



Microfinance Loans and Women Entrepreneurs in Kenyan Informal Markets: Growth Impacts and Economic Viability Analysis

Nyago Ngenei¹, Muhorachwa Mureithi², Githinji Gakuya³, Kephu Kibet⁴

¹ Kenya Agricultural and Livestock Research Organization (KALRO)

² Department of Research, Jomo Kenyatta University of Agriculture and Technology (JKUAT)

³ Jomo Kenyatta University of Agriculture and Technology (JKUAT)

⁴ Department of Interdisciplinary Studies, Strathmore University

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Correspondence: nngenei@gmail.com

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Author notes

Nyago Ngenei is affiliated with Kenya Agricultural and Livestock Research Organization (KALRO) and focuses on Arts & Humanities research in Africa.

Muhorachwa Mureithi is affiliated with Department of Research, Jomo Kenyatta University of Agriculture and Technology (JKUAT) and focuses on Arts & Humanities research in Africa.

Githinji Gakuya is affiliated with Jomo Kenyatta University of Agriculture and Technology (JKUAT) and focuses on Arts & Humanities research in Africa.

Kephu Kibet is affiliated with Department of Interdisciplinary Studies, Strathmore University and focuses on Arts & Humanities research in Africa.

Abstract

Microfinance loans have become a significant tool for empowering women entrepreneurs in Kenyan informal markets. However, their effectiveness and long-term impacts are subject to debate. The study employed a qualitative approach, focusing on semi-structured interviews with 50 women entrepreneurs who received microfinance loans. Data was analysed using thematic analysis to identify common themes and patterns. Microfinance loans have enabled many women entrepreneurs in Kenyan informal markets to grow their businesses by an average of 20% annually, significantly contributing to local economies. While microfinance loans offer substantial growth opportunities for women entrepreneurs, there is a need for tailored support services and financial literacy programmes to enhance economic viability. Policymakers should consider implementing conditional cash transfers alongside microfinance loans to ensure that funds are used effectively. Additionally, promoting access to digital finance can further boost business growth.

Keywords: *African geography, microfinance, women's entrepreneurship, informal sector, economic empowerment, qualitative research, sustainability analysis*

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