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Social Factors Influencing Women Pineapple Vendors on Their Household Livelihoods in Bureti Sub County, Kericho County, Kenya

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Abstract:

The study sought to establish the social factors that influence women pineapple vendors on their household livelihoods. Informal sector is a source of livelihoods to women pineapple vendors. This study was motivated by the fact that women pineapple vendors try to make ends meet for their households despite the fact that majority having challenges. The study was carried out in Bureti sub County, Kericho County. The sample size of the study was ninety-eight respondents. Moreover, the study administered twelve key informants. The unit of analysis was women pineapple vendors in Bureti Sub County. The study employed simple random sampling and purposive sampling techniques. The study used interview schedule method. The Statistical Package for the Social Sciences (SPSS) version 20 for the windows was aid in data analysis. The quantitative data was analysed by using descriptive statistics where frequencies and percentages were to be computed and presented in tables, graphs and pie charts while qualitative data was analysed using thematic analysis. The study recommends women pineapple vendors should venture in other business-like retail shop to improve on their livelihoods. The findings will be used by the local government, NGOs and CBOs and other development agencies to have an insight on the social factors influencing women pineapple vendors which reflects on their household livelihoods.

Keywords: *Social factors influencing women pineapple vendors on their household livelihoods in Bureti Sub County Kericho County Kenya*

1. Introduction

Globally, governments and other developments agencies have focused on livelihoods and the well-being of people. Most people continue to depend on informal sector, either entirely or partly as the main source of their livelihoods. Trading is a lucrative source of employment for those who have limited capital, low levels of education because of its relative accessibility (Mitullah, 2003). The informal sector produces and distributes legal goods and services. The informal sectors do not include: care and reproductive economy that include free domestic work and care; and illegal economy. The informal economy is part of the market economy, the income accrues from the production of goods and services. The highest jobs in informal sector include street vendors and home-based work. Home-based workers are more numerous while street vendors are more visible. Combined, the two fields make up about 10-15% of the non-agricultural workforce in developing countries and over 5% of the workforce in developed countries (ILO, 2011).

The informal sector makes up a significant portion of most economies in developing countries (Mitullah, 2006). It is an essential part of the economy of developing countries and is estimated to provide the majority of new jobs in urban areas in Africa. The development of informal sector is as a result of the structural adjustment programs of the 1980s and 1990s. These structural adjustment programs led to reduction of size of formal employment. Accordingly, the informal sector served as employment opportunity for those who could not get formal employment and those who were retrenched from the formal sector (Skinner, 2008); (Lyons & Brown, 2010).

Women are over represented in informal sector worldwide. They account for 25 to 33 percent. In addition, in most developing countries, informal sector is a primary source of employment for the women. In Africa, the percentage of entrepreneurs in informal sector range from forty and fifty percentage and goes up to sixty percent in other countries (Marcucci, 2001).

Kenyan informal sector is quite large, estimated to be at 34.3% and accounting for 77% of employment statistics. The informal sector has contributed to gross domestic product (GDP) which has increased from 13.8% in 1993 to over 18% in 1999. Currently it is estimated that contribution to the GDP by the sector stands at over 25%. Over 60% of those working in informal sector are the youth, aged between 18-35years, and 50% being women (Ouma et al., 2007). The small business sector in Kenya has potential growth and has role survival livelihoods for million Kenyans including informal economy. Many women have joined the market with ultimate goal of improving women's capacity to generate income and improve their household livelihoods. These goals are aimed at defining a global vision for development by vision 2030. In addition, the government of Kenya through Vision 2030 strengthens small and medium enterprises by improving their business (Ministry of Planning, National Development & Vision 2030, 2007).

Kenya was ranked the 15th leading country in production of pineapples in the world (FAO, 2012). The country's total production is 371,310 metric tonnes. Del monte in Thika is the largest producer of pineapples. In addition, small scale farmers contribute significant amount for local market. In Bureti Sub-County, horticultural crop mainly pineapples are largely grown by small-scale farmers (Sigei, 2014). Production of pineapple in Bureti Sub County is for both subsistence and commercial purposes. The Sub County produced 56,000 tonnes of pineapples in 2010, the crop was sold locally and giving them US\$ 7.2 million (MoA, 2011) in Sigei, (2014). Women pineapple vendors share similar objectives, aims and aspirations. They view vending as a development avenue for themselves and the entire households or community. The study was prompted to provide information on the underlying factors on their household livelihoods.

2. Methodology

2.1. Research Design

The study adopted a descriptive research design. The study used interview schedule to collect information from respondents. Kumar, (2005) argue that previous and subsequent design conquer crisis with hindsight by constructing previous situation and establishing it before intervention. It involves a logical observed on the situation at hand, association, opinion held, dispensation and trends. It aims at providing depiction of different situation, actions or deeds of individual, community or society as a whole. The researcher does not directly control independent variables because they have already caused an influence on dependent variables. The study analysed both qualitative and quantitative data. Quantitative data were presented in percentages and frequencies.

There are benefits of qualitative research. It aims at presenting more than one variable and provide knowledge of people in a holistic manner in their daily routine. The study employed qualitative for non-numeric data in form of words response. Qualitative was favourable since it gave comprehensive information of women pineapple vendors and their household livelihoods. Qualitative analysis looked at transformation of livelihood product such as education, subsistence, health and assets. The precedence was for gathering and explanation of data instead of using theoretical supposition in the ground. This had an advantage in reducing supposition of the past research results and gave women to articulate their issues in real life situations.

2.2. Study Area

The study was conducted in Bureti Sub County in Kericho County. Bureti Sub County is divided into seven wards; Kisiara, Chemosot, Tebesonik, Cheboin, Kapkatet, Cheplanget and Litein. It has thirty-five locations and eighty-eight sub locations. The sub county is located in 0.50S and 35.250 E. Its borders Kericho sub county to the North, Konoin Sub County to the East, Sotik to the South and Nyamira to the South West. The Sub County occupies a total area of 955 km². The landscape of the Sub County is characterized by a topography that gives way to flatter terrain interspersed by hills to the south and west. Rivers and streams in the district flow from northeast to west. Most of these rivers originate from Mau forest. Agriculture and business are the main economic activities in the sub county. The agricultural activities were mainly tea planting, banana, maize, pineapple, dairy and poultry farming among others. The study was carried out in three wards of Bureti Sub County; Tebesonik, Chemosot and Kisiara. The three study areas have the highest number of pineapples vendors and pineapple vending as source of employment.

2.3. Population and Sampling Procedure

This study population for this study involved all women pineapple vendors across Bureti Sub County. The underlying principle for selecting the identified places was that it is where vending of pineapples takes place and there is free and unrestricted entry. The study population is eight hundred and twenty-seven (827) in the three locations. The researcher used both probability and non-probability sampling; simple random sampling was used for women pineapple vendors, while purposive sampling was used for the key informants. The respondents were as follows; women pineapple vendors, Community Development Officers (CDOs), women leaders from Rotating Savings and Credit Associations (ROSCAs), a credit officer and chiefs from the Bureti sub County. The sample size entailed 98 women pineapple vendors, the twelve (12) key informants. The key informants entailed; three chiefs, three community development officers, four women leaders from ROSCAs and two Credit officers. The following formula used by Nassiuma, (2000) was used to come calculate the sample size. A coefficient variation of 22% and a standard error of 0.02 were adopted.

$$n = \frac{NC^2}{C^2 + (N-1)e^2}$$

$$n = \frac{827 \cdot (0.21)^2}{(0.21)^2 + (827-1)(0.02)^2}$$

$$N = 36.4707 / (0.0441 + 0.3304)$$

$$n = 97.3850$$

$$n = 98$$

Where n = sample size, N = population size, C = coefficient of variation (take 0.21)

e = Tolerance at desired level of confidence (take 0.02, 99.98 confidence level)

2.4. Unit of Analysis

The unit of analysis is women pineapple vendors in Bureti Sub County aged 18 years and above.

2.5. Data Collection Methods

The study collected both primary and secondary data. Secondary data was obtained from previous studies, County government records, journals, unpublished theses or reports and internet. The researcher collected raw data from the respondents using interview schedules. Interview schedules were used to collect data from women pineapple vendors and their officials.

The partiality of interview schedule was chosen because majority of women's level of education. Majority of respondents were deemed to be illiterate and semi illiterate and could not respond to questions by themselves. Direct observation ensured researcher to make direct contact with respondents hence allowed enhanced conversation on different aspects that seemed complicated to take hold of. The information collected using interview schedule included demographic characteristics of women pineapple vendors, social factors, economic factors, strategies on their household. The semi-structured approach set aside issues to come up during interrogation not included at the beginning that aim at bringing some aspects from respondents' point of view.

2.6. Methods of Data Analysis

Qualitative and quantitative data was obtained from the data collection. The quantitative data obtained was organized, coded and analyzed using the Statistical Package for the Social Sciences (SPSS) version 20 for the windows and excel. The data were analyzed in form of percentages and frequencies and were presented in graphs, tables and charts. The qualitative data were obtained using the interview schedule for women pineapple vendors and key informants. Qualitative data was analyzed thematically in such a way that it captured actual content without any sort of distortion.

3. Social Factors Influencing Women Pineapple Vendors on Their Household's Livelihoods

Women take pride and strain in relying on low income whether they come from patriarchal or matriarchal society (Goel & Dhahiil, 2002). Papila et al., (2012), further states that patriarchal bargains place men as the controllers and leaders, thus affecting achievement of strategic needs. They further argue that, role allocation in societies is based on class and lifecycle stage. The lifecycle stages which exist in every sphere of human functioning include household, communal, labour market, and religion. The societies' allocation of roles is not only stratified but is unequal as well. The inequality of role allocation is evident where women are given subordinated role to those of men. This means that gender relation implies a greater men's power and control over women. Men exercise control over women in many rural areas to such an extent that they prevent them from working outside their homes. Tavershima, (2012) on the other hand observes that in most developing countries women take responsibilities beyond domestic work such as; teaching, nursing and other occupations. Likewise, female headed households are more likely to have constraints in resources hence affecting household livelihoods (Guterrez, 2003). This study aimed at establishing the influence of family head of women pineapple vendors on household livelihoods in Bureti Sub-county.

Age is a determinant in women participation in income generating activities as sources of household livelihoods with either positive or negative effects. Older women may make decision easily compared to their younger counterparts. The older people might have accumulated capital or have established long term relationships with their customers, have accessibility to credit because of their age or the size of their family (Sall et al., 2000). On the other hand, young people might have long term plans and few dependants than older women (Zegeye et al., 2001). Hence, the current study aimed at establishing age as a factor influences women participation in pineapple vending in Bureti Sub-County, Kericho County, Kenya.

Development agencies, economists and policy makers have documented the economic role of human capital particularly education Becker, (1964). Becker further emphasized that in developing countries where majority of the population resides in rural areas it is vital for economists and policy makers to maximize productivity and capabilities of human capital. The benefits of education range from human to economic, social and cultural. At human level, education contributes to necessary self-esteem and self-confidence leading towards empowerment. Moser, (1998) asserts that investment in women's education results to independence in decision making, control over resources, exposure to modern world, husband and wife communication, self-reliance in old age, and reduced restrictions on physical mobility. Moser further explained that illiteracy is magnified by poverty and restrict accessibility to health services, information from the media and

overall welfare of a person. Mueller, (1993) further argues that, labour participation gives women additional income and also allows them exposure to the outside world and other structures or organizations outside the family and kin based. Women contribute to substantial part of the total family earning and are more likely to be empowered than those who are unemployed (Youssef et al., 1992). In addition, it has been argued that lack of education reduces women's access to education and getting formal jobs which have make them vulnerable (UN, 1996). However, the study attempted to establish women pineapple vendors' level of education in earning their household's livelihoods.

Kenya's total population, women are about 50.3% (KNBS, 2010). Women can be empowered by provision of income earning opportunities, accessibility to production means and inputs, and the provision of affordable basic services like health care facilities, food, shelter and clothing. This is only to be achieved if there is long term policy to equality in terms access to opportunities and full participation of all members in socio-economic development in Kenya. The study therefore study filled a gap since there was a need to emphasize on the empowerment of the rural women who engage in informal sector.

3.1. Results

The objective of this study was to establish social factors influencing women pineapple vendors on their household livelihoods in Bureti Sub County, Kericho County, Kenya. The study involved 98 respondents and 12 key informants. The study sought to identify age of the respondents. The response in respect to the age of the respondents who participated in the study was provided in the figure 1.

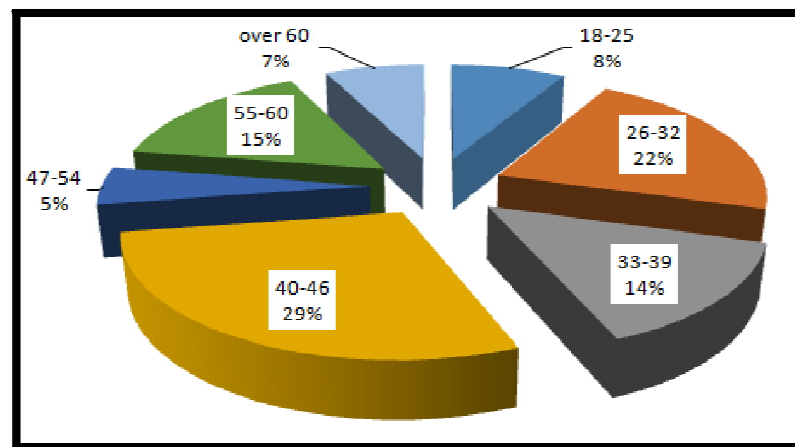


Figure 1: Age Distribution of Women Pineapple Vendors

As shown in the figure1, 29% of the respondents were aged between 40 years to 46 years, 22% were aged between 26 years to 32 years, 15% were aged between 55years to 60 years, 14% were aged between 33 years to 39 years, 8% were aged between 18 years to 25 years, 7% were aged over 60 years, and 5% were aged 47 years to 54 years. Age of the respondents was an important interest in exploring women pineapple vendors' household livelihoods. It was noted that majority of the respondents at over 70% were in their productive age. This age bracket was thought to affect the likelihood to influence household livelihoods through paying of school fees and provision of food for their families. The youth representation and over sixty years may not have an interest in getting into pineapple vending. Age determines women pineapple vendors' participation in income generating activities for their household livelihoods. However, majority who are of age above 25 years have engaged in the sector. This is probably because of the need to sustain their livelihoods. The respondents were asked to indicate their highest education level as shown in Table 1

Level Of Education	Frequency	Percentage
Never went to school	8	8.2
Primary education	66	67.3
Vocational training	3	3.1
Secondary education	18	18.4
Advanced/Tertiary	3	3.1
Total	98	100.0

Table 1: Level of Education of Women Pineapple Vendors

Table 1 shows 67.3% of the responds attained primary level of education, 18.4% attained secondary education, 8.2% never went to school, 3.1 % attained vocational training and 3.1% attained tertiary education. The results on respondents' education levels played a vital role in determining household livelihoods. Majority of the respondents involved in the study had their highest level of education at primary level. However, the study also showed that 18.4% had attained secondary

education level and a few never went to school. This showed that most of the respondents had adequate basic education to make informed decisions. Table 2 below shows the respondents' marital status.

Marital Status	Frequency	Percentage
Married	46	46.9
Divorced/separated	10	10.2
Widowed	20	20.4
Single	22	22.4
Total	98	100.0

Table 2: Marital Status of Women Pineapple Vendors

The result findings in table 2 showed 46.9% of the respondents were married, 22.4% were single, 20.4% were widows, while 10.2 % had separated or divorced. Marital status has a great implication on pineapple vending. This was an indication that more than half of the respondents were the household heads making judgment from those who were single, widowed and the divorced/separated. This finding implies that the women's marital status could limit their time to fully participate in their business or could make them work many hours to meet their household needs. In addition, those who were married at a significant percentage of 46.9%, their participation in pineapple vending could be limited by their husbands. House ownership of women pineapple vendors was another concern as shown in table 3.

House ownership	Frequency	Percentage
Owned	85	86.7
Rented	13	13.3
Total	96	100.0

Table 3: House ownership of women pineapple vendors

From table 3 above 86.7% of the respondents own a house while 13.3% rent house. Majority of the respondents owned a house. Housing struggles are tipped into women's livelihoods due to arbitrary increase in paying of rent. The respondents were asked on the type of house they own as shown in table 4

Type of house owned	Frequency	Percentage
Grass thatched	11	11.2
Semi permanent	74	75.5
Permanent	3	3.1
Rent a house	10	10.2
Total	98	100.0

Table 4: Type of House Owned by Women Pineapple Vendors

According to table 4 majority of the respondents own semi permanent type of house at 74%, 11.2% own grass thatched house, 3.1 % own permanent house while 10.2% rent a house. The semi permanent house ownership was relatively high for women pineapple vendors. The respondents were asked to state their family size as shown in table 5.

Family Size	Frequency	Percentage
2	4	4.1
3	10	10.2
4	15	15.3
5	15	15.3
6	13	13.3
7	17	17.3
8	17	17.3
9	4	4.1
10	1	1.0
11	1	1.0
12	1	1.0
Total	98	100.0

Table 5: Family Size of Women Pineapple Vendors

The findings in table 5 show that 17.3% of the respondents had 8 while 17.7% of the respondents had 7 dependents too. 15.3% of Women pineapple vendors had 5 dependents, 15.3% had 4 dependents, 13.3% had 6 dependents, 9.4% had 3 dependents, 4.1% had 2 and 4.1% had 9 dependents while 3% of the respondents had 10, 11 and 12 dependents each category with 1%. The family size influences household livelihoods. The result shows 87% of the respondents have the number of dependents between 4 and 12. The dependants require stable income and sustainable basic needs. The respondents were asked to state if they were the breadwinners for their families and the results were shown in figure 2.

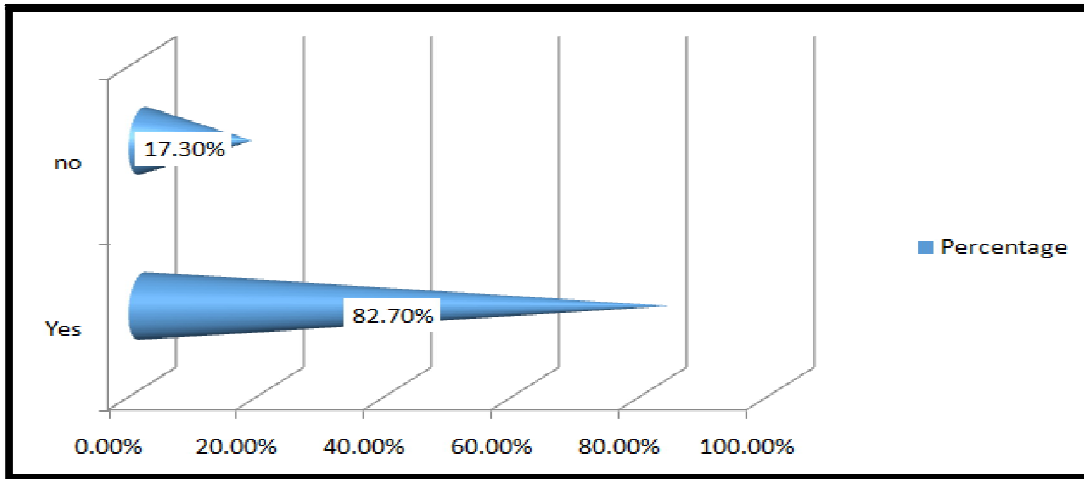


Figure 1: Family Providers for Women Pineapple Vendors

Majority of the respondents are the sole providers of the family at 82.7 % while 17.3% are not as shown in figure 4.2. Bureti Sub County is a patriarchal society, breadwinners are usually men but for women pineapple vendors' better part of them at 82.7% are the sole providers for their households. The respondents were asked on decision making regarding spending of income as shown in table 6.

Decision Making on Income	Frequency	Percentage
Yes	87	88.8
No	11	11.2
Total	98	100.0

Table 6: Decision Making Regarding Women Pineapple Vendors Spending Of Income

Table 6 show that 88.8% of the respondents make decisions regarding their spending of income while only 11.2% of them do not. The respondents were asked to state decision making regarding their business as shown in table7.

Business Decision Making	Frequency	Percentage
Yes	86	87.8
No	12	12.2
Total	98	100.0

Table 7: Decision Making of Women Pineapple Vendors Regarding Business

Table 7 shows that majority of the respondents at 87.8% make their own decision regarding their pineapple business while 12.2% do not. The respondents were asked on the final decision maker regarding spending of income and business as it is in table 8.

Final Decision Maker	Frequency	Percentage
Husband	37	37.8
Daughter	1	1.0
Son	3	3.1
Vendor	57	58.2
Total	98	100.0

Table 8: Final Decision Maker Regarding Spending of Income and Vending Business

From the table 8 shows final decision makers regarding spending of income and vending business as follows: 58.2% (vendors themselves); 37.8% (husband); 3.1% (son); and 1% (daughter). Box 4.1 reveals some excerpts of the explanation regarding decision making of women pineapple vendors.

"I am the head of the house because my husband usually comes home drunk. He wakes up in the morning to go to drink alcohol and comes home late. I have to go to the market to look for money in order to provide for him and the children."

Source: Respondent No. 5 July 2017

"I am single parent and do not have someone to help me...I do everything to make ends meet for my household..... if only I had someone to help my household livelihood could have been better."

Source: Respondent No. 68 July 2017

"Sometimes my husband tells me to go to pluck tea in our farm; in the end it affects my pineapple business."

Source: Respondent No. 90 July 2017

Figure 3: Explanation Regarding Decision Making of Women Pineapple Vendors

The findings in table 6, table 7, table 8 and box 1 reveal that the respondents are propelled by the want to implicate positively on to their household livelihoods. Majority of women pineapple vendors make their own decisions: decisions regarding spending of their income at 88.8%; decisions regarding their vending business at 87.8% and; overall decision maker regarding spending of income and pineapple vending at 58.2%. Some of those who are married tend to relegate their decisions to their husbands.

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