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### **Effects of Microenterprises Support Initiatives by the Kiambu County Government on the Growth of Microenterprises in Thika Sub-County, Kenya**

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# Effects of Microenterprises Support Initiatives by the Kiambu County Government on the Growth of Microenterprises in Thika Sub-County, Kenya

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## Abstract

*This study sought to determine the effects of microenterprises support initiatives by the Kiambu County Government on the growth of microenterprises in Thika Sub-County in Kenya. In particular, the study assessed the influence of microenterprises support initiatives concerning policy framework and business skills training by the Kiambu County Government on the growth of microenterprises in Thika Sub-County as well as the moderating effect of firm factors on the relationship between the microenterprises support initiatives by the Kiambu County Government and the growth of microenterprises in the Sub-County. Data was collected using a structured interview schedule from a convenient and randomly selected sample of 100 microenterprises' proprietors selected from a list of licensed microenterprises operating a wide variety of business categories within the five administrative wards of Thika subcounty namely Township, Hospital, Kamenu, Ngoliba and Gatwanyaga. Analysis of the collected data was by descriptive statistics, simple linear regression and partial correlation. The empirical findings of the study suggest that the overall effect of the microenterprises policy framework support initiatives and business skills training by the Kiambu County Government on microenterprises growth in Thika Sub-County is not statistically significant. The study results also revealed that firm factors namely age of the microenterprise, source of capital, business specialization and educational level of the microenterprises owners have statistically significant inverse moderation effect on the relationship between microenterprises support initiatives by the Kiambu County Government and the microenterprises growth in Thika Sub-County. On the basis of the findings of this study, the Kiambu County Government is urged to first seek to understand aspects of microenterprises support that would have the most impact on the growth of microenterprises in Thika Sub-County by conducting situational analysis and market research undertakings and tailoring support initiatives that are informed by arising insights. For microenterprises support initiatives to be effective, they should take into consideration the underlying contextual factors such as age of the microenterprise and source of capital as well as business specialization and educational level of the microenterprises' owners. The study findings provide important insights on influence of microenterprises support initiatives and how contextual factors determine the effectiveness of the support initiatives and the ultimate success of microenterprises.*

**Keywords:** Microenterprises Growth, Microenterprises Support Initiatives, Business Skills Training, County Government Policy Framework



## 1. Introduction

Although the criteria for classifying business enterprises under microenterprises differ from country to country ([Aremu & Adeyemi, 2011](#); [Nyagah, 2013](#)) thus making it difficult to arrive at a single universally acceptable definition for microenterprises, [Lois and Annette \(2005\)](#) suggest that a microenterprise is a business venture with no more than 10 employees. Further, according to [Sanjo and Ibrahim \(2017\)](#), microenterprises are generally privately owned business ventures established for purposes of producing goods and/or services for profit.

The research field on microenterprises growth has drawn considerable attention from both government and scholars alike ([Gao, 2015](#)). Governments all over the world have designed a number of support services for micro enterprises which include deliberate policy initiatives for purposes of creating and developing the micro enterprise sector ([Mutiria, 2017](#)). [Chaston and Mangles \(2002\)](#) note the increasing government attention and support of microenterprises development as a means of achieving their policy aims. [Grimm and Paffhausen \(2014\)](#) outline some of the government's framework conditions that support microenterprises as including enhancement of facilitating labor market regulations and credit information systems. [Ramsden \(2010\)](#) asserts that microenterprises thrive in environments that support business growth and where the regulatory regime is transparent and physical infrastructure such as roads and rail networks, power and telecommunications are adequate to facilitate trade.

In addition, various studies have indicated that bureaucracy within governments in terms of business registration, issuing licenses and permits, tax payment etc. may create a strong regulatory barrier to micro enterprises growth ([Bouazza et al., 2015](#); [Mashenene & Rumanyika, 2014](#)). [Fiestas and Sinha \(2011\)](#) observe that the paper work involved in the licensing of microenterprises is mountainous and even where it is correctly filled out and properly submitted with the requisite fees, getting the paper signed, stamped and approved becomes a monumental task. The [World Bank \(2016\)](#) notes that bottlenecks in the public administrative systems reduce the entry and growth rate of microenterprises. Further, [Hayford \(2012\)](#) contends that bureaucracy affects the ability of microenterprises to secure credit which slows the rate of micro enterprises growth.

According to [King and McGrath \(2010\)](#), there is a strong positive relationship between the level of education and growth of microenterprises. [Al-Madhoun and Analoui \(2003\)](#) observe that owner managers resist advancing their management skills through training programs. Some are even reluctant to hire qualified and skilled enterprise managers which inhibit the capacity of microenterprises to grow or even survive. In the same vein, [Iota and Wehinger \(2015\)](#) identified the various challenges facing microenterprises as lack of innovative capacity, managerial training and experience. [Berg et al. \(2015\)](#) argue that governments perform a critical role in enlightening microenterprises within local communities on types of funding options available and trainings on financial risk management.



Microenterprises are a catalyst and key factor in the economies of many developing countries. Indeed, the microenterprise sector is one of the primary driving forces for job creation and poverty alleviation (Mutiria, 2017). Microenterprises are increasingly recognized as important drivers of productivity and are widely accepted as a major aspect of economic dynamism (Hisrich, 2014). Visser (2013) argued that micro enterprises form the backbone of developing countries and are a main source of income for most people in urban and rural communities. In Sub-Saharan Africa, micro enterprises account for about 90% of all businesses and over 80% of new jobs that are created (Rambo, 2013).

A review of the extant literature reveals that microenterprises tend to thrive in an environment that supports business growth, where the regulatory regime is transparent and decisions are made consistently that favors growth. One of the major challenges facing developing countries is the transformation of informal microenterprises to the formal sector so as to enable them access government support services (Mutiria, 2017). Some governments in developing countries in the past decades have placed emphasis on boosting their economic growth through the formulation of policies that support micro enterprises (Thuranira, 2017). The role of government is crucial in promoting and enhancing micro enterprises access to credit and education (Ackah & Vuvor, 2011). Berg et al. (2015) argue that governments perform a critical role in enlightening micro enterprises on types of funding options available and awareness trainings on financial risk management.

A number of studies on microenterprises have been conducted in Kenya. Wanjau et al. (2013) studied the role of quality on the growth of microenterprises and explained that adoption of quality influences the growth of micro enterprises. Namusonge (2011) examined the elements of growth-oriented microenterprises and concluded that the availability and the type of finance are crucial elements that contribute to the growth of microenterprises. Previous studies on microenterprises development in Kenya largely focused on social, economic and administrative expertise that hinders the growth of the micro enterprises (Obura & Matuvo, 2011; Mira & Ogollah, 2013; Kiraithe, 2015). Despite their significances, a sizable number of microenterprises fail within first few years of their business operations. For instance, Gichuki et al. (2014) indicate that three out of five micro enterprises fail within the first few months of operation and for those that continue 80 per cent fail before the fifth year. Given this high failure rate, there is need to provide more insights on factors that would enable microenterprises to thrive.

The Government of Kenya has recognized the significance of micro enterprises development as a means of encouraging self-employment, poverty reduction and accelerating economic growth. With the advent of devolved government following the promulgation of a new Constitution in 2010 which created 47 county administrations, County Governments are striving to ensure the growth of business ventures within their jurisdictions by providing the necessary facilitations in order to enhance the



economic development of their counties. There is need to provide research insights on the extent to which microenterprises support initiatives by Kiambu County Government are impacting microenterprises growth with specific emphasis to Thika Sub-County which has the most vibrant microenterprises in the County.

### **1.1 Objectives of the Study**

The general objective of this study was to determine the effects of microenterprises support initiatives by the Kiambu County Government on the growth of microenterprises in Thika Sub-County in Kenya. The specific objectives of the study were to:

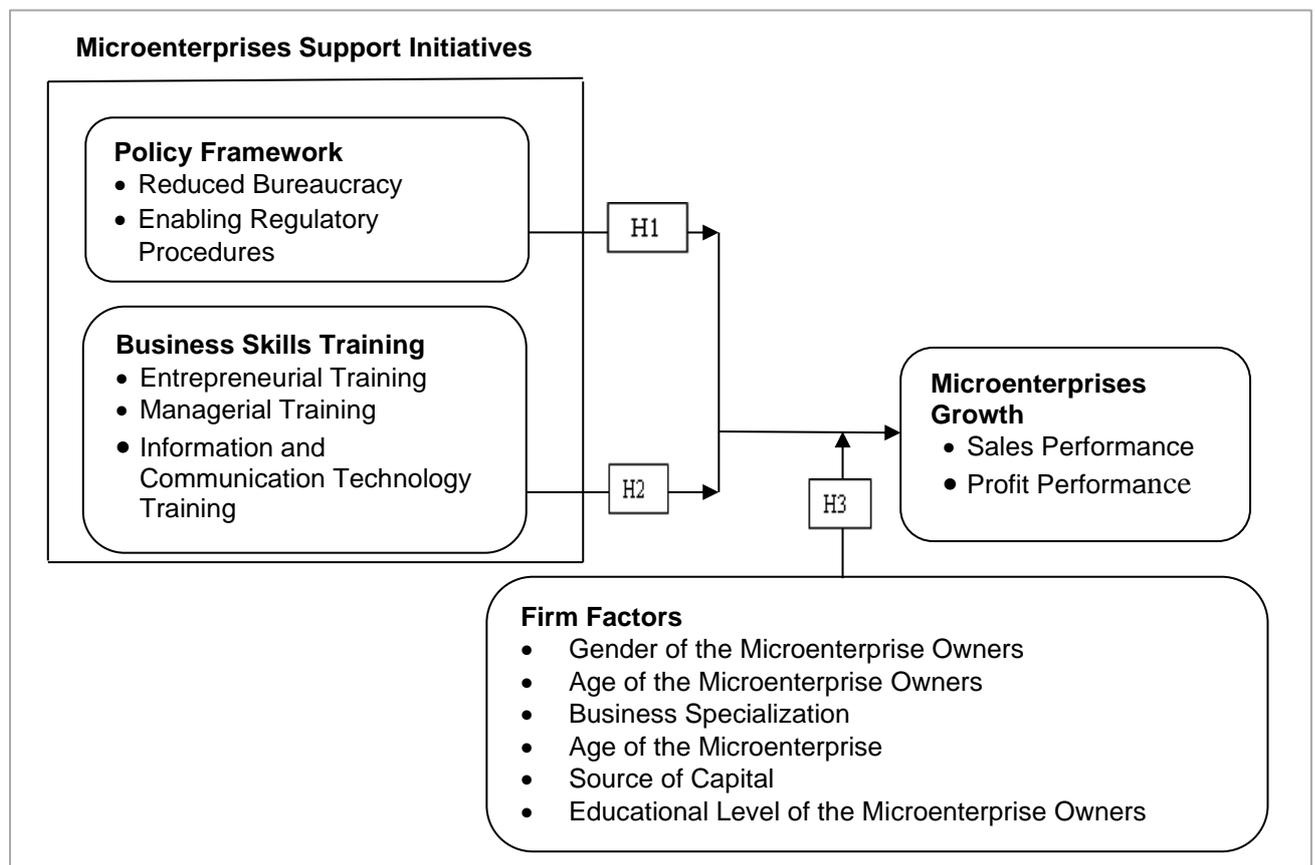
- (i) Assess the influence of the microenterprises policy framework support initiatives by the Kiambu County Government on the growth of microenterprises in Thika Sub-County
- (ii) Establish the effect of the microenterprises business skills training support initiatives by the Kiambu County Government on the growth of microenterprises in Thika Sub-County
- (iii) To evaluate the moderating effect of firm factors on the relationship between microenterprises support initiatives by the Kiambu County Government and the growth of microenterprises in Thika Sub-County

### **1.2 Conceptual Framework and Hypotheses**

The study was guided by the conceptual framework in Figure 1. Arising from the conceptual framework in Figure 1, the following two-tail null hypotheses were subjected to empirical assessment:

- (i)  $H_{01}$ : There is no relationship between the microenterprises policy framework support initiatives by the Kiambu County Government and the growth of microenterprises in Thika Sub-County.
- (ii)  $H_{02}$ : There is no relationship between the microenterprises business skills training support initiatives by the Kiambu County Government and the growth of microenterprises in Thika Sub-County.
- (iii)  $H_{03}$ : Firm factors do not moderate the relationship between microenterprises support initiatives by the Kiambu County Government and the growth of microenterprises in Thika Sub-County





**Figure 1:** Conceptual Framework of Microenterprises Support Initiatives and Microenterprises Growth

**Source:** Researchers (2019)

## 2. Methodology

The study adopted a cross-sectional survey research design. The target population of the study were the 4,805 microenterprises licensed by the Thika Sub-County to conduct their businesses within the 5 wards of the Sub-County namely Township, Hospital, Kamenu, Ngoliba and Gatuanyaga.

The microenterprises were first stratified by their various business specializations from which a random, representative and convenient sample of 100 microenterprises proprietors, who had been in operation for at least two years and had also received business skills training facilitated by the Sub-County government, were selected as key informant respondents for the study. The validity of the research instrument was ensured through adoption of previously used measures in related studies established through an extensive review of the extant literature. Reliability of the measures for all variables with multiple measures was assessed through computation of Cronbach's alpha coefficients which revealed scores >0.7 for the respective relevant variables indicating a high level of the research instrument reliability.

Data was collected using a structured interview schedule that was administered by the researchers. Analysis of the collected data was by descriptive statistics, simple linear regression and partial correlation. The hypotheses tests were conducted at 95% significance level (0.05 confidence level).



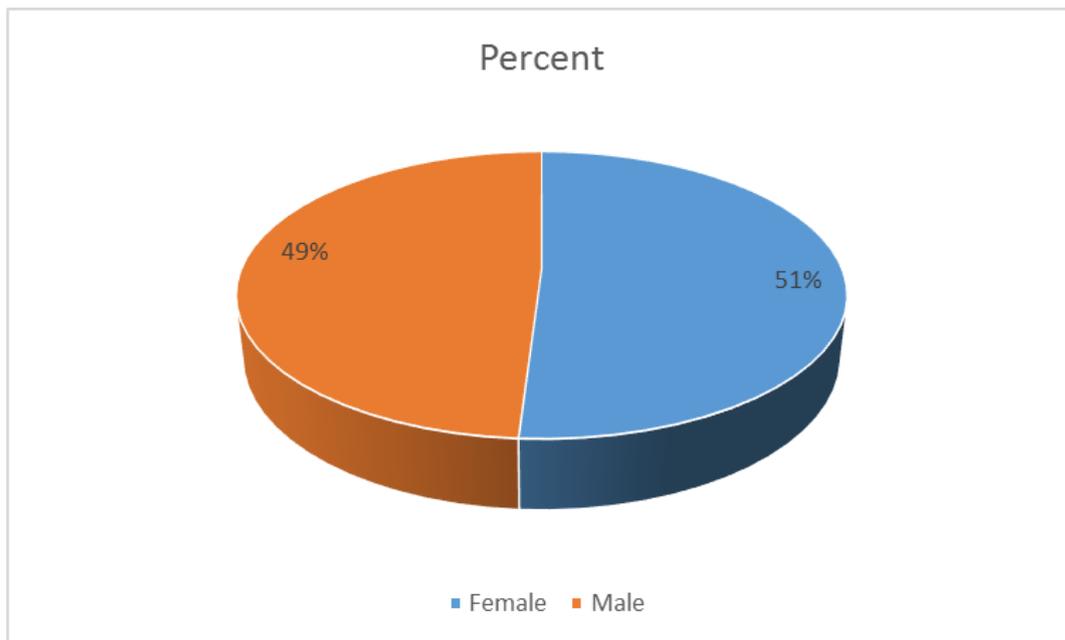
### 3. Results and Discussions

Descriptive findings on key study variables as well as analyses of the relationships among the variables are discussed in the following sections.

#### 3.1 Descriptive Findings

##### 3.1.1 Gender Distribution of the Respondents

The gender distribution of the respondent proprietors of the microenterprises in Thika Sub-County is highlighted in Figure 2.



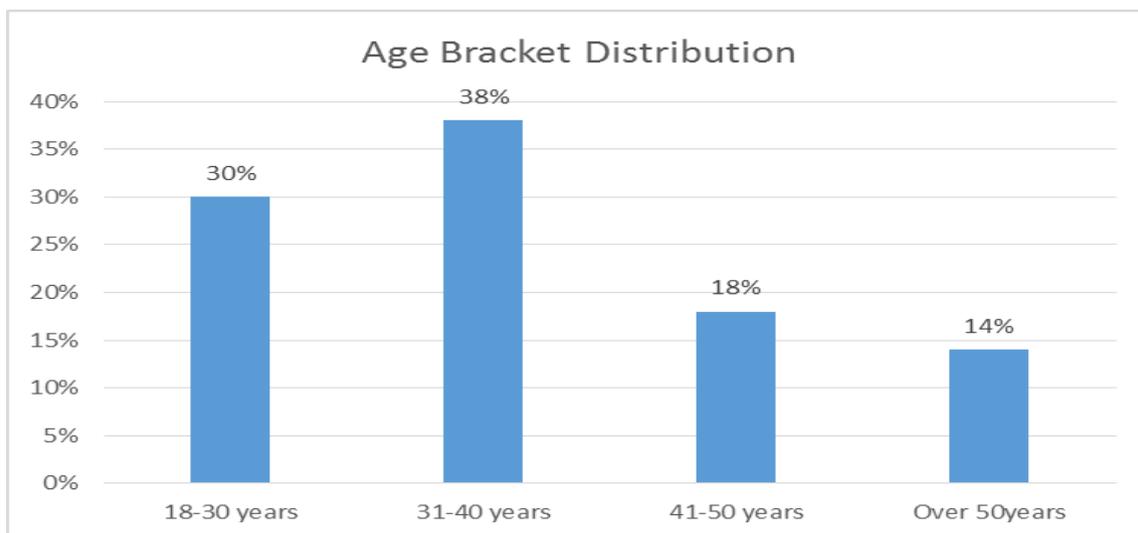
**Figure 2: Gender of the Microenterprises Owners**

**Source:** Research Data

The results in Figure 2 reveal an almost equal distribution of gender within the proprietorship of microenterprises in Thika Sub-County with a fairly proportional number of male (51%) and female (49%). This is evident of an equal opportunity business environment that does not seem to discriminate on gender. However, these findings contrast Kimuru (2018) whose study found women proprietors dominate microenterprises sector in Thika Sub-County as well the findings of a study by Kangethe (2018) who argued that 75% of microenterprises in the Kenyan manufacturing sector are owned by men.

##### 3.1.2 Age of the Microenterprises Owners

On the age distribution of the microenterprises proprietors interviewed for the study, Figure 3 highlights the relevant results.



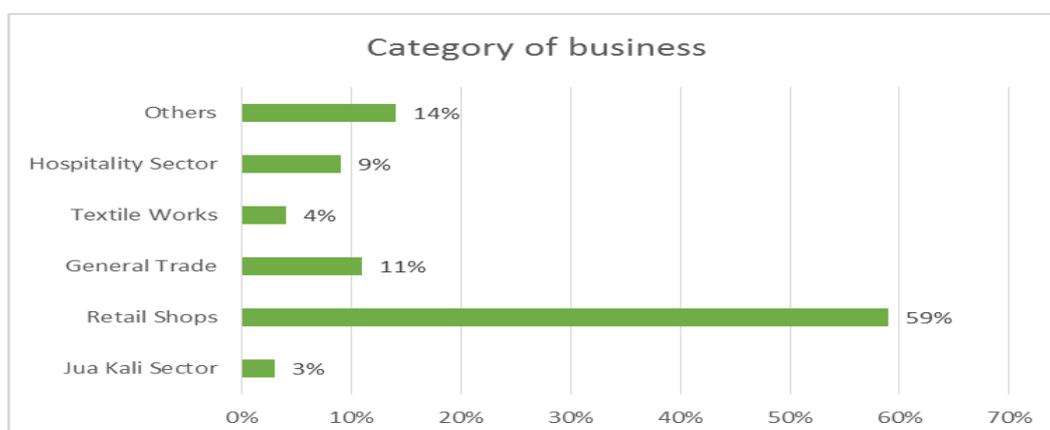
**Figure 3: Age Distribution of the Microenterprises Owners**

**Source:** Research Data

The results in Figure 3 indicate that the majority of the proprietors (68%) are aged 40 years or less with the age distribution of 31-40 years (38%) followed by those in the age bracket of 18-30 (30%) years. The least number of microenterprises proprietors are within the age bracket of over 50 years (14%). The results are a clear indicator that the vast majority of the respondents opted to be microenterprises proprietors as their first employment engagement upon completion of their high school education and /or maturity probably due to lack of job opportunities in the formal sector. These findings concur with those of [Nabutola \(2015\)](#) and [Owino \(2017\)](#) who noted the prevalence of younger owners/managers within the microenterprises sector which they nonetheless attributed to their higher level of motivation, energy and commitment to work and inclination to take risks.

### 3.1.3 Business Specialization of the Microenterprises

The results on the business concentration areas by the interviewed microenterprises are highlighted in Figure 4.



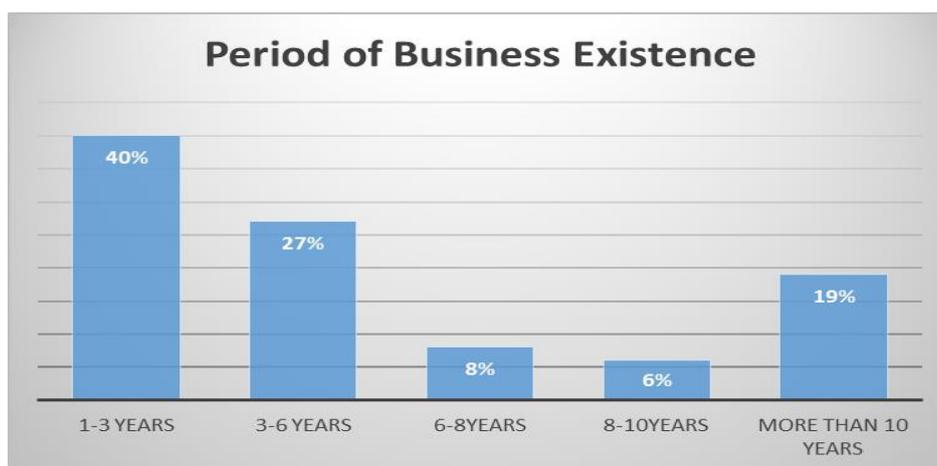
**Figure 4: Business Specialization of the Microenterprises**

**Source:** Research Data

From the findings in Figure 4, the majority of the proprietors operated retail shops (59%) while the least number were in Jua Kali (3%) which entails fabrication of assorted household under shades. This finding could be attributed to the low skill requirement in conducting retail business as opposed to Jua Kali operations which require specialized skills. The findings concur with those by [Madatta \(2011\)](#) who notes most micro enterprises tend to be general trade are based on trading sector which is easier to start, has a wider market and requires minimal proprietor qualifications.

### 3.1.4 Age of the Microenterprise Firms

When the duration in years of operation of the microenterprises was sought, the findings are as indicated in Figure 5.



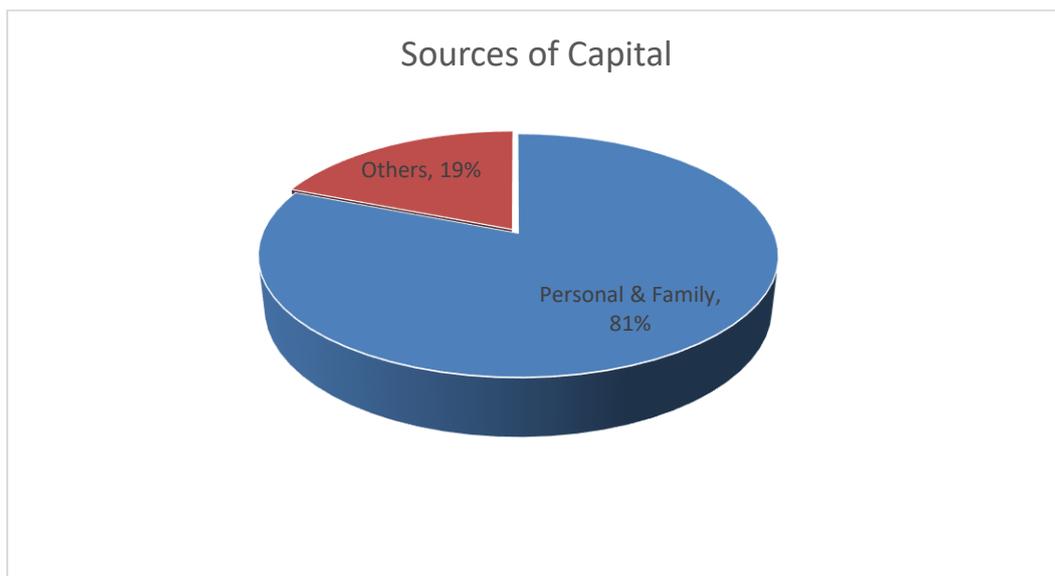
**Figure 5: Age of the Microenterprise Firms**

**Source:** Research Data

As the findings in Figure 5 reveal, most of the microenterprises had been in operation for a period of 1-3 years (40%). This showed that most the enterprises were young and therefore, the entrepreneurial leadership may not have had the required work experience to spur them to higher growth rates as also argued by [Nyang'au \(2014\)](#). The results contradict those of [Bunyasi \(2015\)](#) who found that majority of the micro enterprises in Thika had been in existence for over 10 years and have therefore grown over time by adopting the critical factors of human capital, access to finance and access to business information among other factors.

### 3.1.5 Source of Capital for the Microenterprises

The findings on the funding sources for the microenterprises is shown in Figure 7.



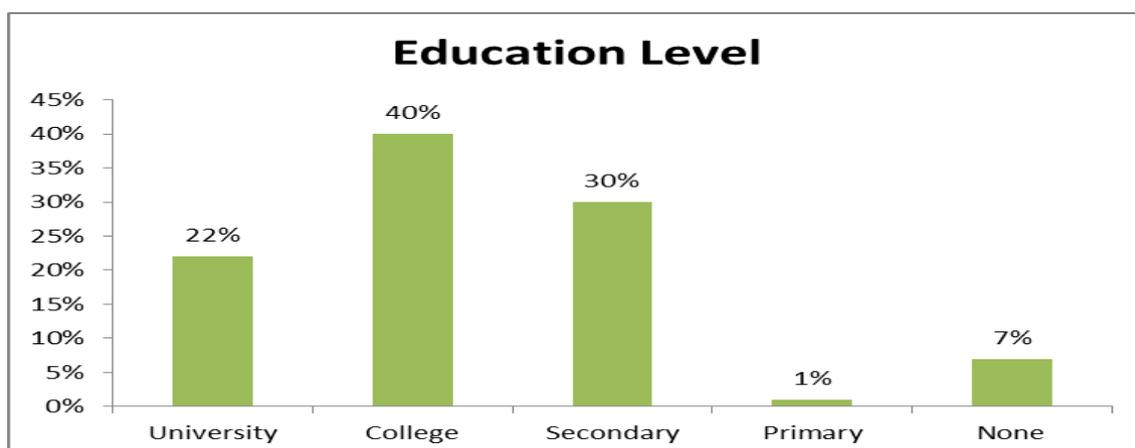
**Figure 7: Source of Capital for the Microenterprises**

**Source:** Research Data

Most of the respondents indicated that their source of business capital was personal savings and family (81%) while the rest sought funding from microfinance institutions, banks and friends support. Such funding sources are limited and can greatly constrain the growth of the microenterprises by starving them off the required funding for business expansion. These results are in agreement with [Kamunge et al. \(2014\)](#) who established that majority (75 %) of micro enterprises in Limuru Town Market obtained their initial capital from personal savings. Similarly, [Mutoko & Kapunda \(2017\)](#) found that the majority of manufacturing micro enterprises in Botswana use their own money (79 %) to start and run their business.

### 3.1.6 Education Level of the Microenterprises Owners

On the education level of the microenterprises' proprietors, the findings are highlighted in Figure 8.



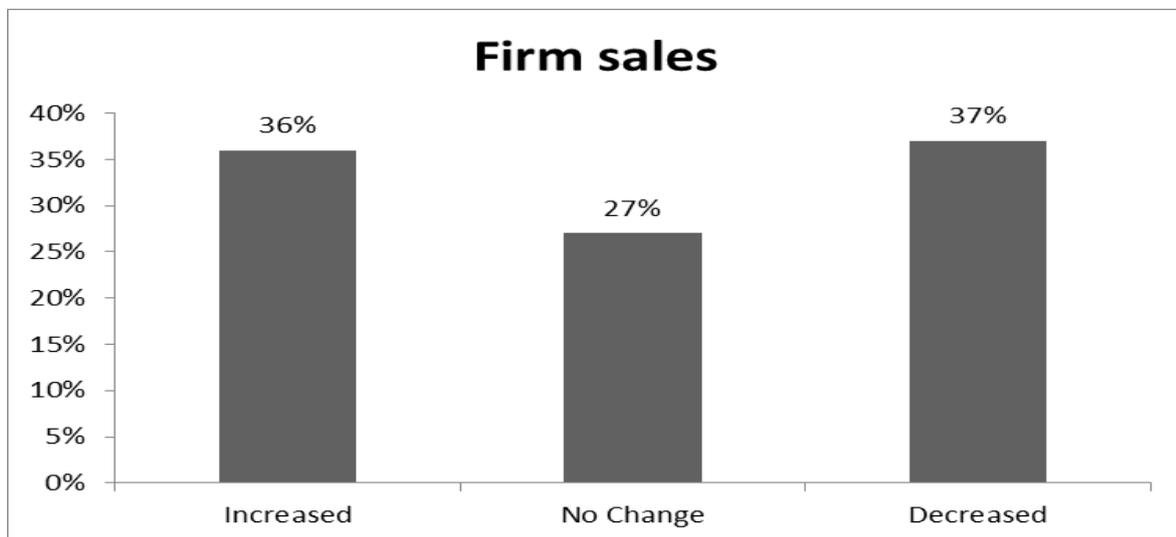
**Figure 8: Education Level of the Microenterprises Owners**

**Source:** Research Data

The study results in Figure 8 indicate that the majority of the proprietors have post-secondary school education (62%) with 40% being holders of college qualifications and 22% as university graduates. Whereas this indicates lack of formal jobs for such highly trained individuals, it is nonetheless an advantage in that such highly trained proprietors could greatly benefit their businesses with their high level of knowledge if they are devoted to ensuring growth and not treating the ventures as transitional conduits to formal employment. In the same vein, Nyang'au (2014) also notes that one might expect higher levels of formal education to spur micro enterprise growth by enhancing firm capabilities. However, the results of this study contradict the argument by advanced by Ardic at al. (2011) who observed that many micro enterprises are owned by individuals with minimal education background since they do not have the required qualifications to get formal employment.

### 3.1.7 The Microenterprises Sales Performance

The microenterprises proprietors' verdict on the sales performance of their business over the years is indicated in Table 9.



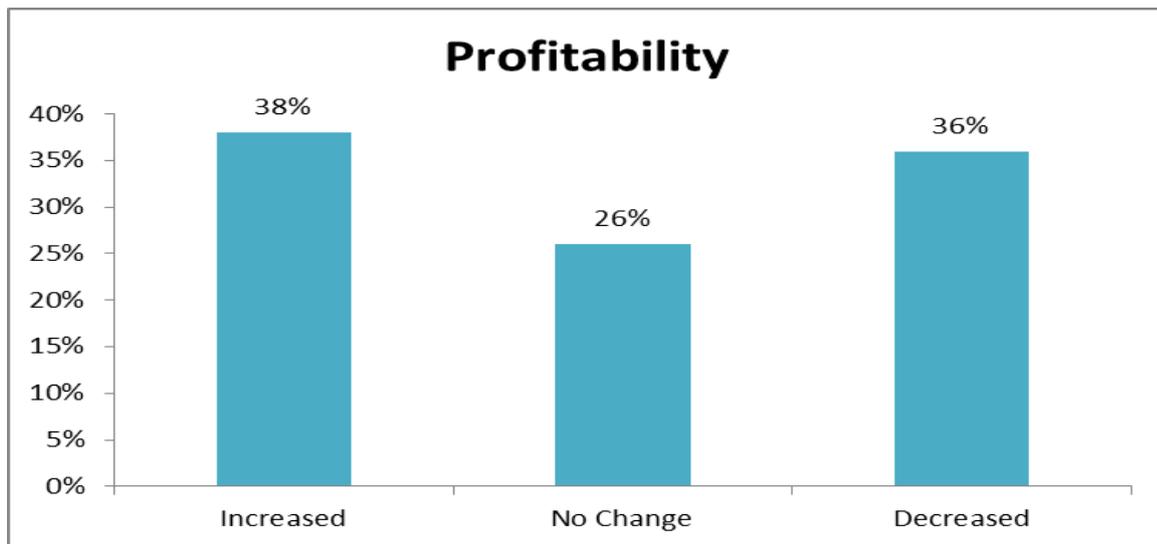
**Figure 9: The Microenterprises Sales Performance**

**Source:** Research Data

The findings in Figure 9 depict a scenario where the majority of the proprietors (64%) were of the view that their businesses' sales performance over the years were either decreasing (37%) or stagnated (27%). Compromised sales performance portends a situation where the growth of the microenterprises is also greatly compromised.

### 3.1.8 The Microenterprises Profitability Performance

The microenterprises proprietors were asked to indicate the extent to which their ventures profitability has changed over the years. Figure 10 highlights the relevant findings.



**Figure 10: The Microenterprises Profitability Performance**

**Source:** Research Data

The results in Figure 10 reveal that majority of the proprietors (62%) had experienced either a no change(26%) or decrease (36%) in the profitability performance of their ventures over the years compared to 38% of the proprietors who stated their ventures had registered an increase in profitability performance over the years. Lack of positive profitability performance by the majority of the microenterprises as an indicator that most of them are not viable given that they do not offer a return on investment and/or a basic reward to motivate the proprietors for the operational effort.

### 3.2 Tests of Hypotheses

The interrelationship among the study variables as set out in the conceptual framework and subsequent hypotheses is evaluated in the following sections.

#### 3.2.1 Effects of Microenterprises Support Initiatives by the Kiambu County Government on the Growth of Microenterprises in Thika Sub-County

The microenterprises support initiatives by the Kiambu County of interest to this study were the policy framework and business skills training undertakings geared towards supporting the growth of the microenterprises in Thika Sub-County. Consequently, the following two hypotheses were set:

- H<sub>01</sub>: There is no relationship between the microenterprises policy framework support initiatives by the Kiambu County Government and the growth of microenterprises in Thika Sub-County.
- H<sub>02</sub>: There is no relationship between the microenterprises business skills training support initiatives by the Kiambu County Government and the growth of microenterprises in Thika Sub-County.

A multiple linear regression analysis was then conducted to test the hypotheses, the results of which indicated in Tables 11-13.

**Table 11: Results of the Goodness-of-Fit Model of the Regression of Microenterprises Support Initiatives against Microenterprises Growth**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.157 <sup>a</sup>	.025	.005	1.66892

a. Predictors: (Constant), Policy Framework, Business Skills Training

The results in Table 11 show that the independent variables representing the microenterprises support initiatives by the Kiambu County Government namely policy framework and business skills training collectively explained 2.5% ( $r^2 = 0.025$ ) of the variability in the microenterprises growth in Thika Sub-County. This is an indication that the contribution of the policy framework and business skills training being undertaken by the county government towards the microenterprises growth is very low.

**Table 12: Results of the Overall Significance of the Regression of Microenterprises Support Initiatives against Microenterprises Growth**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Significance (p-value)
1	Regression	6.817	2	3.409	1.224	.299 <sup>b</sup>
	Residual	270.173	97	2.785		
	<b>Total</b>	<b>276.990</b>	<b>99</b>			

a. Dependent Variable: Microenterprises Growth

b. Predictors: (Constant), Policy Framework, Business Skills Training

The findings in Table 12 indicate that the overall significance of the multiple linear regression was not statistically significant since p-value = 0.299 which is  $> 0.05$ . This means that the overall effect of the two microenterprises support initiatives by the Kiambu County Government namely policy framework and business skills training on the microenterprises' growth in Thika Sub-County is insignificant.

**Table 13: Results of the Individual Significance of the Regression of Microenterprises Support Initiatives against Microenterprises Growth**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Significance (p-value)
		B	Std. Error	Beta		
1	(Constant)	4.028	.446		9.024	.000
	Policy Framework	.064	.071	.100	.912	.364
	Business Skills Training	-.073	.047	-.169	-1.534	.128

a. Dependent Variable: Microenterprises Growth

The individual regression results of the two microenterprises support initiatives by the Kiambu County Government namely policy framework and business skills training highlighted in Table 13 reveal that policy framework had a slightly positive linear relationship with the microenterprises growth in Thika Sub-County which was however not statistically significant ( $\beta = 0.100$ ; p-value = 0.364). In the circumstances, we fail to reject  $H_0$  since p-value  $> 0.05$  and confirm that there is no relationship between the

microenterprises policy framework support initiatives by the Kiambu County Government and the growth of microenterprises in Thika Sub-County.

On the effect of the microenterprises business skills training support initiatives by the Kiambu County Government on the growth of microenterprises in Thika Sub-County, the results on Table 13 further indicate that business skills training had a slightly inverse linear relationship with the microenterprises growth in Thika Sub-County which was also not statistically significant ( $\beta = -0.169$ ;  $p\text{-value} = 0.128$ ). Consequently, we fail to reject  $H_{02}$  since  $p\text{-value} > 0.05$  and confirm that there is no relationship between the business skills training initiatives by the Kiambu County Government and the growth of microenterprises in Thika Sub-County.

### **3.2.2 The Moderating Effect of Firm Factors on the Relationship between Microenterprises Support Initiatives by the Kiambu County Government and the Microenterprises Growth in Thika Sub-County**

To establish the moderating effect of firm factors on the relationship between microenterprises support initiatives by the Kiambu County Government and the microenterprises growth in Thika Sub-County, the relevant null hypothesis was stated as follows:

**H<sub>03</sub>:** Firm factors do not moderate the relationship between microenterprises support initiatives by the Kiambu County Government and the growth of microenterprises in Thika Sub-County.

The determination of the moderating effect of the firm factors on the relationship between microenterprises support initiatives and the growth of microenterprises involved conducting partial correlation analyses with the bivariate correlation of the microenterprises support initiatives (aggregated score for policy framework and business skills training) and microenterprises growth controlling for each of the six firm factors namely gender of the microenterprise owners, age of the microenterprise owners, business specialization, age of the microenterprise, source of capital and educational level of the microenterprise owners.

The partial correlation coefficients were then compared with the simple correlation coefficient generated from the direct correlation of microenterprises support initiatives and microenterprises growth in order to determine the magnitude and direction of the moderating effect of the firm factors. The relevant results are shown in Table 14.



**Table 14: Summary Results of the Moderating Effect of Firm Factors on the Relationship between Microenterprises Support Initiatives and Microenterprises Growth**

Moderator (Control Variable)	First-Order Partial Correlation Coefficient, $r_{xy.z}$	Moderation Effect of Firm Factor (Compared to Zero-Order bivariate Correlation Coefficient of Microenterprises Support Initiatives and Microenterprises Growth, $r_{xy} = 0.412$ )	Significance (p-value) ( $\alpha = 0.05$ , 2 tailed)
Gender of the Microenterprise Owners	0.008	Positive	0.105
Age of the Microenterprise Owners	0.097	Positive	0.380
Business Specialization	0.485	Slightly Negative	0.002
Age of the Microenterprise	0.712	Negative	0.015
Source of Capital	0.631	Negative	0.046
Educational Level of the Microenterprise Owners	0.489	Slightly Negative	0.028
<b>Overall Significance (p-value) = 0.096</b>			

**Source:** Research data

The study results in Table 14 indicate that the degree of moderation varies from one firm factor to the other. For instance, the gender of the microenterprise owners ( $r_{xy.z} = 0.008$ , p-value = 0.105) and age of the microenterprise owners ( $r_{xy.z} = 0.097$ , p-value = 0.380) have positive moderation effect on the relationship between microenterprises support initiatives by the Kiambu County Government and the microenterprises growth in Thika Sub-County though the effects are both not statistically significant.

On the other hand, both age of the microenterprise ( $r_{xy.z} = 0.712$ , p-value = 0.015) and source of capital ( $r_{xy.z} = 0.631$ , p-value = 0.046) have statistically significant negative moderation effect on the relationship between microenterprises support initiatives by the Kiambu County Government and the microenterprises growth in Thika Sub-County while business specialization ( $r_{xy.z} = 0.485$ , p-value = 0.002) and educational level of the microenterprise owners ( $r_{xy.z} = 0.489$ , p-value = 0.028) have slightly negative moderation effect on the relationship between microenterprises support initiatives by the Kiambu County Government and the microenterprises growth in Thika Sub-County which is also statistically significant.

However, the overall moderating effect of firm factors on the relationship between microenterprises support initiatives by the Kiambu County Government and the microenterprises growth in Thika Sub-County is not statistically significant since overall significance (p-value) = 0.096 which is  $> 0.05$ . As a result, we fail to reject  $H_0$  and confirm that firm factors do not moderate the relationship between microenterprises support initiatives by the Kiambu County Government and the growth of microenterprises in Thika Sub-County.



#### **4. Conclusions and Recommendations**

The empirical findings of this study suggest that the microenterprises policy framework support initiatives by the Kiambu County Government positively influences the growth of microenterprises in Thika Sub-County. On the contrary, there is an inverse relationship between the business skills training offered by the county government to the microenterprises' proprietors and growth of their microenterprises in the Sub-County. Despite their varied separate effects on the microenterprises', the overall effect of the microenterprises policy framework support initiatives and business skills training by the Kiambu County Government on microenterprises growth in Thika Sub-County is not statistically significant.

The study results also revealed that firm factors such as the gender and age of the microenterprises owners positively moderate the relationship between microenterprises support initiatives by the Kiambu County Government and the microenterprises growth in Thika Sub-County albeit not significantly.

On the other hand, both age of the microenterprise and source of capital have statistically significant negative moderation effect on the relationship between microenterprises support initiatives by the Kiambu County Government and the microenterprises growth in Thika Sub-County while business specialization and educational level of the microenterprise owners have slightly negative moderation effect on the relationship between microenterprises support initiatives by the County Government and the microenterprises growth in the Sub-County which are also statistically significant.

On the basis of the findings of this study, the Kiambu County Government is urged to first seek to understand aspects of microenterprises support that would have the most impact on the growth of microenterprises in Thika Sub-County by conducting situational analysis and market research undertakings and tailoring support initiatives informed by arising insights. For microenterprises support initiatives to be effective, they should take into consideration the underlying contextual factors such as age of the microenterprise and source of capital as well as business specialization and educational level of the microenterprises' owners.

Even though the generalizability of the study results may have been affected by the convenience sample size, the study findings nevertheless provide important insights on influence of microenterprises support initiatives and how contextual factors determine the effectiveness of the support initiatives and the ultimate success of microenterprises.



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