

Dynamics of Entrepreneurial Orientation on the Growth of Women Owned Food Vendors in Moshi, Tanzania

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Despite of Women own enterprises contribution in economic development, their enterprise growth is inhibited by a narrow entrepreneurial orientation. The study was set to assess the dynamics of entrepreneurial orientation on the growth of women owned food vendors in Moshi, Tanzania. Specifically, the study intended to determine the influence of innovativeness, autonomy, proactiveness, risk taking and entrepreneurial orientation on the growth of women owned food vendors. Both qualitative and quantitative data were employed and were collected by using a questionnaire and in-depth interview tools. Sample size of 120 women food vendors selected were involved during multiple regression analysis. The results found that, a positive coefficient of autonomy with a $P = 0.009$, and proactiveness with $P = 0.001$ but a negative coefficient of risk taking with $P = 0.02$. All coefficients were statistically significant at a P-value less than the 0.05 level of significant. This indicated that, autonomy, risk taking and proactiveness are variables found influencing growth of women owned food vendors by this study. Also, with adjusted R^2 of 0.82, study confirmed that entrepreneurial orientation is influencing growth of women owned food vendors by 82% taking other factors remaining constant. Therefore, this study concluded that autonomy, proactiveness and entrepreneurial orientation impacted positively growth, meanwhile risk taking has been a fearfully to women as it caused a less growth of women owned food vendors. It is recommended that, women owned food vendors should ensure proper strategic in the supervision of food vendor business through improving business management skills and innovations which could improve autonomy and reduce risks.