Determinants of entrepreneurial intention among university business students in Kenya: lessons from Kenyatta University

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Abstract

The purpose of this study was to determine the level of entrepreneurial intention and factors involved among university business students in Kenya. The study adopted the theory of planned behaviour. A survey of 396 randomly selected business students at Kenyatta University was conducted. A self-administered questionnaire was used. The results indicate that the level of entrepreneurial intent is moderate. The results further show partial support for the theory of planned behaviour. Subjective norms as measured by friends approval of one's intent to start a business was the most important correlate of entrepreneurial intent. This was followed by tolerance for risk and parents ownership of a business. Beliefs on financial security and need for achievement were able to distinguish individuals with the intention to start a business from those without. The study recommends provision of appropriate information on the merits of self-employment, and the need to modify current educational practices.
Keywords

- Determinants;
- Entrepreneurial Intention;
- University Students;
- Business Education;
- Kenya;
- Theory Of Planned Behaviour;
- Entrepreneurship;
- Risk;
- Self-Employment;
- Educational Practices;
- Non-Intenders;
- Higher Education;
- Subjective Norms;
- Parental Ownership;
- Financial Security;
- Achievement Needs