APPLICATION OF MODIFIED PERCEIVED SHAPIRO’S MODEL OF ENTREPRENEURIAL INTENTIONS AMONG TOURISM COLLEGE STUDENTS IN NAIROBI CITY COUNTY IN KENYA

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ABSTRACT

In Kenya, thousands of college students who graduate each year fail to get jobs, adding to the large number of already unemployed youth. There is sufficient evidence which suggests that idleness amongst unemployed young people can lead rapidly to criminal activities, violence, and social friction along with mental health problems and drugs abuse. One of the remedies to these problems is to encourage entrepreneurial activities among the youth. This study generally aimed to explore the application of perceived Shapero’s model of entrepreneurial intention among students undertaking hospitality and tourism courses in college within Nairobi County. The study adopted a survey design. The population of this study was all students undertaking hospitality and tourism courses in colleges within Nairobi City County. A sample size of 285 students was selected from each of the fourteen institutions according to the population percentage. Questionnaires were used for data collection and data analysis was done by using excel and Statistical Program for Social Sciences for data analysis. Descriptive statistics was used mainly to summarize the data. From the regression analysis, the study found that perceived desirability, innovativeness, perceived feasibility and perceived propensity positively affected entrepreneurial intention among Hospitality and Tourism College students. Overall, the study concluded that perceived desirability had the greatest effect on the entrepreneurial intention, followed by perceived feasibility while perceived propensity had the least effect to the entrepreneurial intention among Hospitality and Tourism College students in Nairobi City County. All the variables were significant (p<0.05). The study further recommended that academic institutions should come up with programs that can foster and actualize business desires among students to ensure that the entrepreneurial spirit found in the students is fed with relevant content and that the prospective entrepreneurs get relevant knowledge and exposure to ensure success in their businesses of choice.
Key Words: Perceived desirability, Perceived feasibility, Perceived propensity, Innovativeness, Entrepreneurial intention

Background of the Study

Entrepreneurship has been explained to be an important ingredient of economic development. Most nations such as the USA, Israel and the United Kingdom among others have advanced as a result of entrepreneurial efforts (Iakovleva, Covered & Stephan, 2011). Many developing countries have evolved policies to support people at different levels to embark on entrepreneurship. According to Zampetakis, Gotsi, Andriopoulos and Moustakis (2011), entrepreneurial activities create further business opportunities for exploitation in the economy. Forming an entrepreneurial intent is usually an important preliminary stage in the emergence of entrepreneurship, which causally precedes any individuals' actions in establishing new ventures (Gurel, Altinay & Daniele, 2010).

The potential for (entrepreneurial) intent to convert into corresponding behavior is heavily dependent on factors outside the individual's personal control e.g., institutional contexts (Zampetakis, et al., 2011). Previous studies have also suggested that: the existence of an entrepreneurial opportunity; its identification by the entrepreneur; and the conscious decision of the entrepreneur to exploit that opportunity, are among the requisite steps necessary in the entrepreneurial process (Carland, Carland & Carland, 2015). However, Allen (2015) argues that an entrepreneurial process tends to be thoughtful on the part of the individual, and that opportunity identification is based upon individual intention.

In Kenya, thousands of college students who graduate each year fail to get jobs, adding to the large number of already unemployed youth (Omolo, 2010). One of the viable solutions to this macroeconomic problem is to inculcate the culture of entrepreneurship among our college and university students so that they are able to start ventures and create employment (Ponge, 2013). Several theories have been advanced to explain what influences entrepreneurial intentions (Gurel, et al., 2010). Shapero (1982) developed a model explaining the reason behind entrepreneurial intentions. The model explains that desirability, feasibility and an inclination to act are the most important factors driving a person’s intention to start a business. This study aims to explore the application of Shapero’s Model of Entrepreneurial Intention among hospitality and tourism college students in Nairobi City County.

Various programs such as Uwezo Fund and Youth Enterprise Development Fund have already been put in place in order to facilitate creation of entrepreneurial ventures in Kenya (RoK, 2014). The Government of Kenya conceived the idea of institutional financing to provide young people with access to finance for self-employment activities and entrepreneurial skills development as a way of addressing unemployment and poverty, which essentially are youth problems (Republic of Kenya, 2012). This Youth Enterprise Development Fund concept was based on the premise that encouraging micro,
small and medium enterprise development initiatives would have the biggest impact on job creation (MOYAs, 2010).

**Shapero’s Model of Entrepreneurship**

Shapero (1982) argued that entrepreneurial events are a result of interacting situational and social–cultural factors. The greatest reason for an entrepreneurial event is change of a person’s life i.e., loss of job, midlife crises or an opportunity to take a risk after an increment of the dispensable income. Shapero (1982) developed a model on what influences entrepreneurial intentions. The Model suggested that the three factors that influence entrepreneurial intention are desirability, feasibility and a propensity to act. He identified three classes of important variables in this relationship; (a) One dependent variable, entrepreneurial intentions (EI), this represents the expected entrepreneurial behavior of the university students who are the respondents in this study. (b) Three Independent variables which represent personal attitude of the respondent; university students. These variables include; perceived desirability; perceived feasibility and propensity to act (Ngugi, Gakure, Waithaka & Kiwara, 2012).

**Statement of the Problem**

Entrepreneurship and the willingness to take risks in order to create and develop new businesses has always been one of the most important drivers of human development (Giagtzi, Reader & Darnihamedani, 2013). However, one of the most persistent and until now largely fruitless endeavor entrepreneurship researchers engaged in consists of the effort to understand the differences between entrepreneurs and non-entrepreneurs. Shapiros Model has become an accepted insight that dissects the perceived aspects of entrepreneurial intention. Although thousands of tourism and hospitality students graduate each year, in Kenya’s tourism industry, most bookings are handled by overseas tour operators and travel agents. They market holidays in Kenya for a commission and seldom have direct linkages with Kenyan tourism enterprises (Lamers, Nthiga, van der Duim, & van Wijik, 2014).

Kenya, known all over the world for its diversified tourism products and having well trained and hospital professionals working in the tourism sector, still lags behind countries such as South Africa, Egypt and the Seychelles in attracting tourists. The Country has lacked entrepreneurs who can take advantage of the various tourist attraction sites and attributes the country is renowned for.

Pratheesh (2014) in predicting entrepreneurial intention among business and engineering students in Sri Lanka indicated that there is a difference in the level entrepreneurial intention and perceived behavioural control between students. In South Africa, Chantsson (2015) carried out an empirical study of the entrepreneurial intentions of research scientists and engineers in South Africa.

Mwigiri (2011) observes that students who are products of Kenya's formal education are not able to develop and use original, inventive, innovative and entrepreneurial competencies that incorporate cross-pollination and fertilization of ideas. According to Kimando and Njogu (2012), entrepreneurship has a generally wide recognition and acceptance amongst the youth and that majority of the youth have a high preference for entrepreneurship. Given a chance, they most probably will indulge in owning businesses.
venture. Kilonzo and Nyambegera (2014) investigated the determinants of entrepreneurial intention among university business students in Kenya, Maalu (2012) studied the perception of entrepreneurship as a career by students from selected public secondary schools in Nairobi while Mungai (2013) studied the socio-cultural factors and entrepreneurial intentions of undergraduate students in public universities in Kenya. Despite entrepreneurship being envisaged as a key vehicle towards realization of economic pillar of Kenya’s vision 2030, little or no attention has been given on investigating the influence of perceived desirability, propensity to act, perceived feasibility and innovativeness on entrepreneurial intention among hospitality and tourism college students in Nairobi City County. This is the research gap that the current study sought to fill.

Objectives of the study

i. To find out the effect of perceived desirability on entrepreneurial intention among hospitality and tourism college students in Nairobi City County.

ii. To investigate the effect of perceived feasibility on entrepreneurial intention among hospitality and tourism college students in Nairobi City County.

iii. To establish the effect of perceived propensity to act on entrepreneurial intention among hospitality and tourism college students in Nairobi City County.

iv. To determine the effect of innovativeness on entrepreneurial intention among hospitality and tourism college students in Nairobi City County.

v. To explore the effects of perceived Shapero’s model on entrepreneurial intention among hospitality and tourism college students in Nairobi City County.

LITERATURE REVIEW

Hoselitz Sociological Theory

Sociologists have argued that entrepreneurship is most likely to emerge under a specific social culture. They feel that social sanctions, cultural values and role expectations are responsible for the emergence of entrepreneurship. According to Hoselitz (1964), the entrepreneur represents society’s model personality. His performance depends upon three factors: his own attitude towards his occupation, the role expectations held by the sanctioning groups, and the occupational requirements of the job. Society’s values are the most important determinant of the attitudes and role expectations. Hoselitz (1964), formulated his social-cultural theory on the assumption that certain persons are endowed with creative power in any cultural or social group and they develop different attitudes while practicing social conduct.

Hagen’s Theory

Hagen (1962) reveals general model of the social-interrelationship among physical environment, social structure, personality and culture. Hagen has attributed the withdrawal of status respect of a group to genesis of entrepreneurship (McMullen & Shepherd, 2006). According to Hagen (1962), the creativity of a disadvantaged minority group is the main source of entrepreneurship. He developed this thesis from the case of the samurai community of Japan. Traditionally, this community had enjoyed a high status of which it was deprived later. To regain this lost prestige, it became more active and vigorous and gave rise to many entrepreneurs (Mueller & Thomas, 2001). McClelland
(1987) supported this thesis by admitting that a suppressed community had more creativity. McClelland (1987) had modified Hagen’s thesis slightly in order to explain such cases. He stated that the subordination of minority group could arouse achievement motivation in its members but its extent depended upon the initial level of motivation and the means available to the group to active its achievement motivations (Eckhardt & Shane, 2003).

**Cochran’s Theory of Cultural Values**

According to Cochran (1965), the entrepreneur represents society’s model personality. His performance depends upon his own attitudes towards his occupation, the role expectations of sanctioning groups and the occupational requirements of the job. Society’s values are the most important determinant of the attitudes and role expectation. The key proportions in Cochran’s theory are cultural values, role expectations and social sanctions. According to him, the entrepreneur represents society’s model personality. His performance is influenced by the factors of his own attitudes towards his occupation, the role expectations held by sanctioning groups, and the operational requirements of the job (McMullen & Shepherd, 2006). The determinants for the first two factors are the society’s values. Changes over time in such variables as population, technology, and institutional drift will impinge on the role structure by creating new operational needs. In most countries, entrepreneurs have emerged from a particular socio-economic class. The Protestant ethic of the West is said to have contributed to the emergence of a new class of industrialists. It can be noted that various communities and castes like samurai in Japan, family pattern in France, Yoruba in Nigeria, Kikuyu in Kenya, Christians in Lebanon, Halai Memon industrialists in Pakistan, Parsees, Marwaris and Gujaratis in India have been the sources of entrepreneurship (MacMillan & Katz, 2002).

**Empirical Review**

AlHaj, Yusof and Edama (2011) carried out an empirical study to investigate entrepreneurial intention of community college students in Malaysia. Results showed that the respondents had high levels of entrepreneurial intention. The study also showed perceived desirability and propensity of proactive behaviour having positive relationship with the entrepreneurial intention.

Almobaireek and Manolova (2012) investigated entrepreneurial intentions among Saudi university students. It was found that both the perceived desirability and the perceived feasibility of the entrepreneurial behaviors were positively associated with entrepreneurial intentions, while perceived social support had no significant effect. Furthermore, perceived desirability had a stronger effect for men, while perceived social support and behavioral control had a stronger effect for women. Marvin and Flora (2014) investigated students’ readiness towards entrepreneurial intentions at Kigali Independent University (KIL), Rwanda. Results revealed a positive attitude towards entrepreneurship, and a willingness to venture into a new business. Byabashaija and Katono (2011) investigated the impact of college entrepreneurial education on entrepreneurial attitudes and intention to start a business in Uganda. The results show small but significant changes in attitudes and a significant mediating role of attitudes; perceived feasibility and perceived desirability but non-significant role of perceived feasibility on the relationship between societal subjective norms and entrepreneurial intentions.
Conceptual Framework

Perceived Desirability
- Attractiveness of the idea of owning a business
- Passion to want to work for oneself

Propensity to Act
- Decisions making
- Speed in taking action
- The desire to solve problems rather than wait for someone else

Perceived Feasibility
- Readiness to start a firm in the future
- Confidence in ones skills in developing an entrepreneurial project
- Probability of succeeding in business
- Perceived availability of resources needed to create a business in the future

Innovativeness
- Creativity
- Learning new things
- Ability to see opportunities
- Passion for improvement

Entrepreneurial Intention
- Ready for anything (attitude)
- Professional goal (intention)
- Considered entrepreneurship (behaviour)
- Planned for to start a firm (behaviour)

Dependent Variable

Independent Variables

Figure 1: Conceptual Framework

RESEARCH METHODOLOGY

This study adopted a survey design. This study used survey design because it is a method capable of collecting data from a large number of respondents and asks numerous questions about a subject, giving extensive flexibility in data analysis (Copper & Schindler, 2003). The population of this study was all students undertaking hospitality and tourism courses in colleges within Nairobi County. According to the Ministry of Education, Science and Technology (2015), 3,465 students are taking hospitality and
tourism diploma and certificate courses in the 14 institutions. The target population was all the final year students undertaking hospitality and tourism courses in these colleges. The study targeted final year students because they were the ones about to graduate and either get employed or end up starting their own businesses. According to the student affairs departments of the various institutions, a total of 1,098 students undertaking hospitality and tourism courses are in their final year. In this study, the unit of observation was the final year students undertaking hospitality and tourism courses in Nairobi County while the unit of analysis was all the students taking hospitality and tourism courses in Nairobi County. A sample size of 285 was arrived at by calculating the target population of 1098 with a 95% confidence level and an error of 0.05 using the below formula taken from Mugenda and Mugenda (2003): From Normal distribution, the population proportion can be estimated to be

\[ n = \frac{Z^2PQ}{0.05^2} \]

\[ n = \frac{1.96^2 \times 0.5 \times 0.5}{0.05^2} \]

\[ n = 384 \]

Adjusted sample size

\[ n = \frac{384}{1+ (384/1098)} \]

Approx = 285

Primary data collected through questionnaires was used. A multivariate regression model was used to test the relationship between the variables.

\[ Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \varepsilon \]

Where: \( Y = \) Entrepreneurial Intention (Intention to start a business after college), \( X_1 = \) Perceived Desirability, \( X_2 = \) Perceived Feasibility, \( X_3 = \) Propensity to Act , \( \varepsilon = \) Error term/Erroneous variables, \( \beta_0 = \) constant/the minimum change in \( Y \) when the rest of the variables are held at a constant zero , \( \beta_1 = \) measures the rate of change in Entrepreneurial Intention as a result of the rate of change in Perceived Feasibility, \( \beta_2 = \beta_3 = \) measures the rate of change in Entrepreneurial Intention as a result of the rate of change in Propensity to Act

RESULTS

Response Rate

The study targeted 285 respondents in collecting data in regard to application of perceived Shapero’s model of entrepreneurial intentions among tourism college students in Nairobi County. Out of these, 205 questionnaires were filled and returned. This gave a response rate of 72% as shown on Figure 2.
General Information

Gender Composition

The study sought to find out the gender representation of the respondents. The question of gender was considered important in the study primarily because it could help the researcher get a balanced view from both males and females. The results are as depicted in Figure 3.

Figure 3: Gender Composition

From the figure 3 above, 51.3% of the respondents indicated that they were male while 48.7% indicated that they were female. Clearly, there is equal representation of both male and female students pursuing the courses in the tourism and hospitality industry. According to Allen (2015), the growth in the numbers of men and women in entrepreneurial behaviors are associated with entrepreneurial intentions. Indeed, entrepreneurial intentions were found to be significantly associated with gender.

Type of Course Taken

The study sought to find out the type of course taken by respondents. The results are given on Table 4.
From the findings shown in figure 4.3 above, 70% of the respondents indicated that they were taking hospitality course, 24.8% indicated they were taking tourism course while only 4.4% stated that they were taking other courses like entrepreneurship and business management. From these findings, we can deduce that most respondents who participated in the study were taking both tourism or hospitality course and therefore, give credible information based on their course. These results also corroborate with those of McStay (2013) who found that students’ courses have a relative impact on the perceived desirability of self-employment. Florin et al. (2007) stated that the students need to perceive that the application of the skill is feasible and that an entrepreneurial approach is desirable and a focus on developing a positive attitude toward entrepreneurial behaviour appears to be central to entrepreneurship education.

Employment and Business Ownership

The study sought to find out whether the respondents were at any time employed or owned a business. Results are given on figure 5.

According to the findings in figure 5 above, 52.2% of the respondents indicated that they have not owned any business before or were in any form of employment while 47.8 admitted to have at some time owned a business or were employed. This results show that, on average, almost half the number of the respondents may end up in some kind of employment or own their own type of businesses after college. Giagtzi et al., (2013) also found that the effect of perceived self-efficacy on self-employment intentions is higher for individuals.
Period of Employment or Business Ownership

The study sought to determine the length of the period in which respondents have been in employment or run a business. Results are shown on Table 6.

![Figure 6: Period of Employment or Business Ownership](image)

From the findings in figure 4.5 above, 32.7% of the respondents indicated that they have been employed or owned a business for a period of less than 1 year, 29.2% of the respondents indicated that they have been employed or owned a business for a period of 2-3 years, 28.3% indicated that they have been employed or owned a business for a period of more than 3 years, while 9.7% indicated that they have been employed or owned a business for a period of 1-2 years. The outcomes supported by Shapero (1982) who argued that perceived desirability is a personal attractiveness of starting a business that includes both intrapersonal and extra personal impacts. From these findings, we can deduce that most respondents’ have been employed or owned a business for a period of more than 2 years. These results show that there is retention of management staff as well as self determination to keep businesses for long period of time which serves as an entrepreneurial development plan to effectively understand the entrepreneurial intention.

Perceived Desirability

The first objective of this study was to find out the effect of perceived desirability on entrepreneurial intention among Hospitality and Tourism College students in Nairobi City County. As such, the respondents were required to indicate their level of agreement with the various statements regarding the effect of perceived desirability on entrepreneurial intention among Hospitality and Tourism College students in Nairobi.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>I know what it takes to start a business</td>
<td>4.3628</td>
<td>.80247</td>
</tr>
<tr>
<td>I feel sure enough of myself to start my own business at some point in the future</td>
<td>4.5398</td>
<td>.90668</td>
</tr>
<tr>
<td>If I would start my own business, it would certainly be a success</td>
<td>3.0000</td>
<td>1.48805</td>
</tr>
<tr>
<td>It looks very hard to me to start my own business</td>
<td>2.4159</td>
<td>1.32776</td>
</tr>
</tbody>
</table>
According to the results in table 1, the respondents strongly agreed that they feel sure enough of themselves to start their own business at some point in the future and that they know what it takes to start a business as shown by a mean score of 4.5398 and 4.3628 respectively. Further, the respondents were neutral on the statement that if I would start my own business, it would certainly be a success as shown by a mean score of 3.0000. While they strongly disagreed that it looks very hard to me to start my own business as shown by a mean score of 2.4159. According to Krueger, Reillly and Carsrud (2000), perceived desirability of entrepreneurial activity depends on the expectations and beliefs about the personal impacts of outcomes resulting from the behavior. From the findings, most of the respondents indicated a high level of desire to start their own businesses.

**Effect of Perceived Desirability on Entrepreneurial Intention**

In addition the study sought to ascertain the extent to which perceived desirability affects the entrepreneurial intention among the respondents. The results are as depicted in Figure 7.

![Figure 7: Effect of Perceived Desirability](image)

According to the findings in figure 4.6, 38.9% of the respondents indicated that perceived desirability affects the entrepreneurial intention among students to a great extent, 33.6% indicated to a very great extent, 11.5% indicated to a moderate extent while 15.9% indicated a little and no extent. The findings from a study done by AlHaj, Yusuf and Edama (2011) to determine the relationship between entrepreneurship intention and antecedent perceived feasibility indicated that the respondents had high level of entrepreneurship intention. The findings of these two studies are therefore in tandem with each other.

**Propensity to Act**

In its second objective, the study sought to investigate the effect of perceived feasibility on entrepreneurial intention among Hospitality and Tourism College Students in Nairobi City County. The results of this section are analyzed in line with a scale of 1 to 5 where 1 is strongly disagree, 2 is disagree, 3 is neutral, 4 is agree and 5 is strongly agree. To obtain the corresponding measure of agreement, the calculated weighted mean is rounded off to the nearest whole and the result counter-checked against the matching number in the key provided in the questionnaire.
Table 2: Propensity to Act

<table>
<thead>
<tr>
<th>Statement</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would rather someone else take over the leadership role when I'm involved in a group project</td>
<td>3.1593</td>
<td>1.65598</td>
</tr>
<tr>
<td>I enjoy making my own decisions</td>
<td>3.9018</td>
<td>1.56516</td>
</tr>
<tr>
<td>When I see a problem, I prefer to do something about it rather than sit by and let it continue</td>
<td>4.0000</td>
<td>1.18019</td>
</tr>
<tr>
<td>I consider myself to be generally more capable of handling situations than others are</td>
<td>2.6429</td>
<td>1.51781</td>
</tr>
<tr>
<td>I like to wait and see someone else solving a problem so that it doesn’t bother me anymore</td>
<td>3.1327</td>
<td>1.67707</td>
</tr>
<tr>
<td>I'd rather make my own mistakes than listen to someone else's orders</td>
<td>3.3451</td>
<td>1.57984</td>
</tr>
</tbody>
</table>

On the level of agreement with various statements on the propensity to act, table 4.3 show that the respondents were in agreement that; When I see a problem, I prefer to do something about it rather than sit by and let it continue as shown by a mean score of 4.0000, I enjoy making my own decisions as indicated by a mean score of 4.096. the respondents were further neutral on the statements that; I'd rather make my own mistakes than listen to someone else's orders as shown by a mean score of 3.946, I would rather someone else take over the leadership role when I'm involved in a group project and the statement that I like to wait and see someone else solving a problem so that it doesn’t bother me anymore as expressed by a mean score of 3.1593 and 3.1327 respectively. However, the respondents were in disagreement with the statement that I consider myself generally more capable of handling situations than others are as shown by a mean score of 2.6429. These findings are similar to the findings of the study done by Crant (2006) that investigated the proactive personality scale as a predictor of entrepreneurial intentions. The results showed a very strong association between the entrepreneurial intentions and the proactive personality scale.

Effect of Propensity to Act on Entrepreneurial Intention

The respondents were also requested to rate the extent to which propensity to act affects their entrepreneurial intention. The results are as depicted in Figure 8 below.

![Figure 8: Effect of Propensity to Act](image)

According to the findings in figure 8, 31.9% of the respondents indicated that propensity to act affects the entrepreneurial intention among students to a very great extent, 26.5%
indicated to a great extent, 26.5% indicated to a moderate extent while 15.1% indicated a no and little extent. This conforms to Marvin and Flora (2014) who found positive correlation between propensity to act and the entrepreneurial intention among students in Kigali Independent University (ULK), Rwanda.

**Perceived Feasibility**

To investigate the effect of perceived feasibility on entrepreneurial intention among Hospitality and Tourism College Students in Nairobi County, the study requested the respondents to indicate their level of agreement with various statements on the influence of perceived feasibility on entrepreneurial intention. Table 3 shows the results obtained.

**Table 3: Perceived Feasibility**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I think it would be very cool to start my own business</td>
<td>3.6549</td>
<td>1.55132</td>
</tr>
<tr>
<td>I would love to start my own business</td>
<td>3.3628</td>
<td>1.70117</td>
</tr>
<tr>
<td>If I would start my own business, I would not be very much afraid to lose all my money</td>
<td>3.3097</td>
<td>1.56456</td>
</tr>
</tbody>
</table>

From the findings in Table 3, the respondents agreed that they think it would be very cool to start their own businesses as shown by a mean score of 3.6549. However, they were neutral on the perception that they would love to start their own business and the statement that if they would start their own business, they would not be very much afraid to lose all their money as shown by mean scores of 3.3628 and 3.3097 respectively. These findings are in conformity with the study done by Giagtzi, Reader and Darnihamedani (2013) conducted a study to determine how perceived feasibility and desirability of entrepreneurship influence entrepreneurial intentions. The results suggest that the effect of perceived self-efficacy on self-employment intentions is high.

**Effect of Perceived Feasibility on Entrepreneurial Intention**

The overall effect of perceived feasibility on entrepreneurial intention was also investigated in this study. The results are as portrayed in Figure 9.

**Figure 9: Effect of Perceived Feasibility**

According to the findings in figure 9 above, 37.2% of the respondents indicated that perceived feasibility do not affect the entrepreneurial intention among students, 24.8% of the respondents indicated that perceived feasibility affects the entrepreneurial intention
among students to a very great extent, 16.8% indicated to a moderate extent, 11.5% indicated to a great extent while 9.7% indicated to a little extent. According to Byabashaija and Katono (2011) who investigated the impact of college entrepreneurial education on entrepreneurial attitudes and intention to start a business in Uganda; the results showed non-significant role of perceived feasibility on the relationship between societal subjective norms and entrepreneurial intentions.

Innovativeness

Innovativeness is another aspect of Shapirso's Model that affects the entrepreneurial intentions. To establish the effect of innovativeness to act on entrepreneurial intention among Hospitality and Tourism College Students in Nairobi County, the respondents were requested to rate their level of agreement with various statements on innovativeness.

**Table 4: Innovativeness and Entrepreneurial Intention**

<table>
<thead>
<tr>
<th>Statements on innovativeness</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am gifted in creativity</td>
<td>3.1111</td>
<td>.97402</td>
</tr>
<tr>
<td>I can learn new things on my own</td>
<td>3.5116</td>
<td>1.36417</td>
</tr>
<tr>
<td>I can implement the new things I learn</td>
<td>3.6667</td>
<td>1.00000</td>
</tr>
<tr>
<td>I have the ability to see new opportunities</td>
<td>3.8889</td>
<td>.93370</td>
</tr>
<tr>
<td>I have the passion to improve on things</td>
<td>3.3333</td>
<td>1.35873</td>
</tr>
</tbody>
</table>

The results shown in Table 4 are analyzed in line with a scale of 1 to 5 where 1 is strongly disagree, 2 is disagree, 3 is neutral, 4 is agree and 5 is strongly agree. The highest ranking mean score was 3.8889 implying that majority of the respondents agreed that they have the ability to see new opportunities. Further, the respondents agreed that they can implement the new things they learn as shown by a mean score of 3.6667 and that they can learn new things on their own as shown by a mean score of 3.5116. However, the respondents remained neutral on that they have the passion to improve on things as shown by a mean score of 3.3333 and that they are gifted in creativity as shown by a mean score of 3.1111. These results concur with the findings by Florin et al., (2007) who established that innovativeness is related to perceiving and acting on business activities in new and unique ways. This idea is one of the recurring themes in defining entrepreneurship where innovativeness is seen as the most fundamental aspect of entrepreneurship and an essential entrepreneurial characteristic.

**Effect of Innovativeness on Entrepreneurial Intention**

The study further sought to establish the extent to which innovativeness affects the entrepreneurial intention of the respondents. The results are as depicted in Figure 10.
Majority of the respondents (44.4%) recapped that innovativeness affects their entrepreneurial intention to a large extent, 14.8% of them indicated moderate extent, 11.1% of the respondents rated that innovativeness affects their entrepreneurial intention to a very low extent, while another 7.4% of the respondents indicated that innovativeness affects their entrepreneurial intention to a very large extent. As such, innovativeness has a great contribution to the entrepreneurial intention among Hospitality and Tourism College Students in Nairobi County. These is in accordance to the findings by Gurel et al., (2010) who revealed that there is a statistically significant relationship between innovation, propensity to take risks, entrepreneurial family and entrepreneurial intention.

**Entrepreneurial Intention**

The main objective of this study was to explore the application of perceived Shapero’s model of entrepreneurial intention among students undertaking hospitality and tourism courses in Nairobi County. As such the respondents were asked to indicate whether they had ever considered becoming entrepreneurs.

![Entrepreneurial Intention](image)

**Figure 11: Entrepreneurial Intention**

From the findings in figure 4.9, 62% of the respondents admitted that they have considered becoming an entrepreneur while 38% said no. Makau (2011) found that students at the institution exhibited a very positive attitude towards entrepreneurship and a correspondingly high likelihood of intent to take up entrepreneurship. The respondents were further requested to indicate their level of agreement with the following statements on entrepreneurial intention. Their responses were as shown below.

**Table 5: Level of agreement with Statements on entrepreneurial intention**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am ready to do anything to become an entrepreneur</td>
<td>3.9558</td>
<td>1.49636</td>
</tr>
<tr>
<td>My professional goal is to become an entrepreneur</td>
<td>3.6372</td>
<td>1.57583</td>
</tr>
<tr>
<td>I will work very hard to start and run my own firm</td>
<td>3.1327</td>
<td>1.60081</td>
</tr>
<tr>
<td>I am interested in creating a firm in the future</td>
<td>3.4159</td>
<td>1.61867</td>
</tr>
<tr>
<td>I have seriously thought of starting a firm</td>
<td>3.6991</td>
<td>1.64145</td>
</tr>
<tr>
<td>I have strong intentions to start a firm one day</td>
<td>3.6637</td>
<td>1.66160</td>
</tr>
</tbody>
</table>

From these findings in table 5, the respondents were in agreement with the following statements; I am ready to do anything to become an entrepreneur this is in agreement with AlHaj, Yusof and Edama’s (2011) study where students showed higher levels of entrepreneurial intention, I have seriously thought of starting a firm, I have strong
intentions to start a firm one day and my professional goal is to become an entrepreneur as shown by mean scores of 3.9558, 3.6991, 3.6637 and 3.6372 respectively. However, the respondents were neutral with the statements that they are interested in creating a firm in the future and that they would work very hard to start and run their own firm as shown by mean scores of 3.4159 and 3.1327 respectively.

Regression Analysis

In this study, a multiple regression analysis was conducted to test the influence among predictor variables. The research used statistical package for social sciences (SPSS V 21.0) to code, enter and compute the measurements of the multiple regressions.

Table 6: Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.908a</td>
<td>.825</td>
<td>.789</td>
<td>0.752</td>
</tr>
</tbody>
</table>

Table 6 is a model fit which establish how fit the model equation fits the data. The adjusted R² was used to establish the predictive power of the study model and it was found to be 0.789 implying that 78.9% of the variations in entrepreneurial intention among hospitality and tourism college students in Nairobi County are explained by perceived desirability, perceived feasibility perceived propensity and innovativeness leaving 21.1% percent unexplained. Therefore, further studies should be done to establish the other factors (21.1%) affecting perceived Shapero’s model of entrepreneurial intentions among hospitality and tourism college students in Nairobi County in Kenya. Makau (2011) investigated the factors influencing the entrepreneurial intentions of visually impaired students at the Machakos Technical Institute for the Blind. The research findings were that students at the institution exhibited a very positive attitude towards entrepreneurship and a correspondingly high likelihood of intent to take up entrepreneurship.

The ANOVA F-statistic was used to test the research questions for the regressor coefficients for each variable to be equal to zero. An analysis to determine the combined influence of all the independent variables was done and the results are shown in Table 7.

Table 7: ANOVA Results

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>3.576</td>
<td>4</td>
<td>0.894</td>
<td>2.622</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>68.796</td>
<td>200</td>
<td>0.343</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>72.372</td>
<td>204</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ANOVA findings as explained by the P-value of 0.034 which is less than 0.05 (significance level of 5%) confirm the existence of correlation between the independent and dependent variables. The model shows the model fitness i.e. how well the variables fit in the regression model. From the results, the F ratio of 2.622 against the F-critical of 2.46 and thus conclude that the obtained F-ratio is likely to occur by chance with a
p<0.05. Since F calculated is greater than the F critical, this shows that the overall model was significant. This is a prediction of how perceived desirability, perceived feasibility and perceived propensity affected entrepreneurial intention among Hospitality and Tourism College students in Nairobi County.

### Table 8: Coefficients of Determination

<table>
<thead>
<tr>
<th>Model</th>
<th>Variable</th>
<th>Unstandardized Coefficients B</th>
<th>Standardized Coefficients (b)</th>
<th>t=b/σ</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td></td>
<td>2.837</td>
<td>0.112</td>
<td>0.000</td>
<td>0.000</td>
</tr>
<tr>
<td>Perceived desirability</td>
<td>0.708</td>
<td>0.632</td>
<td>0.708472</td>
<td>1.121</td>
<td>0.0127</td>
</tr>
<tr>
<td>Perceived Feasibility</td>
<td>0.598</td>
<td>0.396</td>
<td>0.407088</td>
<td>1.028</td>
<td>0.0144</td>
</tr>
<tr>
<td>Perceived propensity</td>
<td>0.553</td>
<td>0.146</td>
<td>0.133152</td>
<td>0.912</td>
<td>0.0243</td>
</tr>
<tr>
<td>Innovativeness</td>
<td>0.637</td>
<td>0.075</td>
<td>0.084975</td>
<td>1.113</td>
<td>0.0136</td>
</tr>
</tbody>
</table>

The researcher conducted a multiple regression analysis so as to determine the application of perceived Shapero’s model on entrepreneurial intention among students undertaking hospitality and tourism courses in Nairobi County. The established model for the study was:

\[ Y = 2.837 + 0.708 X_1 + 0.598 X_2 + 0.553 X_3 + 0.637 X_2 \]

The regression equation above has established that taking all factors into account (perceived desirability, perceived feasibility perceived propensity and innovativeness) constant at zero entrepreneurial intention among Hospitality and Tourism College students in Nairobi City County was 2.837. The findings presented also show that taking all other independent variables at zero, a unit increase in the perceived desirability would lead to a 0.708 increase in the scores of entrepreneurial intention among hospitality and tourism college students in Nairobi City County and a unit increase in the scores of Perceived Feasibility would lead to a 0.598 increase in the scores of co entrepreneurial intention among hospitality and tourism college students in Nairobi City County. The study also found that a unit increase in the scores of perceived propensity would lead to a 0.553 increase in the scores of entrepreneurial intention among hospitality and tourism college students in Nairobi County, while a unit increase in innovativeness would lead to a 0.637 increase in entrepreneurial intention among hospitality and tourism college students in Nairobi City County. Overall, perceived desirability had the greatest effect on the entrepreneurial intention among Hospitality and Tourism College students in Nairobi City County, followed by innovativeness, then perceived feasibility while perceived propensity had the least effect to the entrepreneurial intention among hospitality and tourism college students in Nairobi County. All the variables were significant (p<0.05). These results are in agreement with Makau (2011) study that students exhibit a very positive attitude towards entrepreneurship and a correspondingly high likelihood of intent to take up entrepreneurship.

**Conclusions**

Based on the first objective, perceived desirability affects the entrepreneurial intention among students to a great extent. As such, the study concludes that most of the students have the desire to start their own business at some point in the future and that they knew
what it takes to start a business. In addition, most of the students were not sure if they would start their own businesses and whether it would certainly be a success. On the of the propensity to act on entrepreneurial intention, the study concluded that propensity to act affects the entrepreneurial intention among students, the students prefer to do something about a problem and that they would enjoy making their own decisions. However, the students were ready to take risks and make their own mistakes than listen to someone else's orders or someone else to take over the leadership role when they were involved in any project. The study also deduced that perceived feasibility had little effect on the entrepreneurial intention among students, the perception of starting own business was cool idea among students. The students with entrepreneurial intention would do anything to become entrepreneurs with a professional goal of becoming entrepreneurs in future. With regard to innovativeness, the study concludes that hospitality and tourism college students in Nairobi City County have the ability to see new opportunities, they can implement the new things they learn and that they can learn new things on their own, while there is impartiality on that they have the passion to improve on things and that they are gifted in creativity. Accordingly, innovativeness is related to perceiving and acting on business activities in new and unique ways and innovativeness is one of the most fundamental aspect of entrepreneurship and an essential entrepreneurial characteristic.

The study finally concludes that perceived desirability, perceived feasibility and propensity to act and innovativeness positively affects entrepreneurial intention among hospitality and tourism college students in Nairobi County. On overall, perceived desirability has the greatest effect on the entrepreneurial intention among hospitality and tourism college students in Nairobi County, followed by innovativeness, then propensity to act, while perceived feasibility has the least effect to the entrepreneurial intention among hospitality and tourism college students in Nairobi County.

**Recommendations**

Academic institutions should come up with programs that can foster and actualize business desires among students. This will ensure that the entrepreneurial spirit found in the students is fed with relevant content and that the prospective entrepreneurs get relevant knowledge and exposure to ensure success in their business of choices. Academic institutions need also to go out of their way in providing other facilities and services to foster entrepreneurship. This could include business plan competitions, linkages with successful entrepreneurs and business apprenticeship programs. Policy makers in the area of hospitality and tourism management and education should ensure that the spirit of entrepreneurship is not just fostered at higher education but developed from an early age so that the students can embrace entrepreneurship as a career choice from among other choices of careers. This will go a long way in reducing the headache of unemployment and solving many crimes associated with the same. It will also be a way of tapping unexploited potentials in the tourism and hospitality industry in the country.

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REFERENCES


