

FACTORS INFLUENCING GENDER ROLES AMONG FARMERS IN CHEPARERIA, WEST POKOT COUNTY, KENYA

Emily Cheptoyek Chelimo^{1*}, Dr. Elizabeth Nambuswa Makokha^{1,2}

¹College of Human Resource Development, Department of Communication and Development Studies in The School of Human Resource Development. Jomo Kenyatta University of Agriculture and Technology, P.O. Box 62000 - 00200, Nairobi Kenya

²College of Human Resource Development, Department of Entrepreneurship, procurement, leadership and management. Jomo Kenyatta University of Agriculture and Technology, P.O. Box 62000 - 00200, Nairobi Kenya

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Abstract: The aim of this study was to establish the effect of environmental factors on gender roles in Chepareria Ward, West Pokot County. The specific objectives of the study were; to examine the effect of social factors on gender roles in Chepareria, West Pokot County. The study was guided by Socialist Feminism and Social Role Theory. The study targeted all the farmers in Chepareria Ward. The target population for this study was 7001 comprising of farmers and county officials. The study used simple random sampling techniques to sample 364 study participants. Pilot study was conducted in Pokot south constituency consisting of 36 respondents who represent 10 percent of the sample size. Data was collected using structured questionnaires. The data collection instruments will be tested to determine its validity and reliability through pilot study. The collected data from the field was organized cleaned and coded to reduce errors that might have arisen during data collection. The data collected was analyzed quantitatively using the Statistical Package for Social Science (SPSS) Version 20. Multiple regression analysis, Pearson correlation analysis and ANOVA was done to test the relationship between the variables and results presented in charts, tables and description. The study findings is hoped to guide community development endeavor, the government policy makers and other stakeholders in Chepareria ward, West Pokot County. The correlation results depicted a strong relationship between the dependent variable (gender roles) and the predictor variables at the following coefficients; social factors at $r = .591$; at $p < .01$ significance level. Subsequently, regression results established that the dependent variable (gender roles) was influenced significantly by the independent variable (Social factors) in a linear relationship as depicted by the multiple linear regressions. The regression results indicated that a unit increase in Social factors led to a 0.387 unit increase in gender roles in Chepareria ward, West Pokot, County, Kenya. This study recommends that people be encouraged to own smartphones to enable them access crucial information. It is necessary for people of Chepareria ward to be trained on the importance of having multiple sources of income and also to differentiate between assets and liability to enable them improve their monthly income. The people of Chepareria ward should also be trained on saving in part of their income co-operative societies. This study further recommends that women should also be given opportunity to engage freely in economic and social activities. Finally, the study recommends that men should be encouraged to participate actively in production of goods that can improve their financial wellbeing.

Keywords: Gender roles, social factors.

1. INTRODUCTION

UNESCO (2003) defines Gender roles as the responsibilities that are culturally assigned to men and women by our societies and families. Gender roles concept also involves the expectations about the characteristics, aptitudes and possible behaviors of both women and men (femininity and masculinity). Gender roles and expectations are learned and

evolve over time while they vary within and between cultures. Systems of social differentiation such as political status, class, ethnicity, physical and mental disability as well as age do modify gender roles. The concept of gender discloses how women's subordination (or men's domination) is socially constructed and therefore, the subordination can be changed or ended. It is not biologically predetermined nor is it fixed forever. Blackstone, (2003) posits that gender roles are attributed to the different expectations that individuals, groups, and societies perceive of other persons as regards their sex and on each society's values and beliefs about gender. Gender roles are the product of the interactions between individuals and their environments, and they give individuals cues about what sort of behavior is believed to be appropriate for what sex. Appropriate gender roles are defined according to a society's beliefs about differences between the sexes.

Ryan, (2007) postulates that sex is biological whereas gender relates to the social, mental and emotional state of a person psychologically constructed, about the specified roles, behaviours, and characteristics considered suitable for either a man or a woman, as determined by social norms. The sex of an individual is determined by the X and Y chromosomes (Sigelman & Ryder, 2006; Wood & Reich, 2006). Gender roles are mainly determined by social environment because biological factors do not change (Eisend, 2010). According to Barash, (2002), Sex is a biological characteristic that classifies someone as either female or male; whilst gender is about the socially determined ideas within a society. Gender and gender roles are influenced by various environmental factors. Gender is a socially constructed identity of men and women shaped through socialization. This socially constructed identity is created from the socially allocated roles, responsibilities and behaviors that a specified society deems appropriate for women and men, boys and girls (Kabeer, 2003). A role is a set of norms connected to a social position (Marshall 1994). Most interventions in the rural communities' pastoral groups notwithstanding are managed along gender lines.

Men and women have diverse roles and responsibilities as well as natural assets, access to resources and decision-making processes. They both have very important roles to take up for continuation and adaptation of livelihood systems. Moreover, economic development is sufficiently good and sustainable when an increase in real per capital GDP lowers poverty and/or inequalities (Meier & Rauch, 2005). A basic function of all economic activity is to facilitate people with the means of overcoming the helplessness and misery emanating from a lack of food, shelter, health, and protection (Michael, 2011). Due to changes in social norms men and women in the recent past consider both work and family roles very important (Gordon & Whelan-Berry, 2005). Regardless of the culturally ideal position of men and women, it is important to note that major economic and social transformations taking place in the globalized world are rapidly and substantially changing how households are formed as well as the patterns of obligations (Jiggins 2006). Men and women play divergent roles in society, with their gender differences shaped by ideological, historical, religious, ethnic, economic and cultural determinants. Men and women play very important roles in the continuation and adaptation of pastoral systems. Women play a fundamental role as livestock keepers, natural resource managers, income generators, and service providers, tasks that are determined by gendered norms, values, and relations (Flintan et al., 2008; Flintan et al., 2011; Ridgewel et al., 2007). The fact that women are in a position to access livestock does not necessarily mean that they are in control irrespective of the vital role they play in the management of livestock and use of its products which includes milk. Women are not able to dispose them since such decisions can possibly be made by both the husband and the wife (Flintan, 2011).

Awareness of sustainable development in dry lands calls for an understanding of sex roles, relations and constraints or rather challenges that rural men and women experience in dry lands all over the world (FAO 2003). Studies by Karmebäck (2015); Verma (2001); and Lastarria Cornhiel (1997) indicated that there is no direct benefit to women because of formalization of land tenure. According to Messer (2001), women are marginalized or rather disadvantaged by changes in land ownership. Previous studies by Westermann et al., (2005) emphasized the significance of gender inclusivity in collective natural resource management (NRM) and conflict resolution. Karmebäck (2015), FAO (2003) and Nedessa et al., (2005) notes that traditionally, the sole power of decision-making and planning of farm activities were under the domain of men. Karmebäck (2015) and Flintan (2011) observed different changes in the workload of men and women. It is important to note that men and women play very important roles in dryland development hence recognizing and supporting these roles are critical for sustainability of natural resources. While noting the extent at which gender roles have changed, it is of significant importance to understand that the shifts or rather changes are not balanced in the sense that women have entered male-dominated jobs in recent decades more rapidly than men have entered jobs traditionally reserved for women (Croft, Schmader & Block, 2015). Further, gender has been shown to be a key

determinant of rights to and benefits from natural resources (Watson, 2005) whilst it has also been proven that gender relations have a direct impact on their use, management and conservation. It is estimated that women compose around two thirds of the 400 million poor livestock keepers who mainly rely on livestock for their income (FAO 2011 and 2012). There was a marked change in agriculture in the middle of 20th century through which many of the duties regarded as part of the female role were gotten rid of. Women started engaging in nonfarm activities or joined their husbands in field work (Wood 1998). Women changed their perception of being active housekeepers to perceive home makers. Following the increase in population and subsequently land scarcity, farming of food became more intensive as also propounded by the work of Boserup (1970) and Burton and White (1984). Iversen and Rosenbluth (2010) proposed that agricultural intensification created a premium on male brawn in plowing and as well as heavy farm work. This led to a division of labor in the family in which the man used his physical strength in food production whereas the woman engaged in parenting, food processing and production and other family-related chores.

According to Deere (1982) women carry out an intensive role in farm management and are also quite active in production of goods and services for own consumption and also for sale and exchange in the local market though on a small scale. Prudential Financial biennial study posits that most of the women are financially responsible for generating their own income as well as that of their families (Fearnow, 2012). Barker (2012) notes the different ways in which men and women handle purchasing decisions and affirms that the differences arises because men and women desire different things out of a buying decision. Women focus on satisfying long term needs and wants whereas men are interested in satisfying immediate or short term needs and wants (Baker, 2012). Scholz (2012) posits that women are custodians of local knowledge related to resources in as far as indigenous societies are concerned. According to her, providing them access to modern technology will offer a perfect opportunity for both empowering local women and encouraging inclusive economic development. Using the Unified Theory of Adoption and Use of Technology (UTAUT) Model, Nysveen et al., (2005) studied 684 mobile chat service users in Norway, during which perceived usefulness in using mobile chat services was established to be stronger amongst men as opposed to women. According to Nancy et al., 2001, women and men require ICT for the same reasons; to access significant information pertaining productive, reproductive and community roles and to acquire additional resources. Anita Gurumurthy, 2004, noted that E-commerce can connect women producers and traders directly to markets at national, regional or even global levels, allowing them to reorganize their economic activities and bypass middlemen and male-dominated and exploitative market structures.

There exists great difference in as far as gender roles are concerned across countries and regions as noticed in e.g. the large cross-country variation in female labor force participation rates, see Alesina et al., (2012). Ethiopia is one of the developing nations with more than 80 ethnic groups, with varied cultural values and traditions. In Ethiopia, just like other African countries, roles and responsibilities allocated to women and men are highly gendered (Colfer, Catacutan & Naz, 2015; Frank, 1999; Gelinsa, 2015; Kiptot, 2015; Mbosso, et al., 2015). Women contribute up to 70% of the agricultural labour force to smallholder farming in Ethiopia (Asrat & Getnet, 2014; Frank, 1999). Customarily, nearly all parts of Africa, women have an obligation to provide for household food and agriculture is quite easy to combine with the care of children. In many instances Women also have lower educational levels than men, hence it is very hard for them to compete in a dwindling labour market. In Benin, chicken production is largely undertaken by women and acts as a crucial source of household income (Thomsen et al., 2005). Commercialization in agricultural production can result in women's displacement in producing food crops that were previously in their domain. As Vigneri et al., (2009) found, the conception of different crops for men and women does not exist. However, women would prefer to grow crops that require few inputs and have low productivity but the moment such crops are grown commercially, men would take control and benefit. According to Food and Agriculture Organization reports, around 43% of women participate in agricultural labour force in developing countries. The percentage is as high as 80% in some countries in sub-Saharan Africa (FAO 2011b). With transformation of pastoral systems and especially where there is reduced activities, frequently associated with men for instance hunting, cattle raiding and livestock herding, it has been observed that pastoral men find themselves underworked and yet fail to engage in any of the 'women's tasks'. To a certain extent, women are taking up traditional 'men's' roles. For example, amongst the Hamar of Ethiopia more and more young wives are taking on herding activities, in order to promote the self-dependence of nuclear families (Hirut Yibabe 2001). Mainstream narratives around the growing penetration of mobile phones in developing countries largely focus on their role in economic growth (Francisco Osorio & John Postill 2010). Mobile phones also have significant social impact. Literature suggests that phones shorten the social time and space (Geser 2005; Green 2002).

In Kenya, 48% of the total land is made up of agricultural land (World Bank, 2012) and 75% of the population relies on agriculture (FAO, 2012). The country, with its 582 650 km², is in sub-Saharan Africa, and approximately 83% of the total land is composed of semi-arid and arid areas (FAO, 2005). The sub-Saharan dryland acts as a home to many underprivileged people on earth (Stringer et al., 2012) and poverty is still significantly high in Kenya. The total population is 43.2 million people and out of them, around 38% still live below poverty line (World Bank, 2013). In West Pokot County, 45% of the farmers are pastoralists, 29% are agro-pastoralists and 26% have mixed farming (Akoyo & Songkok, 2012). In a study made by Nyberg (2013) a diversification of livelihoods can be seen between 1980 and 2013; from pastoralism to agro-pastoralism. The farmers have started to own more land and have increased their production in relation to increased prices at market (Nyberg, 2013). The land in West Pokot is either private or communal. Private, individual tenure occurs in areas with a high agricultural potential and communal, shared tenure is to be found in areas with dry, infertile soil (Makokha et al., 1999). The Swedish, non-governmental organisation Vi Agroforestry (Vi-skogen) started its work in West Pokot around 1980s. They introduced methods that could prevent soil erosion by planting trees and later also promoting enclosures (Makokha et al., 1999). Many years of work by Vi Agroforestry and the community as well in the county have shown that enclosing the land has many benefits, for example to evade and prevent soil erosions (Nyberg, 1995; Kitalyi et al., 2002; Makokha et al., 1999). Enclosures are areas closed off from human and domestic animal interference for a specified duration of time to promote the natural regeneration of plants and reduce land degradation on previously degraded communal grazing land (Mekuria et al. 2011). The project “Triple L - Land, Livestock and Livelihood Dynamics in Dryland Systems, West Pokot Kenya” was established in 2013 with the main aim of studying, analyzing and understanding the causes, processes and consequences of the changes from a pastoral lifestyle to a more agro pastoral lifestyle.

Studies on the advantages obtained from rehabilitating degraded rangelands in private enclosures in Chepareria not only emphasized the role of enclosures in dryland restoration and management of pastoral rangelands but also highlighted the changing gender roles with the initiation of private enclosures (Karmebäck 2015; Wairore et al. 2015a, b). In Chepareria, land ownership and environmental change attributed to enclosures are compelling people to adapt to these new environments, and as a result, these adaptive actions are encouraging changes in gender roles at the household level. Nonetheless, there is limited information available on the implications of rangeland enclosures on gender roles, responsibilities and decision-making power in the management and utilization of private enclosures as observed by Nedessa et al. (2005); Vera (2015). Gender relations has a strong bearing on what women and men can undertake, what they have access and control to and what decisions they are bound to make. Gender relations are not constant henceforth keep changing with time because of planned interventions, policy changes among other environmental factors. Fischer and Qaim (2012) observes that in Kenya, when the banana sector was made commercial due to growing demand for bananas, banana production, which was historically under women’s control, shifted and was now under the control of men, a scenario that deprived women their source of income. The gender balance of ownership, decision-making, livestock management and marketing of livestock products is inconsistent in the sense that in some instance’s women own (generally small) livestock, have control over the use and marketing of products such as eggs, milk and poultry meat, and make management decisions, but in other occasions men exercise these tasks (Staal et al. 2014). When livestock-based production increases, control over decision-making and income in many instances is transferred to men. Male-headed households usually possess larger livestock holdings (FAO 2016a, FAO 2011) among pastoralists in Kenya, whereas women have traditionally had less access to cattle than men, they have taken part in crucial roles in producing and selling livestock products. However, shifts in market conditions along with the effects of climate change are leading men to assume control of women’s traditional role in livestock product production hence having adverse effect on women’s livelihoods (Kipuri et al. 2008). Farmers have supported diverse adaptation strategies to ensure more food supply. For example, in Kenya, women are more likely to intercrop or rotate crops, whereas men are more likely to use manure and practice minimum tillage (Nderitu et al. 2014).

According to WDR 2006, nearly all communities have rules and expectations that identify clearly and definitely how people ought to behave in different social circumstances which in most cases tend to maintain the prevailing social structure and outlining different roles and spheres of influence for men and women. The male territory is usually outside the home whereas the females is inside the home, attending to household chores, taking care of children, and providing stability of the household. Klasen (1999) and Dollar and Gatti (1999) further noted the direct negative impact on

economic growth as a result of gender inequalities. Knowles et al., 2002, conclude that the educational gender gap is an obstacle to economic development noting that education is a right and it empowers people to improve their welfare and contribute to wide ranging social and economic gains. Widespread retrogressive sociocultural practices like female genital mutilation and early marriages continue to have adverse effects on girl child education. Gender inequality in higher education will not only reduce economic growth but will also have a significant negative impact on other development goals (Klasen & Lamana, 2008). The livestock-based agro-pastoralism in the West Pokot District, in north-western Kenya at the present time is going through numerous obstacles. Development towards a sustainable agro-pastoralism was initiated late in West Pokot District (Makokha et al., 1999) due to various factors which consists of poor infrastructure, social-political factors, unavailability of financial means, knowledge of and access to modern techniques and the improvements in husbandry which was moving at a slow pace in the region. Given the state of poverty in agricultural and livestock dependent rural areas, like West Pokot District, long-term sustainable animal livestock production and enhanced efficiency in agriculture is vital especially through triple L model (World Bank, 2015b, Kandji, 2006, Makokha et al., 1999).

Despite many efforts from various partners, there has been limited gender balance in the operations in the area and it is the purpose of this research to establish the role of environmental factors on the gender roles in the area of study. Changes in gender roles have played a key role in the economic development of modern societies. Empirical evidence suggests that low productivity levels are also linked to discriminative gender structures. In most parts of Kenya including Chepareria, women are traditionally responsible for staple crop production, while often facing obstacles to access productive assets (Andersson-Djurfeldt et al. 2013). According to World Bank (2007) estimates, this fact reduces the productivity of women at an average rate of 22% hence a hindrance to economic growth and development. According to Nyberg (1995), Vi Agroforestry introduced the practice of Agroforestry and enclosure in Chepareria and later expanded to Kongelai sub-locations in West Pokot with aim of improving the economic status as well as management of the environment. The land rehabilitation practices involve protecting land from animals, planting grass, preventing soil erosion in the selected regions, planting crops and trees. All this Agroforestry practices were managed in an enclosed system, which improved food security of the region. As that wasn't enough, the initiation of land enclosure system helped in regulating grazing and led to the introduction of exotic breeds, which improved food and livestock productivity. The trimensional interventions require the involvement of women and men and boys and girls in the Triple L Project. Hence this study seeks to understand how factors influencing gender roles by focusing on technology, social and economic factors are shaping gender roles in Chepareria ward, West Pokot County. In Chepareria, land ownership and environmental changes due to enclosures are forcing people to adapt to these new environments, and consequently, these adaptive actions are prompting changes in gender roles at the household level. However, there exist limited information on the implications of rangeland enclosures on gender roles, responsibilities and decision-making power in the management and utilization of private enclosures as observed by Nedessa et al. (2005); Vera (2015). Hence, these are the gaps that this study seeks to fill. The study was guided by the following specific objective; to examine the effect of social factors on gender roles among farmers in Chepareria Ward, West Pokot County.

2. SOCIAL FACTORS AND GENDER ROLES

Education plays a significant role in influencing household income, technology adoption and the socio-economic status of the family as a whole (Ejigu et al., 2009). For example, it is shown that if African countries had closed the gender gap in schooling between 1960 and 1992 as quickly as East Asia did, this would have produced close to a doubling of per capita income growth in the region (WBGDG 2003). Religion and culture are powerful institutions within the society that play a significant role in shaping up gender roles and perpetuating gender inequality. Tube (2013) noted that among the Somali community in Garissa women often face discrimination and persistent gender inequalities, with some women experiencing multiple discrimination and exclusion in economic empowerment because of various social cultural factors. Tube further noted that women roles in the family, such as child bearing hindered their economic empowerment (Tube, 2013).

Stereotyping has a strong bearing on how people in the society perceive gender roles. Stereotypes are representative of a society's collective knowledge of customs, myths, ideas, religions, and sciences (Macrae et al., 1996). It is within this knowledge that an individual develops a stereotype or a belief about a certain group. The culture of an individual

influences stereotypes through information that is received from indirect sources such as parents, peers, teachers, political and religious leaders, and the mass media (Hibbard et al 1998), Macrae et al., (1996), Witt et al., (2000). Gender stereotypes are related to cognitive processes because we have different expectations for female and male behaviour (Burr, 2000; Tavis, 1992) and the traditional gender roles according to Aulette (1994) help to sustain gender stereotypes, such as that males are supposed to be adventurous, assertive aggressive, independent and task-oriented, whereas females are seen as more sensitive, gentle, dependent, emotional and people-oriented. A transition from pastoralism to agro-pastoral farming system that are still livestock-based has been seen in Kenya and other countries in Africa. In sub-Saharan Africa (SSA), 40 % of the total available land is utilized by 25 million pastoral and 240 million agro-pastoral farmers, with livestock as the primary source of livelihoods (Neely et al., 2009). The dominant farming and livelihood system in major parts of West Pokot is pastoralism, while in the southern-central parts with higher altitudes and more rainfall agro-pastoralism and mixed farming is common (NDMA 2014). One of the most powerful ideas to emerge in relation to the need for sustainable intensification in the drylands is the Livestock Revolution (Delgado et al. 1999). Livestock Revolution describes a general transition characterized by a trajectory from a) nomadic to sedentary lifestyles and production systems; b) subsistence to intensified, commercial production; and c) collective to private land tenure (Delgado et al. 1999; McDermott et al. 2010; Sumberg and Thomson 2013). Pastoralist women bear disproportionate tasks and responsibilities compared with pastoralist men. Men tend to migrate with most of the herds. Women are left at home with the entire responsibility of managing the household, as well as children and livestock left behind (particularly young, sick or milking animals). Additionally, women play an important role in animal production. Despite the pastoralist women's contribution to pastoral life, they only have limited access to and control over key productive resources. They might get only negligible income from milk trading. Besides, their access to resources including livestock is mediated by men (Wallace, 1991; Haile, 2008). Pastoral areas in Ethiopia, Kenya and Uganda have seen exceptional changes in land use over the last century. Pastoralists in Kenya and Uganda first felt the brunt of change under colonial governments, followed by newly formed governments at independence. Such land use change has increased at an unprecedented rate resulting in a fragmentation of the rangelands across the region (Flintan, 2011).

The emerging agro-pastoralist systems are responding to technological advancements, changing governance structures and emerging market opportunities based on a diverse and wide range of alternative livelihood strategies (often pursued in combination), including commercial farming; increased marketing of livestock, dairy products and hides; entrepreneurship through different types of businesses and shops, wage labour and salaried employment; and petty commodity trade (Beyene 2009; Catley et al., 2013; Gichero et al., 2012; Greiner et al., 2013; Lambin et al., 2003; Mwangi 2007; Wangui 2014; Woodhouse 2003). A study conducted in Chepareria by Nyberg et al. 2015 to determine how the enclosure system transform land, livestock and livelihoods revealed that livestock production was supplemented with food crop production. Enclosures were also used for subsistence and commercial production of food. It also pointed out that landowners leased enclosures to other people hence acquired income that was used to cater for other household needs. According to respondents who took part in the study, it was noted that women were considered to be "home attenders" hence, most of them spent much time tending the enclosures and reaping benefits associated with the practice. This improved the status of women because they could tend enclosures and sell farm produce hence improvement of their livelihoods. Management of enclosures encouraged women to keep poultry and hence earn their livelihoods from the sale of eggs, and chicken while men benefited from livestock. Many men are no longer the family breadwinner instead they are now financially dependent on their kinswomen (Ellis, 2000). Women are more often in charge of family finances than in previous generations (Heermann, 2010). Similarly, a Moldova report notes that, "Men used to enjoy higher incomes and be considered the family breadwinner and household head. Moser (2003) notes that men and women have differing access to resources, besides gender based responsibilities also result in differences in the management and distribution of resources within the household whereas gender divisions of income allocation vary widely. She further points out that cultural traditions determine which aspects of collective expenditure each must cover. Rarely are women's and men's income allocated to the same expenditure categories. In some societies husbands are responsible for housing and children's education. While income for food and clothing can vary, ultimately, almost universally women allocate income to day-to-day food, clothing needs and domestic goods. The fact that they take primary responsibility for household provisioning, means far greater allocation of women's income than men's to everyday subsistence and nutrition (Blumberg 1988). Studies of 'good mothering' show that a child's nutritional level correlates positively with the size of a mother's.

Due to changes taking place in pastoral regions, many pastoral groups have been forced to reduce their mobility and to lead a more sedentarised way of life. Increasingly pastoralists rely on a satellite system of livestock production where agriculture is carried out around a permanent (or semi-permanent) household, and herds join others in the settlement to be taken on migrations to find pasture and water as a single grazing unit, mainly herded by young men (Dodoth Uganda – Bruggeman 1994; Boran, Ethiopia – Gemtessa et al 2005). Both men and women have vital roles in the continuation and adaptation of pastoral systems. Women play a central role as livestock keepers, natural resource managers, income generators, and service providers, tasks which, in of themselves, are influenced by gendered norms, values, and relations (Flintan et al., 2008; Flintan et al., 2011; Ridgewel et al., 2007). The shift in land use and livelihood systems is having an impact on the roles and responsibilities of men and women, and gender relations between them. In the past and simply put men tended to have more role in and responsibility over livestock and women over household tasks and childcare. Today, some key changes can be seen (Flintan, 2011). The shift to more agriculture in pastoral livelihoods means that labour is required for agricultural tasks. Where households still have sizeable herds, men tend to remain responsible for them and it is left to women to take up extra agricultural activities. In particular women are given those tasks that have been termed 'drudgery' e.g. planting and weeding (Jijiga, Somali region, Ethiopia – Kassa and Bekele 1998). Amongst the Dodoth of Uganda, women do most agricultural work though men participate in destumping and digging (Bruggeman 1994). In Karamoja women are almost totally responsible for agriculture in their home gardens, though men may assist at busy times (Stites et al 2007). And in Teso agro-pastoral communities women contribute at least 50% of livestock production related labour and 60% agriculture (Eseni and Ossiya 2010).

3. METHOD

This study adopted a descriptive research design. With a target population of 7001 of small scale farmers and the county officials. The study's sample size was 361 respondents. The data collection instrument was questionnaires both closed and open ended. Piloting was done to test the validity and reliability of the research instrument. Data collected using questionnaires was entered and analyzed using Statistical Package for Social Science (SPSS) software. In addition, inferential statistics that include Analysis of variance, Pearson correlation and multiple regression analysis was used establishing the nature and extent of relationship between variables. To ascertain the relationship between the independent variables and the dependent variable, a regression model was used.

4. DISCUSSIONS

The study further sought to establish whether social factors influences gender roles in Chepareria ward, South Pokot Sub County. The respondents were asked to respond to several statements regarding social factors. First, the respondents were asked whether the need to enhance literacy has influenced gender roles. The study established that 0.51 percent of the respondents strongly disagreed, 0.25 percent disagreed, 10.74 percent were neutral, 65.98 percent agreed, while 22.50 percent strongly agreed. This means the need to enhance literacy has influenced gender roles.

Further, the study sought to find out whether girls as well as boys have been influenced by education to undertake some of the technical jobs in order to take part in national development. The study established that 0.25 percent strongly disagreed, 0.25 percent disagreed, 3.79 percent were neutral, 43.43 percent agreed, while 52.26 percent strongly agreed. This means girls as well as boys have been influenced by education to undertake some of the technical jobs in order to take part in national development.

In addition, the respondents were asked to indicate whether Western civilization has influenced the way men relate to women and other people in the society; they help women in domestic chore and farmland activities to enhance productivity. The responses obtained revealed that 1.01 percent strongly disagreed, 1.26 percent agreed, 21.21 percent were neutral, 65.66 percent agreed, while 10.86 percent strongly agreed. This implies Western civilization has influenced the way men relate to women and other people in the society; they help women in domestic chore and farmland activities to enhance productivity. Subsequently, the respondents were asked whether cultural practices and traditions (Socialization) have influenced gender roles in such a way that men and women have changed their roles. The study findings showed that 1.26 percent strongly disagreed, 2.53 percent disagreed, 11.14 percent were neutral, 68.86 percent agreed, while 16.20 percent strongly agreed. This means cultural practices and traditions (Socialization) have influenced gender roles in such a way that men and women have changed their roles.

Finally, the respondents were asked to indicate whether gender roles have changed in order for men and women to enhance their livelihoods. The study findings showed that none of the respondents strongly disagreed, 0.25 percent disagreed, 6.31 percent were neutral, 60.61 percent agreed, while 32.83 percent strongly agreed. This means gender roles have changed in order for men and women to enhance their livelihoods.

Table 4.1: Social Factors

Item	SD %	D %	N %	A %	SA %
The need to enhance literacy has influenced gender roles	0.51	0.25	10.74	65.98	22.50
Girls as well as boys have been influenced by education to undertake some of the technical jobs in order to take part in national development.	0.25	0.25	3.79	43.43	56.27
Western civilization has influenced the way men relate to women and other people in the society; they help women in domestic chore and farmland activities to enhance productivity.	1.01	1.26	21.21	65.66	10.86
Cultural practices and traditions (Socialization) have influenced gender roles in such a way that men and women have changed their roles.	1.26	2.53	11.14	68.86	16.20
Gender roles have changed in order for men and women to enhance their livelihoods.	0	0.25	6.31	60.61	32.83

4.1 Changing gender roles

First, the respondents were asked to indicate whether the society is more open to changing gender roles. The study findings showed that 0.51 percent of the respondents strongly disagreed, 1.79 percent disagreed, 14.32 percent were neutral, 65.73 percent agreed, while 17.64 percent strongly agreed. This means the society is more open to changing gender roles. Secondly, the respondents were asked whether a change in economic activities over time has led to overworking of women in animal production. The responses obtained showed that 3.28 percent strongly disagreed, 3.54 percent disagreed, 21.72 percent were neutral, 52.02 percent agreed, while 19.45 percent strongly agreed. This implies that a change in economic activities over time has led to overworking of women in animal production.

Thirdly, the respondents were asked whether some men and boys are embracing domestic duties and agricultural production. This study revealed that 0.75 percent strongly disagreed, 2.51 percent disagreed, 12.81 percent were neutral, 62.06 percent agreed, while 21.86 percent strongly agreed. This means some men and boys are embracing domestic duties and agricultural production.

The study further sought to find out whether more women are family providers for their households. The responses obtained showed that 4.38 percent strongly disagreed, 11.50 percent disagreed, 39.95 percent were neutral, 42.01 percent agreed, while 2.11 percent strongly agreed. This shows that to some extent women are not family providers.

The respondents were asked to show whether women are contributing more to household economics than before. The results obtained showed that 0.25 percent strongly disagreed, 2.27 percent disagreed, 7.83 percent were neutral, 55.56 percent agreed, 34.08 percent strongly agreed. This means women are contributing more to household economics than before. In addition, the respondents were asked to indicate whether women venturing in careers that were male dominated before. The responses obtained showed that 0.25 percent strongly disagreed, 1.76 percent disagreed, 5.29 percent were neutral, 57.93 percent agreed, while 34.76 percent strongly agreed. This implies that women venturing in careers that were male dominated before.

Finally the respondents were asked to show whether girl child has been given priority in education as well as the boy child. The responses obtained showed that 5.29 percent strongly disagreed, 4.53 percent disagreed, 2.27 percent were neutral, 21.41 percent agreed, while 66.75 percent strongly agreed. This means that to a great extent girl child has been given priority in education as well as the boy child.

Table 4.2: Changing gender roles

Item	SD %	D %	N %	A %	SA %
The society is more open to changing gender roles.	0.51	1.79	14.32	65.73	17.64
Change in economic activities over time has led to overworking of women in animal production.	3.28	3.54	21.72	52.02	19.45
Some men and boys are embracing domestic duties and agricultural production.	0.75	2.51	12.81	62.06	21.86
More women are family providers for their households.	4.38	11.50	39.95	42.01	2.11
Women are contributing more to household economics than before.	0.25	2.27	7.83	55.56	34.08
Women venturing in careers that were male dominated before.	0.25	1.76	5.29	57.93	34.76
Girl child has been given priority in education as well as the boy child.	5.29	4.53	2.27	21.41	66.75

4.2 Correlation Analysis

The study measured the relationship between the dependent variable (gender roles) and the independent variables (social factors) using correlation analysis by employing the services of the SPSS version 23 software from which the results were extracted and presented in the table below;

Table 4.3: Correlation Matrix

	Social factors	Gender roles
Social factors	1	.591
Gender roles	.591	1

**Correlation is Significant at the 0.01 level (2-tailed). *Correlation is Significant at the .05 level (2-tailed)

The correlation matrix among the variables in the above table has its results indicating that the reliability of the study variables is acceptable and significant findings from the correlation measure. The correlation results depicted a strong relationship between the dependent variable (gender roles) and the predictor variables at the following coefficients; social factors at $r = .591$; at $P < .01$ significance level. According to Cherwenyi (2018), the correlation matrix results, together with the regression results, were utilized in the measurement of the strength of the relationship among the variables and eventual recommendations and conclusions of the study.

4.3 ANOVA

The study utilized the multiple regression models to measure and test the nature of the relationship between the dependent variable (gender roles) and the independent variables (Social factors). The results from the research data analysis, that enabled the prediction of the variables to be made, were presented in the ANOVA table below;

Table 4.4: ANOVA^a

Model		Sum of Squares	df	Mean Square	f	Sig.
1	Regression	59.912	1	59.912	14.692	.05 ^b
	Residual	1361.945	334	4.078		
	Total	1020.053	335			

a. Dependent Variable: gender roles

b. Predictors: (Constant); social factors

The regression model was found to be fit for use in the analysis and prediction of the results as well as model fitting. This was because the F-ratio was 14.692 which was found to be greater than the critical value (table value) at a significant level of $p < .05$.

4.4 Regression Analysis

The study analysed data on the nature of the relationship among the variables and presented it in the table below;

Table 4.5: Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant) gender roles	21.92	2.406		3.767	.000
1	Social factors	.315	.158	.387	2.319	.597

From the results above, the following multiple regression model was extracted;

$$Y = 21.92 + 0.387X_1$$

From the regression results above, the dependent variable (gender roles) was influenced significantly by the independent variables (Social factors) in a linear relationship as depicted by the multiple linear regression model above. The regression results indicated that a unit increase in technological factors led to a 0.643 unit increase in gender roles; a unit increase in Social factors led to a 0.387 unit increase in gender roles. While, when all other factors are held constant at zero, gender roles was at 21.92.

5. CONCLUSIONS AND RECOMMENDATIONS

The findings of the study concluded that the need to enhance literacy has influenced gender roles. Additionally, girls as well as boys have been influenced by education to undertake some of the technical jobs in order to take part in national development. Further, the study noted that Western civilization has influenced the way men relate to women and other people in the society; they help women in domestic chore and farmland activities to enhance productivity. On the other hand, cultural practices and traditions (Socialization) have influenced gender roles in such a way that men and women have changed their roles. Finally, the study established that gender roles have changed in order for men and women to enhance their livelihoods.

Based on the findings of the study, the following recommendations are made:

The study established that men tend to dominate in most economic activities such as in agriculture. This in some ways prevents women from accessing resources that can boost their well-being. Therefore, this study recommends that women should also be given opportunity to engage freely in economic and social activities.

The study noted that men do not participate actively in production of cereals, fruits, vegetables, poultry, eggs, milk, fruits, vegetables, poultry, eggs, milk and firewood yet they are opportunities that can uplift their financial wellbeing. This study recommends that men should be encouraged to participate actively in production of goods that can improve their financial wellbeing.

The study established that more women are not family providers for their households. The study recommends that women be trained on different ways of becoming family providers to enable them become family providers.

The study further established that the cost of living has influenced gender roles to a great extent. This study recommends that in dealing with cost of living, families should be cautious to ensure cost of living does not erode gender roles that are very vital in societal building.

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