business premises, a strong road network, a busy business location and how open the location is to customers (Minai and Lucky, 2011). Studies have shown that the majority of women engaging in entrepreneurship are situated in urban areas relative to their counterparts in rural areas. This was documented in a study by Remesh and Neetha (2008) which further claimed that in urban areas, women are faced with more opportunities to open business, marketing and even access to finance. Business proximity to infrastructure as a moderator variable may play a major role for any company in terms of access to markets and the capital needed.

Davis (2011) on the contrary, asserts that regardless of the location and business proximity to infrastructure, the support of women entrepreneurs is not substantially different. As mentioned above, the two possibilities may be encountered in entrepreneurship, but the magnitude is the subject of discussion in the current research, which is to examine the effect of business proximity to infrastructure on the relationship between the independent variables and dependent variables.

Mugo et al. (2019) revealed that the growth of SMEs has a significant, positive correlation with infrastructure. This implies that where there is good infrastructure there will be an increase in the growth of SMEs. These infrastructural facilities include transportation networks, availability of piped water, electricity, security, and telecommunication among other services. This is supported by Obokoh and Goldman (2016) who observed that the growth, performance, and profitability of SMEs in Nigeria are negatively affected by the deficiency in infrastructure due to the high cost incurred by SMEs.

Akwani (2007) who studied the constraints on the growth of small businesses in Nigeria also noted that poor infrastructure like power failures, inaccessible roads and increased transportation costs affect the production and services of small businesses. The author further asserts that the owners of the businesses may find it not easy to work in rural areas without well-established infrastructure even if the demand for their products is high. This may hinder their ability to grow and earn more profit, which is likely to affect their socioeconomic well-being. In a related study in Nigeria, Akinson (2018) noted that infrastructure like power and water are very important for any business enterprise hence, should be made available for the growth of small and medium-scale business enterprises. This is likely to be the case with any country including Kenya. If the government does not provide these infrastructures, then the entrepreneurs may not perform better in their businesses because they will incur other costs, which are related to the lack of the infrastructure to provide their services. At the same time, this will affect their profit margin hence slowing the growth of their socioeconomic well-being.

The contribution of micro-enterprises to economic development, income generation and poverty alleviation is recognized globally (International Labour Organization, 2007). Lukes and Laguna (2010) claim that small and medium-sized businesses generate new employment with a substantial effect on the labour market and economic growth. The SME sector contributed about 90 per cent of new jobs generated in Kenya in 2016 and 33.8 per cent of the Gross Domestic Product (Government of Kenya, 2017). Onphanhdala and Suruga (2010) and Simiyu (2018) noted that successful implementation and relevant support services are a prerequisite for achieving the positive objectives of SME promotion. Different governments have different policies which have affected the SMEs both negatively and positively. In a study carried out in Indonesia by Akhmad et al. (2018), the findings revealed that efforts have been made to promote, empower and protect SMEs under a variety of programs. Such kind of efforts

assist the entrepreneur in their businesses not to incur losses but to make profits and increase their socioeconomic well-being.

In a separate study in Vietnam by Nguyen and Winai Development (2012), the findings revealed that among the 13 support policies, seven (roads, electricity, telecommunications, Internet, tax reduction/deduction, and property rights) had a positive impact on the performance of SMEs. All proposed policies had a moderate to weak relationship with the enterprises' performance. This study revealed that there is a positive relationship between the performance of the firm and infrastructure. This is likely to be the case in any country if infrastructure is well established because it promotes any kind of entrepreneurship including informal hospitality services, since the entrepreneurs will not incur losses related to poor infrastructure. This scenario leads to the improvement of the socioeconomic of entrepreneurs as well as women

Mugo et al. (2019) in their study examined the effects of infrastructure on the growth of small and medium enterprises in Kenya: A case of clothing and textile businesses in Nairobi Central Business District. The findings of the study revealed that the growth of SMEs has a significant, positive correlation with infrastructure. This means good infrastructure leads to an increase in the growth of SMEs and the author observed that Infrastructural services are very important for any business enterprise to grow. In a separate study, Kehler (2001) established that business location is a factor that affects various businesses. In a study carried out by Ajide (2020) on infrastructure and entrepreneurship, it was revealed that infrastructure plays a significant role in improving entrepreneurial development in Africa.

Muthuvelayutham and Jeyakodeeswari (2014) studied the moderating effects of environmental factors and a firm's age on strategic orientations and performance of Indian women entrepreneurs and found out that there is a relationship between strategic orientations and

performance under infrastructure like roads, transportation, electricity, water and banking facilities, which were found to be a significant moderator. This was a study done in India where entrepreneurship is well-developed and with different policies as compared to Kenya

It is therefore important to establish how business proximity to infrastructure moderates the relationship between the provision of outside catering, events management and housekeeping services and the socioeconomic well-being of women entrepreneurs in Kenya. Most of these studies, researched on infrastructure as the independent variable, while the current study examined the effect of business proximity to infrastructure on the relationship between outside catering, events management and housekeeping services and the socioeconomic well-being of women entrepreneurs in Kenya.

Iwuji (2003) also observes that it is the role of any government to provide an enabling environment and social services that support businesses and persons since SMEs constitute untapped revenue potential for many countries (KAM, 2016). The new SME Act (2012) provides a window of opportunity in which the evolution of SMEs can be realized through a devolution framework. This may assist women entrepreneurs in their businesses if the Act is well implemented. Based on the foregoing background information on informal hospitality services by women entrepreneurs and their socioeconomic well-being, it has been noted that hospitality services have taken an upward trend in the recent past and women are increasingly becoming important players, and this has a bearing on their socioeconomic well-being.

2.2.4 Summary of Knowledge Gaps as per objectives

In objective one the researcher sought to describe the types of hospitality services offered by women entrepreneurs in selected counties in Kenya. Most studies on types of hospitality services were done in formal hospitality services, while the current study focused on the types

of informal hospitality services in the form of outside catering, events management services and housekeeping services offered by women entrepreneurs in Kenya. This gap necessitated the current study to describe the types of informal hospitality services in the selected Counties in Kenya.

Secondly, most studies on the effect of the provision of hospitality services on women entrepreneurs' socioeconomic well-being were done in other countries including; Ghana, and Tanzania in the region. The reviewed studies were also generally based on other enterprises but not on the provision of hospitality services. The studies analyzed the general entrepreneurship well-being of the women focusing on the assessment of entrepreneurial initiatives, the challenges affecting women entrepreneurs, and the level of women entrepreneurs' well-being compared to the current study which analyzed the effect of the provision of hospitality services on women entrepreneurs on their socioeconomic well-being in Kenya which was the gap that motivated the researcher of the current study to establish the reality of this situation in Kenya.

Finally, the study examined the moderating effect of business proximity to infrastructure on the relationship between the provision of hospitality services and the women entrepreneurs' socioeconomic well-being in selected Counties in Kenya. Many scholars have noted that there is a relationship between business proximity to infrastructure on entrepreneurship and socioeconomic well-being which can affect socioeconomic well-being positively or negatively. Business proximity to infrastructure can be a catalyst to entrepreneurship and therefore was considered as a moderator variable. While researchers have studied infrastructure as a primary factor in entrepreneurship, the effect of business proximity to infrastructure on the relationship between informal hospitality services and the socioeconomic well-being of entrepreneurs has

not been established. Therefore, this study sought to determine the moderating effect of business proximity to infrastructure on the relationship between the provision of outside catering, events management and services and housekeeping services and the socioeconomic well-being of women entrepreneurs in the four selected Counties in Kenya.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Approach

This chapter provides the methods and procedures used in collecting, processing and analysis of the primary data for this report. These include the research approach; philosophical paradigm; research design; sample population; sampling methods; research instruments; pilot study; validity and reliability of the instrument; data collection method and data analysis; outlier testing; and ethical consideration.

This research employed mixed methods which integrates both qualitative and quantitative methods (Morgan, 2007; Creswell, 2013). This is because of the nature and the circumstances of the study. The core assumption of this form of inquiry is that the integration of qualitative and quantitative data yields additional insight beyond the information provided by only one method (Creswell & Creswell, 2018). Additionally, both methods act as complimentary to each other and thus more reliable conclusions can be made as well as expanding and strengthening research (Schoonenboom & Johnson, 2017).

3.2 Philosophical Paradigm

The research used pragmatism as a philosophical paradigm which entails both positivism and constructivism (Morgan, 2007; Creswell, 2013). This is because, pragmatism provides new options for addressing methodological issues in social sciences and emphasizes what difference it makes to believe in one thing versus another or to act in one way rather than another (Chalmers et al., 2005; Searle and Auton, 2015)). Mawlood (2017) asserts that the pragmatic approach involves using the method or a mixture of methods, which appears best suited to the

research problem. This is in agreement with Creswell (2013) who notes that researchers base inquiries on the assumption that collecting diverse types of data provides a more comprehensive analysis of a research problem than either quantitative or qualitative data alone. Finally, Wadongo and AbdelKader (2014), confirm that pragmatism is a widely accepted method among mixed-method researchers. The authors further assert that this method is reinforced by mixing method philosophical principles which is not only the most interpretable and comprehensive but also incorporates a theoretical lens. Pragmatism philosophy was therefore achieved when qualitative data through interviews and FGD was collected first, followed by quantitative data using questionnaires. The results from the qualitative were then compared with the findings from the quantitative study to conclude. This gave a detailed and comprehensive analysis of the research questions leading to high-quality research that addressed the research problem as well as research objectives.

3.3 Research Design

This research followed the exploratory sequential method where qualitative data was first collected followed by quantitative data. The benefit of the exploratory sequential method is that there are no simultaneous limitations (Creswell & Creswell, 2018). Additionally, the design was used because it was able to measure and standardize instruments on how hospitality services contributed to the socioeconomic well-being of women entrepreneurs in the informal hospitality industry. There was little information on the study area regarding the women entrepreneurs in the informal hospitality industry and thus need to adopt this design. This is affirmed by Plano et al. (2008) who state that this design is best suited when there is a lack of a theoretical framework and inadequate empirical studies in the area of research. Creswell (2003) proposed six major design styles: Explanatory Sequential Design; Exploratory sequential Design; Sequential Transformative Design; Concurrent Nested (Embedded) Design;

and Concurrent Transformative Design. Exploratory sequential design was carried out in two phases. Initially, qualitative data was collected to inform the development of the survey instrument. The research further explored their previous experiences and current thoughts and actions regarding the provision of hospitality services and their socioeconomic well-being. Themes and statements generated from the qualitative study informed the development of a survey instrument. The second phase of this study was a quantitative study which was meant to corroborate the result obtained from the qualitative research in understanding further the effect of the provision of hospitality services on women entrepreneurs' socioeconomic well-being in the selected counties in Kenya.

3.4 Study Location

This study was conducted in four selected counties namely; Nakuru, Muranga, Kisumu and Kakamega. Four Counties were selected for the study to represent the four regions in Kenya from the former eight administrative provinces namely; Central, Western, Rift valley and Nyanza Provinces. The Counties were purposefully chosen because there were many hospitality services run by women entrepreneurs and therefore availability of data related to the provision of hospitality services run by women. The availability of informal hospitality businesses in these counties provided adequate representation of the current study. From the population, two cities and two townships were selected for the study. In each of the County, two sub-Counties within towns or urban centers and one sub-county situated in rural areas were chosen for the study.

In Nakuru County, the following sub-Counties were selected: Rongai (rural) Nakuru West and Nakuru East (urban). The justification for the choice of Nakuru County by the researcher was that all socioeconomic activities including hospitality services run by women entrepreneurs largely depend on the availability of raw materials required in the provision of these services.

The settlement patterns in Nakuru County are mainly urban and rural setups. The County has a main market where trading of farm produce takes place, located in major urban centres. The growth of enterprises has been realized due to enabling environment support created by the County Government of Nakuru (Nakuru County Integrated Development Plan 2018-2022, 2018). Nakuru County being the fastest-growing town in East and Central Africa, acts as a catchment for hospitality services run by women entrepreneurs for the women entrepreneurs providing outside catering, events management and housekeeping hospitality services (Un-Habitat, 2010). United Nations Habitat (2010).

In Kisumu County, the following sub-Counties were selected: Kisumu East, Kisumu Central (urban) and Nyakach (rural). The County comprises urban and rural setups as well as the rich ethnic, racial and cultural diversity, with the Luo being the dominant. The justification for the choice of Kisumu County by the researcher was that the County is served with reliable infrastructure such as road network, mode of transport, fertile soils for horticulture and fish breeding, which are the enablers in the provision of the hospitality services run by the women entrepreneurs. Another justification for the choice of Kisumu County is the availability of rice and other food grown which provide affordable raw materials for the informal hospitality industry (Kisumu Integrated Development Plan, 2018). Kisumu County is the home of the Luo tribe where funeral ceremonies attract large crowds and a cultural practice, which provides business opportunities for women in the hospitality services run by women entrepreneurs through outside catering and events management.

In Kakamega County, the following sub-Counties were selected: Lurambi, Mumias East (urban) and Mumias West (rural). Again, here the climate is very conducive for many agricultural activities including crop and animal production. The justification for the choice of

Kakamega County by the researcher was based on the fact that the county has an abundance of raw materials for informal hospitality businesses for women entrepreneurs at low-cost prices since they are sourced locally. The status of roads, access to clean and safe water and food production were some of the enablers of women entrepreneurs in the provision of hospitality services (Fay, 2018). Kakamega County also host many festivals including bullfighting and a traditional circumcision festival. It is also the home of the largest sub-tribes with diverse cultural festivals. These festivals attract huge crowds and, in most cases, food is part of the rituals in the festivals. These festivals provide opportunities for women in the informal hospitality sector which was the target population of this study.

In Muranga County, Gatanga, Kandara (urban) and Kigumo (rural) were chosen. The justification for the choice of Murang'a County by the researcher was based on the fact that the county is the origin of Gikuyu and Mumbi—the forefathers of the Kikuyu and that the county is a cosmopolitan located in the former Central Province. The upper part of the county is mainly dependent on agriculture due to the rich fertile soils while the lower part depends on various informal businesses which is the source of raw materials necessary for the provision of hospitality services. The county has an active trading of goods and services concerning labour, education, business, and tourism among other sectors which have motivated the women to participate in entrepreneurship in the hospitality services run by women entrepreneurs. Moreover, Muranga County has a well-developed network of self-help groups for women's socioeconomic well-being (Mburu, 2017) and thus the county was chosen to assess how these groups have supported women in resource mobilization for the provision of hospitality services. The hospitality-related institutions are also located in these countries which provide entrepreneurship opportunities for women with the necessary skills to provide these services (CIDP, 2018).

3.5 Target Population

The target population for this study were women engaged in providing informal hospitality services run by women entrepreneurs in four selected counties in Kenya. The information on women groups was collected from the Department of Social Services in each county. Accordingly, a total of 1618 women had been registered by the department of social services in the four counties. These Counties comprise; Nakuru, Kisumu, Kakamega and Muranga Counties. The unit of analysis for the current study was the women entrepreneurs in the hospitality services in the selected Counties in Kenya. The justification of women as the unit of analysis in the current study was based on the fact that women are marginalized as far as the running of enterprises is involved. The Government of the Republic of Kenya has come up with much support specifically supporting women enterprises including the Women Enterprise Fund and Uwezo Fund that targeted women and the youth. The current study therefore intended to establish whether the provision of informal hospitality services by women has any significant bearing on their socioeconomic well-being.

3.6 Study Population

The study population consisted of 829 women entrepreneurs from registered women groups in twelve selected sub-counties of Kisumu, Kakamega, Muranga and Nakuru. In each county, three sub-counties were selected. The sub-counties were selected based on settlement patterns and location settings in terms of rural or urban to ensure respondents' diversity and avoid sampling biases. The distribution of the population is presented in Table 3.1.

Table 3.1: Population of the Study

County	Sub-County	No. Members
Kisumu	Kisumu East	120
Kisumu	Kisumu West	100
Kisumu	Nyakach	70
	Kisumu total	290
Kakamega	Mumias East	35
Kakamega	Lurambi	44
Kakamega	Mumias West	24
	Kakamega total	103
Muranga	Gatanga	88
Muranga	Kandara	77
Muranga	Kigumo	66
	Muranga total	231
Nakuru	Nakuru Town East	86
Nakuru	Nakuru Town West	64
Nakuru	Rongai	55
	Nakuru total	205
	Total	829

Source: Selected Counties Social Services Groups Registration Roll (2021)

3.7 Qualitative Research

Qualitative research is an approach that involves collecting and analyzing non-numerical data to understand concepts, opinions or experiences. In the present study, interviews and Focus Group Discussions (FGD) were used to collect qualitative data. This process involved the use of faceto-face interviews, telephone/video call interviews with respondents and organized FGDs.

3.7.1 Sampling Technique and Sample Size

This study employed both probability and non-probability sampling techniques. In nonprobability, purposive sampling was used while in the probabilistic approach, simple random sampling was used to select the study participants. Eight key informants participated in the interviews. Two respondents were drawn from each of the four counties. At the county level, one woman from rural and one from urban sub-counties were purposively selected for interviews. In situations where there was more than one urban sub-county in one county, simple random sampling was used to select one. Table 3.2 provides the summary of the sampled key informants.

Table 3.2: Sample size for Interviews

S/no.	County	Sub- Counties		Selected Rural	No.	Total
		Urban	No.			
1	Nakuru	Nakuru East	1	Rongai	1	2
2	Kisumu	Kisumu Central	1	Nyakach	1	2
3	Kakamega	Lurambi	1	Mumias West	1	2
4	Muranga	Kandara	1	Kigumo	1	2
Total						8

A Focus Group Discussion guide was used also to gather qualitative data. This group comprised 8 participants that were drawn from the selected counties. The number of participants was guided by the recommendations of Dawson et al. (2014) that a group of 6 to 12 persons is adequate for

Focus Group Discussion. Eight participants were purposively selected from the four counties to participate in the FGD. This was done to ensure diversity in respondents in terms of socioeconomic backgrounds. The justification for the choice of both urban and rural Sub-County was that the women entrepreneurs in both setups face different factors that affect the

provision of hospitality services, a comparison of which was of great interest to the researcher. The distribution of the respondents who participated in FGD were shown in Table 3.3.

Table 3.3: Sample size for Focus Group Discussions

S/no.	County	Sub- Counties				Total						
		Urban	No.	Rural	No.							
1	Nakuru	Nakuru West	1	Rongai	1	2	3					
			1	2	2	Kisumu	Kisumu East	1	Nyakach	1	2	3
	Kakamega	Mumias East	1	Mumias West	1	2	4	Muranga	Gatanga	1	2	3
		Total										8

3.7.2 Interviews

Qualitative data were collected using an in-depth interview guide (see Appendix 3). This augmented the understanding of the phenomena that were being investigated (Christensen et al., 2015). Accordingly, the researcher interviewed 8 key informants from the four counties to assess the various types of hospitality services that women entrepreneurs offered. In Nakuru County, the participants were drawn from Nakuru East and Rongai, in Muranga they were from Kandara and Kigumo, in Kisumu County, the participants were drawn from Kisumu Central and Nyakach and in Kakamega County they were from Lurambi and Mumias East. One participant was drawn from each sub-county making a total of two participants from each county and thus the total participants of in the study was eight. The justification for picking participants both from rural and urban sub- counties was to get information from diverse socioeconomic setups on the types of hospitality services. The key informant interviews were considered crucial in gaining insights into informal hospitality service provision by women entrepreneurs from the selected counties.

The semi-structured interview guide with open-ended questions for interviews was developed as per the research objectives and with guidance from experts in the area of women and

hospitality. This was done to ensure that the researcher collected comprehensive information that improved the quantitative data that were collected in the later stages of the research. Before the interviews started, introductions were done and the purpose of the study was explained. The researcher also sought consent from the respondents to record the audio for further analysis. Opening questions were mainly an introduction to set the pace for the real concerns or questions. The information that was mainly sought was: the provision of hospitality services run by women entrepreneurs offered, by women entrepreneurs. The researcher recorded the audio for all the interviews. In addition, field notes were taken by research assistants to ensure that all the points and themes were well captured. At the end of the interview, the researcher filled in the interview guide with a summary of key points on every question asked. The two research assistants ensured that all the information from respondents was recorded, (see case book, Appendix 4).

3.7.3 Focus Group Discussions

Wong (2008) describes a Focus Group Discussion (FGD) as a renowned qualitative analysis method for collecting large volumes of narrative or explorative data. Focus group discussion added meaning and understanding to the initial data collected through interviews. The fact that Focus Group Discussions provided a platform for self-reflection among the women, some respondents felt motivated to talk after discovering what their fellow women were doing. This made them to express their opinions freely within the group. The researcher used questions in the interview guide and probing questions to cover the objectives of the study. This was to be analyzed in the form of outside catering services, housekeeping services and events management and how these have affected them. As the respondents continued to provide information on the themes, the research assistants took notes on the content of the discussion.

FGDs were used for generating information on types of hospitality services run by women entrepreneurs. Focused Group Discussion was done with eight (8) participants drawn from the

four selected counties with the participants assembled in Nakuru City. Nakuru was chosen because of its centrality. All the participants gathered in a restaurant for FGD. Each participant was given time to introduce herself and the purpose of the study and confidentiality of information were explained to them before the discussion commenced. The researcher led the discussion and the two research assistants took notes and audio recording the discussions. The transcription of the audio was done later for analysis. The researcher encouraged the participants to openly express their beliefs and feelings on the types of hospitality services run by women entrepreneurs they offer. The participants opened up and freely shared their experiences concerning the services they offer and how these services have helped them in their socioeconomic well-being.

Focus Group Discussion was used to gather information related to participant perceptions, feelings, behaviour, reactions and other relevant information that were not captured during the interviews. Moreover, FGDs provided a platform for verifying information collected through the interviews for comparison and triangulation with the qualitative interviews during analysis. To achieve consistency on the FGD, the same themes as in the interviews were used. The respondents were coded as follows KFGD1 represents Kisumu County, Nyakach sub-county, KKFGD2 in Kakamega County, Mumias East sub-county, KKFGD3 Mumias West sub-county, MFGD4 represents Muranga county, Gatanga sub-county, NFGD5 represents Nakuru county, Nakuru east sub-county, KFGD6 represents Kisumu County, Kisumu east sub county, NFGD7 represents Nakuru county, Rongai sub-county and lastly MFGD8 represents Muranga county Kigumo sub-county.

3.7.4 Reliability and Validity

Creswell (2014) defined validity as a procedural benchmark for measuring the accuracy of a study the conclusions made from such investigation and the reason for such conclusion. Further to this, Bryman (2004) stated that validity is the framework that makes the research findings to be accurate and acceptable. The content validity was established during wide reading, discussions and deliberations with peers and supervisors at Maseno University. To achieve content validity, the researcher conducted in-depth reading, discussions and deliberations with peers and supervisors at Maseno University. The experts in hospitality at the department and school levels were consulted to provide guidance on the content of the instruments and to ensure that all the research objectives were addressed. According to Cypress (2017), the scientific aspect of reliability adopts the repetitive measures of a phenomenon which produces the same findings when different methodologies are applied.

3.7.5 Qualitative Data Analysis

The researcher used Framework Analysis (FA) to analyze qualitative data. In the case of the framework analysis technique, the collected data from interviews and FGD through print interview guide and audio were organized into themes based on the objectives of the study. The audio records were transcribed into written form to come up with themes which were used during analysis (McMullin, 2021). Themes were analysed for similarities and differences, for classification into broader thematic areas. Five steps of review of data in the system method adapted from Pope, Ziebland and Mays (2000) were used. Step one of familiarization is where the researcher gets acquainted with raw data by listening to recordings, reading notes taken during interviews, and noting key ideas and various themes as they follow. In step two; the researcher identified themes and defined all topics of interest, and principles and analyzed and referenced themes from the data. These were derived from research questions and objectives, as

well as from issues that occurred repeatedly in the data. In step three, indexing was done where the researcher systematically or numerically used a thematic framework or index to group data into an index code cluster, typically accompanied by index names or headings, to prevent data loss. In step four, the researcher organized the data according to the relevant part of the thematic framework to which it contributed to the development of an order. In step five, mapping and interpreting were done where the researcher visually or graphically presented the data using charts to identify definitions, map the spectrum and the phenomena, establish typologies and find correlations between the variables of the analysis.

The researcher created a casebook for each of the themes (see appendix 4) on; types of hospitality business; socioeconomic benefits of women and effects of business proximity to infrastructure on the provision of hospitality services run by women entrepreneurs. An appropriate data source was linked to each case from the casebook. The casebook was created based on the framework analysis cycle and followed through five interrelated stages: familiarization, identifying a thematic framework, indexing, charting, mapping and interpretation. The respondents from interview casebooks were appropriately coded as per the county and subcounty they were drawn from. MRP1 represented the respondent from Muranga County, Kandara Sub-County representing urban setup. MRP2 represented respondents from Muranga County,

Kigumo Sub-County representing rural setup. KRP1 represented respondents from Kisumu County, Kisumu Central Sub-County representing urban setup. KRP2 represented respondents from Kisumu County, Nyakach Sub-County representing rural setup. ERP1 represented respondents from Kakamega County, Lurambi Sub-County representing urban setup. ERP2 represented respondents from Kakamega County, Mumias Sub-County representing rural setup. NRP1 represented respondents from Nakuru County, Nakuru Town East Sub-County

representing urban setup. NRP2 represented respondents from Nakuru County, Rongai SubCounty representing rural setup.

3.8 Quantitative Research

Quantitative research is an approach to collecting and analyzing numerical data to describe characteristics, find correlations, or test hypotheses (Creswell and David, 2018). In this study, quantitative data were collected for objectives two to seven. These data were processed and analyzed using statistical tools for testing the research hypotheses.

3.8.1 Sampling Technique and Sample Size

The study adopted the sampling technique by Krejcie and Morgan (1970) to arrive at the sample size needed. The required sample size was calculated using the formula below a

$$n = \frac{X^2 \times N \times (P \times Q)}{ME^2} \quad (3.1)$$

Where,

n: The required sample size is given by the following:

X²: The chi-square for one degree of freedom relative to the desired level of confidence which is 0.95. [The chi-square value was 3.841].

N: The population within the study area [829]

P: The population proportion [assumed to be 0.50], as this magnitude yields the maximum possible sample size required.

ME: desired margin of error (Equals to 0.05, which is equal to ±1.96σp).

ME²: [0.05² =0.0025]

The sample size for the study was derived to be 265 women entrepreneurs from a sample frame of 829 entrepreneurs in hospitality services in the selected 12 sub-counties. The population was

stratified by counties, and the number of participants from each stratum was determined using proportionate techniques. For example, the number of participants drawn from Kakamega county was:

$$\text{Sample drawn from Kakamega } n_k = n \times a_k/ap$$

Where:

n_k = Portion of the sample from Kakamega

n = study sample

a_k = Portion of accessible population from Kakamega

ap = Accessible population of the study

Therefore, $a_k = 265 \times 103/829 = 32.9$ which was rounded to 33 since the sample units were discrete numbers.

The number of respondents from each sub-county was also determined using proportionate techniques. At the sub-county level, the participants who took part in the study were selected using a simple random sampling procedure (see Table 3.4).

Table 3.4: Stratified Sample Frame Based on the Location of the Group

County	Sub-County	No. Members	Sample Size
Kisumu	Kisumu East	120	38
Kisumu	Kisumu Central	100	32
Kisumu	Nyakach	70	22
Kisumu total		290	93
Kakamega Mumias East		35	11
Kakamega Lurambi		44	14
Kakamega Mumias West		24	8
Kakamega total		103	33
Muranga	Gatanga	88	28
Muranga	Kandara	77	25
Muranga	Kigumo	66	21
		231	74
Muranga total			
Nakuru	Nakuru Town East	86	27
Nakuru	Nakuru Town West	64	20
Nakuru	Rongai	55	18
Nakuru total		205	65
Total		829	265

Source: Social Services Groups Registration Roll (2021)

3.8.2 Data Collection Instrument

For quantitative data, self-administered questionnaires were used. The questionnaire consisted of open and closed-ended questions with guidelines on filling provided before every question. The first section was used to collect data on demographic characteristics; types of hospitality services run by women entrepreneurs; socioeconomic well-being; and business proximity to infrastructure. Most items in the questionnaire were rated using a five-point Likert scale based on the extent of agreement or frequency (See Appendix 2). The independent variables were hospitality services, while the socioeconomic well-being of women was the dependent variable and business proximity to infrastructure was the moderating variable (see Table 3.5).

Table 3.5: Scales of Measurement

Variables	Indicators	Measurement scale	Authority
Independent Variables			
Outside Catering	Tents and chairs, meals, snacks, flowers, and cakes	Ordinal	Wachiye (2016)
Events	Decorations, equipment, wedding Gardens, wedding planning, decor and flowers, video and photography, sound and lighting	Ordinal	Murray (2009)
House Keeping	Cleaning services, laundry services, flowers and fumigation	Ordinal	
Socioeconomic Being	Well Increased income, improved health access to education.	Ordinal and	UNDP (2016); Baum (2013)
Moderating variable	Effects business infrastructure	proximity to Ordinal	Mansuri & Rao (2013) Schroeder et al. (2013) Makena et al. (2014)

3.8.3 Reliability and Validity of Research Instruments

3.8.3.1 Piloting

Piloting also called a 'feasibility' study is a small-scale preliminary test conducted before any large-scale quantitative research (Fraser et al., 2018). This process helps in highlighting areas of the research instruments and procedures to be adjusted accordingly before the actual research study is commenced. This helped in identifying the weaknesses in the questionnaires that needed to be addressed before the actual study was carried out. In the current study, a pilot survey was conducted amongst the targeted women entrepreneurs in the hospitality services run by women entrepreneurs. The questionnaires were randomly administered to twenty women as supported by Crewell (2018) to cover the different categories of women from the four counties of study. The respondents for piloting were not part of the final study sample to

avoid biases. The results were used to adjust the instrument and improve efficiency in data collection.

3.8.3.2 Reliability of Research Instruments

This is a trial of the data collection process to determine if the instrument has any errors before the actual data collection exercise (Creswell 2008). Quality in terms of reliability is the extent to which an instrument can be expected to produce the same results when measurements are done repeatedly (Taber, 2018). The results of the pilot were a Cronbach Alpha of 0.80 which met the threshold of Cronbach Alpha equal to or greater than 0.7 but less than 0.9.

3.8.3.3 Validity of the Research Instruments

Validity is the degree to which your assessment procedure tests what you believe is being calculated and whether you have used and interpreted the scores correctly. Validation is a compilation of facts to endorse inferences to be taken based on scores obtained from measurement operations (Creswell and Creswell, 2018). Proof of validity is obtained by creating a hypothesis of how a test or instrument can function if it is operating correctly, and then the hypothesis is proved. Validation can be seen as a continuous or never-ending process.

In this study, the questionnaire was peer-reviewed by the supervisors at Maseno University to test the instrument's validity. Experts were consulted to provide feedback on the quality of the tools to ensure that all study goals were met. The manner in which the instrument was built was reviewed to ensure that the questions were not misinterpreted and correct information was collected. The researcher ensured that all questions were posed correctly to the respondents and that clarifications were made where possible to avoid misinterpretation.

3.8.4 Data Collection Procedures

A total of 265 questionnaires were delivered to respondents— women entrepreneurs. Trained field assistants dropped and picked the questionnaires after they were filled by the women entrepreneurs. In cases where an explanation was required, the research assistant helped the women fill out the questionnaires. The researcher monitored the data collection process by supervising the entire field process through field visits and constant communication with field assistants.

3.8.5 Quantitative Data Analysis

3.8.5.1 Data Screening

The collected data was coded in Statistical Package for Social Science (SPSS) version 25 and the dataset was screened before conducting an analysis and cleaned for errors. Visual checks were made to identify data entry errors, while a series of checks were used to detect invalid and unusual values. Outliers were tested using box plots (Appendix 5). After data screening and cleaning, cases of missing values for all the items were assessed and found to be below 5% and thus imputation was not necessary.

3.8.5.2 Descriptive Statistics

The demographic characteristics of respondents were described using frequencies percentages and measures of central tendencies such as mean and standard deviation. The responses to the closed-ended items that were used to measure the study variables were measured using a 5-point Likert scale.

3.8.5.3 Inferential Statistics

Multiple regression was used to test the first three hypotheses. Multiple regression is used to evaluate the relationship between a single dependent variable and a variety of independent variables. Hospitality services run by women entrepreneurs were measured using its three dimensions, namely outside catering, events management and housekeeping. The responses to items used to measure each dimension of hospitality services run by women entrepreneurs and the women's socioeconomic well-being were scored, and their means were computed and transformed into indices. The women's socioeconomic well-being was regressed on the indices of the three dimensions of hospitality services run by women entrepreneurs.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon \dots\dots\dots (3.2)$$

Where:

β_0 : the intercept

$\beta_1, \beta_2, \beta_3$: Coefficients

X_1 : Outside catering services offered

X_2 : Events management services offered, and

X_3 : Housekeeping services offered (HK)

Y: Socioeconomic well-being.

3.8.5.4 Moderation Analysis

The fourth, fifth and sixth hypotheses examined the moderating effect of business proximity to infrastructure on the relationship between outside catering, events management and housekeeping services and women's socioeconomic well-being. Hayes (2020) asserts the level of measurement of variables is very important to be considered when doing moderation

analysis. Maina (2022) noted that the level of measurement could either be categorical or continuous. The author further noted that continuous data is usually achieved by the use of a Likert-based multi-item scale through the transformation of data to create a composite variable. Moderated multiple regression was considered for the study because both the independent and moderator variables are continuous and this is due to the popularity of Likert-based multi-scale measurement. This is popularly used in Social Sciences studies.

The responses to items that were used to measure the effect of business proximity to infrastructure were scored and transformed into an index. The indices of women's socioeconomic well-being, the three dimensions of hospitality services run by women entrepreneurs and business proximity to infrastructure were also transformed. This was done to minimize the possibilities of multicollinearity (Helm and Mark, 2012). The interactive effect was computed by multiplying the index of the moderator variable by indices of the dimensions of hospitality services run by women entrepreneurs. Data was entered in three steps during the hierarchical regression analysis. The first step involved regression of the IV on the DV. The second step involved regression of the IV and M on the DV. The third step involved regression of the IV, M and interaction effect of IV and M on the DV. The moderating effect was then determined using the formula given below:

$$\text{Model 1: } Y = \beta_0 + \beta_1 X + \varepsilon \quad (3.4)$$

$$\text{Model 2: } Y = \beta_0 + \beta_1 X + \beta_2 M + \varepsilon \quad (3.5)$$

$$\text{Model 3: } Y = \beta_0 + \beta_1 X + \beta_2 M + \beta_3 XM + \varepsilon \quad (3.6)$$

Y: is Socioeconomic well-being
 β_0 : is the intercept
 $\beta_1, \beta_2, \beta_3$: are the coefficients
 X.: Informal hospitality service

M: Moderator variable

XM: Interaction effect which is a product of standardized values of, outside catering, events

ε : is the error term.

3.8.5.5 Hypothesis Tests

After the estimation of the study model, hypotheses were tested using p-values where $p > 0.05$, the study failed to reject the null hypotheses otherwise, the null hypothesis was rejected. The following hypotheses were tested:

- H₀₁: Provision of Outside Catering services has no significant effect on the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.
- H₀₂: Provision of Events Management services has no significant effect on the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.
- H₀₃: Provision of Housekeeping services has no significant effect on the socioeconomic wellbeing of women entrepreneurs in selected Counties in Kenya.
- H₀₄: Business proximity to infrastructure has no significant moderating effect on the relationship between the provision of outside catering services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.
- H₀₅: Business proximity to infrastructure has no significant moderating effect on the relationship between the provision of events management services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.
- H₀₆: Business proximity to infrastructure has no significant moderating effect on the relationship between the provision of housekeeping services and the socioeconomic wellbeing of women entrepreneurs in selected Counties in Kenya.

3.8.5.6 Regression Assumptions

A number of assumptions about data were made when using regression to avoid the negative effect on the results (Pallant, 2016). Before the regression procedure was conducted, normality was tested using a P-P plot while linearity between the explanatory variables and the outcome was checked using a scatter plot. The presence of multicollinearity was examined using Tolerance statistics of the three dimensions of Hospitality services run by women entrepreneurs

(outside catering, events management and housekeeping). Residuals were tested for homoscedasticity using the scatter plots.

3.9 Ethical Considerations

The researcher obtained all the necessary approval documents from the respective Government Agencies namely; the National Council for Science, Technology and Innovation (NACOSTI). The researcher also obtained an authorization letter from the County Commissioner for the selected Counties to carry out the study in these counties. The researcher educated the respondents on the purpose and process of research, including why their involvement was important, the purpose of the data and to whom it should be submitted. Voluntary informed consent was practised and the respondents who agreed were encouraged to participate without any obligation. The researcher also respected the right of the respondent to privacy and protected their rights to confidentiality and anonymity. Respondents were assured of the privacy of their personal information and that their information would not be disclosed to third parties without their consent and would be used solely for academic purposes. The researcher further protected the respondents' views during all the deliberation while collecting the qualitative data based on the principle of self-determination and that the information collected from them will not in whatsoever harm them but that such information may be used by policy bearers to maximize the women benefits in the informal hospitality industry. The researcher continuously evaluated the autonomy of the respondents during the data collection.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

This chapter presents results and a discussion on the effect of business proximity to infrastructure on the relationship between hospitality services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya. The chapter is divided into two sections: Qualitative and quantitative based on the objectives of the study: characteristics of the women entrepreneurs in informal hospitality in Kenya; types of hospitality services offered by women entrepreneurs in Kenya; Hospitality services and socioeconomic well-being of women entrepreneurs; and the effects of business proximity to infrastructure on the relationship between the provision of hospitality services and socioeconomic well-being of women entrepreneurs in Kenya.

4.1 Qualitative Analysis Results

Results from qualitative data were used to describe the types of hospitality services offered by women entrepreneurs in Kenya, the effect of hospitality services on the socioeconomic well-being of women entrepreneurs; and the effect of business proximity to infrastructure on the provision of hospitality services. This section presents the qualitative results. To explore the objectives mentioned above, the research adopted framework analysis.

4.1.1 Demographic Information

The demographic information collected included: age, marital status, family size, highest academic qualification, profession, and period in hospitality business. The information is presented in Table 4.1. Results revealed that the majority of the women entrepreneurs providing hospitality services were aged (44%) between 41-50 years and a few (19%) were above 50 years.

Most of them (69%) were married, and the majority of them (50%) had 3-5 children.

Table 4.6: Demographic characteristics of interviews and FGDs' participants

Characteristic	Measure	Frequency	Per cent
Age Bracket	30-40 years	6	38
	41-50 years	7	44
	50 and above years	3	19
	Total	16	100
Marital Status	Married	11	69
	Single	2	13
	Widowed	3	19
	Total	16	100
No of Children	Less than 3 children	6	38
	3-5 Children	8	50
	6-8 Children	2	13
	Total	16	100
Highest Education Level	Primary	3	19
	Secondary	4	25
	College	8	50
	University	1	6
	Total	16	100
Profession	Hospitality	3	19
	Farmer	2	13
	Education	2	13
	Accountants	1	6
	No Profession	8	50
	Total	16	100
Years in Business	Less than 5 years	3	19
	5-10 years	9	56
	More than 10 years	4	25
	Total	16	100

Most of them (50%) had attained college and secondary qualifications (25%) while only a few had a university education (6%) level. Most of the women had no professional training (50%) apart from a few who were trained in Hospitality Management (19%). The majority of the respondents (56%) had been in the catering business between 5-10 years with very few (25%) having 3 years' experience.

4.1.2 Types of Hospitality Services

The first objective of the study was to describe the types of hospitality services offered by women entrepreneurs in selected Counties in Kenya. Data collected from the interviews and FGDs on types of hospitality services were subjected to framework analysis and various themes emerged.

These included outside catering services, events management services and housekeeping services.

The details of the themes are presented in Table 4.2 and thereafter discussed.

Table 4.7: Results from Interviews and FGD on Type of Hospitality Service

Section A: Types of Hospitality Services	MR P1	MR P2	KRP 1	ER P1	ERP 2	NR P1	KRP 2	NR P2	KFG D1	KKF GD2	KKF GD3	MG D4	NFG D5	KFG D6	NFG D7	MFG D8
Outside Catering (OC)																
Events Management (EM)																
Housekeeping (HK)																
OC (More than 5 years)																
OC profitable																
OC Planning to continue																
Offer various EM																
EM more than 5 years																
EM Planning to continue																

Outside catering and events management services were provided by the women entrepreneurs due to the nature of housekeeping services which is complex, sensitive in nature and requires huge capital that the women in hospitality services may not afford. The shaded parts of Table

4.2 indicate the counts among key informants and FGDs. MRP1, MRP2, KRP1, ERP1, ERP2, NR1, and NR2 represented the key informant interviews conducted in the various sub-counties in the selected counties under the study. KFGD1, KKFGD2, KKFGD3, MGD4, NFGD5, KFGD6, NFGD7 and MFGD8 represented the FGDs conducted in the various sub-counties in the selected counties under the study.

4.1.2.1 Outside Catering Services

This section presents the results of outside catering services offered by women in hospitality services in selected counties. Analysis of the interview and FGD revealed that outside catering services offered by the women entrepreneurs included: preparing and serving meals and drinks; preparing and serving snacks; baking different types of cakes like wedding and birthday cakes; hiring out kitchen equipment; and hiring tents. The results also presented the frequency of the provision of the services, and whether the women interviewed intended to continue offering outside catering services.

The functions in outside catering include parties; wedding receptions; funerals; fundraising events; exhibitions; agricultural shows; sports events; and other social functions. During such gatherings, the women provide meals as per the contract. This mainly included a complete meal, snacks, cake for the occasion, and flowers. A number of women have joined the business due to the perceived benefits. The question asked was; Are you involved in the outside catering business? As was reported by one participant from the urban setup:

“We have been offering outside catering services for 6 years and we cook and serve food, hire out utensils and tents, provide public address and Master of Ceremony services, bake cakes, make yoghurts and snacks. We offer these services because we have the capacity and some services are occasional therefore complementing each other as we also provide employment

opportunities to the community members. We intend to continue with the outside catering business, as it gives good profit and provides employment in the area. We do these businesses part-time since they are flexible and do not interfere with one's main job.'(MREP1).

This finding is confirmed by the findings of Rotich et al. (2012) who observed that 69% of the participants doing outside catering were female. This shows that women were increasingly getting involved in the provision of hospitality services. One group from the rural reported that they started the business from a small setting in the year 2014 and grew into providing various services. The question asked was; how long you have been in the outside catering business?

“We started our business in 2014 to offer each other social support in times of need be it bereavement and funerals, weddings, graduations, dowry payments, conduct fundraisers, especially for our children who are in university and college, to get money to sustain our families and pay for medical bills and NHIF. We started with buying individual household items like utensils and blankets and later on, bought utensils for the group. We offer services that include: cooking and serving and hiring out of tents, seats and utensils because this is within our capacity. We would like to venture into décor. In 2018 we applied for NGAAF and received KES 200,000 that we used to buy 2 tents and 100 seats, this boosted our business. Before we bought tents and seats, we would hire them when we had a function; this was a bit costly for us. We were planning to buy the Public Address System but Covid-19 broke out and disrupted the process. There is a catering training institute coming up and we would wish to sponsor some of the members to go and train there. Our clients are members and people from the community and surrounding. Members receive services at a lower fee and pay for transportation of equipment, goods and services. Clients love our services because we have a lot of things to offer, we are clean and observe hygiene protocols, we talk and engage with them respectfully and kindly, and we do not rush clients to return the hired items as we give

them time and do not charge an extra fee. We are currently performing well compared to where we started. We wish to do even better going forward.” (KKFGD2).

Results from the study revealed that the women also recognize the role played by training in enhancing the provision of hospitality services. Women mobilized resources through their contributions and also obtained loans to finance the outside catering services that they offered. This finding therefore indicated that for women in the hospitality services in the County under study, women entrepreneurs needed to be good at resource mobilization to attain their business goals.

In conclusion from the results presented in Table 4.2, it is concluded that women in the hospitality services in Nakuru, Kisumu, Muranga and Kakamega Counties were outside of catering service. The women entrepreneurs found outside catering services profitable and were overwhelmingly willing to continue with the services.

4.1.2.2 Events Management

The second objective of the study was to determine the effect of the provision of hospitality services on the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.

This section presents the results of the provision of outside catering. The study established that 8 key informants and 8 FGD participants observed that events management services were provided in the sub-counties in the selected counties under the study. The events management services offered by the women included; Venue decoration services, events coordination, sound and lighting services, entertainment, tents and chairs, venue sourcing, toiletry, media and security services. The majority of the women interviewed were offering events management services and have been offering the service for more than 5 years (see Table 4.2).

These women reported that they would continue offering events management services because it improved their socioeconomic well-being. The question asked was; Do you carry out event management, for example, wedding planning?

“We carry out event management business targeting events such as weddings, funerals, dowry payment, seminars and graduation parties. We have been in the events management business for three years now and we intend to continue as it is profitable and assists members in many ways as mentioned above.” (KRP1).

The results also showed that the groups specialized more in events management which involves hiring tents, seats and other equipment like sufurias, plates cups among other kitchenware. This is motivated by the nature of their daily activities and the affordable unit cost of one seat to the group members as presented in the case book (Appendix 4). The question asked was; which event services do you offer? One group member asserted:

“Our group is called Kokwet Women Group and we have a total of 110 seats which we hire out. There was growing demand for the business and it was easy and affordable to buy the seats. We are mostly busy farmers so we just hire them out and proceed with our daily businesses.” (NFGD5).

Different groups reported diverse reasons for starting hospitality services. For example, a group hiring chairs and tents observes that their group was started after the 2007/2008 post-election violence to uplift the members who were affected by the violence socioeconomic ally. Women's participation in hospitality services played a leading role in the socioeconomic well-being of the members out of such a calamity and they have since registered tremendous growth. The question asked was; how long been in the the events management business? A FGD member asserted:

“We started the business in 2008 after the Post-Election Violence (PEV). Some members were affected by the clashes so we decided to come together to help them financially. Every member contributes KES 100 when they are visited. We started doing table banking and giving out loans to members. Each member would deposit whatever amount they were comfortable with into the bank account. When we saved money from table banking, we ventured into a catering business. To get more funds, we did a fundraising where we invited politicians, friends and other groups to raise funds. We raised KES 140,000 which we utilized in purchasing seats and tents for 50 people. We continued contributing amongst ourselves to buy a tent for 100 people. When we did not have enough money to buy more equipment, we sought help from our area MCA where he directed us to the Kenya Women Enterprise Fund office. We wrote a proposal and applied for WEF and we were allocated KES 100,000 but we did not receive the whole amount due to administrative fees. We used the money to buy more seats and a generator. After a year we received another KES 200,000 which we used to buy utensils and last year we got KES 350,000 which we are still repaying. Furthermore, we received a KES 200,000 grant from NGAAF which we used to buy more utensils.” (KFGD1).

This finding revealed that the women in the hospitality services in the selected counties were aware of the skills and labour requirements of each type of hospitality business they chose to invest in. The question asked was; do you intend to continue with this business and why? One participant reported:

“We decided to engage in this business because most of the members are busy and the business is not tiresome and demanding. We started our business as table banking but after being given Ksh. 50,000 (WEF) we bought chairs and later got Ksh. 100,000 and bought more chairs and tents. We got another Ksh. 250,000 and bought more seats. We now have 100 seats and one

tent. We started this business as it did not require any skill and it was easy to manage.” (MFGD8).

From the FGD discussions, the study established that the services offered by the women were specialized as per the location of the businesses: urban and rural locations. In the case of urban locations, most of the women were trained in hospitality services, they had resources. This was confirmed by a participant from urban areas who participated in the FGD who asserted:

“We also do events and decorations (flowers in church, parties, crocheting-ceremonial decorations). Additionally, we are involved in hiring out of cups and plates, warmers (cup @ Ksh 5. Plates @ Ksh15). The reason is that there is a demand for these services and we enjoy working. We also have passion and appropriate training. We started with 50 cups and 50 plates...” (MFGD4).

The results also revealed that the majority of the women were not involved in events management because they were only trained in catering and not in events management services. Moreover, from the FGD, it was revealed that fewer women are engaged in events management because most of them are busy and the services are tiresome and demanding. This finding is supported by Raj, Walters and Rashid (2017) who asserted that events management is where specialists or professionals use their expertise to creatively organize a targeted event to achieve the intended objective. This means that the women entrepreneurs only engaged in what they could do.

Based on the results of events management services, it was concluded that the women in hospitality services in selected counties offered events management service and the participants were willing to continue with the services because it was profitable and contributes to their

socioeconomic well-being. The finding is further supported by Thomas and Stephens (2020) who assert that sixty per cent of women who offered events services were women.

4.2 Socioeconomic well-being of Women in Hospitality Services

The dependent variable of the study was the socioeconomic well-being of Women in Hospitality Services in the selected counties in Kenya. The qualitative phase of the study also sought to explore the benefits that women derived from hospitality services. These included: improved income, food affordability, housing for the family, access to improved healthcare, access to education, affording clothing for the family, joining a social network, socio-psychological support, social bonding, ability to support the impoverished in society, and the ability to start other business. Their reactions in both interviews and FGD were captured and summarized thematically in Table 4.3. The results presented include; an improved standard of living, improved health and access to education.

The study established that all the women interviewed reported that the hospitality services they offer had enabled them to achieve many socioeconomic benefits. All the women interviewed and those who participated in FGD reported that the informal hospitality business had enabled them to achieve socioeconomic well-being as in the following indicators; improved income from outside catering and events management, ability to provide food for their families, improved health care, access education and ability to join social network(s). The question asked was; how do use the income you get from your enterprise?

The women interviewed observed specific socioeconomic well-being.

“The income we get from the business has helped members in many ways. For example, I used to live in a bed-sitter and now am living in a one-bedroomed house. The increased income has also enabled members to access better health care by helping members pay for NHIF and meet

other medical bills. The business has also enabled members to raise the school fees for themselves or their children and buy school uniforms. The income of the business has also enabled group members to feed the family and pay rent and clothing.

Our group is engaged in social networking by interacting with friends for moral support.

We also belong to a group named young mothers.” (MRP2).

Table 4.3: Socioeconomic well-being of Women in Hospitality services

Section C: Socioeconomic Well-being Sub-themes	MRP1	MRP2	KRP1	ER P1	ERP 2	NRP 1	KRP2	NRP 2	KFGD 1	KKF GD2	KKF GD3	MF GD4	NFG D5	KFG D6	NFG D7	NFG D8
Achieved some benefits																
Improved income																
Food as a basic need																
Housing family																
Improved access to health																
Access to education																
Provide clothing to family members																
Group network																
Psycho-social support																
Bonding in groups dynamic																
Provide support to the poor in the community																
Able to start other businesses																

Other women who participated in interviews and FGD identified other changes in their socioeconomic well-being. The question asked was; what other benefits do you get from offering the hospitality services? One member asserted:

“We have been able to get a source of income to pay school fees, furnish our houses, buy seats, blankets, cups, gas cookers and have upgraded from grass thatched houses to brick houses. We have also been able to feed and buy clothes for our families, upgrade our hygiene levels, buy fertilizers, pay for NHIF, and pay other hospital bills. The group has instilled discipline among members, as it has exposed members and our knowledge has consequently increased. Sometimes some members train us on how to cook and this makes us better at our job. Some of us also belong to other developed social groups in which we increase our networking.” (KKFGD2).

Women from rural setups also had achieved positive experiences as far as their socioeconomic well-being was concerned. One member asserted:

As a result of this catering business, we have been able to open other businesses, feed our families, improve our standards of living, improve our self-esteem, improve our financial status, achieve financial autonomy, able to support the poor in the community and create more employment opportunities in the community. We have improved our health situation as we can now be able to pay our NHIF monthly, buy medication and even be able to go for medical check-ups. We have experienced improved access to education by being able to pay school fees for our children and also some of our members have been able to pay their fees. Some of the other benefits we get from the business are increased knowledge and members are given free services by fellow members in good or bad times. To continue networking, we have subscribed to a social network where we interact with other groups.” (NRP2).

Another woman interviewed from Lurambi Sub-County in Kakamega reported that their group's socioeconomic status had tremendously improved since they started the hospitality services. She stated that:

“As a result of this catering business, we have improved our standard of living, been able to bond as members, and able to buy clothing and feed our families. Health-wise, we are now able to afford medication, pay NHIF monthly and go for wellness check-ups. Also, we have been able to pay school fees for our children and ourselves. We also belong to other social network groups that have helped us make more connections.” (ERP1).

Apart from the improved socioeconomic well-being, the provision of hospitality services has provided psychosocial support and social bonding. This shows that hospitality services acted as a social catalyst which enabled the women to provide social support to their members and contribute to the social stability of the women. One member declared:

“We normally share profits and help each other in times of need enhancing the psychosocial support for members.” (MRP1).

Another participant during FGD reported benefits from informal business included networks, bonding, and wellness clinics.

“This business means a lot to us. Our levels of networks have grown as we bond and support each other. Again, through referrals our networks have grown and this has made our business expand.” (NFGD5).

Another participant also reported that informal business has enhanced the women's support to the poor within their community to earn a living. She asserted:

“As members of hospitality businesses, we usually support the poor within the community and create employment for community members” (NRP2).

To this end, the results revealed that hospitality services contributed significantly to the socioeconomic well-being of the women in the hospitality services in the four counties. From the profit gained from the services, the women were able to improve their income and obtain basic needs for their families. These included feeding the family, clothing and providing shelter to the family. Apart from the basic needs, the women participating in informal businesses have been able to afford the school fees of their children and their education. The hospitality services have also enhanced their social network. This was useful both socially and economically (starting other businesses). Moreover, the results showed that the provision of hospitality services by women facilitates innovations that consequently expand employment.

Rehman and Neether (2015) supported these findings when they established that women's businesses expanded after borrowing, resulting in a huge improvement in their socioeconomic status. Mwobobia (2012) also supported the results when they established that women use the power of social networks for strategy development, objectives analysis, and problem analysis. It was also concluded that members religiously assist any of their own when they are in serious problems. The structure describes the level of closeness or ties existing within a social group among the members as assessed by the frequency of their meetings or interactions. It was further concluded that the diversity of social networks allowed consultation among members from different regions in the county. As a result, women mostly used social network strength for (marketing) strategy development.

4.3 Business Proximity to Infrastructure, Hospitality Services and Socioeconomic wellbeing

The third objective was to establish the moderating effects of business proximity to infrastructure on the relationship between the provision of hospitality services and the socioeconomic wellbeing of women entrepreneurs in selected Counties in Kenya. The elements of business proximity to infrastructure that were analyzed included; Transportation goods/services, accessibility of roads, availability of electricity, availability of fuel, availability of water, availability of banking facilities, and availability of raw materials. The effect of these elements on business performance was analyzed as shown in Table 4.4.

Women interviewed in the four counties reported the challenges they faced concerning the location of their businesses. The majority of the women interviewed in the four counties reported that transportation of goods and services was a major problem. For example, access to raw materials from the areas where they operated was a major challenge due to poor infrastructure. This is because most women obtained the raw materials from local markets at a wholesale price to some of these markets were located in urban areas. Challenges related to business proximity to infrastructure include inaccessible roads, and lack of electricity, fuel and water.

Table 4.4: Effects of Business proximity to infrastructure on Hospitality services

Section D: Business Location	MR P1	MR P2	RP 1	ER P1	ER P2	NR P1	KR P2	NR P2	KFG D1	KKF GD2	KKF GD3	MFG D4	NFG D5	KFG D6	NFG D7	MFG D8
Transportation																
Accessible roads																
Electricity																
Available fuel																
Available water																
Available banking																
Available raw materials																

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The proximity of hospitality services to infrastructure affected women entrepreneurs in the provision of the services differently as was reported by the many women providing these services, especially in the rural setup. The question asked was; kindly discuss how the location of your business has affected you positively or negatively with regard to infrastructure;

“Transportation of goods and services is a challenge because transport is expensive. Also, in our location, we experience challenges associated with bad roads which are sometimes inaccessible together with the lack of electricity. The main source of cooking energy is firewood which is not readily available. Accessing clean water is also problematic in this location. Most of the time the client has to organize for water from Molo River and treat it

before we use it, we still struggle to access banking facilities and agents and it is quite a distance and it costs KES 200 with a motorbike to and from. Finally, not all raw materials are available locally and we have to go to either Rongai town or Kambiya Moto which is quite a distance to buy these materials. If we fail to get them in these two shopping centres, then we have to go to Nakuru town.” (NRP2).

The effect of the proximity of their informal hospitality businesses to infrastructure was positive to some groups especially the participants interviewed in urban setup. The question asked was;

How is your business location affected by access to banking, electricity, water and other amenities? One member asserted that:

“The location of our business has affected transportation positively because there is availability of efficient means of transport together with good roads which has enabled us to transport our goods and services at the lowest cost. Moreover, our location has a good supply of electricity, fuel for cooking is readily available and a constant supply of water for production and service. We have available simple banking facilities around our location which has enabled us to conveniently deposit our money when needed. Raw materials are also readily available in our locality. These can be provided by the client or sometimes we buy from the wholesale market for both dry and perishable ingredients. Furthermore, our location in town has impacted us positively since most people are busy and thus not able to do their cooking. We therefore get called to provide cooking services in most functions or activities.” (NRP1).

The FGD further validated these findings on the business's proximity to infrastructure. The analysis of FGDs revealed similar challenges and strengths of business proximity to infrastructure. The question asked was; is your business rural or urban and how does such

location affect your business? A participant made the following remarks as far as the effect of business location on the provision of the services:

“Our location is a rural settlement area where we are united and we work together. Transport is expensive since we have to use a tractor to transport goods and services, it costs about KES 2,000. The roads are bad especially when it rains and electricity is a challenge as very few homesteads are connected to the network. We use firewood for cooking and it is usually not easily available and it is costly for us. We have a challenge of water accessibility. We have banking agent facilities around where we can do our banking transactions. We get our raw materials from Sondu at a slightly higher cost so we would rather go shop in Kisumu.” (KFGD1).

Poor roads affected the transportation of goods and services: One of the participants in FGD asserted:

“Transportation of goods and services is a challenge because the roads are poor. We, therefore, have to hire transport which can be costly when using men's labour and motorbikes. Some roads are not good thus making them not accessible which inconveniences most of the time.” (MRP2).

However, the transportation and the conditions of roads within towns differed since urban areas had better road networks.

“Transportation used to be a challenge for us because we had to hire a vehicle to transport our items which was costly for us. But in recent days the roads are improving and becoming more accessible in our locations.” (ERP1).

In urban areas, however, transportation was a challenge to some entrepreneurs. For example, one participant in the FGD singled out location as a challenge:

“Transportation is mainly using pick-ups and motorbikes which are costly. Roads are much better as compared to before but means of transport are limited because of the high cost, leaving only motorbikes as the only means available. The cost of electricity is high since we do a lot of baking using electricity, we, therefore, end up paying high bills and this is eating into our profit. We usually use biogas which is cheap to cook within our locality. Water is readily available and not a challenge.” (MFGD4).

The majority of women had challenges related to business proximity to infrastructure in the provision of hospitality services. This was because their businesses were situated in urban centres where transport network was available and efficient.

“In our location, transportation is easily available as we usually hire a pickup to transport food and equipment to a client’s function. The roads are good and accessible making transportation of food and equipment easier and cheaper for us. Electricity is usually available in the functions that we cater for and this has made our work easy at the same time there is usually a generator on standby in case the power goes off. Fuel is available as we usually use gas to cook which is costly. Water is usually available at the venue in town where we usually cook, making the preparation and cooking process easy. When we go for out-of-town events, the clients usually provide the water which at times is not running water; this makes the work a bit cumbersome. We always have a readily available market because of the client referrals we get which keep us on our toes. Those we have worked for usually mention our name and the kind of services we offer. This gives us an upper hand which makes the clients give us the work. We are in town and the banking facilities are available, and we usually bank whatever money we get from contracts and our savings conveniently. Raw materials are readily available from the wholesale markets at an affordable price.” (NFGD5).

Based on the findings it was found that business proximity to infrastructure affected women entrepreneurs both positively and negatively in the provision of hospitality services. These findings are supported by Samit (2006) who reported that infrastructure affects the performance of women entrepreneurs. The finding is further supported by Kazimoto (2014) who established that basic physical infrastructure required for economic development, such as good roads, ample power supply, and good rail and river transportation facilities, are in very poor shape in most African Countries. These are likely to have an impact on any engagement the women are involved in like the current study. There is therefore need for policymakers and researchers to consider the infrastructure context when addressing economic and social issues in these countries. Good roads, reliable power supply, and efficient transportation systems are what can catalyze women's provision of hospitality services for the improvement of their socioeconomic well-being.

4.4 Quantitative Results

This section presents the quantitative results which answered objective two (2); to determine the effect of the provision of hospitality services on the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya and objective three; to establish the moderating effects of business proximity to infrastructure on the relationship between the provision of hospitality services and socioeconomic well-being of women entrepreneurs in selected Counties in Kenya. A quantitative research approach was used to examine the relationship among these variables. Data was gathered using a questionnaire and analyzed using descriptive and inferential statistical procedures.

4.4.1 Response Rate

A total of 265 questionnaires were dropped by the researcher in the selected four counties; Muranga, Nakuru, Kisumu and Kakamega. All 265 questionnaires were filled and returned to the researcher representing a 100% response rate. This high response rate was attributed to the administration procedure of the questionnaires where the researcher administered the questionnaire during women's meetings and group activities.

4.4.2 Cases of Missing Values

There were no cases of missing values and thus no imputation was necessary as shown in Table 4.5. According to Drew, (2018) if the amount of missing data is greater than 10 percent, the values should be imputed.

Table 4.5: Univariate Statistics for missing values

Variable	N	Missing No. of Extremes		Count	Per
		cent	Low High		
REASONS	265	0	.0	10	0
LIKELY_STOP1	265	0	.0	0	0
OC_SERVICES	265	0	.0	0	0
EM_SERVICES	265	0	.0	0	0
HK_SERVICES	265	0	.0	0	0
FUNCTIONS	265	0	.0	0	0
SEW_LIVING_STD	265	0	.0	11	0
SEW_IMPR_HEALTH	265	0	.0	16	0
SEW_ACCESS_EDU	265	0	.0	0	0
MV_B_PROXIMITY	265	0	.0	0	0

a. Number of cases outside the range (Q1 - 1.5*IQR, Q3 + 1.5*IQR).

4.4.3 Validity of Data Collection Instrument

The researcher made sure that all the variables were well covered through wide reading, instruments were well designed and the results could be generalized from a small sample size to a larger population.

4.4.4 Reliability of Data Collection Instrument

Table 4.6 presents the reliability of the data collection instrument carried out to establish the internal consistency of results across items within a test. Cronbach Alpha of more than 0.7 but less than 0.9 (i.e., $0.70 < \alpha < 0.90$) revealed that all the items under consideration met the threshold.

Table 4.6: Reliability Results

VARIABLES	Cronbach's Alpha
SERVICES OFFERED	
H_S - Outside Catering	0.91
H_S_Events Management	0.76
H_S_Housekeeping	0.91
SEW – Income	0.86
SEW – Health	0.86
SEW – Education	0.81
MV_Business_Proximity	0.84
Overall Cronbach Alpha	0.80

4.4.5 Normality Test

The data was tested for normality using skewness and kurtosis measures of spread. The outliers were identified using normality box plots. According to West, Finch and Curran (1995) at the alpha level of 5% the acceptable level of spread for normality in kurtosis and skewness is ± 2 . The results in Appendix 6 show the normality test using the two parametric tests namely: Skewness and Kurtosis. The results show that all the data followed a normal distribution curve and was therefore recommended for use in inferential results such as regression and mean comparisons.

4.4.6 Demographic Characteristics of Respondents

The demographic characteristics of the participants in the four counties were summarized in Table 4.7 below under the following sub-sections: County, period offering hospitality services, level of education, age, household size and formal hospitality training. The majority (35.8%) of the women entrepreneurs offered hospitality services for at least three years while the least (10.6%) offered hospitality services for between 8 and 10 years. The results of Table 4.7 indicate that the majority (70.9%) of the women entrepreneurs engaged in the informal hospitality industry were married, while 19.6% were widowed, 7.9% were single, and 1.5% were divorced.

Table 4.7: Demographic characteristics of respondents

Characteristics	Frequency	Per cent
Years of Operation		
Maximum of 3 years	95	35.8
4-7 years	87	32.8
8-10 years	28	10.6
Over 10 years	55	20.8
Total	265	100
Level of Education		
No formal education	20	8
Primary	84	32
Secondary	119	45
Diploma	22	8
Degree	20	8
Total	265	100
Age Group (Years) 19-28		
	36	13.6
29-38	95	35.8
39-48	77	29.1
49-58	31	11.7
59 and above	26	9.8
Total	265	100
Household Members		
1- 2	16	6.0
3 - 4	77	29.1
5 - 6	100	37.7
7 - 8	58	21.9
9 and above	14	5.3
Total	265	100
Formal Training in Hospitality		
Yes	29	11
No	236	89
Total	265	100

This finding corroborates the findings from the qualitative. Further findings revealed that the majority of the respondents had received formal education (92.5%) with most of them attained at least secondary school education (77%). A smaller proportion of women entrepreneurs had no formal schooling (7.5%). This finding also corroborates the results from the qualitative study which established that the majority of women entrepreneurs had college qualifications.

Moreover, results showed that most of the women did not have hospitality training (89%) and only a small proportion reported acquiring training (11%). The finding on the type of hospitality services also validates the findings from qualitative results where the majority of women interviewed reported that although they were engaging in the catering business, they had no formal training in hospitality. Concerning the age of the respondents, the majority of the entrepreneurs were 48 years and below (78.5%). The findings on age corroborate the qualitative results which indicated that the majority of the women were aged between 40-50 years. In a related study by Chebii, Ogada and Achar (2015), the authors found that the age group of 46 and below were actively involved in entrepreneurship which conforms with the current finding.

4.5 Descriptive Statistics

This section presents a summary of descriptive statistics such as measures of central tendencies (mean, standard deviation, and standard errors) and frequencies and percentages. It outlines the key characteristics of the data collected, revealing the fundamental patterns and trends within the dataset.

4.5.1 Types of Hospitality Services

4.5.1.1 Outside-Catering Services

Most of the hospitality services offered under the outside catering category were cake baking ($M = 3.8$, $SD = 1.4$) followed by snacks ($M = 3.8$, $SD = 1.5$). The least in the category is tent hiring ($M = 2.4$, $SD = 1.4$). This implies that women entrepreneurs offer cakes and snacks very often to clients making their average scores higher as compared to other services where there has to be a function for the services to be offered. These findings (see Table 4.8) are similar to those of the qualitative phase of the study which established that the outside catering services offered included: preparing and service of meals and drinks; preparing and service of snacks;

baking different types of cakes like wedding and birthday cakes; hiring out kitchen equipment and hiring tents. This finding is supported by (Rotich, Yego and Korir, 2012) who established that outside catering services offered included: catering services away from the business premise. It is also an offpremise catering service where food and drinks are provided instead of the customer going to the catering premises. In outdoor catering, the services vary and are provided in various locations and the menus typically depend on the facilities available.

Table 4.8: Outside Catering Services

Outside catering	N	Mean	Std. Dev
Tents hiring	265	2.8	1.4
Decoration	265	3.1	1.6
Crockery and cutlery	265	3.0	1.5
Flowers	265	3.0	1.6
Snacks	265	3.8	1.5
Meals and drinks -	265	3.1	1.6
Cakes	265	3.8	1.4
Kitchen equipment	265	3.5	1.5

Note: Scale 1- Not offering the service, 2- least frequently offered, 3- moderately offered, 4-F frequently offered, 5- Most frequently offered

4.5.1.2 Events Management Services

Most offered hospitality services under the events management category were: entertainment (M = 3.6, SD = 1.52) followed by toiletry services, venue decoration and tents and chairs all having a mean of 3.1. The least service prided was the security services (M = 2.7, SD = 1.55). These findings indicated that the women frequently offered entertainment services including tent and seat hiring whereas they moderately offered the following services: venue decoration services, sound and lighting services, tents and chairs services, venue sourcing services, media services and toiletry services. Security services were less frequently offered (Table 4.9). These findings support the findings in the qualitative phase which revealed that some

women specialized more in events management involving hiring of tents, seats, entertainment and other services that include sufurias, plates caps among other kitchenware. This implied that women usually do what they find suitable for them depending on their circumstances that is, they prefer what is beneficial and less involving to them.

This finding is supported by Raj et al. (2017) who opined that in events management women use the technical skills in offering events management activities. These include hiring tents, seats, utensils, decorations, and planning events such as weddings, gatherings, birthdays, and funerals among others.

Table 4.9: Events Management Services

Events Management	N	Mean	Std. Dev
Venue decoration	265	3.1	1.53
Events coordination	265	3.0	1.46
Sound and lighting	265	3.1	1.47
Entertainment	265	3.6	1.52
Tents and chairs	265	3.1	1.50
Venue sourcing	265	2.9	1.52
Media services	265	3.0	1.49
Toiletry services	265	3.1	1.48
Security services	265	2.7	1.55

Key: Scale 1- Not offering the service, 2- Least frequently offered, 3- Moderately offered, 4Frequently offered, 5- Most frequently offered.

4.5.1.3 Housekeeping Services

The results on housekeeping services showed that under the housekeeping category, the most offered services were washroom cleaning services (M = 3.6, SD =1.41), sofa set and carpet cleaning (M=2.9, SD=1.62) while the least services offered were residential cleaning (M = 2.46, SD = 1.47).

Other services that were less frequently offered under housekeeping were: cleaning; laundry services; and residential cleaning (Table 4.15). This implied that women only offered these services to the public places within the community to market their services. Commercial cleaning services, however, were less frequently offered since housekeeping was not done for commercial purposes. This validates the qualitative findings which revealed that women entrepreneurs did not engage in housekeeping services to improve their living standard but they offered it as a free service to the community as a way of promoting their other hospitality businesses.

Table 4.85: Housekeeping services

Housekeeping	N	Mean	Std. Dev
Laundry services	265	2.6	1.49
Office cleaning	265	2.7	1.49
Fumigation services	265	2.7	1.52
Residential cleaning	265	2.6	1.47
Commercial property cleaning	265	2.7	1.58
Sofa set and carpet cleaning	265	2.9	1.62
Sanitary and washroom cleaning -	265	3.6	1.41

Key: Scale 1- Not offering the service, 2- Least frequently offered, 3- Moderately offered, 4Frequently offered, 5- Most frequently offered.

These results corroborate with Singh (2014), who reported that housekeeping services entail the provision of comfortable and luxurious services for lodges, entertainment, business and leisure needs to clients and it includes services such as sofa set cleaning; carpet cleaning; office cleaning; hospitality cleaning; industrial cleaning; car interior cleaning; warehouse cleaning; commercial property cleaning; residential cleaning; sanitary and washrooms; laundry; flowers; and fumigation.

4.6 Correlation Coefficients

The results showed that the majority of the variables have a significant weak association ($r < 0.50$). Double asterisks (**) indicated a significant coefficient of correlation at the 0.01 level (2-tailed). The direction of the association between variables of interest was all positive.

Correlation was carried out to establish an internal strength relationship between the variables. All the variables under the study had a positive significant internal relationship indicating that the respondents understood how the provision of hospitality services, women's socioeconomic wellbeing and business proximity to infrastructure were correlated (see Table 4.11).

Table 4.11: Bivariate correlations

	Outside Catering	Events Management	Housekeeping	SEW	Business proximity
Outside Catering	1				
Events Management	.602**	1			
Housekeeping	.524**	.780**	1		
SEW	.397**	.404**	.371**	1	
Business proximity	.295**	.168**	.093	.458**	1

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

4.7 Regression Assumptions Results

Before the regression analysis was conducted, tests were done to ensure that the regression assumptions were met. These assumptions were: normality tests, linearity, multicollinearity, and homoscedasticity. For the normality test, P-P plots were used. The results revealed that

data followed a normal distribution curve as seen in the PP plot where no notable values deviated from the diagonal line. For linearity scatterplots were used and the results showed that the dependent and independent variables were not linearly related which means they met the assumption. Additionally, for multicollinearity, tolerance test was used. The test showed that all the values were above the tolerance yield of 0.01 which means there was no multicollinearity within variables. For the homoscedasticity test, scatter plots were used to test how the residuals were spread across the dependent variable. The result indicated that the distribution of residuals is spread across the values of dependent variables (Tang, He & Tu, 2012).

4.8 Effect of Hospitality Services on Socioeconomic well-being

The following hypotheses were postulated to test objectives 2, 3 and 4:

H₀₁: Provision of outside catering services does not significantly affect the socioeconomic well-being of women entrepreneurs in selected Counties in selected Counties in Kenya.

H₀₂: Provision of events management services does not significantly affect the socioeconomic well-being of women entrepreneurs in selected Counties in selected Counties in Kenya.

H₀₃: Provision of housekeeping services does not significantly affect the socioeconomic well-being of women entrepreneurs in selected Counties in selected Counties in Kenya.

Multiple linear regression analysis was used to test the hypotheses and the results were presented in Tables 4.17, 4.18 and 4.19 below. In terms of model fitness, the results indicate that the model is significant ($F = 3, 261, 30.107, p < .05$) and this means the three predictors variables: outside catering, events management and housekeeping services explain about 25.7% ($R^2=0.257$) of the variation in socioeconomic well-being.

Table 4.97: Regression Model – Types of Hospitality Services

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.507 ^a	0.257	0.249	0.76020

a. Predictors: (Constant), Housekeeping Services Outside Catering Services and Events Management Service.

Table 4.108: Regression – ANOVA Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.197	3	17.399	30.107	.000 ^b
	Residual	150.831	261	.578		
	Total	203.028	264			

a. Dependent Variable: Socioeconomic well-being

b. Predictors: (Constant), House Keeping Services, Outside Catering Services, Events Management Service

Table 4.14: Regression Coefficients of Hospitality services against Socioeconomic well-being

Model		Unstandardized Coefficients		Beta	Standardized Coefficients	
		B	Std. Error			t
1	(Constant)	2.064	.178		11.628	0.000
	Outside Catering Services	.150	.055	.180	2.731	0.007
	Events Management Service	.290	.062	.321	4.708	0.000
	Housekeeping Services	.070	.051	.095	1.383	0.168

a. Dependent Variable: Socioeconomic well-being

4.8.1 Effect of Outside Catering on Socioeconomic well-being

The results revealed that the provision of outside catering services significantly affects the socioeconomic well-being of women entrepreneurs ($\beta = 0.150$, $t = 2.731$, $p < 0.001$). This implied that the socioeconomic well-being of women improved as a result of offering outside catering services. This finding corroborated the qualitative results which established that the women were involved in the outside catering to improve their socioeconomic well-being. The services offered include: preparing and serving meals and drinks, snacks, baking different types of cakes such as wedding and birthday cakes, and hiring out kitchen equipment and tents. The women entrepreneurs reported that outside catering services were profitable and consequently improved their socioeconomic well-being in areas that included: improved income, food affordability, family housing, improved healthcare, increased access to education, clothing, joining social networks, socio-psychological support, social bonding, supporting the poor, and ability to start other business. Therefore, they were overwhelmingly willing to continue with the business.

This finding was supported by Karimi (2014) who established that women contributed to the family's well-being by providing basic needs for their families, purchase of household wares and payment of school fees for their children. Rotich et al., (2012) observed that (69%) of the participants offering outside catering services were women. This means that the number of women entrepreneurs continues to grow because of the benefits they get from the businesses they are engaged in. The result is further supported by Eniola and Entebang (2015) who established that firm performance varied with the choice of the government policy adopted. Archer et al., (2005) in their study noted that the hospitality industry is one of the main economic activities in the whole world generating a lot of jobs for the people because it is a service industry that is labour-intensive. The industry provides job opportunities to the women which help them to improve their socioeconomic well-being. Liliane and Mbabazi (2015) further support these findings, they established that women involved in informal hospitality industries were self-employed and able to achieve their socioeconomic well-being. Informal hospitality industries enable women to achieve socioeconomic well-being through self-employment. The current study adds to the understanding of how women in certain economic sectors may experience positive outcomes, which can be important for policymakers and researchers interested in gender, economic development, and informal economies.

4.8.2 Effect of Events Management Services on Socioeconomic well-being

Events management services offered significantly influenced the socioeconomic well-being of women entrepreneurs ($\beta = 0.290$, $t = 4.708$, $p < 0.001$). This means that women's provision of events management services has increased their socioeconomic well-being. This finding corroborates the qualitative results which established that the women entrepreneurs offered the following events management services; venue decoration services, events

coordination, sound and lighting services, entertainment, tents and chairs, venue sourcing, toiletry, media and security services.

The finding on events management services and the socioeconomic well-being of women entrepreneurs was further supported by Kenny (2005) who found that income and material wellbeing from hospitality businesses have a substantial effect on the quality of life and emotional well-being of respondents. Measurements of socioeconomic well-being are critical in this study because hospitality services improve economic growth and influence other aspects of life. The finding is further supported by Mulievi (2018) who established that women groups have empowered women socially, economically and psychologically. This was in line with the current study that found that the socioeconomic well-being of women entrepreneurs improved as they provided these types of event management services. Further, the findings on events management services on the socioeconomic well-being of women entrepreneurs are supported by Avornyo's (2013) study, which found that women entrepreneurs in Ghana made a significant contribution to socioeconomic development and well-being in their society. The study revealed that women had built their own homes and provided financial support to others. This is also supported by Urio (2016) in a separate study in Tanzania that examined the contribution of entrepreneurship to women's well-being. The author noted that through entrepreneurship women were able to improve their well-being. Women engaging in entrepreneurial activities positively affected their economic and personal situations, potentially leading to increased income, financial stability, and overall life satisfaction. The findings from the current study therefore collectively underscore the importance of economic opportunities and entrepreneurship for women's well-being.

4.8.3 Effect of Housekeeping Services on Socioeconomic well-being

Unlike the previous two hospitality services, the provision of housekeeping services does not significantly affect socioeconomic well-being ($\beta = .070$, $t = 1.383$, $p > 0.05$). This means housekeeping services do not significantly contribute to their socioeconomic well-being. These findings validated the qualitative results which established that women in the hospitality services study areas did not provide housekeeping services to improve their living standard but rather they offered it as a free service to promote their businesses. Women entrepreneurs found housekeeping services to be expensive and complex for them to provide due to the nature of the activities they are involved in daily. That is why only a few of the women engaged in it as a marketing tool for other services they offer.

The following regression model presents the relationship between Women Entrepreneurs' socioeconomic well-being and hospitality services offered by women entrepreneurs.

$$Y = 2.064 + 0.150X_1 + 0.290X_2 \quad (4.1)$$

Where:

X_1 - Outside catering services offered

X_2 - Events management services offered

4.9 Moderation Effect of Business Proximity on Relationship between the Provision of Hospitality Services and Socioeconomic well-being of Women Entrepreneurs

Objective three which was stated to establish the moderating effects of business proximity to infrastructure on the relationship between the provision of hospitality services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya sought to test the following null hypotheses H_{O4} , H_{O5} and H_{O6} :

H₀₄: Business proximity to infrastructure has no significant moderating effect on the relationship between the provision of outside catering services and the socioeconomic wellbeing of women entrepreneurs in selected Counties in Kenya.

Moderated multiple regression with three regression models through hierarchical regression was used to test the hypothesis. The first regression model had the outside catering services as the predictor of the socioeconomic well-being of the women entrepreneurs. The second regression model had the outside catering services and the business proximity as predictors of the socioeconomic well-being of the women entrepreneurs. The third regression model added the interaction effect on outside catering and business proximity such that it had outside catering services, business proximity, and interactive effect of outside catering as predictors of the socioeconomic well-being of women entrepreneurs. The results are displayed in Tables 4.20, Table 4.16 and Table 4.17.

The study observed an increase in the value of R-square from 15.7% in model 1 to 25.6% in model 2 and to 33.6% in model 3 in Table 4.17. The increasing change in the R-square shows that the addition of the moderating variable which is business proximity to infrastructure contributed 9.9% which means the predictor variables explain more of the variation in the dependent variable —the socioeconomic well-being of the women entrepreneurs.

Table 4.15: Regression Model Summary

Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate	Change Statistics			Sig. F Change
					R-Square Change	F Change	df1 df2	
1	.397 ^a	.157	.154	.80647	.157	49.161	1	263
2	.506 ^b	.256	.250	.75942	.098	34.599	1	262
3	.580 ^c	.336	.329	.71843	.081	31.747	1	261

a. Predictors: (Constant), Outside Catering Services
b. Predictors: (Constant), Outside Catering Services, Business Proximity
c. Predictors: (Constant), Outside Catering Services, Business Proximity, Interactive effect outside catering

Table 4.16: Regression -ANOVA Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.974	1	31.974	49.161	.000 ^b
	Residual	171.054	263	.650		
	Total	203.028	264			
2	Regression	51.928	2	25.964	45.021	.000 ^c
	Residual	151.100	262	.577		
	Total	203.028	264			
3	Regression	68.314	3	22.771	44.118	.000 ^d
	Residual	134.714	261	.516		
	Total	203.028	264			

a. Dependent Variable: Socioeconomic well-being

b. Predictors: (Constant), Outside Catering Services

c. Predictors: (Constant), Outside Catering Services, Business Proximity

d. Predictors: (Constant), Outside Cat Ser., Business Prox., Interactive effect outside catering

The addition of the interaction effect of outside catering and proximity to infrastructure contributed to an additional 8.1% variance in the socioeconomic well-being of women entrepreneurs as shown by the differences in model 2 and model 3.

This change was statistically significant given that the p-value of the change was 0.000. According to Cohen (1998), a change in R^2 can be assessed as follows: 0.02 as weak, 0.13 as moderate and 0.26 as strong. Therefore, the change in R^2 of 0.81 had a moderate effect. This implies that the moderator variable which is business proximity significantly affected the relationship between outside catering and socioeconomic well-being of women entrepreneurs.

Table 4.17: Model Summary Moderating Effect of Business Proximity to Infrastructure on the Relationship between Outside Catering Services and Women Entrepreneurs' Socioeconomic well-being

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	2.610	.160		16.312	.000
	Outside Catering Services	.330	.047	.397	7.011	.000
2	(Constant)	1.901	.193		9.853	.000
	Outside Catering Services	.257	.046	.309	5.576	.000
	Business Proximity	.289	.049	.326	5.882	.000
3	(Constant)	2.228	.192		11.632	.000
	Outside Catering Services	.206	.044	.248	4.630	.000
	Business Proximity	.260	.047	.293	5.569	.000
	Interactive effect outside catering	-.238	.042	-.294	-5.634	.000

a. Dependent Variable: Socioeconomic well-being

According to Hayes (2022), the examination of whether the changes in model 2 and model 3 are statistically significant is the test of whether the moderating variable has a statistically significant effect on the causal relationship between the independent variable and the dependent variable. In this context, the change in model 2 and model 3 which is 8% which is attributable to the interaction effect of outside catering and business proximity to infrastructure was examined on whether it was statistically significant at a 5% level of significance.

The null hypothesis—the moderating variable does not have a statistically significant effect on the causal relationship between the independent variable and dependent variable was rejected ($p < .001$). Therefore, it was concluded that the business proximity to infrastructure had a significant moderating effect on the causal relationship between outside catering and the socioeconomic wellbeing of women entrepreneurs. The regression coefficient of $-.238$ for the interaction term XM as shown in Table 4.17 was significant at the alpha level 0.05 , indicating that there exists a significant negative moderation effect ($p < .001$).

The regression model is as shown below:

$$\text{Model 1: } Y = 2.610 + .330X \quad (4.2)$$

$$\text{Model 2: } Y = 1.901 + 0.257X + .289M \quad (4.3)$$

$$\text{Model 3: } Y = 2.228 + .206X + .260M - 0.238XM \quad (4.4)$$

Where;

Y is Socioeconomic well-being

X is the outside catering

M is moderator variable (business proximity to infrastructure)

XM is the interaction effect of the provision of outside catering and business proximity to infrastructure on the socioeconomic well-being of women entrepreneurs.

4.10 Moderating Effects of Business Proximity to Infrastructure on the Relationship between the Provision of Events Management Services and Socioeconomic well-being of Women Entrepreneurs

Objective six sought to test the following null hypothesis:

H₀₅: Business proximity to infrastructure has no significant moderating effect on the relationship between the provision of events management services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.

The first regression model events management and socioeconomic well-being were entered in the first step, in the second step the moderator was added—business proximity to infrastructure and in the third step, the interaction effect of events management and business

proximity to infrastructure as predictors of socioeconomic well-being of women entrepreneurs was also introduced. The results are displayed in Table 4.18, Table 4.19 and Table 4.20.

Table 4.1811: Regression-Model Summary

<u>Model</u>	<u>R</u>	<u>R-Square</u>	<u>Adjusted R-Square</u>	<u>Std. Error of the Estimate</u>	<u>Change Statistics</u>				<u>Sig. F Change</u>
					<u>R-Square Change</u>	<u>F Change</u>	<u>df1</u>	<u>df2</u>	
1	.509 ^a	.259	.257	.75609	.259	92.146	1	263	.000
2	.509 ^b	.260	.254	.75751	.000	.015	1	262	.902
3	.608 ^c	.370	.363	.70005	.111	45.781	1	261	.000

a. Predictors: (Constant), Event Man Business Prox; b. Predictors: (Constant), Event Man.

Business Prox. Business Proximity; c. Predictors: (Constant), Event Man. Bus Prox.

Business Prox., Interactive effect events man.

Table 4.19: Regression-ANOVA

<u>Model</u>		<u>Sum of Squares</u>	<u>df</u>	<u>Mean Square</u>	<u>F</u>	<u>Sig.</u>
1	Regression	52.678	1	52.678	92.146	.000 ^b
	Residual	150.351	263	.572		
	Total	203.028	264			
2	Regression	52.686	2	26.343	45.908	.000 ^c
	Residual	150.342	262	.574		
	Total	203.028	264			
3	Regression	75.122	3	25.041	51.097	.000 ^d
	Residual	127.907	261	.490		
	Total	203.028	264			

a. Dependent Variable: Socioeconomic well-being;

b. Predictors: (Constant), Event Man. Business

Prox; c. Predictors: (Constant), Event Man. Business Prox. Business Proximity;

d. Predictors: (Constant), Event Man. Business Prox., Business Prox. Interactive effect events man.

The results show that there was an improvement in the value of R-square from .259 to .260 from the first model to the second model, and in the third model, when the interaction effect was added it further improved to .370. This means the model now explains 37% of the variation in socioeconomic well-being up from 25.9%. The increasing change in the R square shows that the addition of the moderating variable that is business proximity to infrastructure contributed to 0.011% which means it can now explain additional variation in the socioeconomic well-being of the women entrepreneurs.

With the addition of the third model— interaction effect of the provision of events management and proximity to infrastructure the model improved by 11.1% in the socioeconomic well-being of women entrepreneurs as shown by the differences in model 2 and model 3. This change was significant at $p < .001$. This change of 11.1% was moderate and this implied that the moderator variable of business proximity to infrastructure significantly affected the relationship between events management and the socioeconomic well-being of women entrepreneurs.

Table 4.20: Model Summary Moderating Effect of Business Proximity to Infrastructure on the Relationship between Events Management and Women Entrepreneurs' Socioeconomic well-being

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	2.733	.109			25.138	.000
	Event Man. Business Prox.	.088	.009	.509		9.599	.000
2	(Constant)	2.718	.166			16.351	.000
	Event Man. Business Prox.	.086	.015	.501		5.707	.000
	Business Prox.	.010	.078	.011		.123	.902
3	(Constant)	2.811	.154			18.225	.000
	Event Man. Business Prox.	.092	.014	.532		6.549	.000
	Business Prox.	-.023	.072	-.026		-.316	.753
	Interactive effect events management	-.265	.039	-.333		-6.766	.000

a. Dependent Variable: Socioeconomic well-being

Therefore, the null hypothesis that the moderating variable does not have a statistically significant effect on the causal relationship between the independent variable and dependent variable was rejected and concluded that business proximity to infrastructure significantly affected the causal relationship between provision of events management and socioeconomic well-being of women entrepreneurs.

The regression model is as shown below:

$$\text{Model 1: } Y=2.733 + .088X \quad (4.5)$$

$$\text{Model 2: } Y= 2.718 + 0.086X + .010M$$

$$(4.6) \text{ Model 3: } Y= 2.811+ 0.092X -0.023M - 0.265XM$$

(4.7)

Where;

Y is Socioeconomic well-being

X is the events management

M is moderator variable (business proximity to infrastructure)

XM is the interaction effect of event management services and business proximity to infrastructure.

The regression coefficient of -.265 for the interaction term XM shown in Table 4.20 was significant at $p < .001$ and this implies that the moderating effect of business proximity on the relationship between events management and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya was significant ($p < .001$). Therefore, the null hypothesis was rejected indicating that Business Proximity had a moderating effect on the relationship between the provision of housekeeping services and socioeconomic well-being of women entrepreneurs.

4.11 Moderating Effects of Business Proximity to Infrastructure on the Relationship between the Provision of Housekeeping Services and Socioeconomic Well-being of Women Entrepreneurs.

Objective seven sought to test the following null hypothesis:

H₀₆: Business proximity to infrastructure has no significant moderating effect on the relationship between the provision of housekeeping services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.

In this model, the first regression model had the provision of housekeeping services as the predictor of the socioeconomic well-being of the women entrepreneurs. The second regression model had the provision of housekeeping services and the business proximity as

predictors of the socioeconomic well-being of the women entrepreneurs. In the third regression model, the interaction effect of the provision of housekeeping services and business proximity was added to model number 2. Therefore, the third model had the provision of housekeeping services, business proximity and the interactive effect of housekeeping and moderator variable as the predictors of the socioeconomic well-being of women entrepreneurs. The results are displayed in Table 4.21 Table 4.23.

The results showed that the introduction of business proximity as a moderating effect improved the model as shown in the change in R-square from 21% to 24.1% in model 1 and model 2 respectively. In model 3, the introduction of the interactive effect of business proximity and housekeeping services further improved the fitness of the model as shown by a change in R-square from 24.1% to 36.9%. The increasing change in the R square shows that the addition of the moderating variable that is business proximity to infrastructure contributed to 3.1% additional variance to the socioeconomic well-being of the women entrepreneurs as demonstrated by the change of R square between model 1 and model 2.

Table 4.21: Regression Model Summary

Model	R	Adjusted R- SE of the R-		R-Square	Change Statistics			Sig. F	
		Square	Square		F	df1	df2		Change
1	.458 ^a	.210	.207	.78085	.210	69.985	1	263	.000
2	.491 ^b	.241	.235	.76700	.031	10.579	1	262	.001
3	.608 ^c	.369	.362	.70042	.129	53.184	1	261	.000

a. Predictors: (Constant), Housekeeping Business Prox.

b. Predictors: (Constant), Housekeeping Business Prox. Business Proximity

c. Predictors: (Constant), Housekeep Business Prox., Business Prox., Interactive effect housekeeping

The addition of the interaction effect of provisions of housekeeping and proximity to infrastructure contributed to an additional moderate 12.9% variance in the socioeconomic well-being of women entrepreneurs as shown by the differences in model 2 and model 3.

Table 4.2212: Regression-ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.671	1	42.671	69.985	.000 ^b
	Residual	160.357	263	.610		
	Total	203.028	264			
2	Regression	48.895	2	24.447	41.556	.000 ^c
	Residual	154.134	262	.588		
	Total	203.028	264			
3	Regression	74.986	3	24.995	50.950	.000 ^d
	Residual	128.042	261	.491		
	Total	203.028	264			

a. Dependent Variable: Socioeconomic well-being

b. Predictors: (Constant), Housekeeping Business Prox.

c. Predictors: (Constant), Housekeeping Business Prox., Business Proximity

d. Predictors: (Constant), Housekeeping Business Prox., Business Proximity, Interactive effect housekeeping.

Table 4.23: Model Summary showing Moderating Effect of Business Proximity to Infrastructure on the Relationship between Housekeeping services and Women Entrepreneurs Socioeconomic well-being

Model			Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta				
1	(Constant)	2.941 .100	29.328 .000				
	Housekeeping Business Prox.		.079 .009	.458	8.366	.000	
2	(Constant)	2.517 .163	15.400 .000				
	Housekeeping Business Prox.		.057 .011	.333	5.032	.000	
	Business Proximity		.191 .059	.215	3.253	.001	
3	(Constant)	2.541 .149	17.026 .000				
	Housekeeping Business Prox.		.086 .011	.502	7.750	.000	
	Business Prox.		.109 .055	.122	1.982	.048	
	Interactive effect Housekeeping		-.335 .046	-.384	-7.293	.000	

Dependent Variable: Socioeconomic well-being

Therefore, the null hypothesis that the moderating variable does not have a statistically significant effect on the causal relationship between the independent variable and dependent variable was rejected and concluded that business proximity had a statistically significant moderating effect on the causal relationship between the provision of housekeeping and socioeconomic well-being of women entrepreneurs ($p < .001$).

The regression model is as shown below:

$$\text{Model 1: } Y = 2.941 + 0.079X \quad (4.8)$$

$$\text{Model 2: } Y = 2.517 + 0.057X + 0.191M \quad (4.9)$$

$$\text{Model 3: } Y = 2.541 + 0.086X + 0.109M - 0.335XM \quad (4.10)$$

Where;

Y is Socioeconomic well-being

X is the housekeeping services

M is moderator variable (business proximity to infrastructure)

XM is the interaction effect of housekeeping and business proximity to infrastructure.

In this regression model, the coefficient of $-.335$ for the interaction term XM (as shown in Table 4.23) was significant ($p < .001$). This implies that there was a significant moderation effect of business proximity on the relationship between housekeeping services and the socioeconomic well-being of women entrepreneurs in selected counties in Kenya. Therefore, the null hypothesis was rejected and concluded that the moderating effect of business proximity significantly affected on relationship between housekeeping and the socioeconomic well-being of women entrepreneurs in the selected Counties in Kenya.

4.12 Interpretation and Discussions of Moderator Variables

The interaction relationship between outside catering, events management and housekeeping services was significant indicating that business proximity to infrastructure moderates the relationship between the provision of hospitality services and the socioeconomic well-being of women entrepreneurs at moderate levels. It was worthwhile noting that the provision of housekeeping services had no significant effect on socioeconomic well-being among the hospitality services but it is statistically significant when regressed together with the two other hospitality services of outside catering and events management. This was due to the effect of the interaction of the moderator variable. This indicated that if infrastructure around the business place is well established the women entrepreneurs can engage in all three hospitality services and can perform better without incurring costs related to poor infrastructure. At the same time, they will not incur high operational costs associated with offering housekeeping services. Consequently, the women entrepreneurs will make profits and expand their businesses.

Moreover, business proximity to infrastructure affected them positively because of the availability of efficient means of transport —good roads, good supply of electricity, availability of banking facilities, availability of fuel for cooking and constant supply of water

for production. Such kind of women hospitality enterprise was located where there was efficient infrastructure, they performed well and their socioeconomic well-being improved as compared to those groups which were located where infrastructure was not well established and thus it affected their socioeconomic well-being negatively.

The findings on the moderating effect of business proximity on the relationship between the provision of housekeeping services and the socioeconomic well-being of women entrepreneurs were supported by Nisthar et al. (2017) who noted that women's socioeconomic well-being in the tourism industry is affected by several challenges hinder them from attaining higher scores in socioeconomic indices. The authors concluded that women need to locate their business's next infrastructure to meet their socioeconomic parameters in their hospitality businesses. This was seen when the moderation effect of business proximity to infrastructure was introduced to the model. This showed an increase in R^2 . This implies that when the government provides very efficient infrastructure to the women entrepreneurs, they perform better.

The findings on the moderating effect of business proximity on the relationship between the provision of housekeeping services and the socioeconomic well-being of women entrepreneurs are also supported by Muthuvelayutham and Jeyakodeeswari (2014) who studied the moderating effects of environmental factors and firm's age on strategic orientations and performance of Indian women entrepreneurs and noted that there is a relationship between strategic orientations and performance under a new condition where the environmental factors such as infrastructure like roads, transportation, electricity, water and banking facilities were found to be a significant moderator. The results concluded that women can only perform better in entrepreneurship when some specific environmental conditions are put in place. It is therefore suggested women in informal hospitality services

should be located in such kind of environment that supports women to perform better and improve their socioeconomic well-being in their entrepreneurship.

Women entrepreneurs require these infrastructures in the provision of hospitality services. This is supported by Mugo et al. (2019) who reported that the growth of SMEs has a significant, positive correlation with infrastructure. This means that the availability of good infrastructure promotes the growth of SMEs. The same sentiment was shared by Obokoh and Goldman (2016) who affirmed that the progression, performance, and success of enterprises in Nigeria were affected by the absence of infrastructure, this caused the women to incur high costs associated with poor infrastructure which negatively affected their performance. In a separate study by Kazimoto (2014), the author established that basic physical infrastructure was required for economic development and these include good roads, adequate power supply, and good rail and river transportation facilities. Minai and Lucky (2011) reported that the strategic location with good infrastructure assisted the entrepreneurs to achieve positive performances in their business. Business proximity to infrastructure affected the firm's performance. This implies that firms that are strategically located where there is good infrastructure are more likely to achieve better performance, while others which are not strategically located are likely not to perform better because of poor infrastructure. This is likely to be the case with informal hospitality services

On the contrary, Davis (2011) asserts that regardless of the location and business proximity to infrastructure, the support of women entrepreneurs is not substantially different. As mentioned above, the two possibilities may be encountered in entrepreneurship, but the magnitude is the subject of discussion in the current research.

4.13 Hypothesis Interpretation

The testing criteria were that if the p-value is less than 0.05, the null hypothesis is not accepted.

The results are presented in Table 4.24.

Table 4.13: Hypotheses Test Results

Research objective	Hypothesis	Rule	P-value	Conclusion	Rejected/ Accepted
To determine the effect of Outside Catering services on the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.	H ₀₁ : Provision of Outside Catering services has no significant effect on the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.	When the p-value is less than 0.001, reject the null hypothesis	0.000	Provision of Outside Catering services positively and significantly affects the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.	Rejected
To determine the effect of the Provision of Events Management services on the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.	H ₀₂ : Provision of Events Management services has no significant effect on the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.	When the p-value is less than 0.001, reject the null hypothesis	0.007	The provision of Event Management services positively and significantly affects the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.	Rejected
To determine the effect of the Provision of Housekeeping services on the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.	H ₀₃ : Provision of House Keeping services has no significant effect on the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya	When the pvalue is more than 0.05, accept the null hypothesis	0.168	The provision of Housekeeping services does not significantly affect the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya	Accepted

To establish the moderating effect of Proximity-toinfrastructure on the relationship between outside catering services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.	H ₀₄ : Proximity to infrastructure has no significant effect on the relationship between the provision of outside catering services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya	When the p-value is less than 0.001, reject the null hypothesis	0.000	Proximity to infrastructure has a significant effect on the relationship between the provision of outside catering services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya	Rejected
To establish the moderating effect of Proximity-toinfrastructure on the relationship between the provision of events	H ₀₅ : Proximity to infrastructure has no significant effect on the relationship between the provision of events management services and the socioeconomic	When the p-value is less than 0.001, reject the null hypothesis	0.000	Proximity to infrastructure has a significant effect on the relationship between the provision of events management services and the	Rejected

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management services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya	well-being of women entrepreneurs in selected Counties in Kenya			socioeconomic well-being of women entrepreneurs in selected Counties in Kenya	
To establish the moderating effect of proximity to infrastructure on the relationship between the provision of housekeeping services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya	H ₀₆ : Proximity to infrastructure has no significant effect on the relationship between the provision of housekeeping services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya	When the p-value is less than 0.001, reject the null hypothesis	0.000	Proximity to infrastructure has a significant effect on the relationship between the provision of housekeeping services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya	Rejected

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter provides the summary, conclusion and recommendation of the study. Women entrepreneurs in informal hospitality services have been increasingly getting involved in this industry to improve their socio-economic well-being in Kenya. Despite their involvement in informal hospitality services, it is not known the extent to which these services have contributed to their socioeconomic well-being. The purpose of this study was therefore to investigate the effect of business proximity to infrastructure on the relationship between informal hospitality services and socioeconomic well-being of women entrepreneurs in selected Counties in Kenya. The objectives of the study included. To describe the types of informal hospitality services offered by women entrepreneurs; To determine the effect of outside catering, events management and housekeeping services on the socioeconomic well-being of women entrepreneurs; To establish the moderating effects of business proximity to infrastructure on the relationship between the provision of outside catering, events management and housekeeping services and socioeconomic well-being of women entrepreneurs in Kenya. The study had the following research question; what are the types of informal hospitality services offered by women entrepreneurs in Kenya? The six hypotheses used for the study were as follows;

H₀₁: Provision of Outside Catering services has no significant effect on the socioeconomic wellbeing of women entrepreneurs in selected Counties in Kenya.

H₀₂: Provision of Events Management services has no significant effect on the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.

- H₀₃: Provision of Housekeeping services has no significant effect on the socioeconomic wellbeing of women entrepreneurs in selected Counties in Kenya. of women entrepreneurs in selected Counties in Kenya.
- H₀₄: Business proximity to infrastructure has no significant moderating effect on the relationship between the provision of outside catering services and the socioeconomic wellbeing of women entrepreneurs in selected Counties in Kenya.
- H₀₅: Business proximity to infrastructure has no significant moderating effect on the relationship between the provision of events management services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya.
- H₀₆: Business proximity to infrastructure has no significant moderating effect on the relationship between the provision of housekeeping services and the socioeconomic wellbeing of women entrepreneurs in selected Counties in Kenya.

A mixed method was used for the study involving exploratory sequential design. A total population of 829 from Nakuru, Muranga, Kakamega and Kisumu was used for both qualitative and quantitative studies. Frequencies and percentages were used to determine the characteristics of the participants. Framework analysis was used in the qualitative study. Regression analysis was used to determine the effect of the provision of outside catering, events management and housekeeping services on the socioeconomic well-being of women entrepreneurs; and Moderated multiple regression was used to establish the moderating effects of business proximity to infrastructure between the provision of outside catering, events management and housekeeping services and socioeconomic well-being of women entrepreneurs in Kenya.

5.2 Summary of the Findings

The provision of informal hospitality services by women has improved their socioeconomic wellbeing in the four counties under study. An investigation on the contribution of informal hospitality services to the socioeconomic well-being of women entrepreneurs was based on the following objectives.

5.2.1 Types of Informal Hospitality Services Offered

Objective one was to describe the types of informal hospitality services offered by women entrepreneurs in selected counties. Women entrepreneurs offered outside catering and events management services to improve their socioeconomic well-being. The outside catering services included: preparing and serving meals and drinks; preparing and serving snacks; baking different types of cakes like wedding and birthday cakes; hiring out kitchen equipment; and hiring tents. Events management services offered by the women included; Venue decoration services, events coordination, sound and lighting services, entertainment, tents and chairs, venue sourcing, toiletry, media and security services. Women entrepreneurs were not involved in the provision of housekeeping services to improve their socioeconomic well-being but a free service to the community to market their services.

5.2.2 Effect of Provision of Outside Catering Services on Socioeconomic well-being of Women Entrepreneurs

Objective two was to find out the effect of outside catering services on the socioeconomic wellbeing of women entrepreneurs in Kenya. The null hypothesis was rejected and the conclusion was that outside catering has a positive and significant effect on the socioeconomic well-being of women entrepreneurs ($\beta = 0.150$, $t = 2.731$, $p < 0.01$).

5.2.3 Effect of Events Management Services on SEW of Women Entrepreneurs

The third objective was to find out the effect of events management services on the socioeconomic well-being of women entrepreneurs in Kenya. The null hypothesis that the provision of events management does not have a significant effect on the socioeconomic well-being of women was rejected and it was concluded that events management had a significant

positive effect on the socioeconomic well-being of women entrepreneurs ($\beta = 0.290$, $t = 4.708$, $p < 0.001$).

5.2.4 Effect of Housekeeping Services on SEW of Women Entrepreneurs

The fourth objective was to find out the effect of the provision of housekeeping services on the socioeconomic well-being of women entrepreneurs. The null hypothesis that the provision of housekeeping services does not have a significant relationship with the socioeconomic well-being of women was not rejected ($\beta = .070$, $t = 1.383$, $p > 0.05$). The conclusion was that housekeeping services do not significantly influence the socioeconomic well-being of women entrepreneurs in the four counties under study.

5.2.5 The Moderating Effect of Business Proximity to Infrastructure on the Relationship between Outside Catering Services and Socioeconomic well-being

The fifth objective of the study was to establish the moderating effects of business proximity to infrastructure on the relationship between the provision of outside catering services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya. The hypothesis that business proximity to infrastructure has no significant moderating effect on the relationship between the provision of outside catering services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya was rejected and concluded that business proximity to infrastructure had the moderating effect on the relationship between the provision of outside catering services and socioeconomic well-being of women entrepreneurs in Kenya.

5.2.6 The Moderating Effect of Business Proximity to Infrastructure on The Relationship Between Events Management Services and Socioeconomic well-being

Objective six of the study was to establish the moderating effects of business proximity to infrastructure on the relationship between the provision of events management services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya. The hypothesis that business proximity to infrastructure has no significant moderating effect on the relationship between the provision of events management services and the socioeconomic well-being of women entrepreneurs was rejected ($p < 0.001$) and concluded that business proximity to infrastructure had a significant moderating effect on the relationship between the provision of event management services and socioeconomic well-being of women entrepreneurs in Kenya.

5.2.7 The Moderating Effect of Business Proximity to Infrastructure on The Relationship Between Housekeeping Services and Socioeconomic well-being

The last objective of the study was to establish the moderating effects of business proximity to infrastructure on the relationship between the provision of housekeeping services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya. The hypothesis that business proximity to infrastructure has no significant moderating effect on the relationship between the provision of housekeeping services and the socioeconomic well-being of women entrepreneurs was rejected and concluded that business proximity to infrastructure had a moderating effect on the relationship between the provision of housekeeping services and socioeconomic well-being of women entrepreneurs in Kenya ($p < 0.001$).

5.3 Conclusions

Women entrepreneurs involved in informal hospitality services in Muranga, Nakuru, Kakamega and Kisumu counties were engaged in different types of outside side catering and events management. Housekeeping services were not done for commercial purposes by women entrepreneurs.

Regarding the second objective, results revealed that the provision of outside catering services significantly affects the socioeconomic well-being of women entrepreneurs in selected counties in Kenya and consequently the null hypothesis was rejected.

Regarding the third objective results showed that events management services offered significantly affected the socio-economic well-being of women For the fourth objective, the null hypothesis that the provision of housekeeping services does not have a significant relationship with the socioeconomic well-being of women entrepreneurs in Kenya was not rejected. The result revealed that the provision of housekeeping services does not significantly affect socioeconomic well-being and thus the null hypothesis was accepted.

For objective five, the null hypothesis that business proximity to infrastructure has no significant moderating effect on the relationship between the provision of outside catering services and the socioeconomic well-being of women entrepreneurs in selected Counties was rejected. The result revealed that business proximity to infrastructure had a statistically significant moderating effect on the relationship between the provision of outside catering services and the socioeconomic wellbeing of women entrepreneurs in Kenya.

The sixth objective of the study was to establish the moderating effects of business proximity to infrastructure on the relationship between the provision of events management services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya. The result revealed that business proximity to infrastructure has a moderating effect on the

relationship between the provision of event management services and the socioeconomic well-being of women entrepreneurs in Kenya.

The seventh objective of the study was to establish the moderating effects of business proximity to infrastructure on the relationship between the provision of housekeeping services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya. The result showed that business proximity to infrastructure has a moderating effect on the relationship between the provision of housekeeping services and the socioeconomic well-being of women entrepreneurs in Kenya.

5.4 Recommendations

Based on the findings, discussions, and conclusions on the effect of business proximity to infrastructure on the relationship between hospitality services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya, the following recommendations are made per the study objectives.

5.4.1 Recommendations on Types of Hospitality Services Offered by Women Entrepreneurs in Kenya

The study concluded that the established types of hospitality services offered by women entrepreneurs in selected Counties in Kenya were outside catering and events management services. The recommendation for policy on this finding is that the State Department for Gender and Affirmative Action of the Republic of Kenya should develop a policy that guides women on the possible entrepreneurship opportunities in Kenya by classifying such opportunities for easy entry by women entrepreneurs in the provision of hospitality services. Secondly, for practice, hospitality services are a leisure-based service which is highly organized in terms of enterprise service lines. Women entrepreneurs in the provision of

hospitality services therefore should be organized in terms of outside catering, events management and housekeeping services which will enable them to assemble and present their service line in terms of the three categories.

5.4.2 Recommendations for the Effect of Provision of Outside Catering and Events Management Services on Socioeconomic well-being of Women Entrepreneurs

The study concluded that the provision of outside catering and events management services significantly affected the socioeconomic well-being of women entrepreneurs in the selected Counties in Kenya. First, the researcher recommends that the Ministry of Public Service, Youth & Gender Affairs which houses women-specific stimulus fund, the Women Enterprise Fund (WEF) develop a policy which promotes outside catering and events management services among women entrepreneurs in Kenya providing hospitality services. Such policy should provide detailed guidelines on the structure of outside catering and events management enterprises as a means of supporting women entrepreneurs. Secondly, in practice, women entrepreneurs in Kenya providing hospitality services should put more effects through strategies in promoting these services because the current research established that they contribute to the socioeconomic well-being of women entrepreneurs in Kenya

5.4.3 Recommendations on Moderation Effect of Business Proximity to Infrastructure on Relationship between the Provision of Outside Catering Service, Events Management, and House Keeping Services and Socioeconomic well-being of Women Entrepreneurs

The study concluded that the researcher deduced statistical evidence to conclude that business proximity to infrastructure moderated the relationship between outside catering, Events management and Housekeeping services (informal hospitality services) and the socioeconomic well-being of the women entrepreneurs in the selected Counties in Kenya. The

study recommends that the government through its urgencies dealing with business infrastructure including; the Ministry of Transport and Infrastructure, the Ministry of Water and Sanitation, Ministry of Energy and Petroleum should develop a policy on infrastructure sensitive to women entrepreneurs providing hospitality services. Such policy should provide guidelines on infrastructure development targeting the location of enterprises run by women entrepreneurs in Kenya.

5.5 Implications of the Findings

5.5.1 Theoretical Implication

The research investigated the effect of business proximity to infrastructure on the relationship between hospitality services and the socioeconomic well-being of women entrepreneurs in selected Counties in Kenya. Some of the conceptual, methodological, and contextual shortcomings that had been noted in the literature assessment were filled by the research. The study's conclusions raise some questions that have repercussions for the theory employed. The study advances theoretical arguments on Opportunity-based entrepreneurship theory. The provision of hospitality services in this enabling environment enhances income for entrepreneurs which has resulted in improvement of their socioeconomic well-being. Therefore, the Opportunity-Based Entrepreneurship Theory conforms with entrepreneurship in the hospitality sector. The notion acknowledges that historical experiences, financial resources, and human resources are essential to organizational progress. This theory, has a significant role in linking the provision of hospitality services to women entrepreneurs' socioeconomic well-being hence, the significant relationship obtained from the results.

Regarding Feminist Theory, women entrepreneurs in selected countries make a significant contribution to providing hospitality services. Feminist Theory can be a basis for assessing the different types of hospitality services provided by women entrepreneurs, and the effect of providing hospitality services on the socioeconomic well-being of women entrepreneurs. Lastly, the Integrated Development Framework underpinned the facts that women need to understand their disadvantages towards economic well-being, the need to realize that they can be the centre of change, identify a project they can carry out to earn an income and create an environment for themselves for social transformation through collective actions like socioeconomic well-being women groups. The provision of informal hospitality services touches on an economic approach to well-being, which requires that women engage in productive activities that provide them some degree of financial autonomy.

5.5.2 Implications to the Policies

At the policy level, Kenyan Vision 2030 economic pillar of sustained economic development of 10% over 25 years can be achieved through Small and Medium Enterprises where the provision of hospitality services by women entrepreneurs falls. In promoting the economic pillar, multifaceted policies and guidelines should be developed to support women entrepreneurs providing hospitality services in Kenya. Secondly, under the social pillar, of a just and cohesive society enjoying equitable social development in a clean and safe environment, the findings of the study contribute to this pillar by encouraging mainstreaming women entrepreneurs to provide hospitality services which in turn significantly contribute to their socioeconomic well-being including improving access to education, health, food security which will contribute to their equitable safety and heir households.

5.6 Recommendation for Further Research

The findings from the study may not necessarily reflect other counties due to different dynamics found in such counties, thus there is a need for similar studies to be replicated in other counties in the Republic of Kenya. The findings from such a study will be a census of all the possible statuses of the provision of hospitality services and their effect on the socioeconomic well-being of women entrepreneurs in all the Counties in Kenya which may need to be solved to make the recommendations, implications to policies maybe national which the current study did not achieve. Secondly, there is a need for similar but a comparative study to investigate the effect of business proximity to infrastructure on the relationship between hospitality services and the socioeconomic well-being of women entrepreneurs in all Counties in Kenya for both the women enterprises and limited firms regulated by Tourism Regulatory Authority (TRA). The findings from the second study will be the basis of enhancing public-private partnerships between women's hospitality services and TRA-regulated services as far as the provision of hospitality services is concerned.

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APPENDICES

Appendix 1: Sampling Technique

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970

Appendix 2: Sample Survey Questionnaire

Dear Sir/Madam,

RE: COMPLETION OF RESEARCH QUESTIONNAIRE

I am a PhD student at Maseno University, currently carrying out research titled: Effect of Business

Proximity to Infrastructure on The Relationship Between Informal Hospitality Services and Socioeconomic well-being of Women Entrepreneurs in Selected Counties in Kenya

You have been identified as one of the respondents; please respond to the subsequent items by providing honest information. To ensure anonymity, we will not write your name anywhere in the instrument. Any information you give will be treated with utmost confidentiality and will only be used for this research. You are free to exit the study at any time. For anonymity, you are also free to either write your name or not.

Thank you for your cooperation.

Lynette.

Attached: Questionnaire
Questionnaire in English

Questionnaire ID: _____

County: _____ Sub-County: _____

SECTION I: DEMOGRAPHY

1. Age of the respondent: _____
2. Marital status (Respond by ticking appropriately) Married [] Widowed []
Divorced [] Single []
3. The Respondent's Level of formal education.
None [] Primary [] Secondary []
Diploma [] Degree [] Others _____
4. Household size: _____ (in terms of the total number of people in the household)
5. How long have you been offering hospitality services in your group? bearing in mind that the study sampled those who have been in the business for at least three years
Up to 3 Years [] 4 – 7 Years []
8 – 10 Years [] Over 10 Years []

SECTION II: TYPES OF INFORMAL HOSPITALITY SERVICES OFFERED

6. Please tick in the table below the number of years you have been in the listed specific hospitality services. Where 1 = 3 years, 2 = 3-5 years, 3= 6-8 years, 4= 8-10 year and 5 = More than 10 years

Type of hospitality service offered		Up to 3 Years	4 - 7 Years	8 - 11 Years	12-15 Years	Over 15 Years
a	Catering					
b	Events Management					
c	Catering and Events management					
d	Housekeeping					

7. Listed in the table below are reasons for getting into the hospitality business. Kindly indicate your level of agreement on each of the reasons listed below where; 1= Strongly Disagree, 2= Disagree, 3 = Neither Agree nor Disagree, 4=Agree and 5 = Strongly Agree.

No	Reason	1	2	3	4	5
a	I am talented in hospitality services					
b	Alternative source of livelihood					
c	Social Support					
d	Possessed right skills					
e	High demand for the services					
f	It is my only source of income					

8. Do you have any formal hospitality training?
YES [] NO []
9. Kindly rank the level of profitability of the following hospitality service provision on a scale of 1-5; 1 = Not Profitable, 2 = Least Profitable, 3 = Profitable, 4 = Very Profitable and 5 = Extremely Profitable

No	Level of Profitability	1	2	3	4	5

a	Catering services					
b	Event management					
c	House Keeping					
d	Catering and Events management					

10. To what extent are you likely to stop offering the following services you are currently offering? 1= Not Likely to Stop, 2= Least Extent, 3 = Larger Extent, 4= Very Large Extent and 5 = Extremely Large Extent

No	Extent likely to stop offering the services	1	2	3	4	5
a	Catering					
b	Event management					
c	House Keeping					
d	Catering and Events management					

11. Which services do you offer that is associated with outside catering (scale appropriately)? Kindly rank the level of service provision on a scale of 1-5, where 1= Not offering the services, 2 = Least Frequently

Offered, 3 = Moderately Offered, 4 = Frequently Offered, 5 = Most Frequently offered

No	Services associated with outside catering	1	2	3	4	5
a	Tent hiring					
b	Decoration					
c	Crockery and cutlery					
d	Flowers					
e	Snacks					
f	Prepare and serve meals and drinks					
g	Cakes					
h	Hiring out kitchen equipment					

12. Which services do you offer that are associated with events management (scale appropriately)? Kindly rank the level of service provision on a scale of 1-5, where 1 = Not offering the service, 2 = Least Frequently Offered, 3 = Moderately Offered, 4 = Frequently Offered, 5 = Most Frequently offered

No	Services associated with events management	1	2	3	4	5
a	Venue decoration services					
b	Events coordination					
c	Sound and lighting					
d	Entertainment					
e	Tents and chairs					
f	Venue sourcing services					
g	Media services					
h	Toiletry services					
i	Security services					

[j] Any other (specify and rank accordingly)

13. Which services do you offer that are associated with housekeeping (Scale appropriately)? Kindly rank the level of service provision on a scale of 1-5, where 1= Not offering the service, 2 = Least Frequently

Offered, 3 = Rarely Offered, 4 = Frequently Offered, 5 = Most Frequently offered

No	Services associated with house keeping	1	2	3	4	5
a	Laundry services					
b	Office cleaning					
c	Fumigation					
d	Residential cleaning					
e	Commercial property cleaning					
f	Sofa set and carpet cleaning					
g	Sanitary and washroom cleaning					

[h] Any other (specify and rank accordingly)

14. Which type of functions do you frequently offer your services to (Scale appropriately)? Kindly rank the level of service provision on a scale of 1-5, where 1= Not offering the service, 2 = Less Frequently Offered, 3 = Moderately Offered, 4 = Frequently Offered, 5 = Most Frequently offered

No	Functions associated with hospitality services	1	2	3	4	5
a	Wedding services					
b	Bridal showers					
c	Funerals					
d	Team building					
e	Children birthday parties					
f	Luncheon and dinners					
g	Baby showers					
h	Graduation parties services					

[i] Any other (specify) _____

SECTION III: SOCIOECONOMIC WELL-BEING OF WOMEN ENTREPRENEURS

15. Please estimate your monthly household income (in Ksh.) before starting the group business and current income.

Household income before joining the group (KES)	Current household income (KES)

18. What was your monthly income in KES before starting the group business? _____

19. What was your monthly income in KES after starting the group business? _____

20. The table below shows the women entrepreneurs' socioeconomic well-being. Kindly indicate your level of agreement on a scale of 1-5 (where; 1– SD- Strongly Disagree, 2– D-Disagree, 3 NDA – Neither Disagree Nor Agree, 4– A- Agree and 5 – SA - Strongly Agree).

		1	2	3	4	5
(A) Improved standard of living (Material Provision)						
a	I can feed my family on a balanced diet					
b	My family lives in a better shelter					
c	My family dresses well					
d	Some other people are employed in the business					
e	I hope to have a better life after retirement					
(B) Improved Access to Health						
a	I have health insurance cover for my family					
b	I can access health services at any time					
c	I trust the quality of health care that I receive					
d	I have the flexibility to change the service provider for improved services					
e	I attend wellness clinics to know my health status					
(C) Access to Education						
a	I can easily pay school fees and any other school requirements for my children in nursery, primary, secondary and tertiary institutions					
b	I have enrolled in a college and can pay the required fees					
c	I can support extended relative in their education					

SECTION IV: MODERATING VARIABLE

21. This section presents factors related to the location of your business. Kindly indicate your level of agreement on a scale of 1-5 (where; 1– SD - Strongly Disagree, 2 – D -Disagree, 3 NDA – Neither Disagree Nor Agree, 4– A- Agree and 5 – SA - Strongly Agree)

	Business proximity to infrastructure	1	2	3	4	5
a	I can easily transport equipment, tools and raw materials to the venue					
b	Roads are accessible					
c	There is availability of electricity					
d	There is availability of fuel					
e	There is availability of water					
g	There are banking facilities around my locality					
h	Raw materials are within the locality					

Questionnaire in Kiswahili

Kiambatisho cha 2: Hojaji
Kiambatisho cha 2: Barua ya Kijitambulisha
Kwa Bwana/Bi,

Mimi ni mwanafunzi wa usanifu katika chuo kikuu cha Maseno, ninaendelea na utafiti kuhusu mada: Kiwango ambacho utoaji usioratibiwa / usiolaumiwa huduma za ukarimu huchangia ubora wa maisha kiuchumi na kijamii ya wanawake wafanya biashara nchini Kenya.

Umetambuliwa kuwa mmoja wa watakaojibu hojaji; tafadhali toa majibu kwa maswa yafuatayo kwa uji ya uaminifu na ukweli ili kuuficha utambulicho wako, hatutaandika jina lako mahali popote katika hojaji hii. Habari yoyote utakayotoa itawekwa siri na itatumika tu kwa mnajili ya utafiti huu. Una ruhusa ya kutoendelea na utafiti huu pale utakapojiskia kufanya hivyo.

Kiambatisho cha 2: Hojaji kwa lugha ya Kiswahili

Utambulizo wa hojaji: _____

Kaunti: _____

Kaunti

ndogo:

SEHEMU YA I: DEMOGRATIA

1. Umri wako: _____
2. Hadhi ya ndoa
 - a) Nimeoa / nimeolewa
 - b) Mjane
 - c) Mtalaki
 - d) Mseja

3. Kiwango cha elimu cha mhojiwa
 - a) Sina elimu ya shule
 - b) Shule ya msingi
 - c) Shule ya upili / sekondari
 - d) Diploma/stashahada
 - e) Digrii / shahadda ya kwanza
4. Ukubwa wa familia _____ (jumla ya watu katika familia)
5. Iwapo ni wewe mkuu wa boma/ familia, tambulisha jinsi yako.
 - a) Mume _____
 - b) Mke _____
6. Umetoa huduma za kuarimu kwa kikundi chako kwa muda gani?
 - a) Hadi miaka tatu
 - b) Miaka 4 -7
 - c) Miaka 8 -10
 - d) Zaidi ya miaka 10

SEHEMU YA II: AINA UA HUDUMA ZISIZORATIBIWA UNAZOTOA

7. Tafadhali weka alama kwa jedwali lifuatalo miaka mambayo umehudumia kwa aina za ukarimuzile ziliorodheshwa hapa. ambayo 1 = miaka 3, 2 = miaka 3-5, 3 = miaka 5-8, 4 miaka 8-10, 5 zaidi ya miaka 10.

	Aina ya huduma za ukairimu ulizotoa	Zaidi ya miaka 3	Miaka 4 -7	Miaka 8-11	Miaka 12-15	Zaidi miaka 15
a	Uandazi wa vyakula					
b	Kuanda na suimamia sherehe					
c	Uandazi wa vyakula na kusimamia sherehe					
d	Usimamizi/ utuzaji wa nyumba					

8. Katika jedwali lifuatalo kumeorodheshwa sababu za kutingiza katika biashara ya ukirimu. Tafadhali onyesha kiwango chako cha kukubaliana na kila mojawapo ya sababu zilizoorodheshwa ambapo; 1 = sikubaliani kabisa, 2= sikubaliani, 3= sina maoni, 4= nakubaliana, 5 nakubaliana kabisa

No.	Sababu	1	2	3	4	5
a	Ninatalanta katika kazi hii ya ukirimu					
b	Mujia mbadala ya kujipatia riziki					
c	Ni njia ya kujiunga na wengine					
d	Nina ujuzi unaotakikana					
e	Kuna uhitaji mku wa huduma hizi					
f	Ndio uji ya pekee ya kujipatia mapato					

9. Je u mafunzo yoyote rasmi katika ukirimu
 - a) Ndio
 - b) La

10. Tafadhali onyesha viwango vya tija / faidi vya huduma zifuatazo za ukirimu katika vipimo vya 1-5: 1= haina faida, 2= faida kidogo sana, 3= ina faida, 4=ina faida kubwa, 5 ina faida kubwa kabisa.

No.	Kiwango cha faida	1	2	3	4	5
a	Huduma za uandazi wa chakula					
b	Huduma za uandalizi wa sherehe					
c	Utunzaji nyumba					
d	Uandazi wa chakula na uandalizi wa sherehe					

11. Ni kwa kiwango gani unao na ukiacha huduma unazotoa sasa?

1= sioni nikiacha, 2= kiwango kidogo sana, 3= kwa kiwango kikubwa, 4 = kiwango kikubwa sana, 5 kiwango kikubwa kabisa

No.	Kiwango cha uwezekano wa kuacha	1	2	3	4	5
a	Uandazi wa chakula					
b	Uandalizi wa sherehe					
c	Utunzaji nyumba					
d	Uandazi wa chakula na uandalizi wa sherehe					

12. Ni huduma gani unatoa zinazohusiano na uandazi wa chakula nje? (Kadiria inavyofaa)

Tafadhali onyesha viwango vya huduma unazotoa kwa vipimo, kuanzia 1-5 ambapo 1=sitoi huduma, 2=ninazitoa kwa nadra, 3=ninazitoa kiasi tu, 4= nazitoa mara kwa mara, 5= nazitoa mara nyingi Zaidi

No.	Huduma zinazohusiana na uandazi wa chakula nje	1	2	3	4	5
a	Kukodesha hema					
b	Urembeshaji					
c	Seheme na vijiko					
d	Maua					
e	Vyakula vyepesi					
f	Utayarishaji na upakuaji wa chakula na viunywaji					
g	Keki					
h	Kukodisha vyombo vya upishi (Jikoni)					

13. Huduma gani unazotoa zinazohusiana na kusimamia sherehe (kadiria inanyofaa) kuanzia 1-5 ambapo 1=sitoi huduma, 2=ninazitoa kwa nadra, 3=ninazitoa kiasi tu, 4= nazitoa mara kwa mara, 5= nazitoa mara nyingi Zaidi

No.	Huduma zinazohusiana na usimamizi wa sherehe	1	2	3	4	5
a	Huduma za kurembesha eneo la sherehe					
b	Kuongoza shughuli					
c	Sauti na taa					

d	Burundani					
e	Viti na hema					
f	Kutafuta mahali pa sherehe					
g	Huduma za vyombo vya mawasiliano					
h	Huduma za msala					
i	Huduma za ulinzi					

j) Huduma nyingine yoyote (itambulisha na uipe kiwango inavyofaa)

14. Ni huduma gani zina huziana na utuzaji nyumba unazotoa. Tafadhali onyesha viwango vya huduma unazotoa kwa vipimo kwanzia 1-5: Ambapo 1=sitoi huduma, 2=ninazitoa kwa nadra,

3=ninazitoa kiasi tu, 4= nazitoa mara kwa mara, 5= nazitoa mara nyingi Zaidi

No.	Huduma zinazohusiana na utuzaji nyumba	1	2	3	4	5
a	Kufua nguo					
b	Kusafisha ofisi					
c	Kupiga dawa ya wadudu					
d	Kusafisha makazi					
e	Kusafisha maeneo ya biashara					
f	Kusafisha viti na zulia					
g	Kusafisha choo					

h) Huduma nyingine yoyote (itambulisha na unipe viwango inavyofaa).

15. Ni kwa sherehe zipi unatoa huduma zako (kadri inavyofaa)?

Tafadhali onyesha viwango vya huduma unazotoa kwa vipimo kwanzia 1-5: Ambapo 1=sitoi huduma, 2=ninazitoa kwa nadra, 3=ninazitoa kiasi tu, 4= nazitoa mara kwa mara, 5= nazitoa mara nyingi Zaidi

No.	Sherehe zinazohusiana na huduma za ukirimu	1	2	3	4	5
a	Sherehe za arusi					
b	Kuandaa bibi arusi					
c	Matanga					
d	Sherehe za mikutano ya wafanikazi					
e	Sherehe za siku za kuzaliwa kwa watoto					

f	Vyakula vya mchana na jioni					
g	Sherehe za maandalizi na wakubisho ya mtoto kwa mama mja-mwito					
h	Sherehe za manafari					

i) _____ Nyigine
(tambulisha)_____

SEHEMU III: CHANGAMOTO KATIKA UTOAJI WA HUDUMA ZA UKIPIMU NA

MBINU ZA KUJITANGAZA

I. CHANGAMOTO

16. Jedwali lifuatalo linaorodheshwa jinsia, wateja wa kifedhe kusajiliwa na serikali, mpango wa kibiashara, ushenduni kuweka vitu vya kutumui na changamoto zinazohusiana na mahali unakofanyia na biashara. Tafadhali onyesha kiwango chako cha kukubaliana kwanzia 1-5: Ambapo 1 = sikubaliani kabisa, 2= sikubaliani, 3= sina maoni, 4= nakubaliana, 5 nakubaliana kabisa

Changamoto	1	2	3	4	5
(A) changamoto zinazohusiana na jinsia					
a	Ninabaguliwa kwa sababu ya jinsia yangu manapotoa huduma				
b	Asasi zinazotoa pesa zinapendelea biashara zinazongwa na wanaume hivyo kuwa ngumu kupaa mkopo				
c	Vikwazo kutoka kwa mwenzangu wa ndoahunizuia kushiriki kikamilifu katika biashara hii				
d	Wateja wengine wavewalipii kikamilifu huduma ninawapa				
(B) Changamoto za kuweka rekodi ya pesa					
a	Ninachangamoto za kuweka rekodi za mapatao na matumizi				
b	Inanigarimu sana kununua vitabu vya kuweka rekodi				
c	Kuweka rekodi ya mapato na matumizi				
(C) Changamoto zinazohusiana nakusajiliwa na serikali					
a	Huduma za kuapata uzasiji wa serikali hazipatikani				
b	Huduma za kusajiliwa wa serikali zinagarama kubwa				
c	Usajili wa serikali una hatua				
(D) Changamoto zinazohusiana na kushidana					

a	Sekta ya wahudumu ina watoa huduma wengi hivyo kuan ushindani mkuu					
b	Imekua changamoto kushindana na watoa huduma wanajulikana					
c	Imekuwa changamoto kushia					
(E) Changamoto zinazohusiana na mkopo na mtaji						
a	Ninapata changamoto kupata dhamana itajika ya kupata mkopo					
b	Ninapata changamoto ya kupata habari kuhusiana na ninapoweza mkupata mtaji					
c	Ninapata changamoto ya kupata ujizi unahosiana kupata mkopio na mtaji					
d	Ninapata changamoto kuhusiana na haram ya mkopo na mtaji					
(F) Changamoto zinazohusiana na uwekaji wa vifaa						
a	Ninapata changamoto ya kupata mahali za kuweka vitu mnanyavyotumia					
b	Ninapata changamoto kuhusiana na gharama ya vifaa vya kuweka vitu ninavyotumia					
c	Ninapata changamoto za usalama wa kuweka vitaa katika nyumba za watu					
d	Ninapata changamoto kununua kwa vifaa ya uwekezaji katika kuhusiana na habari za haina, kiasi na uduma					

I. MBINU ZA KUJITANGZA KIBIASHARA

Mbinu za kujitangza kibiashara						
a	Ninatumia mbinu ya kupendekezqa na marafiki na makanisa kunadi huduma zangu					
b	Ninapunguza bei kama njia yta kuvutia wateja					
c	Ninatoa huduma nzuri sana (za kuridhisha watega)					

SEHEMU IV: HALI YA KIUCHUMI – JAMII YA WANAWAKE WAFANYA BIASHARA

17. Tafadhali kadiria mapata yako kwa mwezi (KShs.) kabla hujaanza biashara huu na sasa?

Mapato kabla ya kujiunga na kikundi	Mapata ya sasa

18. Ukiwa unapata pesa ngapi kwa mwezi kabla ya kuanzisha hii biashara ya kikundi

? _____

19. Ulikuwa unapata pesa ngapi kwa mwezi baada ya kuanza biashara? _____

20. Jedwali hili linaonyesha hali ya kiuchumi jamii ya manawake wanfanya biashara. Tafadhali onyesha kiwango chako cha kukablianda kwa viwango 1- 5 ambapo: (1 = sikubaliani kabisa, 2= sikubaliani, 3= sina maoni, 4= nakubaliana, 5 nakubaliana kabisa)

		1	2	3	4	5
(A) kuimarika kwa uchumi/ maisha (kuwa na mali)						
a	Ninaweza kulisha familia yangu vizuri					
b	Familia yangu inaishi kwa nyumba nzuri					
c	Familia yangu inavalia vizuri					
d	Nimeajiri watu wengine katika biashara					
e	Ninatarajia maisha mazuri nikistaafu					
(B) kuimarika kwa afya						
a	Nina bima ua afya kwa familia yangu					
b	Ninapata huduma za afya wakati wowote					
c	Ninaenda kiliniki kujua hali yangu ya afya					
(C) Changamoto zinazohusiana nakusajiliwa na serikali						
a	Mnaweza kulipia watoto wangu karo ya shule, kuanzia chekechea hadi vyeo na vyeo vikuu					
b	Nimejiunga na chuo cha kutoa mafunzo na naweza kujilipia					
c	Ninaweza kusadia jaama zangu wengine katika elimu yao					

SEHEMU V: VIBADILI VYA KUKADIRIA

21. Sehemu hii inahusu mambo yanayohusiana na eneo unakofanyia biashara. Tafadhali onyesha kiwango chako cha kukablianda kwa viwango 1- 5 (ambapo: 1 = sikubaliani kabisa, 2= sikubaliani, 3= sina maoni, 4= nakubaliana, 5 nakubaliana kabisa)

	Business proximity to infrastructure	1	2	3	4	5
a	Ninaweza kusafirisha kwa uvahezi vifaa na vitu vya kutumia hadi mahali vinahitaji					
b	Barabara zinapitika					
c	Kuna stima					
d	Kuna mafuta					
e	Kuna maji					
g	Kuna benki kartibu na ninapoishi					
h	Vitu hitajika viko karibu ninapoishi					

Appendix 3: Interview Guide

**CONTRIBUTION OF INFORMAL HOSPITALITY SERVICES TO SOCIOECONOMIC WELL-BEING OF WOMEN ENTREPRENEURS IN SELECTED COUNTIES IN KENYA
INTERVIEW PROTOCOL**

County _____ Sub-County _____
Respondent Code _____

Date _____ of _____ Interview _____
Interviewer _____

Signature _____

Location (city or town where the interview is conducted): Nakuru

1. Age in years:
 Less than 30 years [] 30-40 years []
 41-50 years [] above 50 years []
2. Marital status
 Married [] Single [] Widowed []
3. Number of children: _____ male _____ female _____
4. Highest formal academic qualification Academic:
 None [] Primary [] Secondary []
 College [] University []
5. Profession:
 Business related [] Education related [] Medical related [] Others []
6. How long have you been in this business? _____

Theme	Sub-Theme	Captured Qualitative Data
Types of Hospitality Services	When did you start your business?	
	Why did you start your business at this particular time?	
	Are you involved in outside catering business?	
	What catering services do offer and why?	
	how long you have been in the outside catering business?	
	Is the outside catering business profitable?	
	do you intent to continue with this business and why?	
	Do you carry out event management, for example, wedding planning?	
	which event services do you offer?	
	How long been in the events management business?	

	do you intent to continue with this business and why?	
	Are involved in housekeeping services like, cleaning services, and laundry services?	
	Tell me the specific housekeeping services you offer.	
	How long you have been in the housekeeping services business?	
	Do you intent to continue with this business and why?	
Influence of informal hospitality on the Socioeconomic wellbeing of women	Improved income or standard of living from the income you get from business	
	Improved health from the income from the business	
	Access to education with the income from the business	
	Belonging to social network	
	Any other benefits which you get from the business	
Business proximity to infrastructure	Kindly discuss how the location of your business has affected you positively or negatively with regard to infrastructure;	
	Transportation of goods and services	
	Accessibility of roads	
	Availability of electricity	
	Availability of fuel	
	Availability of water	
	Availability of banking facilities around the	
	locality	
	Availability of raw materials within the locality	
	Discuss how business proximity to infrastructure has affected you apart from the listed spheres above in 1- 8	

Interviewee Debriefing

Last but not least, is there any information you would wish to share with me about our business? Do you have any questions for me or any clarifications you would like me to make about our discussion? I am so grateful for your time and willingness to be part of this interview. Together with other collected information, your response will form part of the research. The data will be analysed to determine the extent to which informal hospitality services contribute to the socioeconomic well-being of women entrepreneurs in the informal hospitality industry in Kenya. I desire to work again with you in my future engagements together with your colleagues. In case of any further questions or consultations about the study, please feel free to contact Maseno University or me.

[I turn off the recorder save the recorded information and end the interview]

Interviewer Debrief

After completion of the interviews, I will contemplate and ascertain if the following questions have been answered:

- What I have learnt, observed and any other new revelations which I did not expect.
- Did I experience instances where the interviewee was dishonest? If so, what could have led to this? Any circumstantial or specific factors that affected the quality or validity of the answers?
- Did you experience any challenges during the interview and how viable or relevant was the data?
- Was the interviewee able to answer the questions progressively as per the interview protocol? If not, I will address each question not well tackled or may have been omitted and indicate where the correction has been made.
- Is there any kind of information that requires review or reassessment?
- Are there any reactions to the interview protocol or new ideas acquired about the interview process?

1. Debrief the Interview according to the protocol provided and make any necessary notes;

2. Note any innovations you have learnt as an interviewer and any challenges for future investigations in the related topic

i) Innovations

ii) Challenges

Appendix 4: Casebooks

	A: Types of informal hospitality services	C: Individual benefits of belonging to a group	D: How business proximity to infrastructure has impacted hospitality services	E: Collective benefits of group membership
1. Kandara	We have been offering outside catering services for 6 years and we cook and serve food, hire out utensils and tents, provide Public Address systems and Master of Ceremony services, bake cakes, and make yoghurts and snacks. We also do wedding planning, hire out tents and seats, rent out the public address system, decoration, funerals, dowry payments and	The business has helped us by improving our income, standard of living, feeding and dressing, some of us have been able to build homes, and our knowledge has increased. Health-wise, we are now able to afford to pay our NHIF monthly fee and pay for medication and hospital bills. Furthermore, we have been able to pay our children's school fees and even for ourselves, especially the young ones.	<p>Transportation of goods and services is a challenge because the roads are poor. Some roads are not good thus making them not accessible which inconveniences most of the time. Electricity is usually available but at times it is not there and we use generators instead.</p> <p>We usually use firewood as fuel although sometimes the wood is not dry enough. We don't usually have tap water and sometimes we have to look for water and use donkeys to transport it. Banking facilities are available in our area which makes banking of our money convenient and easy. Most raw materials are readily available.</p>	Group membership has helped us get funds without collateral. We received the WEF and Uwezo funds which helped our business grow. In decision-making, we usually discuss an issue in the group and agree upon it. We market our business by doing free community services as well as client referrals.

	fundraiser planning services.			
2. Kigumo	We are involved in outside catering services like cooking and serving food, and provision of tents, chairs and tables. We normally carry out event management business such as baby showers, burials and graduation parties.	The increased income has also contributed towards health care by helping members pay for NHIF and meeting other medical bills by paying cash for medication or treatment. The business has also made contributions towards paying school fees for member's education. The income of the business has also enabled group members to feed the family, pay rent and dress well.	The location of our business has affected transportation negatively such that the cost of transport is high since we are in a rural area with bad roads making us incur a lot of expenses. Sometimes we go to places where there is no electricity which hinders our services. There is availability of fuel and plenty of water which have made our work easier. We do not have available banking facilities around our location so we use Mpesa services. Also, raw materials are found locally for perishables and dry ingredients in the nearby shopping Centres.	Being in a group has made our decision-making process easier. We bring our issues, discuss, agree then make a decision. The group has made it easy to market our services since every member markets the business. We also have referrals where those who have received our services tell their friends. We normally share profits and help each other in times of need enhancing the psychosocial support for members.
Kisumu Central	We are involved in outside catering like cooking and serving food. We carry out event management business targeting events such as weddings, funerals, dowry payment, seminars	The income has helped us to start other types of businesses such as grocery stalls on the side and also expand existing businesses. The income has also helped us to feed our family, buy clothing, pay school fees and build houses. In terms of health, the income from the business has contributed towards health	The location of our business has affected transportation negatively since transport costs are too high. The roads are in a bad state most of them muddy, especially in the rural areas. On the other hand, water is readily available and is provided by the clients. We have available banking facilities around our location and operate our bank account.	Being in a group has made our decision-making process more efficient as we usually use a system where the majority rules. Additionally, the group has made it easy to market our services since we are all marketers. We have benefited from the interactions in the group through strengthened

	and graduation parties.	care by helping members pay for NHIF and meeting other medical bills. The business has also made contributions towards education for our members. Members have used income from the business to pay for college fees. Members have also got other benefits from the group including financial support and social psycho support.		friendships, economic growth and emotional support.
Nyakach	We offer services like cooking and service of food, hiring out of tents, tables and seats. We are also in event management and we have planned weddings and funerals.	As a result of our business, we have been able to improve our income, living standards, dressing and eating well, some have been able to build houses, and we have been able to open side businesses. Additionally, our health has improved and we can pay our monthly NHIF fee and other hospital fees. We have also been able to let our children and grandchildren access education by paying their school fees.	Our current location has made us experience challenges associated with transportation of goods and services because transport costs are high especially when we have to go to rural areas. Roads are not quite accessible since they are bad, especially in the rural areas. Electricity is not always available and we use a generator instead. Fuel for cooking and clean water for use are readily available for us. We have readily available banking services in our area where we can deposit money. Raw materials are available within our area and are easily accessible.	Group membership has helped us obtain the WEF and Uwezo funds which have helped our business grow. The decision-making process has also been enhanced. When making a decision we usually meet, talk, agree and decide on an issue. We have benefited as a group as there is personal and wholesome development, improved income and we have received funds from the government.
Lurambi	We have been	As a result of this catering	Transportation is a challenge for us	Our group membership has

	involved in outside catering offering the following services: cooking and serving of food, and hiring out equipment. We have been carrying out event management and offering ideas, doing décor, planning for functions and hiring out equipment.	business, we have improved our standard of living, been able to bond as members, and able to buy clothing and feed our family. Health-wise, we are now able to afford medication, pay NHIF monthly and go for wellness check-ups. Also, we have been able to pay school fees for our children and ourselves.	so we have to hire a vehicle which is costly for us. Sometimes we are forced to use solar when the event location has no electricity. In terms of energy sources for cooking, we usually use firewood provided by the client which is often not dry enough. In most places, we go there is usually no flowing water and it has to be brought by a lorry. Clients are usually readily available in the area and catering services are in high demand. In our current location, banking facilities are available as well as raw materials both dry and perishables.	enabled us to get a grant from the Ministry of Agriculture and WEF from the government. In decisionmaking, we usually have meetings where a member raises an issue and it is discussed and agreed upon. We market our business by networking, telling church members and friends, and also through the use of social media.
Mumias West	We are involved in outside catering like serving food, chairs, tents, tables and entertainment.	We have been able to pay school fees and feed our families. Our standards of living have significantly improved. The income from the business has contributed towards health care by helping members pay for NHIF and meeting other medical bills. The business has also made contributions towards education for our members. Members can help with	The location of our business has affected us negatively since transport costs are too high. The bad roads especially in the rural areas make it hard to move. This makes us pay more for transport since we have to look for other means of transport such as motorbikes which are very expensive. We also do not have electricity and thus we are forced to turn to generators. We have a fuel problem and sometimes we	Being in a group has made our decision-making process more efficient as we normally have discussions before every decision is made. The group has made it easy to market our services since all members are encouraged to market the group. We have greatly benefited from the interactions in the group through the financial wellbeing of members.

		<p>payment of school fees whenever their husbands are not able to.</p>	<p>are forced to use firewood. Water is not readily available in some areas but in such cases, it is provided by the clients. There used to be a readily available market in our location but now not so much because of COVID-19. In some cases, the needed raw material is not readily available, especially supermarket products. We do not have available banking facilities around our location and so we have to travel to a shopping Centre to make deposits.</p>	
<p>Nakuru East</p>	<p>We are involved in outside catering services like cooking and serving food.</p>	<p>The income has improved and helped us to start other types of businesses on the side and also expand existing businesses. The income has also helped us to feed our family and improve our standards of living. The income has contributed towards health care by helping members pay for NHIF and meeting other medical bills. The business has also made contributions towards education for our members.</p>	<p>The location of our business has affected us positively because there is the availability of efficient means of transport together with good roads. Our location has a good supply of electricity and available fuel for cooking and at the same time, clients ensure there is a constant supply of water during production and service. We have available simple banking facilities around our location which has enabled us to deposit our money whenever we wish conveniently.</p>	<p>Group membership has enabled us to obtain Uwezo funds which can only be accessed when you are in a group. Being in a group has made our decision-making process more efficient as we usually bring issues to the table, deliberate on them and then agree on the way forward. The group has made it easy to market our services since we are all marketers.</p>

			Raw materials are also readily available in our locality.	
Rongai	We are involved in outside catering and we offer services like baking cakes, cooking and serving food, supplying tents and seats, and providing entertainment. We also carry out event management services on occasions like dowry payment ceremonies and graduation parties among others.	As a result of this catering business, we have been able to open other businesses, feed our families, improve our standards of living, improve our self-esteem, improve our financial status, be self-reliant, support the poor within the community and create employment for community members. We have improved our health situation as we can now be able to pay our NHIF monthly, buy medication and even be able to go for medical check-ups. We have experienced improved access to education by being able to pay school fees for our children and also some of our members have been able to pay their fees. Some of the other benefits we get from the business are increased knowledge and members are given free services by fellow members in good or bad times.	The transportation of goods and services is a challenge because transport is expensive. In this location, we experience challenges associated with bad roads which are sometimes inaccessible together with the lack of electricity. The main source of cooking energy is firewood which is not accessible most of the time. Accessing clean water is also problematic in this location. Despite the availability of a ready market in our location, we still struggle to access banking facilities and agents. Not all raw materials are available locally, we have to go to either Rongai town or Kambiya Moto which is quite a distance to buy these materials.	Group membership has helped us to get loans and a grant. In decision-making, we usually discuss an issue and agree upon it. We market our business by branding our tents and seats so that people can get our contacts.
Kisumu_FGD	We offer the	We have been able to pay	The roads are better now unlike	Group membership has

(Nyakach)	following services: cooking and serving, decoration, hiring out of tents, seats and utensils, and event planning.	school fees for our children, pay rent, feed the family, and expand our businesses. We have also paid hospital bills, bought medication and paid NHIF. Generally, we have been able to improve our standard of living, pay off debts and get money for fare.	before which used to be a challenge. Electricity is available but we have a generator for backup. For cooking, we use firewood as fuel. Nakuru town has a water challenge and we do not have access to tap water but a lorry of clean water is usually available at an event. There was always a ready market before COVID-19 hit. There are several banking facilities in our area that we use to bank our business money. Raw materials are readily available at wholesale markets and are quite affordable.	helped us get funds through fundraising, three WEF loans and NGAAF grant. In decision-making, we usually discuss an issue and members agree on it. We market our business by using business cards, printed t-shirts which we wear while working, social media and client referrals.
KAKAMEGA FGD (Mumias east)	We offer the following services: cooking and serving, and hiring out of tents, seats and utensils because this is within our capacity. We would like to venture into décor.	We have been able to get a source of income for school fees, furnish our houses by buying seats, blankets, cups, and gas cookers and have upgraded from grass thatched houses to brick houses. We have also been able to feed and clothe our families, learn a high degree of hygiene, buy fertilizers, pay for NHIF, buy medication and pay hospital bills.	There is a ready market in the area. Transport is expensive since we have to use a tractor to transport goods and services. The roads are bad especially when it rains and electricity is a challenge as very few homesteads are connected to the grid. We use firewood for cooking and it is usually not easily available and it is costly for us. We have a challenge of water accessibility. We have banking agent facilities around where we can do our	Group membership has helped us get the NGAAF grant. In decision-making, the committee first discusses an issue then brings it before the members for further discussion and deliberations then arrives at a decision. We market ourselves by branding our products with our contacts.

			banking transactions. We get our raw materials from Nakuru, Kambiya Moto, Rongai or Salгаа.	
KAKAMEGA_FGD (Mumias west)	We offer catering and events management services where we cook food and serve, plan, decorate and entertain clients.	Our catering business has helped us to get money to enable us to start our businesses such as selling firewood, selling omena, selling mtumba, selling ceramics, cooking in a kibanda and refilling gas. We have been able to feed and clothe our families, care for our parents, able to pay the monthly NHIF fee and buy medication. We have been able to empower ourselves financially by loaning ourselves money and even paying rent. We also have a welfare kitty to assist us in times of emergencies and bereavement.	We usually experience a challenge when transporting equipment since we do not have our vehicle and have to hire a costly pickup. Despite the availability of a ready market that makes our business grow, we have experienced electricity challenges in rural areas. The roads in our location are good and accessible but water can be a challenge, but our clients always make sure that we have access to water at the function. Our location has several banking facilities where we can bank our business money, profits and savings. Raw materials are easily available in our location since we have a whole sale market that sells things affordably.	When making a decision, an issue is usually brought up, discussed, opinions given, votes made and the majority votes win. We market our business through client referrals, individual marketing and the use of WhatsApp. We would like to use more social media platforms to reach more people. The benefits of group membership are that we share ideas which often lead to financial well-being and growth of our side businesses. We support one another morally and socially, especially when one of us is going through hard

				times. We also nourish each other spiritually.
MURANGA FGD (Gatanga)	Outside catering, baking-pastries: scones, bread, buns, cookies, birthday cakes,	We can finance our businesses and we are given money by the group to fund our projects. We have grown economically and have become self-reliant.	Transportation mainly uses pickups and costly motorbikes. Roads are much better as compared to before but means of transport are limited because of the high cost,	Through the group, we were able to get WEF for the first time a few months ago. We usually discuss issues, voting is done, majority wins. We

	coconut balls, chapati. Events and Decorations (flowers in church, parties, crocheting ceremonial decorations. Hiring of cups and plates, warmers (cup @ Ksh 5. Plates @ Ksh15) Cooking. Make flowers.	Some of us have used the money hand-built homes and some pay rent.	leaving only motorbikes as the only means available. Electricity cost is high, we do a lot of baking using electricity, we, therefore, end up paying high bills and this is eating part of our profit. We usually use biogas which is cheap to cook within our locality. Water is available. The market has reduced because of COVID19. Banking agents are available. Raw materials are not available locally; we have to commute to get to the market which is costly and timeconsuming.	have also been able to market our business by branding our items and telling a friend to tell a friend. Referrals. Selfreliant members, freedom of speech, psychological development; and learning skills from each other. Many people admire the group and would like to join. Spouses used to have issues at the beginning but not they are more supportive after seeing what we have done.
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NAKURU_FGD (Nakuru east)	We offer catering services for cooking and serving food	We get dividends at the end of the year that we use to dress ourselves and our children well and meet our daily needs, like feeding family, paying school fees for children and buying the equipment needed in school. We pay rent, insurance or NHIF with the money we get from this business and can access health services at any time and can go to wellness clinics to check on our health status. After every 4	Transportation is available as we usually hire a pickup to transport food and equipment to a client's function. The roads are good and accessible making transportation of food and equipment easier and cheaper for us. Electricity is usually available in the functions that we cater for and this has made our work easy at the same time there is usually a generator on standby in case the power goes off. Fuel is available and we usually use gas to cook which is costly. Water is	There has been a great advantage of being in a group because we have been able to get the WEF loans twice. When it comes to decision-making, we usually table our issues, discuss and decide. Our marketing is mostly through referrals from friends, neighbours, church members and past clients. We have so far benefitted by getting dividends for years which has made us provide
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		months, we give a member KES 100,000 from our savings. There was a time when a member used it to pay for part of her Master's Degree fee.	usually available at the venue in town. We always have a readily available market because of the client referrals we get which keep us on our toes. We are in town and the banking facilities are available and so are raw materials.	for our families and ourselves there is growth and our friendship has become stronger. Our spouses approve of our participation in women's groups and they support us in this business and are proud of us.
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KISUMU_FGD (Kisumu east)	We cook and serve food, do décor, and rent out tents, seats and utensils.	We save money every Saturday when we meet once a month and then divide the savings plus dividends in December. I have used the money to buy goats back in the village. We can provide food and clothing for our families, we can pay for NHIF and access health services whenever there is a need. Our standard of living has greatly improved. Some of us have built homes with the money we get from business.	We usually use pickups to transport our equipment and raw materials which is costly. We usually have to transport our equipment from each member's house and put them in a central place which is not cost-friendly. The roads in our area are now good unlike before. Electricity is usually available at clients' functions and in our locality though if electricity is not there then a generator or solar is used. Fuel is readily available as we usually use charcoal or firewood though a challenge may be that they may not always be dry, the clients usually provide water at their function for the preparation and cooking of food. We have always had a ready	We were able to get WEF 3 times which has helped us grow and do a lot of developments as a group. The savings that we get back at the end of the year usually help us to develop and do our businesses or support our families. We are financially independent. We can make positive decisions affecting our business. We are more economically stable than before we started this group. When making a decision, we usually meet, and discuss and officials may then meet to make a final agreement. The officials will then let us know what they have agreed on.
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			market in our area though it has gone down because of Corona. Banking facilities are available in our area. Raw materials are easily available.	
NAKURU FGD (Rongai)	We have a total of 110 seats which we hire out.	We have gotten money to do farming and other side businesses like chicken rearing, we also get yearly dividends. We have gotten exposure, economically we are	We only use motorbikes to transport the seats from each member's house to a client's	We have received WEF twice, KES 100,000 the first time and the second

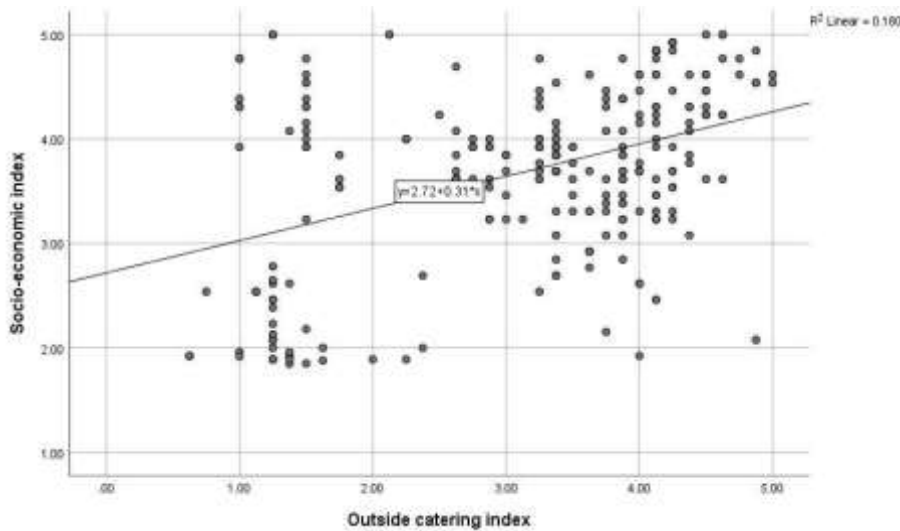
		<p>empowered. It has helped us grow spiritually, when we were starting this group, some members did not even know how to pray for tea.</p>	<p>function which is usually very costly because we all live far from each other. The roads are mostly muddy making transportation of the seats hard. We have clean water to be able to clean our seats. We have a good market and banking facilities are available though we use M-pesa for our transactions.</p>	<p>time we got KES 200,000. We have also received the Uwezo fund and now we are waiting for NGAAF. We are now empowered financially and we have become self-reliant, we don't have to depend on our husband for everything. We are now exposed to and have increased knowledge, we were trained on how to manage businesses, farming and chicken rearing. When making a decision we usually discuss an issue and agree upon it, this has always worked well for us as a group. We market ourselves by telling as many people as we can about our business and this works because we</p>
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				have managed to get clients through this method. Our seats are also branded with our contacts on them so whoever is interested can just see our contacts.
MURANGA FGD Kigumo	We hire out tents and chairs.	I opened a Mpesa business and I use the money to pay table banking loans. The side businesses which we individually have help in paying off the WEF loan. I use the money from the business to feed my family, pay for HNIF insurance, and meet other basic needs like clothing. I bought a dinner table for Ksh. 100000, added a float for the Mpesa business and boosted the business.	We transport our chairs and tents using pick-ups which the owners at times overcharge due to bad roads. Roads have potholes which make the owners of the means of transport charge more. Water is regulated for cleaning equipment (twice a week). The market is now not readily available due to COVID-19. There are banking agents and Mpesa agents.	We were able to get WEF. As a group, we discuss and officials make the decisions. We market our services through Branded items. We usually get dividends at the end of every year as well as boosters are given. We offer one another support in times of need. We have also grown spiritually become self-reliant and can make our own decisions. Some spouses ask their wives to take loans from our group on their behalf to buy cows.

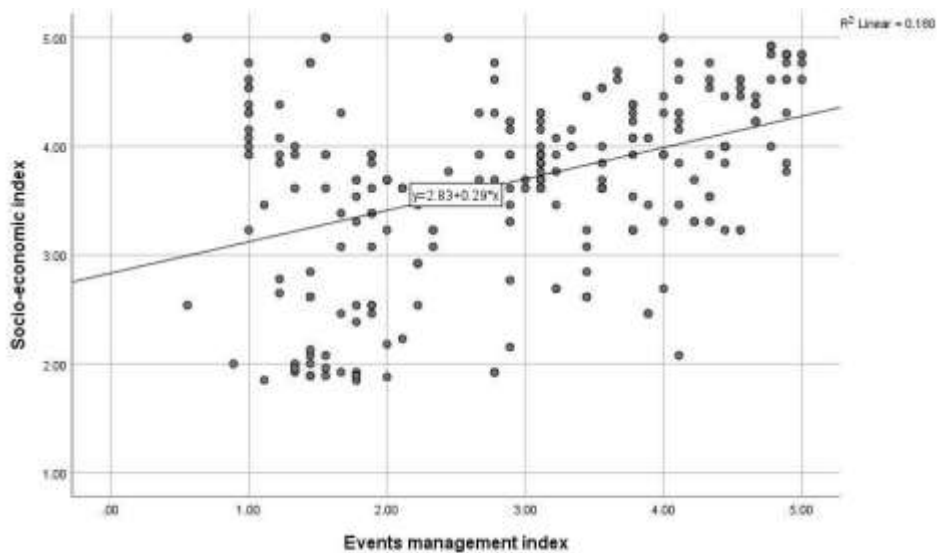
MURANGA FGD Kigumo	We hire out tents and chairs.	Financial record keeping is not a challenge because we deal with cheques and receipts and have hired a trained accountant to do the financial record keeping. We do not have customer-related challenges. We do not have plans of action for our business. Competition is limited since the neighbourhood is rural. We have never taken any bank loans due to the high-interest rates. We have not been able to acquire the Uwezo funds. We are not aware of the other funds like NGAAF. We store our tents and chairs in one of the members' houses.	I opened a Mpesa business and I use the money to pay table banking loans. The side businesses which we individually have help in paying off the WEF loan. I use the money from the business to feed my family, pay for HNIF insurance, and meet other basic needs like clothing. I bought a dinner table for Ksh. 100000, added a float for the Mpesa business and boosted the business.	We transport our chairs and tents using pick-ups which the owners at times overcharge due to bad roads. Roads have potholes which make the owners of the means of transport charge more. Water is regulated for cleaning equipment (twice a week). The market is now not readily available due to COVID-19. There are banking agents and Mpesa agents.
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Appendix 5: Regression Assumptions

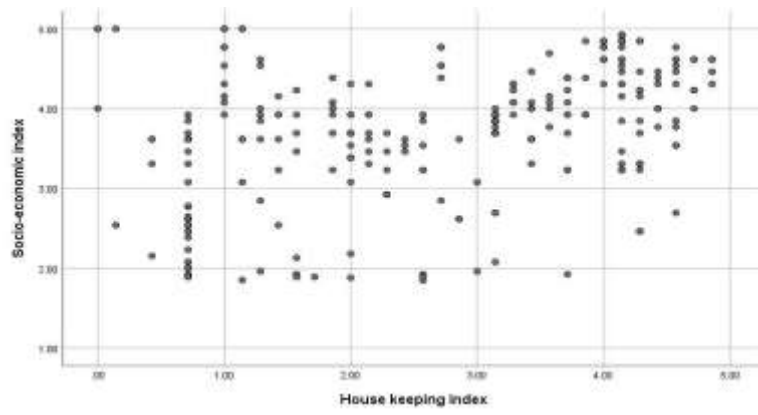
Linearity assumption: The relationship between the IVs and the DV is linear



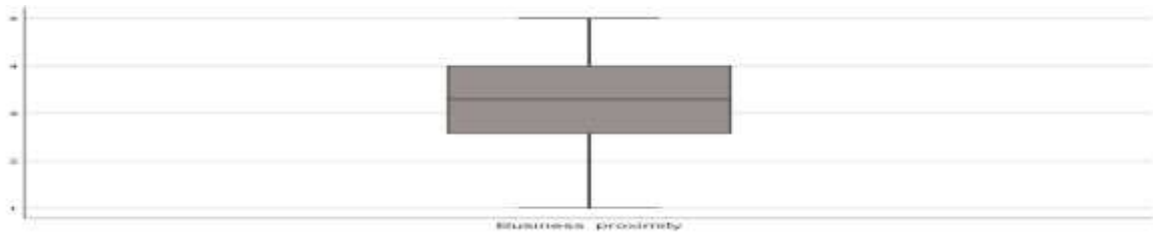
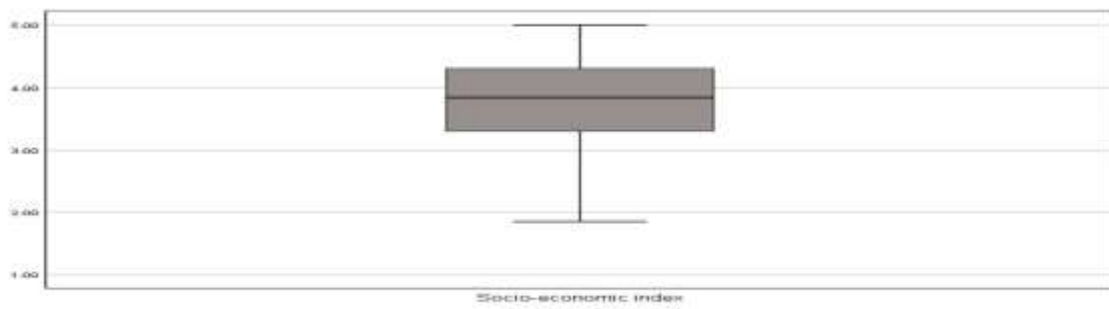
The plot shows that there is a weak linear relationship between socioeconomic well-being and outside catering.

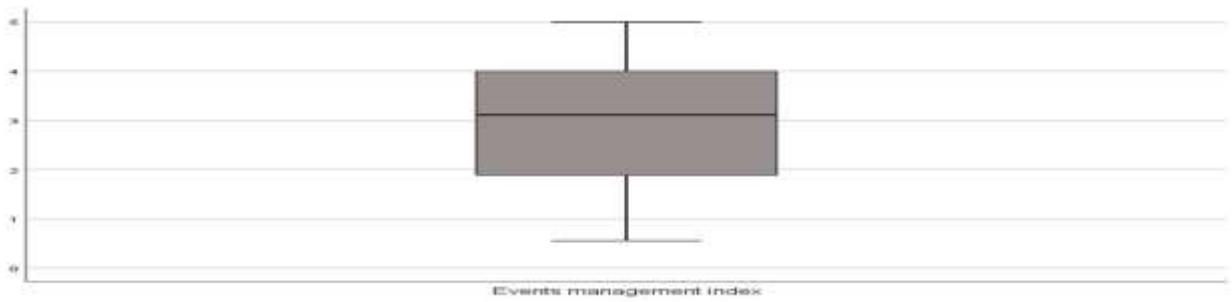
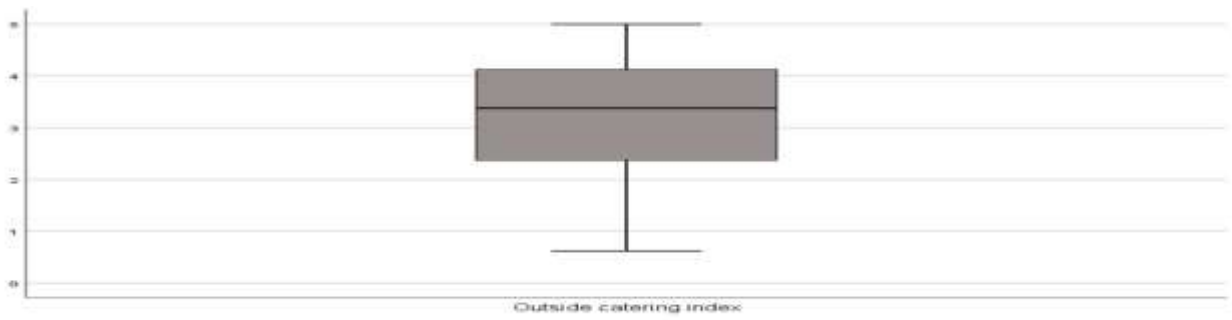
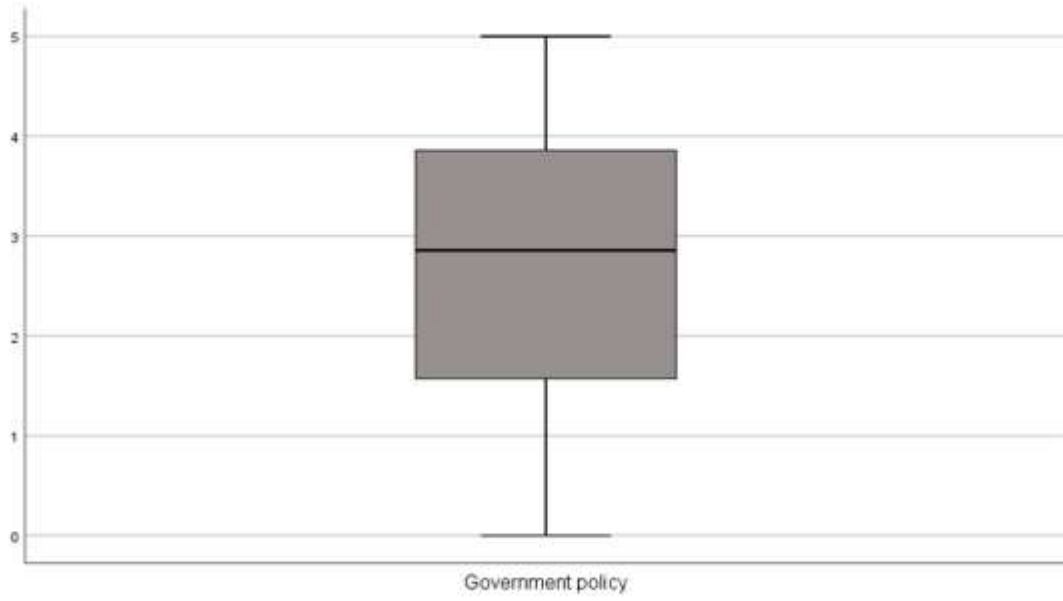


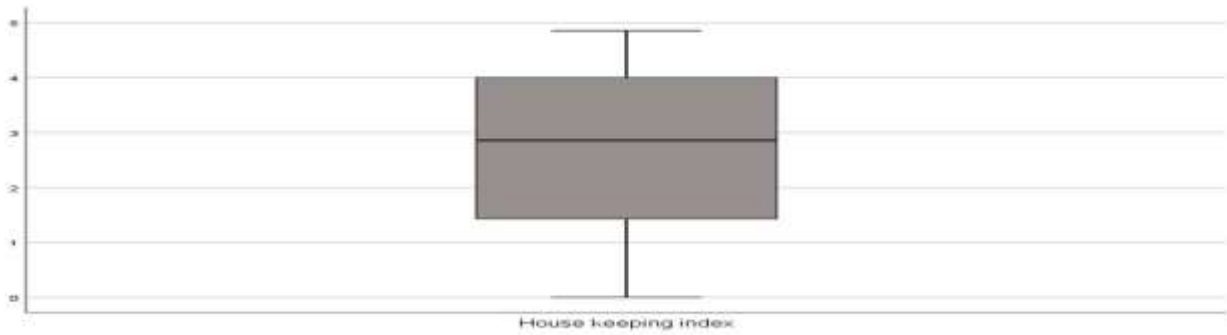
The plot shows that there is a weak linear relationship between socioeconomic well-being and events management.



Box plot to test outliers in the main variables of the study







The plot shows that there is a weak linear relationship between socioeconomic well-being and housekeeping.

Coefficients

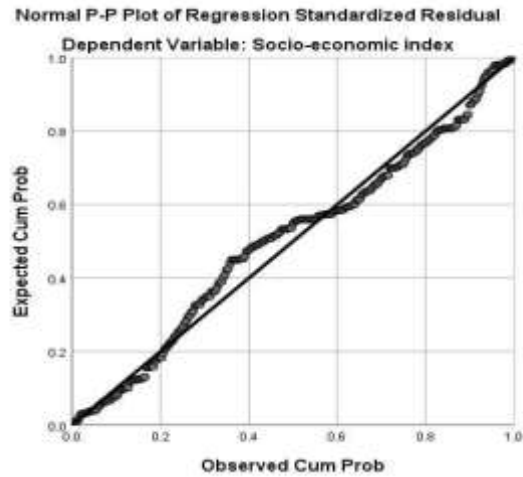
Error	Beta	t	Sig.	Unstandardized	Standardized	Statistics	Model	Collinearity	
				Coefficients	Coefficients			B	Std.
				Tolerance	VIF				
1	(Constant)			2.560	.140	18.291	.000		
	Outside catering index			.180	.050	3.595	.000	.620	1.612
	Events management index			.116	.062	1.885	.061	.361	2.769
	Housekeeping index			.082	.051	1.584	.114	.404	2.478

a. Dependent Variable: Socioeconomic index

The multicollinearity test yields tolerance values ranging from 0.361 to 0.620 which is greater than

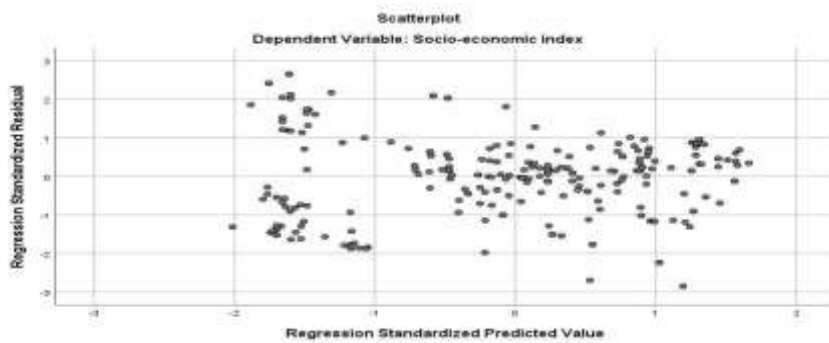
0.01 and VIF values less than 10 indicating the absence of multicollinearity in the data.

The values of the residuals are normally distributed



The normal P-P plot shows that the residuals lie close to the diagonal line with no strong deviations indicating that they are normally distributed.

Homoscedasticity test



As the predicted values increase (along the X-axis), the variation in the residuals is similar and does not exhibit a funnel shape thus indicating that the data is homoscedastic and thus satisfies the assumption.

Appendix 6: Normality test

	N	Skewness		Kurtosis	
	Statistic	Statistic	Error	Statistic	Error
		Std.		Std.	
DEMOGRAPHIC CHARACTERISTICS					
Age	265	1.180	.150	1.340	.298
Marital status	265	1.773	.150	1.945	.298
Level of formal education	265	.484	.150	.266	.298
Household size	265	.400	.150	.711	.298
Gender as head of household	265	-.542	.150	-1.719	.298
Period offering hospitality services	265	.554	.150	-1.086	.298
Type of hospitality service					
Catering	265	.946	.150	.327	.298
Events Management	265	.763	.150	.689	.298
Housekeeping	265	.632	.150	-1.019	.298
REASONS FOR HOSPITALITY BUSINESS					
Talented	265	-.853	.150	-.847	.298
Alternative livelihood	265	-.795	.150	-.424	.298
For social support	265	-.952	.150	-.444	.298
Possessed right skills	265	-.590	.150	-.853	.298
Demand for the services	265	-1.045	.150	-.278	.298
The only source of income	265	-.011	.150	-1.335	.298
HAVING ANY FORMAL TRAINING					
Any formal training in hospitality	265	-1.961	.150	1.860	.298
Catering services	265	.006	.150	-1.035	.298
Events Management	265	-.071	.150	-1.320	.298
Housekeeping	265	-.502	.150	-1.229	.298
LIKELY TO STOP OFFERING SERVICES					
Catering	265	.960	.150	-.443	.298
Events Management	265	.538	.150	-.823	.298
Housekeeping	265	.637	.150	-1.042	.298
OUTSIDE CATERING SERVICES					
Tents hiring	265	.031	.150	-1.407	.298
Decoration	265	-.180	.150	-1.514	.298
Crockery and cutlery	265	-.127	.150	-1.365	.298
Flowers	265	.039	.150	-1.558	.298
Snacks	265	-.940	.150	-.710	.298
meals and drinks	265	-.162	.150	-1.634	.298
cakes	265	-1.020	.150	-.306	.298
Kitchen equipment	265	-.567	.150	-1.129	.298
EVENTS MANAGEMENT SERVICES					
Venue decoration	265	-.077	.150	-1.512	.298
Events coordination	265	-.060	.150	-1.318	.298
Sound and lighting	265	-.067	.150	-1.357	.298

Entertainment -	265	-.642	.150	-1.101	.298
Tents and chairs	265	-.157	.150	-1.348	.298
Venue sourcing	265	.004	.150	-1.439	.298
Media services	265	-.012	.150	-1.351	.298
Toiletry services	265	-.183	.150	-1.326	.298
Security services	265	.204	.150	-1.526	.298
HOUSEKEEPING SERVICES					
Laundry services	265	.211	.150	-1.474	.298
Office cleaning	265	.202	.150	-1.426	.298
Fumigation services	265	.108	.150	-1.502	.298
Residential cleaning	265	.193	.150	-1.475	.298
Commercial property cleaning	265	.210	.150	-1.552	.298
Sofa set and carpet cleaning	265	.033	.150	-1.592	.298
Sanitary and washroom cleaning -	265	-.689	.150	-.839	.298
FUNCTIONS ASSOCIATED WITH HOSPITALITY SERVICES					
Wedding services	265	-.580	.150	-.931	.298
Bridal showers	265	-1.163	.150	.055	.298
Funeral	265	-.346	.150	-1.219	.298
Team building	265	-.720	.150	-.573	.298
Children birthday	265	-.285	.150	-1.149	.298
Luncheon and dinners	265	-.504	.150	-.794	.298
Baby showers	265	-.810	.150	-.487	.298
Graduation parties services	265	.251	.150	-1.411	.298
GENDER-RELATED CHALLENGES					
Discrimination in the provision of the services	265	.310	.150	-1.270	.298
Financing men-led businesses	265	.167	.150	-1.523	.298
Spouse restriction	265	-.558	.150	-1.067	.298
Customers do not pay for services	265	.052	.150	-1.431	.298
RECORD KEEPING CHALLENGES					
Challenges keeping income/expenditure records	265	-.045	.150	-1.476	.298
Costly purchasing accounting books	265	-.182	.150	-1.485	.298
GOVERNMENT REGISTRATION CHALLENGES					
Registration services not accessible	265	-.978	.150	-.265	.298

Registration costly	265	-.965	.150	-.344	.298
A lot of bureaucracies in the registration process	265	-1.307	.150	.786	.298
COMPETITION CHALLENGES					
The hospitality sector has many service providers	265	-1.222	.150	.827	.298
There are many established competitors	265	-1.254	.150	.885	.298
Many competitors with adequate assets and equipment	265	-.969	.150	-.076	.298
CREDIT AND CAPITAL RELATED CHALLENGES					
Challenges on collateral for capital	265	-.679	.150	-.878	.298
Challenges obtaining information in obtaining capital	265	-.566	.150	-.972	.298
Challenges to expertise in obtaining capital	265	-1.107	.150	.309	.298
High cost of credit and capital	265	-.885	.150	.226	.298
STORAGE FACILITY CHALLENGES					
Challenges in obtaining storage space	265	-.691	.150	-.487	.298
Costly storage equipment	265	-.452	.150	-.932	.298
Safety in the storage of consumables	265	-.565	.150	-.861	.298
challenges in the choice of storage equipment	265	-.371	.150	-1.113	.298
MARKETING STRATEGIES					
The need for high-quality services to ensure customer satisfaction	265	-.629	.150	-.825	.298
The need to offer free services to promote my business	265	-.703	.150	-.735	.298
The use of social media such as WhatsApp and Facebook	265	-.720	.150	-.816	.298
The use of referrals from clients, friends and church members to market my products	265	-1.411	.150	1.354	.298
Lowering quotations to attract more clients	265	-1.412	.150	1.715	.298
HOSPITALITY BUSINESS MADE A DIFFERENCE					
Made a difference financially	265	-1.393	.150	1.941	.298
Acquired effective planning skills	265	-1.584	.150	2.573	.298
Acquired effective decision-making skills	265	-1.482	.150	1.698	.298
Acquired government training, government credit and other provisions	265	-.647	.150	-1.039	.298
SOCIOECONOMIC WELL-BEING					
Living Standard - - Feed the family on a balanced diet	265	-.892	.150	.537	.298
Living Standard - Family live in a better shelter	265	-1.043	.150	.645	.298
Living Standard - Family dresses well	265	-.992	.150	.149	.298
Living Standard - Created employment	265	-.829	.150	-.727	.298
Living Standard - Planned better retirement	265	-1.171	.150	.062	.298
Improved Health -Have insurance cover	265	-1.304	.150	.977	.298
Improved Health - Accessible to health services at any time	265	-1.360	.150	1.231	.298
Improved Health - Accessible to quality healthcare	265	-.974	.150	-.039	.298
Improved Health - Choice in Health Service Providers	265	-.926	.150	-.167	.298
Improved Health - Attend wellness clinics	265	-.445	.150	-1.261	.298
Education - Pay school levies to children from nursery to tertiary	265	-.765	.150	-.533	.298
Education - Pay own college fees	265	-.001	.150	-1.382	.298
Education - Support extended relatives through school	265	-.086	.150	-1.490	.298

Household income before joining the group	265	1.450	.150	1.226	.298
Current household income	265	1.403	.150	1.388	.298
Monthly income before starting the hospitality business	265	1.209	.150	1.237	.298
Monthly income after starting the hospitality business	265	1.421	.150	1.912	.298
MV - BUSINESS PROXIMITY TO INFRASTRUCTURE					
Easy transportation of equipment/tools/raw materials to the venue	265	-.028	.150	-1.496	.298
roads are accessible	265	-.027	.150	-1.419	.298
Availability of electricity	265	-.503	.150	-.951	.298
Availability of fuel	265	.144	.150	-1.347	.298
Availability of water	265	-.444	.150	-1.246	.298
Availability of banking services	265	-.972	.150	-.435	.298
Availability of raw materials	265	-.832	.150	-.642	.298
Adequate credit from the National Government	265	-.058	.150	-1.589	.298
MV - GOVERNMENT POLICY					
The government protect from competitors	265	.148	.150	-1.423	.298
Adequate grants from the National Government	265	.147	.150	-1.596	.298
Government levies high interest on loans	265	-.148	.150	-1.578	.298
Government levies high tax rates which negatively affects business	265	.532	.150	-1.321	.298
The government's simple registration process	265	.329	.150	-1.370	.298
Government affordable registration	265	.323	.150	-1.389	.298

Appendix 7: Letter of Approval from Maseno University Graduate School



**MASENO UNIVERSITY
SCHOOL OF GRADUATE STUDIES**

Office of the Dean

Our Ref: PHD/SC/00038/018

Private Bag, MASENO, KENYA
Tel: (057) 351 22 / 351008 / 351011
FAX: 254 057 351 153 / 351221
Email: sgs@maseno.ac.ke

Date: 13th May, 2021

TO WHOM IT MAY CONCERN

**RE: PROPOSAL APPROVAL FOR ONYANDO LYNETTE AKINYI OGADA —
PHD/SC/00038/2018**

The above named is registered in the Doctor of Philosophy Programme in the School of Biological & Physical Sciences, Maseno University. This is to confirm that her research proposal titled "The Extent to which Provision of Informal Hospitality Services Contribute to the Socio-Economic Wellbeing of Women Entrepreneurs in Kenya" has been approved for conduct of research subject to obtaining all other permissions/clearances that may be required beforehand.


Prof. J.O. Agure
DEAN, SCHOOL OF GRADUATE STUDIES


Maseno University

ISO 9001:2008 Certified



Appendix 8: Letter from Maseno University Ethics Review Committee



MASENO UNIVERSITY ETHICS REVIEW COMMITTEE

FROM: Secretary - MUERC

DATE: 28th January, 2021

TO: Onyando Lynette Akinyi Ogada
PHD/SC/00038/2018
Department of Ecotourism, Hotel and Institutional Management
School of Biological and Physical Sciences
Maseno University
P. O. Box, Private Bag, Maseno, Kenya

REF: MSU/DRP/MUERC/00938/21

RE: Proposal Reference Number MSU/DRP/MUERC/00938/21: **The Contribution of Hospitality Services to the Socio-Economic Wellbeing of Women Entrepreneurs in the Informal Hospitality Industry in Nakuru County, Kenya**

The Maseno University Ethics Review Committee (MUERC) is pleased to inform you that your proposal application was reviewed and discussed in the Committee meeting held on 28th January, 2021.

In its review, the Committee noted the following **Minor** Corrections to be made before Ethics Clearance is granted:

- i. The problem that necessitates the study is the extent of the provision of hospitality services in the informal sector. However, the proposal title is not specific in this area. This needs to be rectified.
- ii. The five objectives are not matched by the two research questions. This needs to be reworked.
- iii. Section on research methodology 3.2 Research approach, 3.3 Philosophical paradigms are not relevant. Revise as appropriate.
- iv. Section 3.5 Study location, 3.6 Area of study is unnecessary duplications. Edit to remove duplications.
- v. Include aspects of beneficence and justice in the ethical considerations section.
- vi. The CVs of all the investigators are not attached. They should be submitted in the revised proposal.
- vii. Many written entrepreneurs in the "*Informal Hospitality Industry in Nakuru County*" may not be versed in English. Translate the questionnaire instrument into Swahili.
- viii. The submitted proposal should be signed by all the investigators (Student and supervisors). They have only signed the attached abstract.

The Committee granted the Investigators thirty (30) working days to make corrections and submit a final draft proposal to MUERC Secretariat for consideration and approval.

Please submit **one** (1) copy of corrected draft proposal and a signed cover letter, detailing the sections (page numbers and paragraphs) where corrections are made. Include your proposal Ref Number on the cover letter. All changes in the revised proposal should be written in bold text.

Thank you.


Dr. Bonuke Anyoma
Secretary - MUERC
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Appendix 10: Letter from Social Services

