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www.ijirk.com**FINANCIAL EMPOWERMENT AMONG WOMEN
ENTREPRENEURS IN TANZANIA: A CASE OF KILOMBERO
MARKET IN ARUSHA CITY****Dr. David A.O. Aunga**Lecturer, Accounting and Taxation, Faculty of Business Administration
University of Arusha, Tanzania**Abstract**

The main objective of the study was to examine financial empowerment among micro women entrepreneurs at Kilombero market in Arusha City. The study employed a case study design in which an in-depth examination on financial empowerment was done. The target population was 50 women entrepreneurs doing business at Kilombero market. The sample size for study 10 women entrepreneurs selected using purposive sampling technique. Data was collected through interview and documentary review. The findings indicated that mobile women entrepreneurs at Kilombero market do not record their business finances. Moreover the women lack skills for recording finances. Those who record use piece of papers which are easily get lost. Inability to record businesses finances undermines financial empowerment as it prevents women from tracking progress of their business finances. These findings also showed that mobile women entrepreneurs at Kilombero market were not able to separate business finances from personal finances because they were largely depending on their business earnings to cater for family needs. It was further discovered that customary laws prevent women entrepreneurs from acquiring properties such as land which can facilitate them to apply for business loans to enhance finances and expand their businesses. Male-dominated culture undermines efforts of women to realized financial empowerment in business administration. Women are obliged to seek permission from their husbands to use family properties for business. it is indicated that domestic responsibilities of raising children affect progress of business and consequently financial empowerment on part of women. Family responsibility of taking care of children puts more pressure on women as most of their time is spent on children. The findings also revealed that women entrepreneurs do not get support in business from their spouses on grounds that women are supposed to take care of children at home.

Key terms: Financial empowerment, women entrepreneurs

INTRODUCTION

More importantly women micro entrepreneurs provide a significant contribution to the economic development in the world. In the United States, for instance, women-owned firms are growing at more than double the rate of all other firms, contributes nearly \$3 trillion to the economy and are directly responsible for 23 million jobs. In developing countries, female entrepreneurs are also increasing with about 8 million to 10 million formal, small and medium enterprises (SMEs) with at least one female owner (World Bank, 2019). Moreover, it is estimated that by 2020, 870 million women who have been living in subsistence level are expected to enter the economic mainstream for the first time playing other roles including entrepreneurs (United Nations Industrial Development Organization (UNIDO), 2014). In Tanzania women owned enterprises have increased from 35% in 1990s to 54.3% in 2012. Yet, over 99% of female owned enterprises are microenterprises with fewer than five employees and almost three-quarters have only one employee (Mori, 2014).

Central to business success is financial empowerment and business needs adequate finances to facilitate its daily operations and meet essential operating expenses (Davoren, 2018). Moreover, financial empowerment constitutes financial capability to effectively manage finances. It requires proper knowledge and skills to make appropriate financial decisions (Mundy, 2011). However, small scale women entrepreneurs around the world face financial constraints. Women entrepreneurs still manage fewer businesses than men and run businesses at micro level in less profitable sectors that grow slowly and are likely to fail (UNIDO, 2014). Furthermore, on average, women have less access to basic banking services such as checking and saving accounts. As a result, female entrepreneurs rely on their own savings, loans from family and friends, or micro-loans to finance their business needs (World Bank, 2019).

Similarly, women entrepreneurs in Tanzania face myriad of challenges which limit financial empowerment to manage businesses effectively. A study done by Langa in Dar es Salaam found that women entrepreneurs in Dar es Salaam face challenge to access finance from microfinance institutions because of inability to meet repayment schedules (Langa, 2013). Moreover, women entrepreneurs in Tanzania use informal sources to access finance and have insufficient access to financial knowledge which limits them from applying for loans (Naegels, Mori & D'Espallier, 2017).

A pilot study done in December 2018 by the researcher had shown that women entrepreneurs doing business at Kilombero market in Arusha City also face myriad of financial challenges including lack of access to finance from financial institutions and home, inadequate of capital to expand businesses and obtain business facilities. Over 50 women were observed operating their businesses near the road on the floor because they lack financial capacity to rent for spaces in the market. Hence this study sought to explore factors which impede financial empowerment among micro women entrepreneurs at Kilombero market in Arusha City. In order to achieve this objective, the study sought to answer two research questions.

1. How does inadequate financial capacity impede financial empowerment among women entrepreneurs at Kilombero market in Arusha City?
2. How do cultural barriers constraint financial empowerment among women entrepreneurs at Kilombero market in Arusha City?

Literature Review

This section provides a review of empirical literature on factors impeding financial empowerment of women entrepreneurs so as to identify knowledge and methodology gaps which were covered by this study. The empirical literature on women entrepreneurship in the world is vast (Holloway, Niazi and Rouse, 2017);

(Mantok, 2016); (Nakhaima, 2015); (Rabi, Reza and Raihan, 2015); (Church, 2015); (United Nations Conference on Trade and Development, 2014); (Cirera and Qasim, 2014); (Bula, 2012). However, the study has specifically reviewed studies done in Tanzania so as to ensure that the study is anchored in its respective context. For the purpose of detailed literature review, only studies done in Tanzania were reviewed. The review analyzed methodology and appraised strengths, weaknesses and limitations of each study.

Firstly, Langa (2013) assessed challenges facing women entrepreneurs in accessing loans from microfinance institutions in Dar es Salaam. The study used a sample size of 120 respondents who were selected using purposive sampling. The study employed questionnaire, interview guide and documents to collect data. The study found at least two challenges which were facing women entrepreneurs in accessing loan from microfinance institutions. One was interest rate. Most of micro finance institutions charge between 24% to 48% interest rate per year. Moreover, women entrepreneurs fail to repay loans because of misappropriation tendencies whereby loans borrowed for business purposes are used to cater for family.

Review of Langa's study noted strengths, weaknesses and limitations. In terms of strengths, the study identified internal and external factors affecting financial capacity of female entrepreneurs in Dar es Salaam. In terms of weaknesses, review of the study done by (Langa, 2013) noted two weaknesses. The study claimed to have involved a sample size of 120 respondents, yet the actual total sample size was 60 (*ibid.* p. 40). This indicated a mismatch in between the stated and actual sample size. Another shortcoming was noted in sampling procedures. The study stated to have employed purposive sampling procedures to select respondents (*ibid.* p.40). However the criteria used to select respondents is not shown. The current study addressed the shortcomings by using qualitative research design in which a qualitative sample size of 10 respondents was selected from female entrepreneurs at Kilombero market in Arusha City.

Secondly, Mori (2014) conducted a study to identify major deficiencies facing women entrepreneurs in Tanzania by focusing on Dar es Salaam, Tanga and Dodoma regions. The study used a sample size of 212 women entrepreneurs selected from the respective areas of study. The respondents were selected using cluster, snowball and purposive sampling methods. Findings from the study indicated that culture was the key barrier to women entrepreneurs in run businesses due to traditional reproductive roles of raising children. Other challenges included licensing procedures, corruption, bureaucracy and sexual harassment (*ibid.* p.16). Despite the valuable contribution of this study, the findings were limited to Dar es Salaam, Tanga and Dodoma regions. Hence, there appeared to be a need to carry out another study in Arusha city in order to conclude whether the findings can be generalized or not.

Thirdly, Magesa, Shimba and Magombola (2013) investigated impediments towards access to financial services by women entrepreneurs in Arumeru District in Arusha region. The study involved a sample size of 150 which included 100 women and other 50 stakeholders. The study found that small scale women entrepreneurs in Arumeru District face myriad of challenges including strict microfinance conditions, lack of financial confidence, high interest rates on loans, micro financial institution's attitude towards women, lack of collaterals and startup capital, cultural norms and family responsibilities, lack of awareness and financial service availability, small loan size and short repayment period.

Magesa, Shimba and Magombola's study provided valuable contribution by showing several challenges facing women entrepreneurs. Yet, the study and the findings were limited to Arumeru District in Arusha region. So they cannot be applied to explain factors affecting capacity of small scale female entrepreneurs in Arusha City. A shortcoming was also noted in data analysis and presentation methods employed in the study. The study employed descriptive statistics method to analyze data (*ibid.* p.108). Despite the fact that the study collected data using a combination of among other methods including interviews, questionnaires and focus groups, the study only explained technique used to analyze questionnaire data. Yet methods used to analyze data collected using qualitative methods of interviews and focus groups are not explained. Moreover, while

the study claimed to have used focus group discussions to collect data from women entrepreneurs, district community development officials and officials from microfinance institutions, only data collected from women were presented in the findings (ibid. p. 109-112). This makes methodology of this study questionable because the proposed methodology was not applied effectively.

Fourthly, Jagero and Kushoka (2011) analyzed the challenges facing women micro entrepreneurs in Ilala Municipal in Dares Salaam region in Tanzania. Findings of the study indicated that women entrepreneurs in Ilala Municipal were facing myriad challenges including loss of capital, decline in business, and lack of space, poor infrastructure and corruption. The findings of the study also indicated that Macro and micro level factors affects women entrepreneurs. Macro level factors identified include cultural environment that makes it difficult for women to run businesses with domestic and reproductive roles, laws and regulations involving licensing procedures, taxes, corruption and bureaucracy. Micro level factors included lack of business education and skills which hinder women to work with financial institutions.

In terms of strengths, the findings of the study have identified internal (micro) and external (macro) factors affecting women entrepreneurs (Ibid. p.6) However, the shortcoming of the findings is that the factors are not explained in details. For instance the findings do not show specific taxes and inadequate businesses knowledge which prevents women from running businesses. Another shortcoming of the study is detected in methodology. The study stated to have selected Municipal officials through purposive sampling (Ibid. p.4). Yet, neither the criteria of selection nor the number of respondents selected are shown. Another shortcoming noted is data collection methods. The methodology selection is silent on the methods employed to collect data (Ibid. p.4). The noted weaknesses create a gap in methodology of this study.

Generally, the foregoing review of the previous studies done on financial issues related to women entrepreneurship revealed that despite the fact that the studies have shown internal and external factors undermining financial capacity of women entrepreneurs in Tanzania, the studies have shortcomings and limitations such as limited in geographical scope and methodology shortfalls. Moreover, none of the studies had applied a case study design to study the phenomenon of financial challenges of women entrepreneurs in-depth. Hence this study addressed the gaps by providing in-depth exploration of factors affecting financial empowerment of women entrepreneurs using a case study of women entrepreneurs in Kilombero Market in Arusha City.

Methodology

The study employed a case study design. Case study is a research strategy which is used to carry out an in-depth investigation about a particular social phenomenon (Kothari, 2004). Hence a case study design enabled the study to explore financial empowerment among women entrepreneurs at Kilombero market in Arusha City. Kilombero market was selected as the case study because it was one of the oldest markets in Arusha City which provides employment opportunities to women. Yet women entrepreneurs who have employed themselves at the market face challenges which limit financial empowerment.

Furthermore, the research strategy enabled the researcher to look for explanations and gain understanding about the studied phenomenon using different tools of gathering data such as interviews and documentary reviews. Collection of data using different techniques strengthened the research findings as the data gathered through interviews was strengthened by data collected from documents.

Population and Sampling

With regards to qualitative sample size Cresswell (1998) recommends a sample size of 5 to 25 respondents. Morse (1994) suggests at least 6 respondents can be used as a sample size. Moreover, statistical solutions (n.d.) the goal of qualitative sample is to obtain saturation. This occurs when additional participants to the study does not result to additional perspective or information. The study selected 10 respondents from the

population of over 50 women entrepreneurs doing business outside Kilombero market. The sample was enough to obtain saturation point because 10 participants were enough to obtain saturation point because the study population constituted micro women entrepreneurs facing similar financial challenges.

Respondents were selected using purposive sampling. Respondents were selected because they had distinct characteristics which were related to the objectives of the study. The respondents were micro entrepreneurs facing challenges such as lack of access to finance and financial education which hinder financial empowerment and business prosperity.

Data Collection Methods

The study collected data using qualitative methods including interviews and documentary review. This is the method of data collection by which a researcher asks questions to participants by asking open ended questions (Dawson, 2002). In-depth-interviews provide detailed data about experiences and opinions of participants regarding research topic (Stacks, 2010). Interviews were used to collect data from nomadic women entrepreneurs at Kilombero market. Interviews were preferred because it facilitated collection of in-depth data which helped to explore the studied phenomenon in details. Interviews were administered using an interview guide which included a list of open ended questions constructed from the research questions. Open ended questions facilitated collection of bulk data because they enabled probing and hence gaining detailed responses during data collection. Interviews were administered for two weeks so as to enable effective data analysis.

FINDINGS

This section presents analysis of data collected through interviewing 10 women entrepreneurs whose businesses operate on mobile basis at Kilombero market. Data was analyzed using both narrative and thematic analysis. Themes were formulated from research questions and sub-themes were formulated from data gathered for each research questions. Data was presented in narrative form by placing narratives in their themes and sub-themes.

Data analysis for the first research question

The first research question was aimed at exploring the influence of financial capacity as an impediment on financial empowerment among women entrepreneurs at Kilombero market in Arusha City. This objective was achieved by the first research question which asked “*How does education constraint impede financial empowerment among women entrepreneurs at Kilombero market in Arusha City?*” In order to facilitate data analysis the theme titled financial management education was constructed out of the research question. During data collection three sub-themes related to education in financial management emerged. They are as shown in Table 1 below.

Table 1: Themes and sub-themes for the first research question

S/N	Research question	Theme	Sub-themes
1	How does financial capacity impede financial empowerment among women entrepreneurs at Kilombero market in Arusha City?	Lack of financial capacity	a. Lack of records keeping skills b. Lack of separation between business and personal finances

Source: Field data (2019)

As shown in Table 1 above the first research question had 1 theme which was lack of financial capacity. The theme had 2 sub-themes which included lack of records keep skills and lack of separation between business and personal finances.

With regards to the first sub theme, respondents were asked if they do record their finances and methods they use to record their finances. The responses are shown in Table 2.

Table 2: Responses for the first sub-theme for the first research question which asked how does inadequate financial capacity impedes financial empowerment among women entrepreneurs at Kilombero market in Arusha City

S/N	Respondents	Response
1	First respondent	I do record my business finances but I do not record every day. Some days I do some days I do not. I do record general amount of money I have sold. I use some piece of paper.
2	Second respondent	I do not record at all. I mostly recall what I have sold. However sometimes I forget.
3	Third respondent	I do not record what I sell. I do not have time. I just count my money when I finish selling and I know how much I have sold.
4	Fourth respondent	I really do not record because to be honest I do not even know how to arrange the records. So I just count my money after in finish selling the items.
5	Fifth respondent	I do not record because I do not think it is important to record these few items, tomatoes, onions and potatoes. These I can remember.
6	Sixth respondent	I do not separate. I use the money from my business for my personal needs and needs of my children.
7	Seventh respondent	I do record my daily sales on a piece of paper. Then at the end of the day I know how much I have sold.
8	Respondent eight	I do not record on pieces of paper. But sometimes they get lost. This also prevents me from knowing how much I have earned in a month because these pieces of paper get lost.
9	Respondent nine	I do record. I have a small book which I use to record my daily sales. It helps to me to know how my business is moving.
10	Respondent ten	I do not record at all. It is too much to write everything. I just keep things in my mind.

Source: Field Data (2019)

The data presented in Table 2 above showed that out of 10 respondents interviewed 7 respondents do not record business finances on the grounds that there was no need to record few items which could be easily remembered. These findings entail that mobile women entrepreneurs at Kilombero market do not have a culture of recording their business finances. Moreover the women lack skills for recording finances. Those who record use piece of papers which are easily get lost. As admitted by the respondent number nine, inability to record businesses finances undermines financial empowerment as it prevents women from tracking progress of their business finances.

With respect to the second sub-theme respondents were asked if they separate business from personal finances. They were also asked how they separate the two domains of finances. The responses are shown in Table 3.

Table 3: Responses for the second sub-theme for the first research question which asked how does inadequate financial capacity impedes financial empowerment among women entrepreneurs at Kilombero market in Arusha City

S/N	Respondents	Response
1	Respondent one	I do not separate my business from personal finances because I use the same money which I earn to cater for my living costs.
2	Respondent two	I do not separate the money. It is really hard because I depend on this money to buy food for my children. I do not have a bank account. The process is too complicated.
3	Respondent three	I do separate the money I earn from sales but then sometimes I am forced to use my business money to cater for my needs.
4	Respondent four	I do separate business money from personal money. I keep my business money on my M-Pesa account. But however when needs arise I have to use my business money.
5	Respondent five	I do separate my business money from my personal money so that I know how much I earn and if I making progress or not. I have a little bank box at home known as “Kibubu” where I keep my business money. The “Kibubu” is locked so that I am not tempted to use my business money. Although sometimes I have to use the money for my needs.
6	Respondent six	I do not separate at all. The same money I get here I use to buy food and pay house rent. It is hard to separate. I do not have a bank account I just use mobile banking such as M-Pesa.
7	Respondent seven	I do separate my business money from my personal money. I use a small box called “Kibubu” which I deposit all my daily earnings. The “Kibubu” is like a small bank. It is locked and I hide it so that my money will not get lost.
8	Respondent eight	I do not separate my business money from personal money. The money I earn from this business I use it for my personal daily needs. I have kids who need to eat every day.
9	Respondent nine	I do not separate my business from my personal money. My business money caters for my needs and needs of my children.
10	Respondent ten	I do not separate between business and personal money. It is difficult because I depend on this business to meet my basic needs and needs of my children.

Source: Field data (2019)

The data presented in Table 3 showed two patterns of responses. The first pattern was that was that 6 out of 10 respondents were not able to separate business finances from personal finances. The second pattern of responses indicated that even those who did separate the two domains of finances are at times obliged to use business finances for personal and family needs. These findings entail that the mobile women entrepreneurs at Kilombero market do not separate business finances from personal finances because they largely depend on business earnings to cater for personal and family needs some of which include needs of their children.

Data analysis for the second research question

The second research question aimed to explore the influence of customary property laws on impeding financial empowerment among mobile women entrepreneurs at Kilombero market. This objective was achieved by the second research question which asked “How does culture constraint financial empowerment

among women entrepreneurs at Kilombero market in Arusha City?” In order to facilitate data analysis the theme titled cultural constraint was constructed out of the research question. During data collection the following two sub-themes emerged. They are shown in Table 4.

Table 4: Themes and sub-themes for the second research question

	Research question	Theme	Sub-themes
1	How do customary laws impede financial empowerment among women entrepreneurs at Kilombero market in Arusha City?	Cultural constraints	a. Customary laws on property ownership. b. Domestic responsibilities.

The first sub-theme of the second research question was formed from a question which asked respondents to share their experience about cultural practices of ownership of property such as land and impact on financial empowerment. The responses are presented in Table 5.

Table 5: Responses for the first sub-theme for the second research question

S/N	Respondents	Response
1	Respondent one	The family land from my home is owned by my husband. I cannot use the land as collateral to apply for a business loan from microfinance without his permission. So far he has declined to allow me to apply for loan using the family land.
2	Respondent two	I am married to a Maasai whose traditions allow him to control family properties including the plot of land. Hence I cannot use the land for business purpose without his permission.
3	Respondent three	I was married but when my husband died 15 years ago, his family took the house and the plot of land because they were in his name. Hence I do not have any property which can help me to apply for a loan to enhance my business.
4	Respondent four	We have a few plots of land here in Arusha. However they are in my husband's name who does not agree with the idea of using the land to apply for business loan.
5	Respondent five	My husband comes from the “Waarusha” tribe which does not allow women to have a say in household properties. We have a plot but it is controlled by my husband as he inherited it from his father. I cannot use it for business investment. He does not agree with the idea at all.
6	Respondent six	I am not married and I do not own land. However my family owns land. Yet I cannot access the land without permission of my brothers who are custodians of the land since my father died.
7	Respondent seven	My family owns land but it is technically owned by my husband. I do not have any right on the land. Hence I cannot even use the land for my business investments.
8	Respondent eight	I do not own any property right now. My family has a couple of plots of land. But I cannot use the land to apply for loan.

9	Respondent nine	I am married and we have a plot of land but the land is registered under my husband's name. Hence I cannot use the land to apply for loan without my husband's permission.
10	Respondent ten	I do not have a property that I can use for business investment. The family land is owned by my husband because he bought it. So I do not have control over the land.

Source: Field data (2019)

The data presented in Table 5 shows that customary laws prevent women from acquiring properties such as land which can facilitate them to apply for business loans to enhance finances and expand their businesses. Male-dominated culture undermines efforts of women to realized financial empowerment in business administration. Women are obliged to seek permission from their husbands to use family properties for business.

The second sub-theme of the second research question was formed from questions which asked respondents to share their experience about the influence of domestic responsibilities on business financial empowerment. The responses are presented in Table 6.

Table 6: Responses for the second sub-theme for the second research question

	Respondents	Response
1	Respondent one	Family responsibilities of raising children are assigned to women. When I gave birth I had to stop my business because I had to stay home to take care of my child for three years. Hence my business collapsed for three years.
2	Respondent two	As a mother, I am required to take care of my children. My husband did not want me to do this business because our children were young. So I had to stop doing business for two years when I was staying at to take care of the children. And I used all of my business money to take care of my child.
3	Respondent three	Family responsibilities of taking care of children really affect business growth given the fact that women are assigned with the task of taking care of children. For my experience I had to take a six month break from my business when I gave birth.
4	Respondent four	Soon after I gave birth I had to stop doing this business. I took a three year break until my child was grown enough. I am taking my child with me when I come at the market to do business. But it really affected my business because I had to start over again.
5	Respondent five	I do have children. When I gave birth my business died. So family responsibilities affect business progress on part of women entrepreneurs because women have to stay at home to take care of children.
6	Respondent six	I am a single mother myself, so I know how hard it is to do business while in charge of taking care of children. I had to stop doing business for one year to take care of my child. When I got back I had to start over again.
7	Respondent 7	Domestic responsibilities of taking of children are assigned to women. Therefore having children can really affect business progress because it requires a woman to stop business and focus on raising children. I had to stop this business last year when I had my first child.
8	Respondent 8	I had to take a break from my business three years ago to take care of my new born child. Despite the fact I am married, my husband required me to

		stay at home and take care of our children. He had banned me from doing this business.
9	Respondent nine	Family tasks of raising children interfere with business progress on part of women. I had to stop doing my business when I gave birth three years ago. I had to use all my business money to take care of my new born. Therefore I started over this year.
10	Respondent ten	Business requires commitment and so does raising children. Therefore because women are required to raise children, they are obliged to take break from business to take care of children. When you have children it is a tradeoff between business and children.

Source: Field data (2019)

From Table 6 above it is indicated that domestic responsibilities of raising children affect progress of business and consequently financial empowerment on part of women. Family responsibility of taking of children pressures women to stop doing business and focus on children. Moreover spouses do not support efforts of women in business on grounds that women are supposed to take care of children at home.

DISCUSSIONS

Findings have shown that women entrepreneurs who operate at Kilombero market on mobile basis lack financial management skills such as records keeping and financial planning skills which undermine financial empowerment as they fail to track progress of their businesses. These findings concur with the findings of (Naegels, Mori & D'Espallier, 2017) which have also shown that female entrepreneurs have insufficient financial knowledge. This entails women entrepreneurs under this study lack financial capability which is important for facilitating financial empowerment. According to (Mundy, 2011) financial capability requires having knowledge, understanding, skills, motivation and confidence to make financial decisions which are appropriate to the circumstances. Lack of financial capability among women entrepreneurs is resulted from lack of knowledge and skills which are important for success. From the resource based theory, knowledge is an important factor for success of a business endeavor.

With regards to the second research question, findings from the interviews have shown that male dominated cultural practices undermine women from gaining financial empowerment through applying for business loans using household properties such as houses and lands. Furthermore data collected through reviewing relevant documents indicated that traditional customary laws in Tanzania undermine women from land ownership. In Tanzania the Land Act of 1999 provides right to land ownership to men and women (United Republic of Tanzania, 1999). Yet traditional customary laws in patrilineal societies in Tanzania still promote male dominance on land ownership (Dancer, 2017). Household land is commonly titled only in the name of the male head of the household and women access it through their spouses or male relatives, meaning they often end up losing it if those men die (UNA Tanzania, 2017). Consequently, the culture undermines financial empowerment of women entrepreneurs because they are not free to use household for business investments.

From the open system theory, external environment largely influences effectiveness (Scott, 2003). Moreover the SWOT analysis too shows that external environment can include opportunities and threats which influence performance positively or negatively. With this respect cultural barriers are threats which hinder women entrepreneurs from realizing financial empowerment. Customary laws for instance undermine women to access and use properties such as land for business investment.

CONCLUSIONS AND RECOMMENDATIONS

With regards to the first objective the findings from the study have indicated that women entrepreneurs lack capacity to manage business finances. The interviews revealed that women lacked records keeping skills and did not separate business from personal finances. Hence on grounds of these findings, this study concludes that financial empowerment among women entrepreneurs at Kilombero market in Arusha City is undermined by lack of capacity to manage business finances effectively.

With regards to the second objective, the findings from the study revealed that women cultural barriers impede financial empowerment among women entrepreneurs at Kilombero market in Arusha City. On basis of these findings, the study concludes that financial empowerment among women entrepreneurs operating at Kilombero market in Arusha City is undermined by cultural barriers which prevent women from accessing properties for business investments.

On basis of the conclusions the study provides two recommendations. First of all the local government of Arusha City Council should collaborate with other stakeholders such as Non-Governmental Organizations and financial institutions to strengthen capacity of women in business financial management. Women should be trained in records keeping to ensure they have information about progress of their business. Secondly, further efforts should be made to outlaw customary laws which impede women from accessing family properties for business investment.

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