



# Youth Employment in Kenya's Informal Sector: An Analysis of Online Job Platforms' Influence

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## Abstract

Kenya's informal sector is a significant part of its economy, employing millions of people, particularly young adults who are often underrepresented in formal job markets. The research employs qualitative methods including interviews and document analysis to explore perceptions and experiences of young people in the informal economy regarding online job platforms. Young workers reported significant interest in using online platforms for finding employment, though they faced challenges related to platform reliability and job quality assurance. Online job platforms show promise as a tool for enhancing youth access to employment opportunities within Kenya's diverse informal sector landscape. Authorities should consider regulating these platforms more closely to ensure fair and transparent practices that benefit young workers in the informal economy.

**Keywords:** *Kenyan, Informal, Qualitative, Youth, Entrepreneurship, Contextual, Empirical*

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