



**THE MODERATING EFFECT OF SOCIAL NORMS ON THE RELATIONSHIP BETWEEN CAPACITY BUILDING PROGRAMS AND WOMEN ENTREPRENEUR PARTICIPATION IN GOVERNMENT PROCUREMENT IN UASIN-GISHU COUNTY, KENYA**

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**ABSTRACT**

*The main aim of this study was to assess the moderating effect of social norms on the relationship between public procurement programs and women entrepreneur's participation in government procurement in Uasin-Gishu County, Kenya. The specific objective of the study was to assess the moderating effect of social norms on the relationship between capacity building programs and women entrepreneurs participation in government procurement. The study adopted institutional theory. Correlational and Cross-sectional survey research design was used in the study. The target population for the study was approximately 10000 respondents registered under AGPO. The sample frame for this study was 384 participants from Uasin-Gishu County. Simple random sampling method was used since it reduces bias by giving equal and independent chance to every member of the population. The researcher adopted the use of semi structural questionnaire as the main tool of data collection. This study used content validity and used Cronbach's Alpha coefficient to test the reliability of the instruments. Cronbach's Alpha of more than 0.7 was taken as the cut off value for being acceptable. Data analysis was done using descriptive and inferential statistics with the help of Statistical Package for Social Sciences (SPSS) version 23 and Microsoft version of Excel. The coded data was entered into SPSS program to generate measures of central tendency (mode and mean) and measures of dispersion such as percentages and ranks. For inferential statistics, the study used multiple linear regressions to show how the independent variables and dependent variable relate. The data analysis was presented in form of tables. The study results found out that capacity building programmes has a positive and significant influence on women entrepreneur's participation in government procurement in Uasin-Gishu County, Kenya. ( $R=585$ ,  $p<0.05$ ). The study concluded government has not come up with sufficient capacity building programs on tendering to empower women and this translated to the few women who have the necessary expertise and experience in the public procurement tendering process to compete effectively with large established firms with vast experience. The study recommends that government should come up with training and sensitization programs so as to improve the capacity of the stakeholders to carry out public procurement in an efficient, effective, transparent and accountable manner.*

**KEY WORDS:** *Procurement Programs, Social norms, capacity building programs, government procurement, women entrepreneur participation*

## 1.1 Background of the Study

Public procurement can be defined as the acquisition of goods, services and works by a procuring entity using public resources (World Bank, 2004). The main aim of public procurement is to achieve maximum value for money while ensuring fair competition and meeting the needs of the public. Minimizing administrative costs, satisfying the customer in terms of the cost, quality and in time, conducting business with integrity, fairness and openness and meeting public objectives (Ndolo & Njagi 2014). Public procurement is increasingly being recognized as a vehicle to help governments to achieve social goals and sustainable economic development (World Trade Organization (WTO), 2013).

The PPDA 2015 was a timely document which could ensure that the government receives and therefore provides the best quality goods, services and works to its citizens, at the best price. However, in reality, this has not been the case as issues of corruption, incompetence of staff, unwillingness of governing bodies to crack the whip on errant public officials and companies have marred the procurement process. According to the Kenya Corruption Report (2017) for example, Kenyan public procurement is subject to rampant corruption and bribery. Numerous companies in the country report that it is common for them to be asked for bribes and irregular payments during the process of awarding public contracts.

In Kenya the public procurement has become an issue of the public attention which has been subject to scrutiny, reforms and amendments. Tan et al. (2009) argue that public procurement processes has, for long, been overshadowed with inefficiency, corruption and disregard of fundamental "value for money" considerations. This can adversely impact the rate and quality of progress in realizing the objectives of AGPO initiative. Public procurement agencies should ensure that there is an appropriate focus on good practice in purchasing and that procedures are adhered to in order to ensure compliance with relevant guidelines. The purpose of the PPADA Act (2015) is to establish procedures for procurement and the disposal unserviceable obsolete or surplus store and equipment by public entities to achieve the following objectives;- To maximize economy and efficiency, to promote competition and ensure that competitors are treated fairly, to promote the integrity and fairness of the procedure, to increase transparency and accountability in those procedure, to increase public confidence in those procedures and to facilitate the promotion of local industry and economic development (PPADA, 2015) The cabinet secretary for the National Treasury Published Public Procurement (Preference and Reservations) (Amendment) regulation 2013. The main aim of the regulation is to support the special interest groups in Kenya preference in the provision of goods and services to the public entities. This is in line with one of the key promises of President Uhuru Kenyatta and his government to give the youth's at least 30% of all supply contracts to the public entities. Within the Commonwealth, South Africa and Malaysia are two examples of countries where public procurement policy has been used to empower previously disenfranchised populations and thus pursue the goal of equitable sustainable development (International Institute for Sustainable Development (IISD), 2013).

In an effort to eradicate poverty and improve the economic status of women, the Kenyan Government has put in place various catalytic measures like the Women Enterprise Fund (WEF) established in 2007, UWEZO (Ability) Fund established in 2014, the 30% affirmative action policy for women, youth and persons with disabilities in public procurement; to empower and increase women participation in the country's development. These measures aim at providing a holistic integrated approach to addressing the challenges women face in starting or expanding their enterprises especially with regard to lack of capital, low financial literacy, accessibility to markets, decent work spaces and linkages with big enterprises (GoK, 2015). The 30% affirmative action policy provides that women, youth and persons with disability are given preference for 30% of

public procurement tenders. The aim is to enhance the ability of enterprises owned by these target groups, to participate in government procurement by giving them more opportunities to do business with Government without competition from established organizations. However, despite all these measures and the numerous opportunities available in Government procurement, few women effectively participate in the same. Considering the various targeted assistance strategies by the Kenyan Government to empower women to participate in government procurement, the question that remained unanswered is why the uptake of Government procurement opportunities by women was so significantly low.

According to UNDP (2009), achieving the MDGs will not be possible without closing the gaps between women and men in terms of capacities, access to resources and opportunities. Gender equality and women's empowerment is therefore, central to the development paradigm, thus sustainable development requires an understanding of both women's and men's rights and responsibilities and the relationships thereof (Kirton, 2013). Increased participation of women owned enterprises in an economy can lead to more and better paying jobs for women (ITC, 2014). Public procurement accounts for 10%-15% of gross domestic product (GDP) in developed nations, and about 30% of GDP in developing countries (ITC, 2014). In Kenya, public procurement contracts are estimated to be worth approximately 1.6 trillion Kenya shillings. Given the magnitude of government spending, public procurement has the potential to foster growth and socio-economic transformation of a country (ITC, 2014). Mayoux (2001) noted that there are certain factors that limit women entrepreneurs' ability to take advantage of the opportunities available to them in their environment, and these factors have been identified as the reasons why their businesses fail. According to ITC (2014) common challenges that face women in both developing and developed economies in government procurement include lack of information about tender opportunities, overly complex and burdensome tender procedures, unreasonable technical and financial qualification requirements, large contract sizes, insufficient time to assemble tenders, price competition, lack of feedback from procuring agencies, and failure by those agencies to promptly pay women-owned businesses. According to United Nations (2006), women entrepreneurs face many challenges including government rules and regulations, lack of access to finance, assets, information technology, infrastructure and other facilities that enable their efficiency and business growth. Therefore, factors that influence women participation in government procurement can broadly be grouped into economic, socio-cultural, political and technical.

## **1.2 Statement of the problem**

Government procurement offers a unique, fiscally responsible route to empower women, combat poverty and promote inclusive economic growth. Public procurement accounts for as much as 10–15% of gross domestic product (GDP) in developed countries and over 30% of GDP in developing countries. This translates into trillions of dollars of government spending annually. To date, however, women entrepreneurs have been largely excluded from this sizeable market due to lack of access to information on bids, understanding of procurement procedures and ability to meet requirements. As both market regulators and participants, governments are in a unique position to change this and benefit from enlarging the pool of potential suppliers. Although Gender issues have emerged to global prominence in the last couple of decades (UN Millennium Project, 2005). Yet, women in Kenya continue to suffer marginalization in terms of access to economic incentives. In both rural and urban areas of Kenya, absolute poverty is higher among women than men, at 50% and 46.2% respectively (GoK, 2015). Poverty continues to limit women's participation in development. Although women constitute 51% of the population in Kenya, gender disparities are still persistent in most sectors (IEA, 2008). IEA (2008) attributes these gender inequalities to limited access and control over productive resources, access to financial services, insufficient access to education, lack of skills, limited access to technology, cultural impediments and other

constraints limiting employment options and participation in decision making, among others. All these serve to seriously constrain women's ability to effectively participate in and benefit from economic development. It was against this background that this research sought to establish the public procurement programs, social norms and women entrepreneur's participation in government procurement in Uasin-Gishu County, Kenya.

### **1.3 Specific Objectives of the Study**

- i. To assess the relationship between capacity building programs and women entrepreneurs participation in government procurement in Uasin-Gishu County, Kenya
- ii. To assess the moderating effect of social norms on the relationship between capacity building programs and women entrepreneurs participation in government procurement in Uasin-Gishu County, Kenya

### **1.4 Significance of the Study**

The findings of the study also could contribute to developing policies on women's economic empowerment, addressing implementation challenges, and offering recommendations to enhance and promoting gender equality and female entrepreneurs to alleviate poverty in Kenya and Africa as a whole. If well directed and through greater participation of women, government procurement can cause a positive ripple effect and drive economic growth tremendously. This study seeks to encourage and assist the Government of Kenya to effectively use public procurement in facilitating the economic empowerment of women entrepreneurs in order to achieve inclusive economic development. The study is also relevant in helping women take advantage of the existing opportunities in government procurement by highlighting how to overcome various challenges that they face in the business world.

## **LITERATURE REVIEW**

### **2.1 Theoretical Framework**

The study adopted institutional theory. The theoretical review helped make a logical sense of the relationships that exist between the study variables.

#### **Institutional Theory:**

The basic concepts and premises of the institutional theory approach provide useful guidelines for analyzing organization-environment relationships with an emphasis on the social rules, expectations, norms, and values as the sources of pressure on organizations. This theory is built on the concept of legitimacy rather than efficiency or effectiveness as the primary organizational goal (Doug & Scott, 2004). The environment is conceptualized as the organizational field, represented by institutions that may include regulatory structures, governmental agencies, courts, professionals, professional norms, interest groups, public opinion, laws, rules, and social values. Institutional theory assumes that an organization conforms to its environment. There are, however, some fundamental aspects of organizational environments and activities not fully addressed by institutional theory that make the approach problematic for fully understanding procurement procedures of AGPO and their environment. The organization being dependent on external resources and the organizations ability to adapt to or even change its environment (Doug & Scott, 2004). Institutional theory is relevant in understanding the way procurement procedures operate in a tendering process. The environments of the tendering entities are influential on the level of sensitization, access to capital and participation of women in public tenders. The theory also explains the impact of efficiency and effectiveness of tendering processes in encouraging women participation through the creation of favorable structures due to legitimacy and social pressure on government institutions. In public procurement and contract management, different institutions

interact in order to meet the needs of each other while abiding to the set rules and regulations established by the government. There are three pillars of institutions as regulatory, normative and cultural cognitive as identified by Scott (2004). The regulatory pillar emphasizes the use of rules, laws and sanctions as enforcement mechanism, with expedience as the basis of compliance. The normative pillar refers to norms and values with social obligation as the basis for compliance.

## **2.2 Empirical Review**

### **2.2.1 Capacity Building Programmes**

Women entrepreneurs require training due to the unique and complex nature of public procurement systems and the historic lack of participation by women-owned businesses (ITC, 2014). It is essential for policies to be developed in support of education, training and business development for women's businesses which are unable to compete due to a current lack of skills (Kirton, 2013). The targeted assistance strategies by governments are primarily intended to increase the demand for goods and services from women-owned businesses. To enhance effectiveness of the system, the created demand must be matched by supply (ITC, 2014). To address this, governments must establish programmes that build the capacity of women-owned businesses to compete successfully in public procurement markets, and deliver the goods and services that governments require to fulfil their public functions (ITC, 2014).

In Kenya, the 30% public procurement reservation for youth, women and persons with disability aims to enhance the ability of enterprises owned by these target groups, to participate in government procurement. This affirmative action aims to empower youth, women and persons with disability-owned enterprises; by giving them more opportunities to do business with Government. Through Access to Government Procurement Opportunities (AGPO) programme, the government is in the process of registering and pre-qualifying Youth, Women and Persons with Disability owned enterprises so that they can access government tenders and contracts (AGPO, 2015).

In August 2007, Women Enterprise Fund (WEF) was established, with the aim of providing accessible and affordable credit to support women start and/or expand business for wealth and employment creation. The Fund also provides business support services such as capacity building, marketing, promotion of linkages and infrastructure support. The agency offers three loan products to women, 'Tuinuke' loan, 'Jiimarishe' loan and LPO financing. Tuinuke loan is a product at the constituency level, also known as Constituency Women Enterprise Scheme (CWES). It is given out through registered women groups of ten members and above, interested in expanding or starting new businesses. As a prerequisite for the loan application, the women groups must be trained on business management skills by the WEF officers. The loan is interest free, with only five percent administrative fee; and is repayable within one year with a grace period of 2-1 months depending on amounts (WEF, 2015). Jiimarishe loan is a financial intermediary partners' channel. The loan is given to individual women, Self Help Groups or companies owned by women at an interest rate of 8% per annum on reducing balance. The repayment period for this loan product is a maximum of 36 months; with a maximum amount per borrower being two million Kenya shillings (WEF, 2015). WEF also offers LPO financing to individual women owning enterprises or women owned companies. This is a product tailored to serve women by increasing their capacity to respond and adequately service tenders thus meeting supply requirements (WEF, 2015).

In September, 2013, His Excellency the President of the Republic of Kenya launched UWEZO Fund. This is a youth and women's fund at the constituency level, which has its genesis in the pledge His Excellency the President made to allocate the Kshs. 6 billion that was meant for the presidential run-off to youth and women groups (Uwezo Fund, 2015). The Fund is an

empowerment tool that provides youth and women groups access to grants and interest-free loans, as well as mentorship opportunities to enable them take advantage of the 30% government procurement preference for youth, women and persons with disabilities. The Uwezo Oversight board undertakes sensitization and capacity building forums across the country, from time to time (Uwezo Fund, 2015).

### **2.2.2 Social Norms**

All societies have gender systems which attribute different roles to men and women. Generally, though not everywhere, men traditionally have a dominant role in social relations, in particular those of authority and power. Based on inherent structural factors due to specific physiological characteristics; and socially constructed differences that have been influenced by history, culture and perceptions; men's and women's reactions to change and interaction with economic structures may vary (Coche et al, 2006). Social, cultural and traditional practices and unfounded norms deny women various opportunities to effectively participate in production systems (IEA, 2008). Some cultures still regard the place of a woman as being in the kitchen and raising children as part of the reproductive role. This kind of socialization makes it hard for many men to fathom the idea that they can share the same platform with a woman (IEA, 2008). These societal attitudes and norms inhibit some women from even considering starting a business, while systemic barriers mean that many women entrepreneurs stay confined to very small businesses often operating in the informal economy. This not only limits their ability to earn an income for themselves and their families but also impedes them from realizing their full potential to contribute to socio-economic development, job creation and environmental stewardship.

In Kenya, some traditional practices governing land and livestock ownership, access and control over land, and benefits accruing to land produce in Kenya tend to favour men compared to women. This to a large extent disadvantages women in accessing credit especially when collateral is required. For example, in 2004 only 1% of land titles in Kenya were held by women and 5-6% was owned jointly (IEA, 2008). Further, like other parts of the Continent, Women in Kenya face the challenge of balancing between work and family responsibilities. Mekonnen and Spurling found that "on average women work for 12.9 hours a day compared to 8.2 hours for male counterparts" (as cited in IEA, 2008, p.43-44). Time spent by women in attending to household tasks leaves them with limited time to engage in time demanding enterprises (IEA, 2008). Removing barriers, such as discriminatory property and inheritance laws, discriminatory customary laws, sexual harassment, poor access to formal financial institutions, and time constraints due to family and household responsibilities, could create greater opportunities for sustainable enterprises run by women. This in turn would contribute to women's economic empowerment and gender equality as well as job creation (ITC, 2014).

Discrimination, lower retention rates, underrepresentation at secondary and tertiary levels are some of the challenges women and girls are facing in education leading to reduced economic opportunities, poorer health and increased poverty and marginalization (GoK, 2015). The reason why investments and education policies are producing different outcomes for women and men is because gender inequality is deeply entrenched. The benefits of women's education to women and to society in general are immense. In the workplace, education enhances skills required for job entry, improves chances of vertical mobility, and increases overall labour market productivity. At home, education leads to improved health, increased child survival rates, reduced fertility rates, lower infant mortality rates, and better protection against HIV and AIDS. Education of women and girls is therefore not only a moral and human rights issue, but also an economic and development issue, hence equity in education is fundamental.

### 2.2.3 Women participation in Government Procurement

According to the World Economic Forum's Gender Gap Report, there is a positive correlation between gender equality and a country's level of competitiveness, GDP per capita and its rank in the Human Development Index. This is consistent with evidence that reducing gender inequality enhances productivity, economic growth and development (Kelley, et al, 2013). However, according to UNCTAD (2004), women's participation in the workforce has always been significant when taking into account the unremunerated domestic labour they perform in their homes and in subsistence agriculture. Even so, globally their work in the formal sector has increased steadily over the past years. Entrepreneurship is one economic area where women continue to be underrepresented, more so in the high growth entrepreneurship (Robb, Coleman & Stangler, 2014).

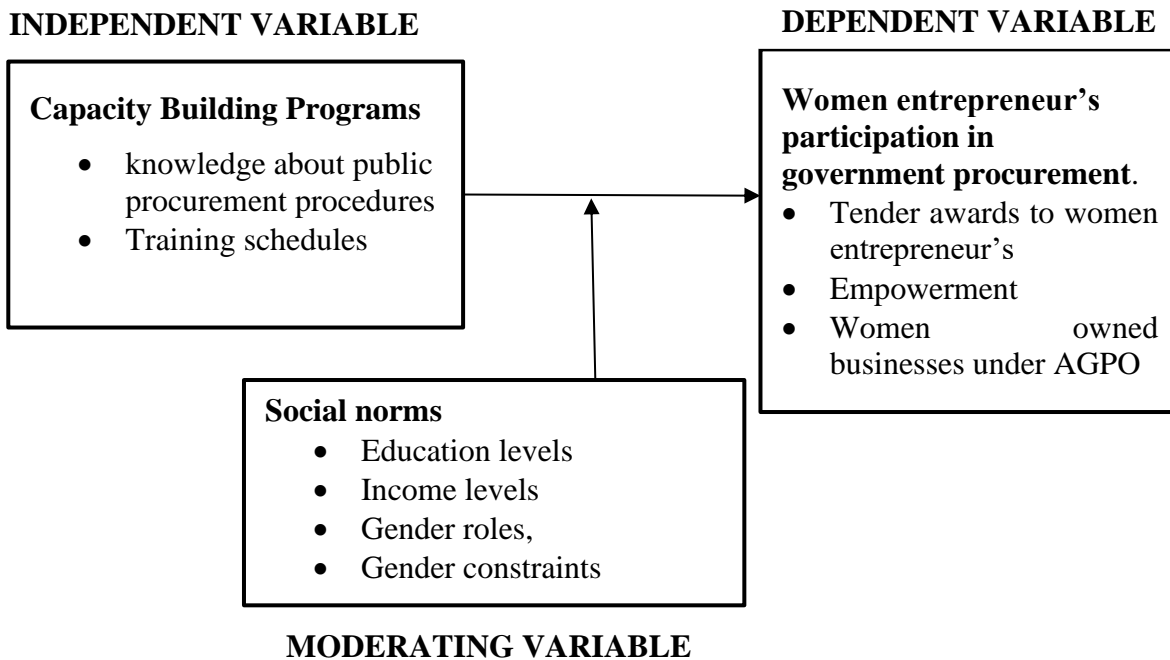
In America for instance, women-owned businesses account for about one third of all types of businesses. However, among employer firms women-owned businesses account for only 16%, and less than 10% in high growth firms (Robb, et al, 2014). Women's participation in entrepreneurship varies markedly around the world. According to the 2012 World Economic Forum's Gender Gap Report, in Latin American and Caribbean economies, 15% of the female population was engaged in entrepreneurship. Europe, Asia and Israel recorded a female Total Entrepreneurial Activity (TEA) rate of 5%; while Sub-Saharan Africa recorded the highest regional TEA levels of 27% of the female population being engaged in entrepreneurship (Kelley, et al, 2013). In just seven economies (Panama, Thailand, Ghana, Ecuador, Nigeria, Mexico, and Uganda), women had equal or slightly higher levels of entrepreneurship than men. For the rest, women represented a smaller share of the entrepreneur population.

According to ITC (2014), an important first step to leveraging public procurement in support of women owned businesses is to define what it means to be a woman-owned business and the criteria for participation in preferential programmes. Lack of consistency, clarity and data in this area has frustrated past efforts to promote increased participation by women entrepreneurs. It continues to do so today. The definition of a women-owned business may vary from country to country. However, it is critical that definitions emphasize ownership and control by women to avoid tokenism and illicit practices such as fronting. These definitions and associated criteria are also key to understanding market capacity, establishing a baseline against which to measure progress, targeting technical, financial and other forms of assistance, and determining which businesses are eligible for preferential status (ITC, 2014). Women confront a variety of challenges in their participation in public procurement, entrepreneurship and running a business (McKay, 2001). Many authors argue that significant barriers still remain for women establishing and growing businesses. Some of these challenges are simply the legacy of a gender imbalance that exists prior to political and economic reforms.

Though there exist various programs initiated by government and corporate organizations for improving the skills levels of the general work force, little attention has been given to the benefit of empowerment particularly through public procurement (R.o.K, 2013). Kirton (2013) emphasizes that increasing opportunities for more small and medium-sized enterprises (SMEs) to engage in the delivery of goods and services can result in improved outcomes for alleviation of poverty and increasing gender equality, given that women-owned businesses are disproportionately in this sub-sector of the economy. In agreement with Kirton, Kelley et al (2013) observe that expanding the participation of SMEs in the tendering process has a number of advantages for poverty reduction, gender equity and sustainable development.

### 2.3 Conceptual Framework

Robson (2002) defines the conceptual framework as the system of concepts, assumptions, expectations, beliefs, and theories that supports and informs research as a key part of the research design. The variables of this study comprised of one dependent variable women participation in government procurement independent variable (capacity building programs) and a moderator (social norms).



**Figure 2.1: Conceptual Framework**

**Source: Researcher (2022)**

## RESEARCH METHODOLOGY

### 3.1 Research Design

Correlational and Cross-sectional survey research design was used in the study. According to Creswell & Creswell (2017) a study can have quantitative, qualitative or mixed approach to research. Correlation design plays an important role in testing the hypothesis mainly in establishing the linked between two or more variables (Abbott & McKinney, 2013). This allows correlation design to be adopted in quantitative data to examine the interrelationship between capacity building programmes and women entrepreneur participation in government procurement. Cross-sectional survey research design benefits from both quantitative and qualitative approach based on its ability to collect data at a snapshot of time (Creswell & Creswell, 2017).

### 3.2 Study Area

The study area was in Uasin-Gishu County. Residents for the study were drawn from the urban trading centres . In Uasin-Gishu County, the residents were selected from Turbo, Soy, Cheptiret, Maili Nne, Moiben, and Ziwa.

### 3.3 Target Population

Asiamah, Mensah, & Oteng-Abayie (2017) defined that target population represented the specified scope where specific feature necessary in obtaining the objective of the study. The target population for the study was approximately 10000 respondents participating in government procurement drawn from Uasin Gishu County



### 3.4 Sampling Frame

A sample size is a scientific method that is used in obtaining a sample from target population and ensuring that the right data with require characteristics are collected (Masuku & Sing, 2014). The sample frame for this study was 384 women participants in government procurement from Uasin-Gishu County.

Mugenda (2003) provides the following formula for determining the sample size to be:

$$n = Z^2 pq / d^2$$

where n=the desired sample size (If the target population is greater than 10000)

Z=the standard normal deviation at the required confidence level

P=the proportion in the target population estimated to have characteristics being measured

It is therefore assumed that there is no estimate available of the proportion in the target population assumed to have the characteristics of interest. 50% was used as recommended by Fisher *et al.*, in Mugenda & Mugenda (2003). Thus the desired confidence level at 0.05 and the z statistic will be 1.96, and the proportion with certain characteristics will be 0.50

The sample was then derived as;

$$n = (1.96)^2 (0.50) (0.50) / (0.50)^2$$

$$n = 384$$

From the fisher's formula, the sample size of the study was 384 respondents.

### 3.5 Sampling Technique

Simple random sampling method was used since it reduces bias by giving equal and independent chance to every member of the population.

### 3.6 Data Collection Instrument

Questionnaires and focus group discussions were the main data collection instruments used in the study. The study used a semi-structured questionnaire to collect data from the sampled respondents. According to Taherdoost (2016) semi-structured questionnaires are appropriate since it has open and close ended questions which allow the researcher to extract both qualitative and quantitative data without affecting the respondents. This allows independents between researcher and the study resulting of acquisition of information from the subjects with manipulation. The closed-ended questions used a Likert rating to scale the items on (5, 4, 3, 2 and 1) where 5-strongly agree, 4-agree, 3-undecided/neutral 2-disagrees and 1-strongly disagree. The questionnaires were administered on a drop and pick later basis to allow the participants enough time to answer the questions.

#### 3.6.1 Instrument Reliability

Mohamad, Sulaiman, Sern, & Salleh (2015) alludes that the consistency of the instrument after repeated measure is crucial in ensuring the reliability of the research tool. Taber (2017) pointed out that Cronbach Alpha coefficient is appropriate realibility measure of research instrument. The author proposed a Cronbach Alpha coefficient of 0.7 and above as appropriate in testing internal reliability of research instrument. Therefore, the study analyzed the questionnaire obtained from the pilot to established the degree of reliability.

#### 3.6.2 Instrument Validity

Kothari (2004) opines that validity is the degree to which an instrument measures what is supposed to measure. The validity of the research instrument was established by seeking experts' opinion and input. Furthermore, the questionnaire was subjected to pre-test to detect any deficiencies in it.

Comments and suggestions made by the pre-test participants were integrated in the final questionnaire for data collection.

### 3.7 Data Analysis and Presentation

According to Kombo et al., (2002), data analysis refers to examining what has been collected in a survey or experiment and making deductions and inferences. The data collected was edited, collated to eliminate errors and coded for analysis using the Statistical Package for Social Sciences (SPSS version 25) tool. The coded data was analyzed quantitatively and qualitatively. Descriptive analysis entailed frequencies, means and standard deviation while Inferential statistics was used in testing the hypothesis of the study. The study adopted correlation analysis for testing direct relationship between variables examined. In order to test hypothesis, simple linear regression was adopted to test direct relationship between Capacity building programmes and women entrepreneur's participation in government procurement in Uasin-Gishu County, Kenya. However, hierarchical technique will be used to introduce moderated multiple linear regression analysis. Therefore, the data will adopt Barneo and Kelly approach of moderated multiple linear regression (Baron & Kenny, 1986).

### 3.8 Moderated Multiple Linear Regression Model

Multiple linear regression model was adopted in testing direct relationship of capacity building programs (X) on Women entrepreneur participation in government procurement (Y) as presented by Equation 1. However, the moderated multiple linear equation was adopted to determine the effect of interaction between capacity building programs (X) and social norms (Z) on Women entrepreneur participation in government procurement as represented in Equation 2. The study will evaluate the R<sup>2</sup> change between equation 1 and 2 if it is significant in order to test if there is significant change before introduction of social norms and after moderating on the relationship between capacity building programs (X) on Women entrepreneur participation in government procurement (Y). The moderate multiple regression model include;

$$Y = \beta_0 + \beta_1 X + e \text{ ----- Equation 3.1}$$

$$Y = \beta_0 + \beta_1 X * Z + e \text{ ----- Equation 3.2}$$

Where;

Y = Women entrepreneur participation in government procurement

$\beta_0$  = Constant Term

$\beta_1$  = Beta coefficients

X = capacity buiding programs

Z = social norms

X\*Z = Interaction between the social norms (Z) and capacity buiding programs (X).

e = Error Term

## RESULTS AND DISCUSSIONS

### 4.1 Response Rate

The researcher administered questionnaires to 384 respondents who were sampled out as per the methodology described in the previous chapter. 270 duly filled questionnaires were returned. This represents a response rate of 70.3 %. According to Sekaran, (2006), a response rate of 30% is considered acceptable for surveys. Thus, the response rate achieved in this study can be considered sufficient to give the findings adequate reliability.

## 4.2 Reliability Test Results

The Cronbach's Alpha Test of reliability was used to test the reliability of the constructs describing the variables of the study. Cronbach's alpha reliability coefficient ranges between 0 and 1. Reliability coefficient of 0 implies that there is no internal reliability while 1 indicated perfect internal reliability. The standard value of alpha is 0.7 recommended by (Sekaran, 2009). A total of 38 questionnaires were used in the test for reliability of the pilot study instruments. The statements for each of the variables were tested. The result showed that all the 38 questionnaires gave Cronbach's alpha coefficients of 0.7 and above. The threshold value of 0.7 was met and thus the pilot study instruments were said to be reliable. The results are presented in Table 4.1.

**Table 4.1: Reliability Results**

Variables	Number of Items	Cronbach's Reliability Coefficient
Capacity building programmes	5	0.714
Social norms	5	0.750
Women participation in government procurement	5	0.781
<b>Average</b>		<b>0.748</b>

## 4.3 Descriptive statistics of the variables

This section illustrates descriptive findings and discussions based on the objectives of the study. The study focused on the following variables: capacity building programmes, women entrepreneur participation in government procurement and the moderating variable social norms. The findings were presented in form of Mean, Standard Deviations, and Variances. Weighted Mean was done to give a conclusion of the findings. The responses are in line with a 5 Point Likert-Scale ranging from:- Strongly Disagree= 1, Disagree=2 Neutral= 3, Agree= 4, and Strongly Agree= 5.

### 4.3.1 Capacity Building Programmes

The study analyzed the views of the respondents with respect to Capacity Building Programmes and women entrepreneur's participation in government procurement in Uasin-Gishu County, Kenya. Table 4.2 shows the results of the analysis.

**Table 4.2: Descriptive Statistics for Capacity Building Programmes**

Capacity Building Statements	SA (%)	A (%)	N (%)	D (%)	SD (%)	N	Mean	Std Dev
1. There are capacity building programs on government procurement to empower women to participate	13.0	18.2	11.7	44.7	12.4	270	3.52	0.943
2. Most women entrepreneurs rarely participate in government tenders due to lack of information	22.4	38.3	16.1	21.0	2.2	270	4.04	0.894
3. Women bidders are enlightened on procurement systems regularly through training	23.1	27.0	8.4	29.1	12.2	270	3.49	0.940
4. Creation of awareness and access to information enhances women to participate in government tenders	47.3	38.4	8.6	4.2	1.5	270	4.26	0.758
5. Government has provided accessible information on tenders for special groups	42.4	30.8	14.2	10.7	1.9	270	3.75	0.814
<b>Grand Mean = 3.80</b>								
<b>Valid N (Listwise) = 270</b>								

From the results, the respondents were in agreement (Mean =4.26; Std Dev =0.758) that creation of awareness and access to information enhances women to participate in government tenders. Further, the respondents concurred (Mean =4.04; Std Dev =0.894) that Most women entrepreneurs rarely participate in government tenders due to lack of information. It is also evident from the results (Mean =3.75; Std Dev =0.814) that respondents were in agreement with the statement that

government has provided accessible information on tenders for special groups. Moreover, respondents agreed (Mean =3.52; Std Dev =0.943) that there are capacity building programs on government procurement to empower women to participate. Finally, the respondents also agreed (Mean =3.49; Std Dev =0.940) with the statement that women bidders are enlightened on procurement systems regularly through training. This concurs with the findings of Gatere and Shale (2014) who found that women were not well informed on the requirements of the tenders and further revealed that uninformed inefficient government suppliers provide poor value to their national government, and are unlikely to engage in any meaningful private sector trading partnerships in the era of global competition

#### 4.4 Correlation of Study Variables

Correlation between variables is a measure of how the variables are related. The most common measure of correlation in statistics is the Pearson Correlation (technically called the Pearson Product Moment Correlation or PPMC), which shows the linear relationship between two variables. Results are between -1 and 1 inclusive, i.e  $-1 \leq r \leq 1$ . A result of -1 means that there is a perfect negative correlation between the two values while a result of 1 means that there is a perfect positive correlation between the two variables. Result of 0 means that there is no correlation between the two variables (Gujarat, 2004). If the value of R is close to one, then it shows there is a strong correlation between the variables. If the value of R is close to zero, then the correlation is weak.

**Table 4.3: Correlation Results**

		Women participation in government proc	Capacity building programmes	Social norms
Women participation in government procurement	Pearson Correlation	1		
	Sig. (2-tailed)			
Capacity building programmes	Pearson Correlation	.585**	1	
	Sig. (2-tailed)	.000		
Social norms	Pearson Correlation	.860**	.556**	1
	Sig. (2-tailed)	.000	.000	

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

The relationship between Capacity building programmes and women participation in government procurement was analyzed and the study findings indicated that there was a statistically significant positive effect of ( $r=0.585$ ;  $p<0.05$ ). This showed that a unit change in Capacity building programmes leads to a 58.5% change in women entrepreneur participation in government procurement in Uasin Gishu County Government. Therefore, County Governments should ensure that Capacity building programmes are enhanced to facilitate more women to participate in government procurement in Uasin Gishu County Government.

Finally, the study findings indicated that there was a positive and statistically significant correlation between social norms and women entrepreneur participation in government procurement in Uasin Gishu County Government ( $r=0.860$ ;  $p<0.05$ ). This implies that a unit change in social norms leads to an 86% change in women entrepreneur participation in government procurement. County Governments should embrace and enhance social norms as they work towards encouraging women entrepreneur participation in government procurement. Overall, the study findings gave an implication that the study variables were positively correlated to women entrepreneur participation in government procurement. The study connection was determined to be statistically substantial as the substantial figure was less than 0.05. These findings concur with

Musgrave et.al, (2007) who posits that public procurement can be an important source of business for women owned SMEs.

#### 4.5 Regression Analysis

Multiple regression analysis was conducted so as to determine the relationship between the moderating effect of social norms on the relationship between capacity building programs and women entrepreneur's participation in government procurement in Uasin-Gishu County, Kenya. Regression models were generated at two levels. The first level without the interaction term and the second level with the moderator.

##### 4.5.1 Relationship between capacity building programs and women entrepreneurs participation in government procurement in Uasin-Gishu County, Kenya

Table 4.4 shows two model summary for capacity building programs when moderator is included and when the effect of the moderator is not included.

**Table 4. 2: Regression Model Summary for Capacity Building Programs**

Model	R	R <sup>2</sup>	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F	Df1	Df2	Sig. F Change
1	.585 <sup>a</sup>	.395	.392	.466	.395	71.566	3 <sup>a</sup>	267	.000
2	.748 <sup>b</sup>	.583	.580	.477	.188	65.286	4 <sup>b</sup>	266	.000

**a. Predictor (Constant), capacity building programs**

**b. Predictor (Constant), capacity building programs \* social norms**

**Model 1** shows there is a positive relationship between capacity building programs and women entrepreneur's participation in government procurement ( $R = 0.585$ ,  $R^2 = 0.395$ ). The  $R^2$  explains the variations in the dependent variable that can be explained by the independent variables.  $R^2$  of 0.395 indicates that 39.5% of the variations in the women entrepreneur's participation in government procurement in Uasin-Gishu County can be accounted for by capacity building programs.

**Model 2** shows the results after the interaction of the moderator (capacity building programs \*social norms). The results shows there is a positive relationship between capacity building programs and women entrepreneur's participation in government procurement with ( $R = 0.748$ ,  $R^2 = 0.583$ ). An  $R^2$  of 0.583 indicates that 58.3% of the variations in the women entrepreneur's participation in government procurement in Uasin-Gishu County can be accounted for by capacity building programs \* social norms.

The inclusion of the interaction term resulted in a  $R^2$  change of .188 which indicates that the moderating effect explains 18.8% of the variation in the women entrepreneur's participation in government procurement above and beyond the variation explained by the capacity building programs. The results obtained shows a significant presence of moderating effect of social norms on the relationship between capacity building programs and women entrepreneur's participation in government procurement in Uasin-Gishu County, Kenya.

Table 4.5 shows the significance test results with two models, the model with the inclusion of the interaction term and the other model without the moderator.

**Table 4. 3: Significance Test Results for capacity building programs**

Model	Unstandardized Coefficients		Standardized Coefficient Beta	T	Sig
	B	Std. Error			
1 (Constant)	2.730	.270		8.972	.000
Capacity building programs	.524	.084	.585	8.601	.000
2 (Constant)	.932	.283		2.877	.010
Capacity building programs	.453	.073	.371	5.802	.000
Social norms	.604	.089	.490	8.106	.000

a. Dependent Variable: capacity building programs

**Model 1** indicates that relationship between capacity building programs and women entrepreneur's participation in government procurement was positive and significant ( $b_1=0.524$ ,  $p = 0.000$ ,  $Beta = 0.585$ ). Equation 4.1 shows the regression equation for model 1. For every unit increase in capacity building programs, women entrepreneur's participation in government procurement is predicted to increase by 0.524.

**OLS Model:** women entrepreneur's participation in government procurement =  $2.730 + 0.524$  capacity building programs .....Equation 4.1

This implies that an increase in capacity building programs leads to an increase in women entrepreneur's participation in government procurement. The null hypothesis that stated capacity building programs has no significant effect on women entrepreneur's participation in government procurement was rejected at 95% significance level. **Model 2** shows that the moderating effect of social norms on the relationship between capacity building programs and women entrepreneur's participation in government procurement was positive and significant ( $b_1=0.453$ ,  $p = .000$ ,  $Beta = 0.371$ ).

Equation 4.2 shows the regression equation with the inclusion of the moderator. The equation implies that for every unit increase in capacity building programs, women entrepreneur's participation in government procurement is predicted to have a change of 0.453 on condition that social norms is kept constant. The null hypothesis is therefore rejected at 95% significance level and it is concluded that social norms moderates the relationship between capacity building programs and women entrepreneur's participation in government procurement

**MMR Model:** women entrepreneur's participation =  $0.932 + 0.453$  capacity building programs +  $0.604$  social norms..... Equation 4.2

### Conclusions of the Study

In relation to capacity building programs, the study concludes that very few women have the necessary expertise and experience in the public procurement tendering process to compete effectively with large established firms with vast experience. This often places women-owned businesses at a disadvantage because they have less experience and fewer resources to compete. As such the government has not come up with sufficient capacity building programs on tendering to empower women. The study further concludes that the Government has however not provided

adequate access to information on tenders for special groups. Also, women bidders are not well acquainted with procurement procedures due to lack of regular trainings.

Finally, on social norms, the study concludes that social systems and family roles are key factors affecting women participation in Government procurement because they dictate what type of business a woman can engage in and how. The social norms and cultural practices has always favored men and subsequently denied women opportunities to effectively participate in Government Procurement Further, the study concludes that education among women is vital. The findings reveal that majority of the women were generally educated and as such were aware of the general aspects of public procurement. However, limited knowledge among women due to low education levels has led then not to excel in more lucrative sectors, and as such many women are not even aware of Access to Government Procurement Opportunities (AGPO) in Kenya. From the findings, the study concludes that women are aware of 30% preference and reservation for youth, women and people with disabilities in government procurement in Kenya, and this has encouraged them to partake the government procurement/tenders.

### **Recommendations of the Study**

In relation to capacity building programs, the study recommended that the government should develop, support training and the professional development of persons involved in public procurement so as to improve the capacity of the stakeholders to carry out public procurement in an efficient, effective, transparent and accountable manner. The government should also ensure that there is an easy access of information regarding government tenders in order to empower women and to enhance their participation levels.

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