Analysis of gender difference on entrepreneurial self-efficacy in Kenya: case of small and medium entrepreneurs in Githurai trading centre, Nairobi

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Abstract:
Proceeding on the basis of performance differences between male and female owned enterprises, the research analyzed the gender difference on entrepreneurial self-efficacy among Small and Medium Entrepreneurs at Githurai Trading Center, Nairobi Kenya. Descriptive survey design was adopted using structured questionnaires that were administered to a sample size of 150 respondents. Descriptive statistics and chi-Square statistical analysis methods used. Data from research indicate that men report significantly higher levels of entrepreneurial self-efficacy than women. The factors that determine gender differences on entrepreneurial self-efficacy among Small and Medium Entrepreneurs included believe in accomplishing difficult tasks; believe in important outcomes; believe in success overcoming of challenges confidence in effective performance in different tasks. Findings show that variances in entrepreneur’s competences reflect on gender differences in entrepreneurial self-efficacy explain the performance differences between male and female owned firms as males who believe they can obtain important business outcomes also recorded higher growth margin than their female counterparts. Since self-efficacy is closely related to self-beliefs about personal capabilities and the need to be motivated to act, entrepreneurs must perceive themselves as capable and have the positive attitude to succeed, female entrepreneurs are recommended to focus on improving their self-belief, belief in ability to influence achievement of goals, which are important achievement of enhanced entrepreneurship actions. Variations in marketing and management competences between males and females calls for the female entrepreneur to adopt strategic business skills improvement programs.