

THE GENDER FACTOR INFLUENCE ON ENTREPRENEURIAL SUCCESS IN KITUI COUNTY, KENYA

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Abstract

Transforming ideas into economic opportunities is the decisive issue of entrepreneurship. It is considered a driver of economic growth and development. History shows that economic progress has been significantly advanced by pragmatic people who are entrepreneurial and innovative. It has become increasingly apparent that entrepreneurship indeed contributes to economic development. In Kenya, unemployment is a major concern for the government and country at large and thus the importance of entrepreneurship is hinged on its potent role in business start up for self employment and job creation. The purpose of this study was to establish the influence of the gender factor on entrepreneurial success in Kitui County by considering the various measures of gender which consisted of cultural background, education level, age and marital status of women and men against entrepreneurial success. The research design used was descriptive in nature and involved explanation of the cause and effect relationship of the gender factor influence on entrepreneurial success. The total respondents for the study were 247. Data was collected by use of questionnaires and semi structured interviews. The study findings indicated that cultural background, education level, age and marital status influenced entrepreneurial success in Kitui County. Regression results indicated that the combined effect of cultural background, education level, age and marital status was statistically significant at 90% confidence interval in explaining changes in entrepreneurial success.

1.0 Background And Research Gap

Entrepreneurship is increasingly being recognized as an important driver of economic growth, productivity, innovation and employment, and it is widely accepted as a key aspect of economic dynamism. Transforming ideas into economic opportunities is the decisive issue of entrepreneurship. History shows that economic progress has been significantly advanced by pragmatic people who are entrepreneurial and innovative, able to exploit opportunities and willing to take risks (Hisrich, 2005).

The role of entrepreneurship and an entrepreneurial culture in economic and social development has often been underestimated. Over the years, however, it has become increasingly apparent that entrepreneurship indeed contributes to economic development. The idea and practice of women entrepreneurship is a recent phenomenon. Until the 1980's little was known about women entrepreneurship both in practice and research, which made its focus entirely on men. Scientific

discourse about women's entrepreneurship and women owned and run organizations is just the development of 1980s (ILO, 2006).

According to the Ethiopian Central Statistics Authority (2004), almost 50% of all new jobs created in Ethiopia are attributable to small businesses and enterprises, and roughly 49% of new businesses that were operational between 1991 and 2003 were owned by women.

Orser and Dyke (2009) studied a group of 326 entrepreneurs and 545 corporate managers to determine the influence of gender and occupational role (entrepreneur versus corporate) on how men and women experience success. They explored each individual's cognitive construct of success and noted that by understanding the constructs of success, researchers can better understand "the influence of differential values on decision-making. Their research focused on two questions: "Do men and women view success differently? and Is occupational context associated with success criteria? They reviewed twenty-one studies on dimensions of success and concluded that for both men and women, constructs of success are defined as relational, communal, authoritative and holistic. They concluded that management studies rarely include personal measures of success and because of the emphasis on financial criteria, it is generally reported that women achieve lower levels of success than men.

ILO (2008) observes that since the 1980s and increasingly through the 1990s to the present, donor organizations have been involved in promoting entrepreneurship in Kenya. The 2012/2013 Economic Survey revealed that 659,400 new jobs were created in 2012, representing an increase of 5.5 % from 2011 where the informal sector accounted for about 90% of the total jobs created during the period. Thus, the ultimate measure of the success of the Kenya's government integrated strategy on the promotion of entrepreneurship and small enterprises is the continued creation of new start up funds, especially for innovative initiatives and the growth of existing businesses by all segments of society and in all corners of the country resulting in the improvement of economic and social wellbeing of the poor communities (Kiraka, Kobia, & Katwalo, 2013).

While the determination of success and growth in large corporate firms is well researched, similar studies on entrepreneurship, are less common and many unknowns remain (Perks and Struwig, 2005; Praag and Versloot, 2007). Thus the purpose of this study was to fill the research gap that exists in identifying the subset of the non-financial factors such as gender affecting the growth or the success of entrepreneurs in Kenya.

1.1 Entrepreneurial Success

The measurement of entrepreneurial success is not easy as for business organizations with multiple objectives of profitability, employee satisfaction, productivity, growth, social responsibility and ability to adapt to the ever changing environment among other objectives. Although performance has been traditionally conceptualized in terms of financial measures, some scholars have proposed a broader performance construct that incorporates non-financial measures including among others market share, product quality, and company image (Jones & George, 2009).

Success is different for every entrepreneur and it can be measured through social recognition, social status, career satisfaction, and perceived career achievement (Headd, 2002; Lau, et al., 2007). Anyone can be an entrepreneur, but few become successful. Some entrepreneurs fail due to finances, lack of personnel, personal reasons, or social reasons. Other entrepreneurs are successful and maintain market stimulation and economic growth (Praag, 2009). The rate of business survival decreases to 44 percent at four years, but the industry which the business venture is part of is also important to its survival (Office of Advocacy, 2006).

Successful entrepreneurs are able to view difficulty as opportunity in disguise. Even some of the most well known and successful entrepreneurs made an empire out of a failure. Walt Disney went bankrupt three times before he made his first successful film. Henry Ford failed twice. They would never have been successful if they had given up easily” (Richardson, 2004). Tolerance for failure is included in a set of similarities of successful entrepreneur. Entrepreneurship as the engine of economic growth and wheel that pedal the vehicle of economic development has been recognized for its importance in the area of job creation, revenue generation, poverty alleviation and wealth creation. This concept is now identified as the central element in the theory of economic development and it makes up the largest business sector in economies. It has been recognized as the driver of employment and economic growth (Wang, Walker and Redmond, 2006).

Entrepreneurship is important for the support of small and medium enterprises, it is a process that involves a willingness to rejuvenate market offerings, innovate, risks taking, trying out of new and uncertain products, services, markets and being more proactive than competitors towards exploring new business opportunities (Covin and Slevin, 2007). To ensure adequate development and competitiveness in entrepreneurship, considerable research has examined the participation of both male and female in venturing in business activities, particularly those reported to have personal dreams of entrepreneurship.

In a study by Adeyemi (2007), the Nigerian women entrepreneur was described as “aged 41, well-educated, married with children, grows up in an entrepreneurial environment, has previous work experience of about eight years, runs a small business that has been operating for about nine years and of which she is likely to be the sole or majority owner, prefers to have her family members as partners or employees, has her first attempt at starting a business, uses mostly her own savings as start-up capital, was motivated by personal factors when she decided to become an entrepreneur, faced start-up problems such as labour, financing and economic problems but today, faces increasing economic, labour and cost problems, rates her business as moderately successful” and attributes the success of her business to three qualities, that is, quality of product/service, quality of human resource and her own personal qualities.

Success of entrepreneurs can be measured by a group of personal assessments with social recognition being one of them. Recognition from others or society is one way many entrepreneurs gauge the success of their business. Rather than objectively measuring success on the basis of income alone, understanding all aspects of entrepreneurial success is important. The words rich or a lot of money are used to prompt the entrepreneur to measure financial attainment (Lau et al., 2007).

According Henemanet et al,(2008) entrepreneurship contributed to seventy percent of the Gross Domestic Product (GDP) 2011, in Kenya and in the United States, 99.7,while in China it contributed, 99 per cent (Cunningham and Rowley, 2008), Europe, 99 per cent (Rauch et al, 2008), Holland, 95 per cent, Philippines, 95 per cent and Taiwan, 96.5 per cent as well as Malaysia, 99.2 per cent (Man and Wafa, 2007); National SME Development Council (2009); Saleh and Ndubisi (2006). Within the developed and developing countries of the world, it is now generally accepted by policy-makers at local, regional and national level, that entrepreneurship is becoming increasingly important in terms of employment, wealth creation and the development of innovation (Nieman,et al 2003).

With the spread of capitalism and globalization, entrepreneurship continues to gain importance (Rwigema and Venter, 2004; Dawson,et al 2006). Statistics show that there is no better way to provide a broad basis for rapid economic growth than to dramatically increase the number of active entrepreneurs in a society (Pretorius, et al 2005b). The important contribution of a dynamic entrepreneurship to economic growth has been widely acknowledged (Henning, 2003). As a result, most governments, bilateral and multilateral agencies as well as nongovernmental organizations worldwide have policies in place to assist entrepreneurship development (Robertson,et al 2003)

Despite the many challenges and difficulties of the entrepreneurs, the sector has great potential for increased employment creation (Miller et al., 2003). While many entrepreneurs fail, others survive beyond infancy and adolescence, becoming major success stories, creating wealth for their founders and jobs for the communities they serve (Thornhill and Amit, 2003). Survival, success and growth of small business (or failure and bad performance) have been of interest to researchers for many years and have thus become the subject of a lot of analysis (Perks and Struwig, 2005). Researchers have been struggling to uncover the primary determinants of new venture success (or failure), and thus have been trying to come up with a comprehensive list of the factors that play a role in the success (or failure) of new ventures (Pretorius et al, 2005).

Clearly a very large number of variables are involved (GEM, 2005). While some analysts suggest that the dynamics of the growth of businesses remains a black box (Dockel and Ligthelm, 2005), others have argued that the success of enterprises is a function of a combination of both external and internal factors (Markman and Baron, 2003).

1.2 Research Objective

The objective of this study was to establish the gender factor influence on entrepreneurial success in kitui county, kenya

2 Methodology

2.1 Research Design and Sampling

2.1.1 Research Design

This study adopted a descriptive survey design. Descriptive survey is conducted to describe the present situation, what people currently believe and what people are doing at the moment (Baumgartner, Strong and Hensley, 2002). According to Kothari (2004), descriptive survey design includes surveys and fact finding enquiries of different kinds. Descriptive survey design is used in

preliminary and exploratory studies, to allow researchers to gather information, summarize, present data and interpret it for the purpose of clarification (Creswell 2003). Descriptive survey design is used when collecting information about people’s attitude, opinions and habits (Orodho and Kombo 2002).

2.1.2 Target Population

The target population was all entrepreneurs in the county as per table 1 below. According to Kitui county government there are six key business segments which contribute more than 50% of the county government revenue from taxes and levies.

Table 1:Target Population

Type of Business	Number	Percent
Retail shops	8280	72%
Wholesale shops	387	3%
Timber merchants	186	2%
Beauty parlors	682	6%
Manufacturing business	121	1%
Livestock business	1890	16%
Total	11546	100%

Source: Kitui County Business Licensing Department

2.1.3 Sampling Strategy

This study applied stratified and simple random techniques where 384 respondents were selected from the various business types as shown in figure 1 below.

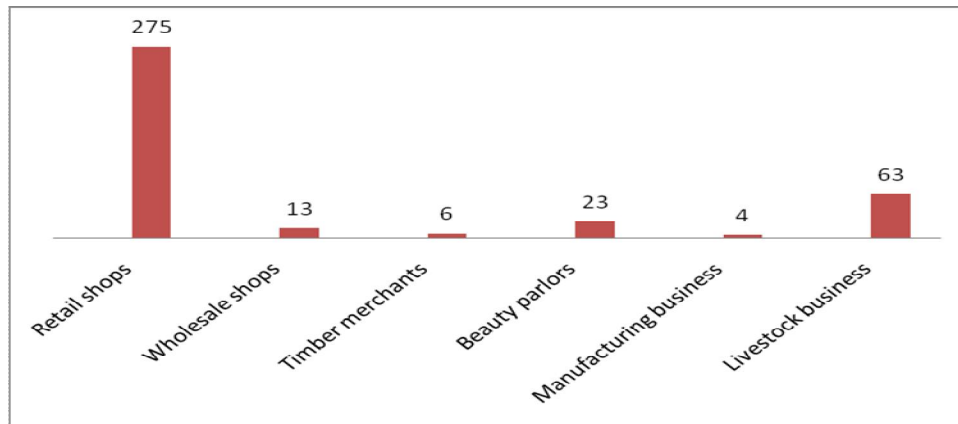


Figure 2:Sample Matrix

2.2 Data Collection

2.2.1 Procedure for data collection

This study used primary data which was collected through use of a questionnaire. The questionnaire consisted of both open and close ended questions. The questionnaires were dropped to the

respondents and picked later. Respondents to self-administered questionnaires are relatively unlikely to answer questions to please (Mark et al., 2003). And where additional information was required by the researcher, semi-structured interviews were conducted. The researcher used both qualitative and quantitative data. Qualitative data was applicable since meanings were based on expressions through words and analysis was conducted through the use of conceptualization. Quantitative data was applicable since meanings were derived from numbers and analysis was conducted through the use of diagrams and statistics (Mark et al., 2003). This information was coded and analyzed with the help of statistical package for social sciences (SPSS) software package.

2.2.2. Validity of Research Instrument

The researcher used clear wording of the questions by using terms that are likely to be familiar to, and understood by the respondents. The researcher engaged experts to ascertain whether the content of the research instrument was up to standard, after which he administered it to the respondents. The researcher employed construct validity as advocated by Cronbach(1955), in which it related the measuring instrument to the general theoretical framework.

2.2.3. Reliability of Research Instrument

Reliability relates to the constancy with which a measuring instrument yields certain result, where the results of constructs measured demonstrate a high percentage of similar outcomes and is without bias (Tabachnick and Fidel 2001). The researcher used the most common internal consistency measure known as Cronbach's Alpha (α). It indicates the extent to which a set of test items can be treated as measuring a single latent variable (Cronbach, 1955). The recommended value of 0.7 was used as a cut-off of reliability for this study.

2.3. Data Analysis

2.3.1. Data Pre-processing and Processing

Results were interpreted and presented using descriptive and inferential statistical methods. The following sub-sections explain the type of model specification, calibration and estimation.

2.3.2. Model Specification

A multiple linear regression model was used to test the significance of the influence of the independent variables on the dependent variable. The multiple linear regression model was as laid below.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where:

β_0 = the Y intercept

Y = Entrepreneurial Success

X_1 = Cultural background

X_2 = Education Level

X_3 = Age

X_4 = Marital Status

e = error term

2.3.3 Model Evaluation and Validation

A diagnostic check-up was conducted to assess goodness of fit of the model and to rule out the presence of bias in the prediction. The study used Pearson's Rho test to establish the correlation of various variables. The coefficient of determination (R^2), the Beta weight and the F and t statistics were also employed to get an appropriate set of parameters that determine the strength of ties between subjects within the variables input in order to measure in the regression strength.

3 Results And Discussion

3.1 Response Rate

Figure 2 explains that out of a sample size of 384 respondents who were issued with the questionnaires, 247 questionnaires were returned making a response rate of 64%, which is supported by Babbie (2004), who asserted that return rate of 50% is acceptable to analyze and publish.

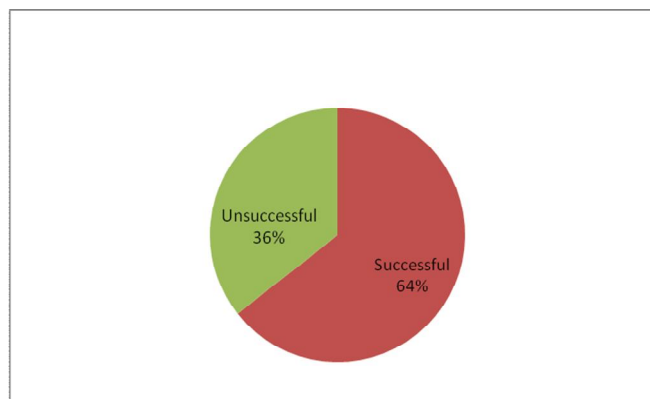


Figure 2: Response Rate

3.1.1 Key Descriptive Findings

Results on Table 3 indicates that 81.4% of the respondents agreed that performance of entrepreneurs was affected by their childhood social orientation against women, 89% agreed that family friends support had boosted the morale and productivity of women and men in business and 67.6% agreed that performance of entrepreneurs in the business was negatively affected by their household chores, while 70.5% of the respondents agreed that performance of entrepreneurs depends on their ethnic background and 68.8% agreed that female entrepreneurs are fairly given chances where men predominate. This implies that the entrepreneurs had strong cultural beliefs regarding entrepreneurial success.

Table 4 indicates that 59.5% of the respondents agreed that entrepreneurs with University undergraduate degrees perform better in their businesses than those without degrees, while 70.1% agreed that entrepreneurs with university postgraduate degrees perform better in their businesses than those with only undergraduate degrees or without degrees and 78.1% agreed that education was a key factor in success of entrepreneurs

Table 3: Cultural Background and Entrepreneurial Success

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Performance of entrepreneurs is affected by their childhood social orientation against women	8.5%	4.9%	5.3%	62.8%	18.6%
Family friends support has boosted the morale and productivity of women and men in business	5.3%	1.6%	4.0%	35.2%	53.8%
Performance of entrepreneurs in the business is negatively affected by their household chores	12.1%	13.4%	6.9%	44.5%	23.1%
Performance of entrepreneurs depends on their ethnic background	7.3%	16.2%	6.1%	31.6%	38.9%
Female entrepreneurs are fairly given chances where men predominate	8.9%	11.7%	10.5%	34.0%	34.8%

It is further noted that 70.4% of the respondents agreed that women entrepreneurs require more training than men entrepreneurs to perform better in their business. In respect of education attained 71.3% stated that the highest level of education they had attained was secondary level while 60.4% stated primary level.

Table 5 indicates that 64% of the respondents agreed that young entrepreneurs below the age of 40 years are better performers and managers than their counterparts who are above 40 years, 74.1% agreed that older entrepreneurs who are above 40 years tend to require more training and 80.9% agreed that young entrepreneurs have more family commitments due to young children and hence it slows their business growth, 71.3% of the respondents agreed that as long as entrepreneurs are well trained and exposed age doesn't matter in business and 76.3% agreed that the more the years an entrepreneur has served in his business the more he becomes successful.

Table 4. Education Level and Entrepreneurial Success

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Entrepreneurs with University undergraduate degrees perform better in their businesses than those without degrees	10.9%	16.6%	13.0%	31.6%	27.9%
Entrepreneurs with University postgraduate degrees perform better in their businesses than those with only undergraduate degrees or without degrees	8.5%	12.1%	9.3%	30.8%	39.3%
Education is key factor in success of entrepreneurs	4.0%	8.9%	8.9%	32.4%	45.7%
Women entrepreneurs require more training than men entrepreneurs to perform better in their business	2.8%	8.9%	17.8%	44.5%	25.9%
The highest level of education i have attained is secondary level	6.1%	14.6%	8.1%	38.5%	32.8%
The highest level of education i have attained is primary level	11.3%	21.9%	6.5%	39.3%	21.1%

Table 6 indicates that 77.8% of the respondents agreed that success of women and men entrepreneurs was affected by their marital status, 64.8% agreed that married entrepreneurs prosper faster than single entrepreneurs and 81% agreed that single entrepreneurs are more successful than married entrepreneurs. In addition, 69.2% of the respondents agreed that entrepreneurs with more children tend to work extra hard than those with only one child, 69.2% agreed that entrepreneurs from polygamist background struggle to grow in their business than those from monogamist background and another 69.2% agreed that divorced entrepreneurs are more successful than married entrepreneurs. Finally 69.3% of the respondents agreed that widowed entrepreneurs are more successful than married entrepreneurs.

Table 5: Age and Entrepreneurial Success

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Young entrepreneurs below the age of 40 years are better performers and managers than their counterparts who are above 40 years	8.1%	20.6%	7.3%	47.0%	17.0%

Older entrepreneurs who are above 40 years tend to require more training especially in technology, than younger entrepreneurs in order to perform better in their businesses	7.3%	11.3%	7.3%	48.2%	25.9%
Young entrepreneurs have more family commitments due to young children and hence it slows their business growth	5.7%	8.5%	4.9%	60.7%	20.2%
As long as entrepreneurs are well trained and exposed age doesn't matter in business	4.0%	14.6%	10.1%	49.0%	22.3%
The more the years an entrepreneurs has served in his business the more he becomes successful	3.6%	14.2%	5.3%	50.6%	26.3%

Table 6: Marital Status and Entrepreneurial Success

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Success of women and men entrepreneurs is affected by them either being married or single	6.5%	8.9%	6.9%	54.7%	23.1%
Married entrepreneurs prosper faster than single entrepreneurs	10.9%	6.1%	18.2%	18.2%	46.6%
Single entrepreneurs are more successful than married entrepreneurs	5.3%	6.1%	7.7%	39.3%	41.7%
Entrepreneurs with more children tend to work extra hard than those with only one child	7.7%	11.3%	11.7%	32.4%	36.8%
Entrepreneurs from polygamist background struggle to grow in their business than those from monogamist background	6.5%	17.8%	6.5%	45.7%	23.5%
Divorced entrepreneurs are more successful than married entrepreneurs	6.9%	20.6%	3.2%	42.1%	27.1%
Widowed entrepreneurs are more successful than married entrepreneurs	10.5%	14.6%	5.7%	47.4%	21.9%

3.1.2 Bivariate Regression Analysis

3.1.2.1 Cultural Background And Entrepreneurial Success

Table 7 shows that the coefficient of determination was 22.6%, meaning that cultural background explains 22.6% of the variations in entrepreneurial success. The correlation coefficient of 47.6% indicates that cultural background has a positive correlation with entrepreneurial success.

Table 7: Model Summary for Cultural Background

Indicator	Coefficient
R	0.476
R Square	0.226
Std. Error of the Estimate	0.69221

Source: Researcher (2014)

Analysis of variance (ANOVA) on Table 8 shows that cultural background was statistically significant in explaining changes in entrepreneurial success. This is demonstrated by a p value of 0.000. The results indicated that the overall model was significant, that is, the independent variables were good joint explanatory variables/determinants for success ($F=71.731$, P value =0.000).

Table 8: Analysis of Variance (ANOVA) for Cultural Background

Indicator	Sum of Squares	df	Mean Square	F	Sig.
Regression	34.37	1	34.37	71.731	0.000
Residual	117.392	245	0.479		
Total	151.762	246			

Source: Researcher (2014)

Regression results in Table 9 indicated that the relationship between cultural background and entrepreneurial success was positive and significant ($b_1= 0.463$, p value, 0.000)

Table 9: Regression Coefficients for Cultural Background

Variable	Beta	Std. Error	t	Sig.
Constant	1.943	0.214	9.079	0.000
Cultural background	0.463	0.055	8.469	0.000

Source: Researcher (2014)

The study findings agree with those of Ridgeway and Correll (2004) who posited that gender beliefs may affect behavior even when men and women consciously endorse gender equality and are motivated to behave in unbiased ways. The study findings are also in agreement with, Gupta, Turban and Bhawe (2008) and Thébaud (2010) who asserted that business industry is one in which we might expect gender to be highly relevant and cultural belief should have masculine

characteristics to be essential for successful entrepreneurship, they further argued that gender bias plays a role in how male and female entrepreneurs are evaluated in the venture capital process.

3.1.2.2. Education Level And Entrepreneurial Success

Table 10 R^2 was 17.1%. indicating that level of education explains 17.1% of the variations in entrepreneurial success. The correlation coefficient of 41.3% indicates that education level has a positive correlation with entrepreneurial success.

Table 10: Model Summary for Education Level

Indicator	Coefficient
R	0.413
R Square	0.171
Std. Error of the Estimate	0.71681

Source: Researcher (2014)

Analysis of variance (ANOVA) on Table 11 shows that education level was statistically significant in explaining changes in entrepreneurial success. This is demonstrated by a p value of 0.000. The results indicated that the overall model was significant ($F=50.36$, P value =0.000).

Table 11: Analysis of Variance (ANOVA) for Education Level

Indicator	Sum of Squares	df	Mean Square	F	Sig.
Regression	25.876	1	25.876	50.36	0.000
Residual	125.886	245	0.514		
Total	151.762	246			

Source: Researcher (2014)

Regression results in Table 12 indicated that the relationship between level of education and entrepreneurial success was positive and significant ($b_1= 0.412$, p value, 0.000).

Table 12: Regression Coefficients for Education Level

Variable	Beta	Std. Error	t	Sig.
Constant	2.197	0.219	10.039	0.000
EducationLevel	0.412	0.058	7.096	0.000

Source: Researcher (2014)

The findings are in agreement with those in Thapa, (2007) who in his study in Nepal found that education has positive effect on entrepreneurial success. Indarti and Langenverg (2007) in their study in Indonesia found that entrepreneurial education had significant relationship with business success. The results of this study are consistent with those in Histich (2000) and Krueger, (2003) who stated that human capital elements such as education, age, work history, role model and

support networks have positive contribution in business. Similarly, Lussier and Pfeifer, (2001); also summarized that entrepreneurs with higher education level and experience have greater chances of succeeding than those without. Rose et-al (2006) and Mehralizadeh and Sajady (2006) stated that the success of the business depends on the socio-economic factors such as education, skills and training.

3.1.2.3 Age And Entrepreneurial Success

R^2 in Table 13 is 12.9% meaning that the age of entrepreneurs explains 12.9% of the variations in entrepreneurial success. The correlation coefficient of 35.9% indicates that age has a positive correlation with entrepreneurial success.

Analysis of variance (ANOVA) on Table 14 explains that age was statistically significant in explaining changes in entrepreneurial success. This is demonstrated by a p value of 0.000. The results indicated that the overall model was significant, that is, the independent variables were good joint explanatory variables/determinants for success ($F=36.135$, P value =0.000).

Table 13: Model Summary for Age

Indicator	Coefficient
R	0.359
R Square	0.129
Std. Error of the Estimate	0.73472

Source: Researcher (2014)

Table 14: Analysis of Variance (ANOVA) for Age

Indicator	Sum of Squares	df	Mean Square	F	Sig.
Regression	19.506	1	19.506	36.135	0.000
Residual	132.256	245	0.54		
Total	151.762	246			

Source: Researcher (2014)

Regression results in Table 15 indicated that the relationship between age and entrepreneurial success was positive and significant ($b_1= 0.406$, p value, 0.000).

Table 15: Regression Coefficients for Age

Variable	Beta	Std. Error	t	Sig.
Constant	2.213	0.255	8.693	0.000
Age	0.406	0.068	6.011	0.000

Source: Researcher (2014)

These findings are supported by Mazzarol et al., (1999) who stated that demographic factors such as age, gender, education and work experience have considerable impact on entrepreneurial intention and venture. Storey (2004) conducted a study on racial and gender discrimination in the micro firm's credit market, the study was built upon human capital theory and concluded that age of the entrepreneur was positively related to credit access. Kristiansen, Furoholt and Wahid (2003) in their study found a significant relationship between age of an entrepreneur and business success. Their study indicated that older entrepreneurs were more successful. On the contrary, Sinha (1996) indicated that younger entrepreneurs tend to be more successful.

3.1.2.4 Marital Status And Entrepreneurial Success

Table 16 shows that the coefficient of determination was 11.7%, and this explained the effect of marital status in entrepreneurial success. The correlation coefficient of 22.9% indicates that marital status had a positive correlation with entrepreneurial success.

Table 16: Model Summary for Marital Status

Indicator	Coefficient
R	0.229
R Square	0.117
Std. Error of the Estimate	0.78043

Source: Researcher (2014)

Analysis of variance (ANOVA) on Table 17 shows that marital status was statistically significant in explaining changes in entrepreneurial success. This is demonstrated by a p value of 0.000 which is less than the acceptance critical value of 0.05. The results indicated that the overall model was significant, that is, the independent variables were good joint explanatory variables/determinants for success ($F=24.168$, $P \text{ value} = 0.000$).

Table 17: Analysis of Variance (ANOVA) for Marital Status

Indicator	Sum of Squares	df	Mean Square	F	Sig.
Regression	12.538	1	12.538	24.168	0.042
Residual	149.224	245	0.609		
Total	151.762	246			

Source: Researcher (2014)

Regression results in Table 18 indicated that the relationship between marital status and entrepreneurial success was negative and significant ($b_1 = -0.333$, $p \text{ value} = 0.042$).

Table 18: Regression Coefficients for Marital Status

Variable	Beta	Std. Error	t	Sig.
Constant	4.214	0.249	16.938	0.000
Marital Status	-0.333	0.065	-2.041	0.042

Source: Researcher (2014)

The study findings agree with those in Raman (2004), who found that motivational factors such as initiatives, third party assistance, encouragement by family and friends, skill and experiences, and independence lead to the success of the entrepreneurs. The study findings also agree with those in Swinny and Runyan (2007) who stated that generating income and creating jobs, support from family and friends are leading factors for motivating individuals to become successful entrepreneurs. Aderemi (2008), while studying on Nigerian women entrepreneurs established that being a woman does not represent a difference but being a married woman does. He further noted that single women behave in business more similar like men and their networks are diverse.

4.0 Summary and Conclusions

Cultural background was found to be statistically significant in explaining success of entrepreneurs. It is therefore possible to conclude that the family support and the citizens at large are the people who influence the growth of business and hence one as an entrepreneur should be well informed of likes and dislikes of the people at large in the area of business. Education level was found to be effective in determining success of entrepreneurs. It can be concluded that the entrepreneurs need good education background knowledge to manage their businesses and keep financial records which could help them in accessing credit to expand their businesses. Age was found to be a key determinant of entrepreneurial success. The study concludes that age of the entrepreneur contributed to the success of his business. The study findings led to a conclusion that as one grows older the higher the chances of becoming more successful. Marital status was found to be a key determinant of entrepreneurial success. It was possible to conclude that those entrepreneurs who had many responsibilities had higher chances of entrepreneurial success.

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