

Influence of Informal Hospitality Services on Women Entrepreneurs' Socio-Economic Wellbeing in Kenya

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ABSTRACT: *Socio-economic wellbeing of women can be realized through the provision of informal hospitality, which is on the increase globally and in Kenya. The sector's growth is attributed to increasing life demands which requires intensification and diversification of income generating opportunities hence the emergence of hospitality services. The extent to which informal hospitality services improve women's socio-economic wellbeing is not explicit. This study set to investigate how the provision of informal hospitality services contributes to the socio-economic wellbeing of women entrepreneurs in Kenya. Mixed methods approach using sequential exploratory design was used. A sample size of 265 was used for the quantitative survey, while eight women from 4 counties and eight members for 1 FGD from Nakuru County were used for qualitative. Framework and multiple regression analysis were used for qualitative and quantitative, respectively. This study provided information on how informal hospitality services have contributed to the socio-economic wellbeing of women.*

KEYWORDS: socio-economic wellbeing, women entrepreneurs, informal hospitality services

INTRODUCTION

Empowering women is critical to improving their socio-economic status. Education, poverty, and labor are just a few of the impacted policy variables. The Kenya development agenda back this fact up, expressed in Kenya Vision 2030 (Government of Kenya, 2020), Kenya Economic Recovery and Job Plan 2003-2007, poverty reduction, and gender equality (Government of Kenya, 2007). Women's lack of empowerment so hinders economic and social growth. Empowered

women actively participate in major social-economic programs for sustainable development (UNDP, 2016). Entrepreneurship is one way to empower women, and this study focused on women entrepreneurs in the hospitality industry as a means of improving their socio-economic wellbeing. This is in response to increasing life demands which require that they intensify and diversify their income generating options. Such options include hospitality services where women are increasingly getting engaged in.

How much hospitality services help women entrepreneurs to improve their life demands, especially in the informal sector, is not explicit and needs to be researched. The official sector on the other hand has received more attention than the informal sector and continues to gain increasing attention. According to Archer et al. (2005), the hospitality business is a labor-intensive service industry that generates many jobs globally. It is believed that globally, 55% of women work in the hospitality business. While the business employs many women, little research has been done on their engagement as entrepreneurs rather than employees. Avorny (2013) found that the higher socio-economic status of women leads to empowerment and self-sufficiency. The author adds that these empowered women can meet their families' basic, social, and economic demands.

The Government of Kenya and Non-Governmental Organizations have helped numerous entrepreneurs in the hospitality industry. However, the informal sector lacks information on the contribution of hospitality services to women's entrepreneurial development and socio-economic wellbeing, which the current study seeks to fulfil. Services such as hotel, food and beverage, wellness, leisure, business, and parking are all considered unique by Moeller (2010). Further to these Rotich et al., (2020) reported that hospitality services included food, drinks, and accommodation Wachiye (2016) also found the same results when researching for tourism services. Customers look for services relating to food and beverage, business, health, recreation, hotel, and parking. The author pointed out that service delivery varied based on the customer's intentions. In a related survey, hospitality services comprised food, drink, and lodgings (Murray, 2009). The author added that the services provided are dependent on the consumer's preferences and location. These constitute a variety of hospitality services which is the focus of investigation of this study in the informal sector and in relation to socio-economic wellbeing of women.

It is asserted that enhanced female socio-economic wellness will lead to empowerment and self-sufficiency like in Ghana, where women can meet their families' fundamental social and economic demands. Men and women alike have been drawn to the informal hospitality sector to enhance their socio-economic status. According to Liliane and Mbabazi's (2015), women can be self-employed. Concurrently, informal hospitality services are self-employment and likely to provide comparable results. On the other hand, Mulievi (2018) found that women groups influenced socio-economic empowerment in Kakamega County, Kenya. Less traditional segregation and more mobility for women result from social dynamics in women groups. The current study assessed how informal hospitality services by women entrepreneurs in Kenya improve their socio-economic wellbeing.

Based on the preceding, the researcher concluded that informal hospitality services are rising, and women are gradually becoming more prominent players in the industry and that this also improves their socio-economic wellbeing. This is drawn from the the positive relationship between outside catering and events, and socio-economic wellbeing as per the findings of the study.

LITERATURE REVIEW

Theory

Opportunity Based Entrepreneurship Theory

To succeed as an entrepreneur, one must take advantage of any opportunity caused by technical development, climatic change, consumer demand, and culture changes. Changes in technology, consumer expectations, regulation, and infrastructure are examples of exploitable opportunities (Drucker, 2014). Women in the hotel industry should take advantage of business location. Change fascinates entrepreneurs more than the potential problems it may cause. An entrepreneur's success depends on their capacity to create and handle opportunities regardless of their resources, and there is a rationale for every opportunity and field (Alvarez and Barney, 2014). A business opportunity will determine life's success rate and development (Dangote, 2013). The award promotes strong performance in an organization, and business possibilities should often be expected, according to Alvarez and Barney (2014).

An entrepreneur's strategy for defining and executing potential is based on the availability of information and the entrepreneur's willingness to take risks and act on that information (Karanja, Mwangi, and Nyakarimi, 2014). An entrepreneur's capacity to identify possibilities is influenced by infrastructure, competence, risk management, and experience (Anderson, Dodd, and Jack, 2012). Using tactics, the entrepreneur will take advantage of the opportunity and add value to both the customer and the product (Gathenya, 2013). The Opportunity Based Entrepreneurship Theory was utilized to investigate the relationship between hospitality services and women entrepreneurs' socio-economic wellbeing in Kenya.

Hospitality Service Types

Food, beverages, beds, atmosphere and surroundings, and employee services are tangible and intangible components of hospitality services. Thus, hospitality entails offering, greeting strangers, and assuring their safety and security (King, 2017). Hemmington (2007) defines hospitality services as acts of compassion, performance, and security offered by a host to a guest to enhance their unique and memorable experience. In this study, women entrepreneurs supply these services to their clientele in the informal sector. These services include cooking, event planning, and housekeeping. Women who work in the hotel industry increase their socio-economic wellbeing. Rehman, Moazzam, and Ansari (2015) observed that women's companies expanded after borrowing, resulting in a considerable improvement in their socio-economic status. These women are likely to be driven and knowledgeable in entrepreneurship. The current study investigated informal hospitality services given by women entrepreneurs in Kenya, which was not assessed in

the prior study in Pakistan.

The characteristics of hospitality services make them distinctive in the sector (Moeller, 2010). Customers desire hospitality services such as lodging, food, beverage, health, recreation, business, and parking. Wachiye (2016) found six categories of hotel services for tourists visiting hotels in Kenya's Western Tourist Circuit: food and beverage services, business associated services, health-related services, recreational connected services, accommodation services, and parking services. However, service delivery varied depending on the customer's visit. Almost every vacationer, honeymooner, and business traveler reported receiving food and beverage services and lodging amenities. Unlike Wachiye's study, this one evaluated the services provided by women entrepreneurs in Kenya.

Many women have entered this field, providing services to both public and private consumers. According to Galdon-Salvador, Garrigos-Simon, and Gil-Pechuan (2016), outsourcing allows a business to access external expertise, cut costs, and focus on core activities. Tranche, Kaufmann, and Wollni (2016) investigated the impact of entrepreneurship on women's wellbeing in Tanzania, but not the impact of women entrepreneurs offering hospitality services on women's socio-economic wellbeing. Although the practice is gaining pace in Kenya, it is necessary to investigate it.

Women Entrepreneurs' Socio-economic Wellbeing

Darin-Mattsson, Fors and Kåreholt (2017) define socio-economic welfare as combining economic indicators and poverty levels. Traditionally, the focus has been on measuring economic standing. The poverty level indicator, for example, is generally based on economic status rather than earnings and expenditures over time. However, Diener et al. (2017) and Murray (2009) demonstrated the importance of commodity and non-commodity indicators in gauging individual wellbeing. Socio-economic welfare is defined as the general state of human beings, particularly cultures and groups of individuals. Focusing on economic statistics might lead to disappointment since key aspects that indicate success may be missed. The three inclusion rates are sometimes eliminated when the economic status is the only criterion. It also helps researchers identify infancy, youth, working age, and old age. A specific impairment cause can affect different age groups in different ways, according to Tolbert, Lyson, and Irwin (1998). A study by Kenny (2005) indicated that income and material wellbeing significantly impact respondents' quality of life and emotional wellbeing. Informal hospitality services allow for strong economic growth, but they also impact other parts of life that can determine the quality of life.

In Ghana, Avorny (2013) discovered that women labor in various professions to contribute to the country's socio-economic prosperity and wellbeing. The author's key results reveal that while women contribute to economic growth and wellbeing, they lack access to the financing needed to expand their enterprises due to bank restrictions. The author also favors policies that create wealth and improve women's lives, children, and society. These rules can help women succeed in business if studies like the current one guide them. Mathivannan and Selvakumar (2008) argue that many women working in this company have not improved their socio-economic status and that women's

overall progress has remained stagnant. It happens for numerous reasons, one of which is lack of support, particularly if cultural norms discourage female entrepreneurship. As a result of these behaviors, women were denied schooling. Education is characterized as an opportunity to learn and grow, think about one's future, and be exposed to new ideas and cultural variety. Krypzel and King (2010). If women are unable to develop their innate abilities and business skills. Their capacity to participate in business activities such as informal hospitality services may be hindered. Unlike prior studies, the current study examined the socio-economic status of female entrepreneurs in Kenya.

The Pakistani Planning Commission argues that choice, decision-making authority, education and resources, knowledge, control, and self-government are essential indices of women's position (Mumtaz and Salway, 2009). Every action women take contributes to economic progress and prosperity, and they will show their full potential as hardworking, professional, and committed mothers and family unit leaders; hence it is only conceivable if they have no constraints and can exercise such traits without losing future rewards (King and Mason, 2001; Sen, 1999).

Historically, women entrepreneurs have reported varying happiness levels depending on their initiatives and personal traits (Carranza, Dhakal and Love, 2018). According to King and Mason (2001), women entrepreneurs can increase household wealth, reduce poverty, create jobs, and improve household welfare. Only 20% of women work in formal jobs, with the rest in informal jobs and other livelihoods (King and Mason, 2001). Therefore, an informal sector is a good place for women entrepreneurs to thrive, and they should take advantage of it. Women's lack of empowerment so hinders economic and social growth. Affluent women actively participate in socio-economic activities that support sustainable development (UNDP, 2016). These studies indicated that socio-economic measurements begin with economic indicators that have provided the foundation for assessment. Material goods and money are economic indicators. In business, income is widely accepted to reflect gross sales, profits, or earnings, not net sums after deductions (Van Wyk and Dippenaar, 2017). Other countries included housing in socio-economic welfare, physical accessibility, acceptable security, and long-term durability (UN HABITAT, 1996). The third variable in socio-economic welfare is the respondent's health. To communicate or exploit one's particular skill within the world in which one lives (Svalastog, Donev, Kristoffersen, and Gajovi, 2017).

Access to healthcare facilities and services is not the only indicator of health (Conger and Donnellan, 2007). They say that participation in the community is the final aspect of socio-economic wellbeing. Participation is evaluated by environmental control, political agenda setting, and social participation within a group. A combination of both economic and social factors provides a broad and wholesome view of an individual's life that can be realized through self-controlled entrepreneurship. Women have demonstrated their ability to function well in any organization by providing numerous necessary assistance to women, particularly the vulnerable. A Rwandan study on the AGASEKE project found that women might be self-employed. As a result, they have increased their income and social welfare. Women's decision-making abilities and basic demands have increased at home and in communities (Liliane and Mbabazi, 2015). Ngelechei identifies a vast body of scholarship on women's socio-economic wellness (2014). Other

research by Engel (2017), Boateng, Brown, and Tenkorang (2013), Saffu and Manu (2004), and Dzisi (2008) indicated that women seek entrepreneurship to achieve socio-economic goals in the hospitality business. WEF benefits included increased employee quality of life, expanding business, and maintaining business operations.

METHODOLOGY

Research Plan

Three methods are used to study phenomena: qualitative, quantitative, and combined (Morgan, 2007; Creswell) (2013). The quantitative method collects and analyzes data. Qualitative research relies on a constructivist perspective, ethnographic design, and behavior observation. In this case, the researcher aims to deduce a phenomenon's meaning from participants. They identified a culture-sharing community and tracked its common behavioral patterns over time (ethnography). Observing participants' behavior throughout activities is an integral part of gathering data. A narrative technique can also capture qualitative data. Interviews are conducted to discover how people have personally experienced persecution (Mertens, 2010; Morgan, 2007; Creswell and Creswell, 2018). Mixed methods research combines qualitative and quantitative approaches with distinct designs that may include philosophical assumptions and theoretical frameworks. The essential premise of this approach is that combining quantitative and qualitative data provides new insights not available from either source alone (Creswell and Creswell, 2018).

A set of methodologies and procedures is utilized to collect and analyze variables mentioned in the problem study. Creswell & Creswell define a research design as a framework for answering research questions (2018). For quantitative, a Cross-sectional design was adopted as an approach that studies a population at a specific time (Zheng, 2015). According to Bruman (2012), cross-sectional research involves collecting data from multiple cases on two or more variables at a single time point. These are then tested to see whether there is a pattern. The researcher collects data from a random population sample to generalize the total population. Survey research describes a group or population's characteristics (Fraenkel et al., 2012).

For qualitative, a Sequential Explanatory Design was adopted. Sequential Exploratory Design is a two-phase design to direct the analysis and decide the order of data collecting. This study used the Sequential Exploratory Method to acquire sequential qualitative data to supplement quantitative data. The Sequential Exploratory Method has no concurrent constraints (Creswell and Creswell, 2018). The design was chosen because it could quantify and standardize how hospitality services help women entrepreneurs in the informal hospitality industry. These do not exist, nor is there a design foundation for such devices. So, for example, when there is limited empirical knowledge regarding a particular research field (i.e., lack of a theoretical framework, instruments, or variables), Plano et al. The qualitative results aided in developing quantitative approaches. In this scenario, the researcher first studied the issue qualitatively before formulating quantitative variables for further investigation. The researcher employed a sequential exploratory design to inform the survey instrument development to acquire qualitative data. In this design, qualitative data is blended with quantitative data. The experimental design only provides for blending

qualitative data between phases. The exploratory approach first investigated qualitatively how informal hospitality services contribute to the socio-economic wellbeing of women entrepreneurs in Kenya. It delved deeper into their past and present views on hospitality and their socio-economic status. The second phase of this study quantified women entrepreneurs in informal hospitality services based on the initial qualitative phase's codes and topics. Themes and assertions from the qualitative study were used to build a survey instrument for a broader sample of women.

Study Site

The research was undertaken in four counties in Kenya: Nakuru, Murang'a, Kisumu, and Kakamega. In Nakuru County, Rongai Sub-County represents rural, while Nakuru West and Nakuru East Sub-Counties represent urban. Many people in Nakuru County live off the land. The land is vital to all socio-economic activity, including informal hospitality. (2018, Nakuru County Integrated Development Plan) It was chosen as the fastest developing town in East and Central Africa to serve as a catchment for women entrepreneurs providing outside food, event management, and cleaning services (Un-Habitat, 2010). From 4th to 6th May 2012, UN Habitat conducted a symposium promoting green building ratings in Africa in Nairobi, Kenya.

The County's ethnic, racial, and cultural variety includes urban and rural settings, with the Luo dominating (Kisumu Integrated Development Plan, 2018). For example, Kisumu East and Kisumu Central Sub-Counties reflect the urban setting, whereas Nyakach represents the rural setting. Kisumu County hosts a city, a hub of entrepreneurship, and the largest town in western Kenya, with an average of 1200 classified bedrooms, increasing progressively (Murimi, 2020). The funeral services from the Luo Tribe of Kenya, which are domiciled in the region, attract big audiences and create entrepreneurial opportunities for women in informal hospitality services.

In Kakamega County's Western section, Lurambi and Mumias East Sub-Counties were urban, while Mumias West was agricultural. The climate is ideal for crop and livestock production. These are basic raw materials utilized by women in informal hospitality enterprises at lower prices since they are found locally. Roads, clean water, quality healthcare, energy, education, and food production have all aided women's participation in informal hospitality services in Kakamega County (Fay, 2018). Kakamega County has several celebrations, including bullfighting and circumcision. These festivities draw large audiences and often include food as part of the ceremonies. They help women in the informal hospitality sector, the study's target group.

Gatanga and Kandara Sub-Counties were urban, while Kigumo Sub-County was agricultural. Murang'a County has a considerable development of women empowerment groups (Mburu, 2017). The County was chosen for the study because it has strong self-help groups that empower women to provide hospitality services. The Kikuyu tribe inhabits it, and festivals like dowry payment and weddings provide an opportunity for women entrepreneurs to provide hospitality services. These Counties' hospitality-related institutions also give business chances for women with the relevant expertise (CIDP, 2018).

Study Group

The study targeted 829 women working in informal hospitality services registered in the Department of Social Services in Nakuru, Kisumu, Kakamega, and Murang'a Counties. The study population consisted of women working in informal hospitality in Kenya. The researcher selected only women in informal hospitality services from two groups in urban Sub-Counties and one in rural Sub-Counties.

Sampling Technique and Sample Size for Qualitative data

Sampling and Sample Size

Purposive sampling was utilized to choose eight women entrepreneurs from the study's target demographic for key informant interviews. Purposive sampling was used to select two women from each of the four counties (one group from urban and the other from rural setup). The researcher chose ladies who were not supposed to be in the quantitative cross-sectional survey.

Individuals or organizations associated with a social or human issue can be explored and understood. Inductive data analysis builds from specifics to broader themes, and the researcher interprets the significance of the data. The final report's structure is customizable. Those who engage in this type of research support an emphasis on the personal meaning and the necessity of rendering situation complexity (Creswell, 2003; Morgan, 2007). Because qualitative research primarily focuses on phenomena, the research questions can vary or alter during the study. Quantitative research, on the other hand, typically prohibits such adjustments because it focuses on hypothesis testing. Qualitative research is best for documenting local events and developing theories (Christensen, Johnson & Turner, 2015). An interview with the respondent is typical in qualitative research, as is prolonged observation (Creswell, 2018). In this way, the researcher can control the interview and collect data. Observation allows the researcher to see if the respondent's words match their behavior (Atieno, 2009). The researcher observed the populace, appraised the situation, and reached the desired conclusion.

Interviews

In this study, eight critical informants from four Counties were interviewed to learn about the hospitality services women entrepreneurs supplied and analyze the obstacles to providing hospitality services to women entrepreneurs' socio-economic wellbeing. One participant was chosen from a rural Sub-County and the other from an urban Sub-County. The purpose of selecting participants from rural and urban Sub-Counties was to gather information on the sorts of hospitality services provided and the problems they experience in providing these services. The study used an in-depth interview schedule to gather data and clarify concepts that were difficult to see or count (Christensen et al., 2015).

Focus Groups

Wong (2008) identifies Focus Group Discussions as a well-known qualitative data collection strategy for narrative or exploratory data, usually resulting from moderate contact between 6–12 persons (Dawson, Daniels, and Clapham, 2014). Focus group discussions are also utilized to comprehend social issues better. A small group of individuals rather than a statistically

representative sample of a larger population is the critical rationale (Nyumba, Wilson, Derrick, and Mukherjee, 2018). This gathering of qualitative data from a similar sample population allows the researcher to dig further into areas not discussed in the interviews. They can also help the responders see challenges from a fresh perspective.

The researcher wanted to examine while resolving the report's research difficulties. It helps give meaning and comprehension to the initial data acquired and learn more about why and how to proceed. Because Focus Group Discussions encouraged self-reflection, some participants felt inspired to share their experiences. So they could openly express themselves within the group. It also allowed for data comparisons with qualitative interviews (Wadongo, 2014).

A Focus Group Discussion was conducted to gather information on forms of informal hospitality services and obstacles faced by women entrepreneurs. To gain a deeper understanding of participants' experiences and ideas on these two themes, the researcher employed FGD to synthesize additional meanings. The researcher conducted one (1) FGD with a total of eight (8) participants, six (6) from urban and two (2) from rural Sub-Counties (See Table 3). The reason for selecting 6 participants from Nakuru County's metropolitan Sub-Counties is that they are cosmopolitan, generating more demand for hospitality services than rural Sub-Counties. In Nakuru County, three sub-counties participated in a Focused Group Discussion (Rongai Sub-County representing rural whereas Nakuru West and Nakuru East Sub-Counties representing urban), owing to the researcher's convenience in collecting data.

The respondents were interviewed using structured interview schedules. The researcher ensured they fully grasped how hospitality services affect women entrepreneurs' socio-economic wellbeing. It was assessed outside catering, housekeeping, and event management in chosen Kenyan counties. The researcher first gathered 6-12 respondents through assistance from a research assistant educated about discussion subscriptions. The researcher greeted the participants and let them introduce themselves. The researcher then explained the research and asked for permission to participate. The researcher led a discussion based on each research subject extracted from the research objectives. The research assistant took notes as the respondents continued to discuss the themes

Sampling Technique and Sample Size for Quantitative Data

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

Where,

$$n = \frac{\chi^2 * N * P(1 - P)}{(ME^2 * (N - 1)) + (\chi^2 * P(1 - P))}$$

n = The required sample size, given by the following:

χ^2 = The table value of 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].

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

N = The target population [829]

ME = desired margin of error (expressed as a proportion), the degree of accuracy reflected by the amount of error that can be tolerated during the fluctuation of a sample proportion P . The value of d was taken as 0.05, equal to plus or minus $1.96\sigma_p$.

$$ME^2 = [0.05^2 = 0.0025]$$

Based on the women entrepreneurs in hospitality services (829) population and the above formula, the required sample size is 265 women entrepreneurs. The researcher then applied a stratified sampling technique to select women entrepreneurs providing informal hospitality services in the targeted Sub-Counties. Subsequently, the researcher used a simple random technique to pick the respondents from each stratum to ensure that every stratum is adequately represented to take variation within the population (Taherdoost, 2017).

Quantitative data

Quantitative research examines the relationship between variables, measures using devices, and analyzes statistical processes. The final written report comprises the introduction, literature and theory, methodology, results, and commentary. These researchers, like qualitative researchers, make assumptions about testing hypotheses deductively, controlling for alternative explanations, and generalizing and replicating findings. Typically, quantitative research aims to provide an accurate account of a condition or phenomena or define the strength and direction of correlations among variables. Non-experimental procedures that are more complex try to demonstrate causal linkages by temporally ordering independent and dependent variables and adjusting for extraneous variables detected by the researcher (Christensen, Johnson & Turner, 2015). Quantitative research examines the relationship between variables to test objectives and theories. These variables can then be measured using tools and analyzed numerically using statistical processes. The final written report comprises the introduction, literature and theory, methodology, results, and commentary. These researchers, like qualitative researchers, make assumptions about testing hypotheses deductively, correcting for bias, adjusting for alternative or counterfactual explanations, and generalizing and replicating findings (Creswell and David, 2018).

Structured Questionnaire

The questionnaires consisted of open and closed-ended questions focused on study variables: demographic characteristics; types of informal hospitality services; challenges facing the provision of informal hospitality services; women's collective action; socio-economic wellbeing; business location; and Government Policy on SMEs. The respondents rated the domains on a scale starting from zero (0) to 5, implying no satisfaction or contribution to completely satisfy or highly contributed to the socio-economic wellbeing of the individual woman.

RESULTS AND FINDINGS

Analysis of Qualitative Data

This study adopted a framework as explained by Oosterwyk, Brown and Geeling (2019) to analyze qualitative data. It is a five-step data review technique. The data from interviews and FGD were sorted into themes based on the study goals. The themes were compared and contrasted, which helped group them into larger thematic groups. The researcher familiarized themselves with the raw data by listening to recordings, analyzing notes collected during interviews, and highlighting relevant ideas and topics. Step 2: Define all areas of interest, principles, and themes from which data can be evaluated and referenced. These came from study questions and objectives and recurring themes in the data. The researcher employed a thematic framework or index to group data into an index code cluster, usually accompanied by index names or headers to prevent data loss. In the fourth stage, the researcher organized the data according to the theme framework. This final step involves visualizing data using charts to define terms, and natural map events, create typologies, and detect connections between variables.

The effects of informal hospitality services on women's socio-economic wellbeing were measured by asking; women whether they benefited from improved income, housing, food, healthcare, family clothing, access to education, social network, socio-psychological support, social connection, and ability to start the business. The table below shows the results of the socio-economic wellbeing of women in informal hospitality.

Table 1: Socio-economic Wellbeing of Women in Informal Hospitality Services

Section C: Socio-economic wellbeing Sub-themes	M RP 1	M RP 2	K RP 1	E R P 1	E R P 2	N R P 1	K RP 2	N R P 2	NF GD1	N F G D 2	NF G D3	N F G D 4	N F G D 5	N F G D 6	N F G D 7	N F G D 8
Achieve some benefits?																
Improved income																
Food as a basic need																
Housing family																
Improved health																
Access to education																

Provide clothing to family members																
Belonging to social network																
psychosocial support																
Social Bonding among the groups																
Provide support to the poor in the community																
Able to start other businesses																

The study established that all the women interviewed observed that the informal hospitality services enabled them to achieve many socio-economic benefits. All the women interviewed, and those who participated in FGD observed that the women had improved income from outside catering and events management. They were able to provide food, improved health care, access to education, and the informal hospitality services we can provide to them a social network belonging. When women participate in informal hospitality businesses, they diversify their income resources to boost their socio-economic wellbeing. The findings were supported (Rehman et al., 2015), who examined the impact of interest-free microcredit loans on the lives and businesses of the female borrowers and found that women's businesses were expanding after borrowing, resulting in a considerable improvement in their socio-economic status.

Analysis of quantitative data

The objective was to establish the influence of the provision of informal hospitality services on the socio-economic wellbeing of women entrepreneurs in Kenya. The hypothesis was that the provision of informal hospitality services does not significantly contribute to the socio-economic wellbeing of women entrepreneurs in Kenya

Model 1a: Living standard

Table 2 shows an R-square value of 0.174, indicating that informal hospitality services explain

17.4 % of the variability in socio-economic wellbeing (Living standards). The ANOVA table shows that all of the independent variables (Housekeeping services offered, Outside catering services offered, and Events management services offered) are statistically significant; thus, the evidence supports the claim that the provision of informal hospitality services contributes to Socio-economic wellbeing (Living standards).

All the β coefficients are positive; thus, an increase in the value of any independent variables leads to an increase in socio-economic wellbeing (Living standards). Table 2 shows the prediction of the socio-economic wellbeing (Living standards), where we know the values of the independent variables (Housekeeping services offered, Outside catering services offered, and Events management services offered).

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. Change	Durbin-Watson
1	.417 ^a	0.174	0.164	0.88712	0.174	17.92	3	255	0	0.863

a. Predictors: (Constant), Housekeeping services offered, Outside catering services offered, Events management services offered

b. Dependent Variable: SEW_Living_Standards

Results from Table 5 revealed that the R value was 0.417, whereas R Square was 0.174, indicating a moderate correlation. The R^2 value indicates how much of the dependent variable, "Women Entrepreneurs' Living Standard," was explained by the independent variables, "outside catering services, events management services, and housekeeping services." In this case, 17.4% was the R Squared, which was moderate, indicating the proportion of the variance for Women Entrepreneur's Living Standard

Table 3: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.317	3	14.106	17.924	.000 ^b
	Residual	200.680	255	.787		
	Total	242.997	258			

a. Dependent Variable: SEW_Living_Standards

b. Predictors: (Constant), Housekeeping services offered, Outside catering services offered, Events management services offered

Table 6 indicated that the regression model significantly predicted the outcome variable with $p=0.000$, which was less than 0.05, and indicated that, overall, the model statistically and significantly predicted the outcome variable. This finding implied that the data collected for the study had a high correlation between the independent variable (hospitality services) and the dependent variable (Women Entrepreneurs Living Standard).

Table 4: Contribution of Hospitality Services to Living Standard

Model		Unstandardized Coefficients		Standardized Coefficients		95.0% Confidence Interval for B		Correlations			
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part
1	(Constant)	3.866	0.055		70.104	0.000	3.758	3.975			
	Outside catering services offered	0.159	0.075	0.145	2.117	0.035	0.011	0.307	0.322	0.131	0.12
	Events management services offered	0.196	0.082	0.194	2.384	0.018	0.034	0.358	0.373	0.148	0.136
	Housekeeping services offered	0.153	0.083	0.152	1.84	0.067	-0.011	0.317	0.363	0.114	0.105

a. Dependent Variable: SEW_Living_Standards

Table 4 shows the relationship between hospitality services and Women Entrepreneur's Living Standard analysis results. The study established a significant relationship between outside catering services offered and Women Entrepreneur's Living Standard ($\beta=0.159$, $p=0.035<0.05$). Outside catering services offered were found to have a positive and significant relationship with Women Entrepreneur's Living Standard. This finding showed that an improvement in outside catering services offered by 1 unit would lead to a 0.159 multiple units increase in Women Entrepreneur's Living Standard. Further findings on events management services established a significant relationship between those offered and Women Entrepreneurs' Living Standard ($\beta=0.196$, $p=0.018<0.05$). Events management services offered were found to have a positive and significant relationship with Women Entrepreneur's Living Standard. This finding showed that an improvement in events management services offered by 1 unit would lead to a 0.196 multiple units increase in Women Entrepreneur's Living Standard. Last, housekeeping services found a statistically insignificant relationship between housekeeping services offered and Women Entrepreneur's Living Standard ($\beta=0.153$, $p=0.067>0.05$). Housekeeping services offered were found to have a statistically insignificant relationship with Women Entrepreneur's Living Standard.

The finding is corroborated by the qualitative results that established that women in the informal hospitality services in Nakuru, Kisumu, Murang'a, and Kakamega Counties were an outside catering service, which they found profitable improved quality socio-economic wellbeing and therefore were overwhelmingly willing to continue with the services. While women entrepreneurs did not engage in housekeeping services to improve their living standards, the few involved in it just did it for free without pay as a voluntary service. The following regression model presents the prediction of Women Entrepreneur's Living Standard by the hospitality services variables;

$$Y = 3.866 + 0.159X_1 + 0.196X_2 + \epsilon$$

Where X_1, X_2 = Hospitality services offered variables, where;

X_1 - Outside catering services offered

X_2 - Events management services offered and

Y - Women Entrepreneur's Living Standard and

ϵ - random error term

Models

Model 1b: Improved health

Table 5 shows an R-square value of 0.120, indicating that informal hospitality services explain 12 % of the variability in socio-economic wellbeing (Health). The ANOVA table shows that all of the independent variables (Housekeeping services offered, Outside catering services offered, and Events management services offered) are statistically significant; thus, the evidence supports the claim that informal hospitality services contribute to socio-economic wellbeing (Health). All the β coefficients are positive; thus, an increase in the value of any of the independent variables leads to an increase in socio-economic wellbeing (Health). Table 8 shows the prediction of the socio-economic wellbeing (Health), where we know the values of the independent variables (housekeeping services offered, outside catering services, offered, and events management services offered).

Table 5: Model Summary

Model	R	R Square	Adj. Square	Std. Error Est.	Change Statistics				Sig. Change	F	Durbin-Watson
					R Square Change	F Change	df1	df2			
1	.361 ^a	.131	.120	.95933	.131	12.911	3	258	.000	1.128	

a. Predictors: (Constant), Housekeeping services offered, Outside catering services offered, Events management services offered

b. Dependent Variable: SEW_Health

Results from Table 5 revealed that the R value was 0.361, whereas R Square was 0.120, indicating a moderate correlation. The R² value indicates how much of the variability in the dependent variable, "Women's ability to pay for their health services," was explained by the independent variables, "outside catering services, events management services, and housekeeping services." In this case, 12% was the R Squared, which was moderate, indicating the proportion of the variance for Women Entrepreneur's Living Standard.

Table 6: ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	35.646	3	11.882	12.911	.000 ^b
Residual	237.442	258	.920		
Total	273.088	261			

a. Dependent Variable: SEW - Health

b. Predictors: (Constant), Housekeeping services offered, Outside catering services offered, Events management services offered

Table 6 indicated that the regression model significantly predicted the outcome variable with p=0.000, which was less than 0.05, and indicated that, overall, the model statistically and significantly predicted the outcome variable. The finding implied that the data collected for the study had a high correlation between the independent variable (hospitality services) and the dependent variable (Women Entrepreneurs' Improved Health).

Table 7: Contribution of Hospitality Services to Improved Health

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.760	.059		63.430	.000
Outside catering services offered	.233	.080	.205	2.911	.004
Events management services offered	.230	.089	.216	2.587	.010
Housekeeping services offered	-.008	.090	-.008	-.093	.926

a. Dependent Variable: SEW(Improved Health)

Table 7 shows the analysis results of the relationship between hospitality services and Women Entrepreneurs' Improved Health. The study established a significant relationship between outside catering services offered and Women Entrepreneurs' improved health ($\beta=0.233$, $p=0.004<0.05$). Outside catering services offered were found to have a positive and significant relationship with Women Entrepreneurs' Improved health. This finding showed that an improvement in outside catering services offered by 1 unit would lead to a 0.233 multiple units increase in Women Entrepreneurs' Improved Health. Further findings on events management services established a significant relationship between those offered and Women Entrepreneurs' Improved Health ($\beta=0.230$, $p=0.010<0.05$). Events management services offered were found to have a positive and significant relationship with Women Entrepreneurs Health Standard. This finding showed that an improvement in events management services offered by 1 unit would lead to a 0.230 multiple units increase in Women Entrepreneurs' Improved Health. Last, housekeeping services found a statistically insignificant relationship between housekeeping services offered and Women Entrepreneurs Improved Health ($\beta=-0.008$, $p=0.926>0.05$). The following multiple regression model presents the prediction of Women Entrepreneurs' Improved Health by the hospitality services variables;

$$Y = 3.760 + 0.233X_1 + 0.230X_2 + \varepsilon$$

Where X_1 , X_2 = Hospitality services offered variables.

X_1 - Outside catering services offered

X_2 - Events management services offered

Y - Women Entrepreneurs' Improved Health and

ε - random error term

Models

Model 1c: Level of Access to Education

Table 8 shows an R-square value of 0.217, indicating that informal hospitality services explain 21.7 % of the socio-economic wellbeing (Education). The ANOVA table shows that all of the independent variables (Housekeeping services offered, Outside catering services offered, and Events management services offered) are statistically significant; thus, the evidence supports the claim that the provision of informal hospitality services contributes to Socio-economic wellbeing (Education).

All the β coefficients are positive; thus, an increase in the value of any of the independent variables leads to an increase in socio-economic wellbeing (Education). Table 8 shows the prediction of the socio-economic wellbeing (Education), where we know the values of the independent variables (housekeeping services offered, outside catering services offered, and events management services offered).

Table 8: Model Summary

Model	R	Change Statistics									
		R Square	Ad. Square	R	Std.Error of the Est.	R Square Change	F Change	df1	df2	Sig. Change	F Durbin-Watson
1	.466 ^a	.217	.208		1.10729	.217	23.813	3	258	.000	.869

a. Predictors: (Constant), Housekeeping services offered, Outside catering services offered, Events management services offered

b. Dependent Variable: SEW (Access to Education)

Table 8 revealed that the R value was 0.466, whereas R Square was 0.217, indicating a moderate correlation. The R² value indicates how much of the dependent variable, "Women's ability to pay for their education services," was explained by the independent variables, "outside catering services, events management services, and housekeeping services." In this case, 21.7% was the R Squared, which was moderate, indicating the proportion of the variance for Women Entrepreneur's Access to Education.

Table 9: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	87.592	3	29.197	23.813	.000 ^b
	Residual	316.332	258	1.226		
	Total	403.924	261			

a. Dependent Variable: SEW -Access to Education

b. Predictors: (Constant), Housekeeping services offered, outside catering services offered, Events management services offered

Table 9 indicated that the regression model significantly predicted the outcome variable with $p=0.000$, which was less than 0.05, and indicated that, overall, the model statistically and significantly predicted the outcome variable. This finding implied that the data collected for the study had a high correlation between the independent variable (hospitality services) and the dependent variable (Women Entrepreneurs' Access to Education).

Table 10: Contribution of Hospitality Services on Access to Education

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	3.171	.068		46.341	.000
Outside catering services offered	.375	.092	.272	4.061	.000
Events management services offered	.372	.103	.288	3.625	.000
Housekeeping services offered	-.039	.104	-.030	-.378	.706

Table 10 shows the relationship between hospitality services and Women Entrepreneurs Education Standard analysis results. The study established a significant relationship between outside catering services offered and Women Entrepreneurs Education Standard ($\beta=0.375$, $p=0.000<0.05$). Outside catering services offered were found to have a positive and significant relationship with Women Entrepreneurs' Access to Education Standard. This finding showed that an improvement in outside catering services offered by 1 unit would lead to 0.375 multiple units increase in Women Entrepreneur's Access to Education. Further findings on events management services established a significant relationship between those offered and Women Entrepreneurs' Access to Education ($\beta=0.372$, $p=0.000<0.05$). Events management services offered were found to have a positive and significant relationship with Women Entrepreneurs Education Standard. This finding showed that an improvement in events management services offered by 1 unit would lead to 0.372 multiple units increase in Women Entrepreneurs' Access to Education. Last, housekeeping services found an insignificant relationship between housekeeping services offered and Women Entrepreneurs' Access to Education ($\beta=-0.039$, $p=0.706>0.05$). The following simple regression model presents the prediction of Women Entrepreneurs' Access to Education by the hospitality services variables;

$$Y = 3.171 + 0.375X_{OC} + 0.372X_{EM} + \varepsilon$$

Where X_{OC} , X_{EM} = Hospitality services offered variables.

OC - Outside catering services offered

EM - Events management services offered

Y - Women Entrepreneurs' Access to Education and

ε - random error term

DISCUSSION

A significant positive relationship between hospitality services (outside catering and events management services) and socio-economic wellbeing was observed among women entrepreneurs because they found these services to be profitable and were improving their living standards. It was mainly attributed to the nature of work involved and the women's skills and capacity to provide such services. These findings validate qualitative results, which established that women in the informal hospitality services in Nakuru, Kisumu, Murang'a, and Kakamega Counties were outside catering services and events management. They found these profitable, which led to improved socio-economic wellbeing, and therefore, they were willing to continue with them. On the other hand, the women entrepreneurs did not engage in housekeeping services to improve their living standards, but they offered it as a free service to market and promote their businesses. Kenny (2005) found similar results when analyzing the poverty index in the European Union and found that income and material wellbeing have a substantial effect on the quality of life and emotional wellbeing of respondents.

A related study on the role of women groups in improving household welfare in the Nkaimurunya division of Ngong district in Kajiado county established that women groups contributed to the family wellbeing out of the group's proceeds in providing basic needs for their families, purchasing household wares, and paying school fees for their school-going children (Kirimi, 2014). Measurements of socio-economic wellbeing are critical in this study because informal hospitality services allow for high economic growth and influence other aspects of life that can decide the quality of life.

The implication of Research and Practice

The study revealed that women entrepreneurs provided outside catering and events management, and these services had improved their socio-economic wellbeing as indicated by the positive relationship of the results. The women entrepreneurs find it profitable to provide catering and events management services, while housekeeping which very few entrepreneurs did, was not done to improve their living service but as a free service to the community and market their services. This is revealed by the negative relationship as per the findings. Therefore, it is essential for women who would wish to start similar businesses to consider offering outside catering and events management services. It will enable them to make profits that improve their socio-economic wellbeing. Housekeeping services are not favorable for women and they are therefore not engaged in them to improve their socio-economic wellbeing but as a marketing strategy.

CONCLUSION

HO₁: Provision of informal hospitality services does not significantly contribute to the socio-economic wellbeing of women entrepreneurs in Kenya

As far as the regression results of living standards as a measure of women entrepreneurs' socio-economic wellbeing is concerned, the study established a significant positive relationship between

outside catering services and women entrepreneurs' living standards ($\beta=0.159$, $p=0.035<0.05$) and events management service and women entrepreneurs living standard ($\beta=0.196$, $p=0.018<0.05$). On the contrary, the study established an insignificant relationship between housekeeping services and women entrepreneurs' living standards ($\beta=0.153$, $p=0.067>0.05$).

Secondly, as far as the regression results of improved health as a measure of women entrepreneurs' social wellbeing is concerned, the study established a significant positive relationship between outside catering services and women entrepreneurs' improved health ($\beta=0.233$, $p=0.004<0.05$) and events management service and women entrepreneurs improved health ($\beta=0.230$, $p=0.010<0.05$). On the contrary, the study established an insignificant relationship between housekeeping services and women entrepreneurs' health standards ($\beta=-0.008$, $p=0.926>0.05$).

Third, as far as the regression results of the level of education as a measure of women entrepreneur's social wellbeing is concerned, the study established a significant positive relationship between outside catering services and women entrepreneurs' level of education ($\beta=0.375$, $p=0.000<0.05$) and events management service and women entrepreneurs' level of education ($\beta=0.372$, $p=0.000<0.05$). On the contrary, the study established an insignificant relationship between housekeeping services and women entrepreneurs' health standards ($\beta=-0.039$, $p=0.706>0.05$). There was statistical evidence that outsider catering and events management services had a significant positive relationship with the measures of socio-economic wellbeing (living standard, health, and education standards). Therefore enough evidence to reject the null hypothesis that **HO₁**:The provision of informal hospitality services does not significantly contribute to the socio-economic wellbeing of women entrepreneurs in Kenya and accept the alternate hypothesis that **HA₁**: The provision of informal hospitality services significantly contributes to the socio-economic wellbeing of women entrepreneurs in Kenya.

Future Research

The study can be replicated in other Counties of Kenya to verify the results. Further research can also be done on specific types of hospitality services to know who the players are, why they chose them and how these services affect their socio-economic wellbeing. Research can also be done on private individually owned businesses offering the same services and not Women Groups to compare their performances.

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