

## **Differential Effects of Gender Groups on Entrepreneurship in Western Kenya**

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### **Abstract**

*This paper is to examine the effect of gender group differential effects on entrepreneurship in western Kenya. The study provides an understanding of the entrepreneurial contextual factors influencing Women and youth entrepreneurship. The study was focused on three streams of entrepreneurship and its impact on Women and youth entrepreneurship. The study was undertaken in Bungoma and Uasin Gishu Counties which were ASALI project research sites. A survey method was adopted and evidence for this study was based on primary and secondary data sources. Data was analysed with the assistance of SPSS software. Limitations of this study were reliance on a sample instead of undertaking a complete census of enterprises and relying on self-reported data. The results show that the hypothesis were supported on gender group differential effects on the socio-economic profiles, on the nature of firm profile and on entrepreneurial profiles. The study concludes that gender group differential effects on various variables was statistically significant. Gender differences between female adult and youth categories was statistically significant on most aspects while within the youth group was not. This paper will be of practical value to entrepreneurs, policy-makers and practitioners interested in the complex interactive relationship between women and youth entrepreneurship.*

**Keywords:** *Contextual factors, impact, Women and youth, entrepreneurs, sustainable livelihood, entrepreneurship.*