
INFLUENCE OF ENTREPRENEURSHIP EDUCATION ON EGERTON UNIVERSITY'S GRADUATES' INTENTION TO START A BUSINESS

P.M. MSHENGA, D.O. OKELLO, O.I. AYUYA, D. MWANGI, D. OUMA, J. JABU
and N.W. MUNGAI¹

Department of Agricultural Economics and Agribusiness Management, Egerton University,
P. O. Box 536, Njoro, Kenya

¹Department of Crops, Horticulture and Soils, Egerton University, P. O. Box 536, Njoro, Kenya

Corresponding author: pmshega@egerton.ac.ke

ABSTRACT

Entrepreneurship training has been introduced in most Higher Education Institutions (HEI) in sub-Saharan Africa countries to enhance graduate self-employment. The purpose of this study was to examine the impact of entrepreneurship training on Egerton University's graduates' intention to start a business. This study used the Ajzen's theory of planned behaviour (TPB) in a cross sectional survey, conducted during April to May, 2016. A sample of 341 business and non-business Egerton University graduates, enrolled from the year 2008 up to 2015 was used. Data were collected using a semi-structured questionnaire through telephone and face-to-face interviews. They were analysed using Structural Equation Modeling (SEM) and PLS Multi-Group Analysis (PLS-MGA). Findings revealed presence of a significant positive relationship between attitude toward entrepreneurship ($\beta = 0.315, P=0.01$), proactiveness ($\beta = 0.042, P=0.01$), risk-propensity ($\beta = 0.11, P=0.01$), and self-efficacy ($\beta = 0.138, P=0.01$) on graduates' intention to start a business. Furthermore, multi-group analysis showed that the same four attributes significantly predicted entrepreneurship intention among business and non-business graduates to start businesses. Also, subjective norms significantly impacted entrepreneurial intentions of business graduates to start businesses. Finally, business graduates had significant higher scores than non-business graduates in terms of self-efficacy ($\beta = 0.182, P=0.03$) and subjective norms ($\beta = 0.329, P=0.04$).

Key Words: Attitudes, entrepreneurial intentions, perceptions