

# Information Sharing on the Growth Women owned Enterprises in Uasin Gishu County

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**ABSTRACT:** Women owned enterprises are important as they provide much-needed employment opportunities, especially in rural areas where women often struggle to find work. Women also lack access to business information such as new markets, market linkages, new technologies and new concept and this makes it difficult to improve the survival and performance chances of new enterprises or growing an existing one easily. Such challenges have been associated to slow growth of women owned busines therefore the study sought to assess the influence of information sharing on the growth women owned enterprises in Uasin Gishu County. The study adopted descriptive research design and positivism philosophy. The target population was 1198 enterprise owner courtesy of table banking from six sub-counties in Uasin Gishu County. The population was stratified into 6 strati corresponding to the 6 sub-counties. The study usedIsrael's 1992 formula to determine the sample size of 300 women owning enterprises from all the 6 sub-counties. The sample was apportioned proportionately to the 6 sub-counties. Simple random sampling was used to pick the specific respondents from each sub county. Primary data was collected using a self-constructed structured questionnaire and secondary data was collected from the women enterprises' financial records. A pilot study was conducted on 33 respondents from 11 women owned enterprises in Nakuru County to test reliability of the questionnaire. The study used both descriptive and inferential statistics. Data was presented in form of tables and graphs. The study concluded that table banking groups provide members with information on market trends and consumer behavior which help members to identify potential growth areas and adjust their business strategies accordingly. The study further concluded that a moderate positive correlation existed between information sharing and growth of women owned enterprises in Uasin Gishu County. From the findings the study recommend that table banking group should establish a structured information-sharing system within the groups and include monitoring and evaluation aspects in their daily operations of the groups

**KeyWords:** *Information Sharing, Growth, Table Banking, Women Owned Enterprises*

## I. INTRODUCTION

Information sharing in the context of women-owned enterprises refers to the process of exchanging knowledge, insights, data, and experiences among women entrepreneurs and their networks(Naegels., Mori, & D'Espallier, 2018). This sharing of information occurs through various channels, including formal meetings, networking events, online platforms, mentorship programs, and collaborative projects. It involves sharing resources, best practices, challenges, successes, and lessons learned to support each other's growth and success(Obilo, 2019). Information sharing enables women-owned enterprises to access valuable resources, learn from each other's experiences, identify opportunities, address challenges more effectively, and ultimately enhance their competitiveness and sustainability in the marketplace. Information sharing allows women entrepreneurs to access valuable resources such as funding opportunities, business development programs, mentorship networks, and technical assistance(Sarker & Palit, 2019). By exchanging information, women-owned enterprises can tap into resources that may otherwise be inaccessible to them, enabling them to expand their businesses and achieve their goals.Information sharing facilitates the exchange of knowledge, expertise, and best practices among women entrepreneurs. Through sharing experiences, successes, and challenges, women-owned enterprises can learn from each other and gain insights into effective business strategies, market trends,

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and innovative solutions (Naegels., Mori, & D'Espallier, 2018). This knowledge exchange fosters continuous learning and skill development, enhancing the competitiveness and resilience of women-owned enterprises.

Information sharing fosters networking and collaboration among women entrepreneurs and their stakeholders (Roxas & Chadee, 2020). By connecting with other businesses, industry professionals, government agencies, and support organizations, women-owned enterprises can build strategic partnerships, access new markets, and seize collaborative opportunities. Networking through information sharing also provides emotional support, encouragement, and inspiration, fostering a sense of community and belonging among women entrepreneurs (Manolova, 2021). Information sharing enables women-owned enterprises to gather market intelligence and stay informed about industry trends, customer preferences, and competitive landscapes.

Information sharing empowers women entrepreneurs by providing them with knowledge and resources to advocate for their interests and address systemic barriers and inequalities (Chandra & Fealey, 2019). Through sharing information about gender-specific challenges, discriminatory practices, and policy advocacy efforts, women-owned enterprises can collectively advocate for policy reforms, gender-inclusive initiatives, and supportive environments conducive to their success and advancement (Ahlén, & Masinde, 2018).

Women entrepreneurs in China participate in networking events, industry conferences, and business exhibitions to exchange knowledge, insights, and experiences with their peers (Zhou & Wang, 2019). These events provide opportunities for face-to-face interaction, collaboration, and learning from successful entrepreneurs. Women entrepreneurs in China participate in mentorship programs and training workshops organized by industry associations, academic institutions, and government initiatives. These programs provide access to expert advice, guidance, and skill development opportunities (Li & Wu, 2020). Women entrepreneurs in China join industry associations and women's business groups to connect with like-minded individuals, access resources, and stay informed about industry trends and policy developments.

Women-owned enterprises in South Africa employ various strategies to facilitate information sharing and collaboration. These include active participation in business networking events and online platforms like social media, where they can engage with peers and potential partners (Dlamini & Khumalo, 2018; Mokoena & Nkosi, 2019). Additionally, women entrepreneurs often take advantage of mentorship programs and business incubators provided by organizations such as the Small Enterprise Development Agency (SEDA) to access guidance and networking opportunities (Ndlovu & Mthembu, 2020). Collaborative partnerships with other businesses, NGOs, and government agencies are also common, allowing women-owned enterprises to share resources and expertise while accessing new markets and funding opportunities (Zulu & Mhlongo, 2017). These multifaceted strategies contribute to the growth and success of women-owned enterprises in South Africa by fostering a supportive ecosystem for information exchange and collaboration.

Women-owned enterprises in Kenya employ various strategies to facilitate information sharing and collaboration within their entrepreneurial ecosystem. These strategies often include active participation in business networking events such as trade fairs, seminars, and workshops where women entrepreneurs can connect with peers, share experiences, and explore potential partnerships (Karanja & Nyaga, 2020; Wambui & Otieno, 2019). Additionally, women entrepreneurs in Kenya leverage digital platforms such as social media, WhatsApp groups, and online forums to exchange knowledge, seek advice, and promote their businesses (Kariuki & Mwangi, 2018; Muthoni & Kinyanjui, 2021).

Mentorship programs and business incubators offered by organizations like the Kenya National Chamber of Commerce and Industry (KNCCI) and the Kenya Women Microfinance Bank (KWFT) also play a crucial role in facilitating information sharing and providing networking opportunities for women entrepreneurs (Ogutuu & Oduor, 2017; Mwangi & Njenga, 2020). Furthermore, collaborative partnerships with other businesses, NGOs, and government agencies enable women-owned enterprises to access resources, expertise, and market opportunities while promoting collective growth and sustainability (Ondari & Ombongi, 2019; Njeri & Gitau, 2020). Women's business associations and networks such as the Kenya Association of Women Business Owners (KAWBO) and the Women in Business (WIB) initiative provide tailored support, training, and information-sharing platforms specifically designed to address the needs of women entrepreneurs in Kenya (Kiptoo & Cheruiyot, 2019; Mugo & Waithira, 2021). These multifaceted strategies contribute to the growth and success of women-owned enterprises in Kenya by fostering a supportive ecosystem for information exchange and collaboration, ultimately driving economic empowerment and sustainable development within the country.

## **II. LITERATURE REVIEW**

The study was anchored on network theory which was developed by Burt (1984) to explain how social networks create social capital for individuals. The theory is based on the premise that social networks that individuals have among themselves and among communities creates paths through which individuals can utilize to gain power, fame or business. This notion was supported by Lin and Dumin (1986) who observed that people can access business contracts and occupations through social ties. Flap (2004) further observed that networks are capable of embedding transactions in a social matrix, creating markets which individuals in the network can utilize.

The network theory argue that networks come in the form of support systems, mentors and advisors (Madichie & Nkamnebe, 2010). Other networks that can be important to women in business include business associates and friends, participation in trade associations and women's groups. These are significant networks that are positively associated with business performance and growth. Women who lack such networks are expected to experience lower levels of business growth and performance (Melubo & Musau, 2020). Harrington & Fine (2006) criticizes this theory on the basis that the field tends to view ties generically, failing to recognize important differences in different kinds of ties and the meanings that ties have for the groups or fails to consider if the table banking groups are embedded in stable relationships and recurring interactions or if the network is constantly churning thus the current infrequent, occasional ties affect important outcomes.

The theory informed the study in explaining the kind of information networks that woman can rely on loans to enhance their growth prospects in business. The theory assumes that table banking group are based and formed by social networks that individuals have among themselves. Through the networks they are able to form the table banking groups. Therefore, the theory helps in explaining the effect of information sharing on financial performance of women in Uasin Gishu County.

Tallam (2016) established that information sharing was a key building block to help countries achieve human development. Chemitei (2016), established that the effects of credit information sharing influenced performance of non-deposit taking Saccos. She also established that Information sharing reduces the portfolio of Non- performing loan with a moderate performance(Zania, 2018). Information sharing in table banking enables women get information on new markets, market trends, innovation ideas, ways to grow wealth, just to mention but a few. Sharing of information promotes bonding in a table banking group. Financial sustainability focuses on the need for information sharing, integration and participation (Wanaswa (2015).

## **III. METHODOLOGY**

The research adopted the positivism approach because the researcher was limited to data collection and interpretation through objective approach. This research assumed that information sharing of group members influence the growth of women owned enterprises in Uasin Gishu County. This research had four hypotheses based on the specific objectives of the study. The data was collected through a structured questionnaire. The study adopted descriptive research design which is an explanatory research. Target population was drawn from the women business owners who are also member of table banking groups within the 6 Sub-Counties in Uasin Gishu County. The unit of analysis was women enterprise who have received funding from Table banking from six sub-counties in Uasin Gishu County. The unit of observation was owner's 1198 women enterprise courtesy of Table banking from six sub-counties in Uasin Gishu County.

The study used Israel (1992) formula to get sample size. From a study population of 1198, a sample size of 300 enterprises courtesy of Table banking was selected. The sample frame was 1198 enterprise owners who are members of table banking groups in Uasin Gishu County. The study further used proportionate sampling to get the number of participants in each sub-county. The study used both primary and secondary data was collected. Primary data was collected using a self-structured questionnaire. The researcher tested construct validity with correlations to see if results from the test are positively or negatively related to those of other established tests. The face validity was measured by the help of research supervisor to help review measurement technique and items and gauge their suitability for measuring the research variable in the study. Their comments were used to improve on the instruments. Content validity Index (C.V.I) was calculated to ascertain content validity. Reliability was enhanced by pre-testing the questionnaire with a selected sample which was not included in the main study. Internal consistency technique was used to calculate Cronbach's Alpha.

The data that was gathered was both qualitative and quantitative in nature. Quantitative data will be analyzed by utilization of SPSS version 24. Descriptive and inferential statistics was employed in the study. Descriptive statistics involve the use of percentages, frequencies, measures of central tendencies (mean) and measures of dispersion (standard

deviation). Qualitative data was analyzed through content and thematic analysis. Thematic analysis is a method for analyzing qualitative data that entails searching across a data set to identify, analyze, and report repeated patterns (Braun & Clarke 2016). It is a method for describing data, but it also involves interpretation in the processes of selecting codes and constructing themes. Regression model was used to measure a direct effect/relationship between variables to check if there is a linear relation between them. Inferential statistic involved the use of simple and multiple regression analysis. Diagnostic statistics were used to identify the reliability and the validity of the model in measuring the relationship between information sharing and growth of women owned enterprises.

**IV. RESULTS**

**Response Rate**

The researcher distributed 333 questionnaires to the women business owners. Out of the total questionnaires administered, 294 were filled and returned. This represented 82% overall successful response rate.

**Information Sharing on the Growth Women Owned Enterprises**

The study also sought to assess the effect of information sharing on the growth women owned enterprises in Uasin Gishu County, the study findings are revealed in Table 1 below:

**Table 1: Information Sharing on the Growth Women Owned Enterprises**

<b>Information Sharing</b>	<b>Min</b>	<b>Max</b>	<b>Mean</b>	<b>Std</b>
The group nature of table banking make it easier for them to source for formal training such financial training	1.00	5.00	4.117	1.029
Members of table banking form individual networks within the group which supports information sharing.	2.00	5.00	3.670	.944
Table banking make it easier for members to participate in shared program such as financial training	1.00	5.00	3.648	1.176
Table banking promotes learning by creating a platform for the members to learn from one another	2.00	5.00	3.487	.989
Table banking groups help their members to network with other like-minded groups on issues such as sourcing market for their products and services	2.00	5.00	3.788	1.064
Table banking groups provide members with information on market trends and consumer behavior which help members to identify potential growth areas and adjust their business strategies accordingly.	2.00	5.00	3.876	.915
Table banking provides members with the opportunity to meet and network with other entrepreneurs.	1.00	5.00	3.829	1.244
Collective governance through table banking ensure accountability among members on issues such as loan repayment	2.00	5.00	4.066	1.076
Table banking group create a platform where members can share business ideas	2.00	5.00	3.971	1.032
<b>Average</b>	<b>1.67</b>	<b>5.00</b>	<b>3.828</b>	<b>1.052</b>

**Source: Research Data (2023)**

According to the findings, the majority of respondents strongly agreed that the group nature of table banking make it easier for them to source for formal training such financial training (mean=4.117, SD=1.029). Table banking groups bring together individuals with diverse backgrounds, experiences, and expertise. As members interact and engage in discussions, they have the opportunity to share their knowledge and insights related to various business aspects. The study findings are in tandem with those of Odera, (2017) who found that table banking groups provide a supportive environment where members can seek advice, feedback, and suggestions from their peers. Entrepreneurs can present their business ideas, plans, or challenges to the group, opening the floor for constructive discussions. Group members can offer feedback, alternative perspectives, and recommendations based on their own experiences or expertise. This feedback loop helps refine business ideas, identify potential risks or opportunities, and enhance the overall quality of decision-making.

In addition, majority of the respondents agreed that members of table banking form individual networks within the group which supports information sharing (mean=3.670, SD=0.944). The study findings agree with those of Owuor, (2016) who found that table banking groups bring together individuals who pool their financial resources. This collective savings pool can be utilized to invest in formal financial training for the benefit of all group members. By contributing a portion of their savings to training initiatives, members can collectively access formal training programs that would be more challenging or costly to access individually.

Similarly, the majority of respondents (mean=3.648, SD=1.176) agreed that table banking make it easier for members to participate in shared program such as financial training. The study findings are in line with those of Kamande and Ndwiya, (2018) who found that networking within the table banking group allows members to learn from the expertise and knowledge of their peers. Each entrepreneur brings unique skills, industry insights, and perspectives to the table. Through networking, members can tap into this collective knowledge, seek advice, and benefit from the expertise of others. This peer learning can encompass various aspects of business, such as marketing strategies, financial management, operational efficiency, and more.

Furthermore, the majority of respondents (mean=3.487, SD=0.989) agreed that table banking promotes learning by creating a platform for the members to learn from one another. The study findings are in tandem with those of Wanjiku and Kimani (2015) who found that as members interact within the table banking group, trust is established, fostering an environment of collaboration and openness. This trust allows members to freely share information, experiences, and insights with one another. The individual networks formed within the group serve as channels through which information flows, enabling members to access valuable knowledge about market trends, business opportunities, and industry developments.

Moreover, majority of the respondents agreed that table banking groups help their members to network with other like-minded groups on issues such as sourcing market for their products and services (mean=3.788, SD=1.064) table banking groups provide a platform for members to exchange information about potential markets for their products and services. Members can share insights, contacts, and experiences related to different market opportunities. This information exchange enables members to tap into the collective knowledge and resources of other groups, gaining valuable insights into market trends, customer preferences, and distribution channels. According to Wang and Li (2017) networking with other groups allows for the sharing of best practices in market sourcing. Members can learn from the experiences and success stories of other groups, gaining insights into effective strategies for identifying and accessing markets. The sharing of best practices can encompass areas such as market research, branding, customer acquisition, and market entry strategies. By adopting proven approaches and techniques, members can optimize their market sourcing efforts and increase their chances of success.

Similarly, the majority of respondents (mean=3.876, SD=1.064) agreed that table banking groups provide members with information on market trends and consumer behavior which help members to identify potential growth areas and adjust their business strategies accordingly. This study finding is in line with that of Kuran (2016), which found that members within a table banking group establish direct lines of communication with one another. Members build relationships and trust, enabling open and frequent information sharing. Through informal conversations, group meetings, and social interactions, members exchange ideas, discuss challenges, and offer advice to one another. This peer-to-peer communication forms the backbone of information sharing within the group.

Furthermore, the majority of respondents (mean=3.876, SD=0.915) agreed that table banking provides members with the opportunity to meet and network with other entrepreneurs. Within a table banking group, members can learn from their peers who have firsthand experience in running businesses. Each member brings their own unique set of skills, successes, and challenges to the table. By sharing their experiences, lessons learned, and best practices, members can learn from one another's real-life situations and apply that knowledge to their own businesses. The study findings are in line with those of Garcia and Rodriguez (2016) who found that table banking groups bring together individuals with diverse backgrounds, skills, and expertise. As members interact and engage in discussions, they have the opportunity to exchange knowledge and insights on various aspects of entrepreneurship. This knowledge exchange can include topics such as business strategies, financial management, marketing techniques, operational efficiency, and more. Through open dialogue and sharing of experiences, members can broaden their understanding of different business concepts and gain new perspectives.

Moreover, majority of the respondents agreed that collective governance through table banking ensure accountability among members on issues such as loan repayment (mean=3.829, SD=1.244). The study findings agree with those of

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Tallam, (2015) found that table banking groups typically operate on a democratic decision-making process, where important decisions, including loan disbursements and repayment schedules, are made collectively. This ensures that every member has a say in the group's activities and promotes a sense of ownership and accountability for the group's financial affairs.

Further majority of the respondents agreed that table banking group create a platform where members can share business ideas with a mean of 4.066 and a standard deviation of 1.076. The study findings are in line with those of Kobia, and Munyoki, (2015) who found that table banking groups foster a collaborative environment where members actively share information, experiences, and insights. Within the group, members discuss market trends, consumer preferences, and changes in the business landscape. This collective knowledge sharing ensures that valuable information flows freely among the members, helping them stay updated on market dynamics.

### Growth of Enterprises in Uasin Gishu County

The respondents were asked to indicate their level of agreement on the growth of enterprises in Uasin Gishu County. The findings are presented in Table 2

**Table 2: Growth of Enterprises in Uasin Gishu County**

	Min	Max	Mean	Std
<b>Growth of Enterprises</b>				
The number of women who are able to access external funding through table banking has really increased	1.00	5.00	3.876	.915
The women enterprises have experienced positive change in sales since joining table banking group	2.00	5.00	3.586	1.200
The women enterprise has experienced positive growth in asset base since joining table banking group	2.00	5.00	3.786	.882
The number of members in the table banking group has gradually over the years	1.00	5.00	3.612	.953
Table banking has improved the socio-economic livelihoods of its members	1.00	5.00	3.418	1.284
Women owned business funded by or through table banking are able to employ more employees	2.00	5.00	3.300	1.360
Majority of members are able to pay their loans on time	2.00	5.00	3.971	1.032
The loan limit of group members has grown due to positive credit scores	2.00	5.00	3.876	.977
The number of members borrowing for business growth has increased of the years	1.00	5.00	3.971	1.032
Table banking has increased the income of its members through investment	2.00	5.00	3.974	1.208
<b>Average</b>	<b>1.67</b>	<b>5.00</b>	<b>3.737</b>	<b>1.084</b>

### Source: Research Data (2023)

According to the findings majority of the respondents agreed that the number of women who are able to access external funding through table banking has really increased with a mean of 3.876 and the standard deviation of 0.915. The findings further indicated that majority of the respondents (68%) agreed that the women enterprises have experienced positive change in sales since joining table banking group with a mean of 3.586 and the standard deviation of 1.200. According to Ochieng, Ondiek and Kobia, (2017) there has been a growing recognition of the importance of entrepreneurship as a driver of economic growth and job creation. This increased awareness, coupled with a supportive entrepreneurial culture, has encouraged more individuals to pursue business ventures and seek funding to fuel their growth.

Also, the findings indicated that majority of the respondents agreed that women enterprise has experienced positive growth in asset base since joining table banking group with a mean of 3.786 and a standard deviation of 0.882. Further majority of the respondents agreed that number of members in the table banking group has gradually over the years with a mean of 3.612 and a standard deviation of 0.953. Odhiambo, Ntabo, and Muturi, (2017) table banking provides members with access to credit that they may not have been able to obtain from traditional financial institutions.

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Members can borrow from the pooled savings based on their needs and investment plans. This access to credit enables them to finance various income-generating ventures, such as starting or expanding businesses, investing in agriculture, or undertaking other entrepreneurial endeavors.

		Information Sharing	Majority of the respondents also indicated that the
	N	273	
Growth of Enterprises	Pearson Correlation	.985**	
	Sig. (2-tailed)	.000	

table banking has improved the socio-economic livelihoods of its members a mean of 3.418 and a standard deviation of 1.284. In addition, majority of the respondents agreed that the women owned business funded by or through table banking are able to employ more employees with a mean of 3.300 and a standard deviation of 1.360. Majority of the respondents also agreed that majority of members are able to pay their loans on time with a mean 3.971 and a standard deviation of 1.032. According to Liisa, (2016) study which noted that table banking provides a platform for individuals who may have limited or no access to formal financial services to participate in savings and credit activities. This inclusion allows members to save money, access credit, and engage in income-generating activities that can uplift their socio-economic status.

Majority of them also agreed that the loan limit of group members has grown due to positive credit scores with a mean of 3.876 and a standard deviation of 1.977. Majority of the respondents also agreed that the number of members borrowing for business growth has increased of the years with a mean of 3.971 and a standard deviation of 1.208. Moreover, majority of the respondents also agreed that table banking has increased the income of its members through investment with a (mean=3.974, SD=1.208). The study agrees with Azhar, (2017) table banking provides a platform for individuals who may have limited or no access to formal financial services to participate in savings and credit activities. This inclusion allows members to save money, access credit, and engage in income-generating activities that can uplift their socio-economic status.

### Correlation Analysis

**Table 3: Correlation analysis**

The findings revealed that there is a moderate positive correlation between information sharing and growth of women owned enterprises in Uasin Gishu County, ( $r=0.985$ ;  $p<0.05$ ). The findings agree with those of Yang (2016) which found that information sharing enhance organizational performance of tourist hotels in Taiwan. Adewoye, Abimbola, Olusola and Olufunke (2016) who found that there was a positive significant effect on women entrepreneurs however the use of ICT among women entrepreneurs is limited and even the ones in use are not widely explored and channeled for business development. The study findings are also in agreement with those of Somjai&Jermstittiparsert (2019) who found that table banking groups often serve as platforms for members to share information about market trends, customer preferences, and business opportunities. By exchanging insights and experiences, women entrepreneurs gain valuable market intelligence that helps them identify new opportunities, adapt their products or services to meet evolving demand, and make informed business decisions. Access to market information enhances the competitiveness of women-owned enterprises and enables them to seize growth opportunities more effectively.

### Regression Analysis

#### Information Sharing and Performance of Growth of Women Owned Enterprises

The study conducted a simple regression analysis to analyze the effect of information sharing on the growth of women owned enterprises in Uasin Gishu County.

**Table 4: Model Summary for Information Sharing**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.441 <sup>a</sup>	.194	.180	.3376

a. Predictors: (Constant), information sharing

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From the findings the R-square=0.194 which indicates that information sharing predicts 19.4% of the variation in growth of women owned enterprises in Uasin Gishu County. The findings agree with Kibet (2022) who found out that table banking groups provide opportunities for women entrepreneurs to share knowledge, skills, and best practices with one another. Members may offer advice, share strategies for business success, or provide guidance on overcoming common challenges. This knowledge sharing fosters a culture of learning and continuous improvement among women entrepreneurs, enabling them to enhance their business acumen, develop new skills, and adopt innovative approaches to business growth. In addition, table banking groups foster a supportive environment where women entrepreneurs can seek advice, guidance, and encouragement from their peers. Members may serve as mentors or role models, sharing their experiences, offering encouragement, and providing practical support to help others succeed. This peer support network boosts confidence, resilience, and motivation among women entrepreneurs, empowering them to overcome obstacles and pursue their entrepreneurial aspirations with greater determination.

### Analysis of Variance (ANOVA) for the Effect of Information sharing on the Growth of Women Owned Enterprises

The study further conducted an analysis of variance to understand how well the model fits the data and whether the chosen predictors are significant in explaining the variation between businesses financing and growth of women owned enterprises.

**Table 5: Analysis of Variance (ANOVA) for Information sharing**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.654	1	8.654	65.068	.000 <sup>b</sup>
	Residual	35.954	271	.133		
	Total	44.608	272			

a. Dependent Variable: Growth of Women Owned Enterprises

b. Predictors: (Constant), Information sharing

The study conducted an Anova test to determine whether the model of is statistically fit to be adopted in the study. From the findings the F=65.068, p=.000 which implies that the model was fit in predicting the businesses financing and growth of women owned enterprises.

### Coefficients for the Effect of Information sharing on the Growth of Women Owned Enterprises

The study also conducted a coefficient analysis to determine the direction and magnitude of the relationship between the predictor and the dependent variable in this case the direction and magnitude of the relationship between information on the growth of women owned enterprises.

**Table 6: Coefficients for Information sharing**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.644	.111		5.824	.000
	Information sharing	.808	.028	.866	28.469	.000

a. Dependent Variable: Growth of Women Owned Enterprises

The findings indicated that a unit increase in information sharing, there was up to 0.808 unit increase in growth of women owned business enterprises in Uasin Gishu County. The effect of information sharing was stated by the t-test value = 28.469 which indicated that the effect of information sharing was over 28 times that of the error associated with it. Based on the above results the study derived the following simple linear regression model as shown below.

$$Y = 0.644 + .808x_1 + \varepsilon$$

The model shows that increase of information sharing by a unit increase growth of women owned business enterprises in Uasin Gishu County by 0.808 unit. The findings agree with Ruto (2019) who argue that information sharing within table banking groups facilitates networking and collaboration among women entrepreneurs. Through regular meetings, workshops, and social events, women have the chance to connect with peers, establish professional relationships, and explore potential collaborations or partnerships. Networking with other entrepreneurs, suppliers, or stakeholders can



lead to new business opportunities, access to resources, and joint ventures that accelerate the growth of women-owned enterprises. Information sharing through table banking extends beyond market insights to include resources such as access to financing, business support services, and technical assistance. Members may share information about available funding opportunities, government programs, or training workshops that can benefit women entrepreneurs. This access to resources enhances the capacity of women-owned enterprises to address challenges, overcome barriers, and pursue growth-oriented initiatives effectively.

### V. DISCUSSION

In summary, the study revealed that table banking group create a platform where members can share business ideas. Table banking groups bring together individuals with diverse backgrounds, experiences, and expertise. As members interact and engage in discussions, they have the opportunity to share their knowledge and insights related to various business aspects. In addition, majority of women entrepreneur in Uasin Gishu County agreed that the group nature of table banking make it easier for them to source for formal training such financial training. The study findings also revealed that table banking provides members with the opportunity to meet and network with other entrepreneurs. Through networking, members tap into this collective knowledge, seek advice, and benefit from the expertise of others. This peer learning encompasses various aspects of business, such as marketing strategies, financial management, operational efficiency, and more.

From the findings, majority of women entrepreneur in Uasin Gishu County also indicated that members of table banking form individual networks within the group which supports information sharing. This is because trust is established, fostering an environment of collaboration and openness. This trust allows members to freely share information, experiences, and insights with one another. The individual networks formed within the group serve as channels through which information flows, enabling members to access valuable knowledge about market trends, business opportunities, and industry developments. Similarly, the findings revealed that table banking make it easier for members to participate in shared program such as financial training. The study findings are in tandem with those of Ouma and Kombo (2016) who found that there was a positive and significant relationship between information sharing and organizational performance. Nathalia, Werlang and Ricardo (2019) revealed that information sharing has a positive and direct influence on organizational performance among service provision industry sector in Brazil.

### VI. CONCLUSIONS AND RECOMMENDATIONS

The study concluded that table banking groups provide members with information on market trends and consumer behavior which help members to identify potential growth areas and adjust their business strategies accordingly. The study further concluded that a moderate positive correlation existed between information sharing and growth of women owned enterprises in Uasin Gishu County, ( $r=0.641$ ;  $p<0.05$ ). The results of the correlation analysis indicated that better information sharing result to the growth of women owned enterprises in Uasin Gishu County. The findings agree with Ruto (2019) who argue that information sharing within table banking groups facilitates networking and collaboration among women entrepreneurs. Through regular meetings, workshops, and social events, women have the chance to connect with peers, establish professional relationships, and explore potential collaborations or partnerships. Networking with other entrepreneurs, suppliers, or stakeholders can lead to new business opportunities, access to resources, and joint ventures that accelerate the growth of women-owned enterprises.

From the findings the study recommend that table banking group should establish a structured information-sharing system within the groups and include monitoring and evaluation aspects in their daily operations of the groups. The study further recommended that table banking should encourage members to share their experiences, success stories, and challenges related to business ventures, investment opportunities which can be documented. The study also recommended that table banking groups should organize training workshops or mentorship programs where members can learn from external successful entrepreneurs, financial experts, and industry professionals to expand their knowledge and share best practices.

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