FACTORS INFLUENCING ENTREPRENEURIAL INTENTION AMONG MBA STUDENTS OF UNITED STATES INTERNATIONAL UNIVERSITY—AFRICA

BY

MOHAMUD, HODAN BARRE

UNITED STATES INTERNATIONAL UNIVERSITY—AFRICA

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A Research Project Submitted to the Chandaria School of Business in Partial Fulfilment of the Requirement for the Degree of Masters in Business Administration (MBA)

UNITED STATES INTERNATIONAL UNIVERSITY–AFRICA

SPRING 2018
STUDENT’S DECLARATION

I, the undersigned, declare that this is my original work and has not been submitted to any other college, institution, or university other than United States International University - Africa in Nairobi for academic credit.

Signed: __________________________  Date: __________________________

Barre Hodan (ID No: 650209)

This project has been presented for examination with my approval as the appointed supervisor.

Signed: __________________________  Date: __________________________

Prof. Scott Bellows

Signed: __________________________  Date: __________________________

Dean, Chandaria School of Business
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ABSTRACT

The purpose of this study was to determine factors that influencing entrepreneurial intention among MBA student of United States International University-Africa. The main objective was to determine family background factors, situational factors and motivational factors influencing entrepreneurial intent of MBA students.

The target population was made up of 60 MBA students at USIU taking Global Social Sustainable Enterprises as their concentration. A simple random sample was used, and this involved the setting up of a subset of a statistical population in which each member of the subset has an equal probability of being chosen. This method prevents the bias of having feedback. This method ensures equal distribution of the sample increasing the efficiency of the samples.

This study used primary data and the information was collected using a structured questionnaire. Questionnaires enable a large amount of information to be collected from many people at the same time thus speeding up the research process. A pilot study was carried out first to ensure the effectiveness of the questions in the questionnaire used to carry out the research. Standard Package for Social Sciences (SPSS) and Microsoft Excel were the tools used to analyze the data. Data was presented in the form of figures, tables, and graphs, charts make the research findings at a glance easy to understand. Correlation and regression analysis can be used to determine the statistical significance of the estimated relationships.

The findings revealed that MBA students prefer to be active partner entrepreneurs with their family’ and provide necessary support rather than initiating and running a business enterprise entirely on their own. There was also uncertainty on whether students’ families obligations barred them from initiating and becoming successful entrepreneurs.

It was also established that when working, the demands respondents make upon themselves were are high and majority agreed that when their way of running the business is not successful, they experiment with new different ways of running the business. It was also noted that majority agreed that they figure out which things they do not understand well and adjust their strategies accordingly and they are able to remain calm when facing difficulties because they can rely on their coping abilities.

The findings revealed that many respondents noted that working hard is something they like doing very much and it is easy for them to stick to their aims and accomplish the
goals. Majority also revealed that they accomplish a lot at work because they love the job and they are able to set goals to direct their activities towards making the business a success. Many of the respondents acknowledged that family support is the major motivation.

Work-family conflict plays a major role in influencing the mood and attitude of the student entrepreneurs; in addition, family support is crucial for student entrepreneurs and has significant correlations on entrepreneur intention. Secondly, Entrepreneurs are not highly motivated towards achieving their objectives and when there is a failure the entrepreneurs seek alternatives strategies to running the business although they work hard and have the necessary confidence in dealing efficiently with unexpected events. Finally, working hard is a virtue that entrepreneurs do not like to engage to to ensure the success of their businesses.

The study recommends that student entrepreneurs need to be accorded the necessary support from their families for effective management of the firms. Entrepreneurs’ need to attend trainings and forums and this will aid them to effectively deal with unexpected events. Lastly, entrepreneurs need to not only work hard in something they like doing very much but should also engage in other challenging and risky ventures so as to ensure increased income.
DEDICATION

To Almighty for His grace and provision in my life. To my parents Arabo Ali my mother and Barre Mohamud my father for their continued support and contribution to my growth both socially and academically. To Abdurahman Mohamed Hussein (Odowaa) for his encouragement and endeavour to see me succeed in my educational journey.
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<tr>
<td>CEO</td>
<td>Chief Executive Officer</td>
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<tr>
<td>MBA</td>
<td>Masters Of Business Administaration</td>
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<td>SD</td>
<td>Standard Deviation</td>
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<td>SME</td>
<td>Small And Medium Enterprise</td>
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<td>SPSS</td>
<td>Statistical Package For Social Science</td>
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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study

Entrepreneurship contributes to social wealth by creating new markets, new industries, new technology, new institutional forms, new jobs and net increases in real productivity. The jobs created through their activities in turn lead to equitable distribution of income which culminates in higher standards of living for the populace (Kimando, 2012). In Kenya self – employment becomes a more attractive and rewarding career option for the people and particularly for University students. More specifically, entrepreneurship is a major engine driving many nations’ economic growth, innovation and competitiveness (Ugwu and Ezeani, 2012). As many researches on the areas discloses, there is a strong positive correlation between entrepreneurship and economic growth in terms of creating some marvelous job opportunities both in urban and rural areas, stimulating creativity and innovation to transform technologies, knowledge and skills, expanding as well as ensuring firms survival and its sustainability. This, in turn, has increasingly made entrepreneurship emerged as one of the most popular research domain in academic circles to study on the importance and contributions of entrepreneurship (Eriksson and Kuhn, 2012).

The importance of entrepreneurial activities in a developing country like cannot be overemphasized. Its potentials include the creation of positive multiplier effects on the whole economy through employment generation, capacity building, improved standard of living and economic growth. Therefore, priority should be given to the study of the factors that spur entrepreneurial intentions among graduates in Kenya with a view to promoting better policies and programs aimed at redirecting our emphasis on entrepreneurship as a tool for development and smart economic growth. The family as a social unit comprises members who constitute the significant others in our environment today. So far, the role of the family in venture creation decisions has been explained from three different perspectives; the classical perspective, the cognitive perspective, and the social embeddedness stance (Aldrich and Cliff, 2003).

The last among these perspectives argue that people are implicated in networks of social relations. We, therefore, concur with the words of Aldrich and Zimmer (1986) that individuals’ decisions to start a business is not derived from a vacuum, but they often
engage in consultations and are subtly influenced by significant others in their respective environment. More importantly, the family play three key roles in venture creation decision making; a source of financial and human resources (Zhang, Wong, and Soh, 2003), a source of information and credible values. (Renzulli, Aldrich, and Moody, 2000;), and a source of role models (Krueger, 1993; Pruett, Shinnar, Toney, Llopis and Fox, 2009). Hence, the family is influential, especially, in the early stages of the life cycle of a business venture (Klyver, 2007).

However, earlier empirical studies (Moore and Unwalla, 1964). (Shapero, 1982; Scott and Twomey, 1988; Scherer, Carley and Weihe, 1989; and Katz, 1992) have argued that there is more to the role of family background than just family members or family business in the decision-making process of a new venture creation. Interestingly, scholars in recent times are still interested in the role of family in new venture creation but the horizon of these studies has been broadened to include other issues such as; perceived family support (Turkur, and Selcuk, 2008), family business tradition (Altinay, 2006), family business experience. (Wang, and Wong, 2004). family transitions (Cramton, 1993), family business ownership and parent work experience (Carr, and Sequeira, 2007). Despite the diversity in focal points, there are still a few scholars who strongly believe that empirical analysis of the role of family background on venture creation decision making process is yet to be fully exhausted. Notable among these scholars are Kolvereid (1996), Drennan, Kennedy and Renfrow (2004), Veciana, and Urbano (2005), Hadjimanolos and Poutziouris (2011), and Altinay, Madanoglu, Daniele and Lashley (2012).

Entrepreneurial intentions have been found to be influenced by three general factors (Krueger et al., 2000). First, entrepreneurial intention is triggered by a person’s attitude towards entrepreneurship. This is the weighted sum of perceived consequences and the likelihood of different outcomes of the behavior, including intrinsic rewards. The second factor is perceived social norms. This means that the beliefs of relevant groups and actors, such as family, friends, colleagues and customers, will affect the intentions of the entrepreneur (Davidsson, 1991). The third factor is self-efficacy. Self-efficacy has been found to greatly influence entrepreneurial behavior and increase entrepreneurial intention (Krueger et al., 2000).

A study by Aziah, Abdul Ghani and Ahmad Tajuddin (2010) indicates that there is a significant difference between a male and female 'perception towards various aspects of
entrepreneurship and they find that the mean value of female's perception is higher than that of males. However, men are said to have more self-confidence in business than women (Wilson, Marlino and Kickul, 2007). The main difference between male and female involvement in entrepreneurship can be noted in terms of entrepreneurial self-efficacy and managerial skills (Wilson, Marlino and Kickul, 2007).

There have also been claims that females show more interest in entrepreneurship education to enhance their skills, face challenges in their careers and build networks with local businessmen compared to males (Aziah, Abdul Ghani and Ahmad Tajuddin, 2010). Overall, studies indicate that the number of women who own businesses is increasing rapidly in Africa, Asia, Eastern Europe and Latin America. (Jalbert, 2000) and the majority of the 6.7 million privately held companies in the USA are women owned businesses (Wilson, Marlino and Kickul, 2007). In Malaysia, there has also been an increase of women entrepreneurs in the past two decades due to economic recession and increased rate of unemployment in the mid-1980s (Maimunah, 1996).

However, Kenya entrepreneurship development is primarily aimed at youth in technical training institutions but is now being expanded to include the Universities. It involves introducing youth to entrepreneurship education with the aim of getting them to think about entrepreneurship and the role of business entrepreneurs in economic development. They also get an opportunity to analyze the difficult employment situation in Kenya and are encouraged to consider self-employment as a career choice. Fixed up against such a choice are many examples of business failures in the community, negative attitudes towards business, and misconceptions about what makes a business succeed (the common view is that all one needs to succeed is capital). (Mbogo, 2011).

While the development of entrepreneurship in Kenya is growing very fast, there have been few studies on the entrepreneurship and factors influence intentions of becoming entrepreneurs. In the field of entrepreneurial researching, the motivation factors which lead people to leave their comfortable zone, take financial risks, abandon the high-income jobs to pursue their own business are always an interesting topic. What makes them give up the normal as well as stable life to choose the uncertain future to start a new business venture? Knowing more about factors affecting the entrepreneurship intention becomes necessary, especially in Kenya context. (Odhiambo, 2013).
1.2 Statement of the Problem

Becoming an entrepreneur is usually viewed as an intentional behavior, it is important to understand the factors that influence this intention, regardless of the factors that may subsequently avert the intention from becoming a reality. Nonetheless, longitudinal research that examines who becomes or succeeds is key (Zhao, Seibert, and Hills, 2005). Factors influencing entrepreneurial intention have been examined across the world and various models have been formulated. However, Culture is stressed in the literature as a differentiating factor for entrepreneurial activities across countries (Minniti and Bygrave, 2003).

Hofstede’s seminal research on culture may contribute to the findings in this study to investigate the inclination for university students’ entrepreneurial intention by hypothesizing that cultural determinant and cultural values may have a substantial impact on students’ entrepreneurial intentions. Gender-related constraints are also considered from a cultural perspective because such restraints tend to shape women’s entrepreneurial behavior (Rutashoya and Nchimi, 1999). Therefore, Kenyan results may differ from other countries.

The entrepreneurial intention has been extensively researched in the West (Schwarz, 2009). However; it remains an under-studied area in Kenya. Applying the Western studies in the Kenyan context would raise a question of their appropriateness and applicability. As findings on determinants, that predict entrepreneurial intention varies across countries and cultures. Some studies are indeed needed at the local setting to increase the relevancy and accuracy of the results. Several local scholars have attempted to investigate entrepreneurial intention in Kenya (Stephanie and Genser, 2010). Several limitations can be found in their studies for instance, Yusof (2007) and Ismail (2009).

The rapid changes unleashed by a new phase of globalization, combined with a deteriorating economy in Kenya and international economy general, have shrunk recruitment and significantly altered employment conditions in many of the traditional types of employment that, in the past, absorbed most unemployed people and university graduates. Today in Nigeria, graduating students are more likely than before to see the possibility of establishing their own enterprises as a positive rather than residual career option. However, both the extent of the propensity for students to do so and the
opportunities for them to accumulate the necessary attributes and competencies are based on their entrepreneurial intentions which are driven by many factors. Among several factors found to influence the willingness to take entrepreneurial activity are demographic factors such as gender differences, family background and many others (Gulruh et al, 2010).

Although many researchers have been trying to identify the causes of entrepreneurship intention with thousands of literatures conducted over the past decades. Most them have focused on the related factors of entrepreneur, links personal characteristics or human capital with entrepreneurship intention. Many entrepreneurial motivation factors have been studied by scholars in different cultures with a diversity of aspects. It is proved that there are some differences in the way entrepreneurs implement their business and the formation of their entrepreneurship intentions across countries and regions. Therefore, this study was conducted to establish the causes of entrepreneurial intention in United State International University (USIU) students, with an aim to providing deeper understanding about the entrepreneurial world and to practically provide important implications for status and family background, improving as well as to assist motivational support new business founders and entrepreneurial intention? This research enable understanding of the factors influencing entrepreneurial intentions among MBA students.

1.3 Purpose of the study

The purpose of this study was to determine factors that influencing entrepreneurial intention among MBA student of United States International University-Africa.

1.4 Research Questions.

1.4.1 Determine family background factors influencing entrepreneurial intent of MBA students?

1.4.2 Establish situational factors influencing entrepreneurial intent of MBA students?

1.4.3 Examine motivational factors influencing entrepreneurial intent of MBA students?

1.5 Significance of the Study

The study is significant to different categories of people. Key among these
People are listed below:

1.5.1 Future Entrepreneurs.

This research will assist young upcoming entrepreneurs understand the factors that are important in startups and how they affect success or otherwise of their business. Mentors and coaches will benefit from the findings of this research as it will enable them to mentor young people and future researchers.

1.5.2 Future researchers and academic writers

Future researchers and academic writers will get more information and be knowledgeable about the factors that influence entrepreneurial intention in Kenya. This study will act as a guide to future research to the factors affecting Entrepreneurial Intentions in Kenya. This is important because to change the culture of seeking employment instead of creating employment the mindset needs to be guided through education to understand the importance of Entrepreneurship to build the culture of Entrepreneurship. Also, they can use this study as reference. It will therefore open ways for future research by helping researchers build on and from it. For universities, schools and colleges the information to be generated by the study could be used as lecture notes, reading materials and references as the research seeks to add to the body of knowledge. The study outcomes will also form blue prints for the conduct of future research more so among the studies undertaking financial management and related disciplines. The research and consultancy firms will also benefit from the study such that it will act as guide to conduct a scientific and objective research

1.5.3 Policy Makers and the Government

The research will benefit policy makers in the future policies that affect business and entrepreneurship development. Policy makers and the Kenyan Government should seek to understand the key parameters that may restrain or control the growth of entrepreneurship to make any gains in reducing unemployment among the young people.

1.6 Scope of the Study

This study was limited to and targets current and previous MBA students at the United States International University –Africa, located in Nairobi County. The study was carried
out in a period of seven months: from June 2017 to Dec 2017. The population consisted of 60 former entrepreneurship students.

1.7 Definition of Terms

1.7.1 Entrepreneurship

Entrepreneurship is the practice of starting new organizations or revitalizing mature organizations, particular new business generally in response to identified opportunities. (Onuoha, 2007).

1.7.2 Entrepreneurial intention

Entrepreneurial intention is the readiness to start a business, with risk-taking propensity, locus of control and attitudes toward self-employment as predictors (Luthje and Franke, 2003).

1.7.3 Intention

Human beings are the best creature of almighty and thus excel themselves over other creature in certain important areas. One area certainly is their ability to think and judge phenomenon and provide judgmental opinion by concisions and judicious thinking (Liñán, 2004).

1.7.4 Motivation

Motivation is the driving force behind the entrepreneurial behavior and it motivated entrepreneurs to look for opportunities to achieve business success, in this study entrepreneurial motivation measurement tools research and develop” has pointed out that entrepreneurship is the goal to seek through the ownership of enterprises, the goal of entrepreneur determines the behavior of entrepreneurs and determine the success of entrepreneurship indirectly. (Robichaud 2001).

1.7.5 Family background

The model of entrepreneurial event acknowledges that the family plays a big role in influencing the intention of the child to start a business. Shapero and Sokol (1982). in particular, emphasized that the father and the mother play important roles as far the
perception of venture feasibility and desirability is concerned. Besides, the family serves a breeding ground for would be entrepreneurs as long it provides the child with effective and efficient role modeling (Krueger, 1993; Matthew and Moser, 1996; Pruett et al, 2009).

1.7.6 Situation

Situation An extensive suggests that economic situation are important drivers of entrepreneurship. During an economic crisis this role is even strengthened, because of the paucity of business opportunities. The period of economic situation or crisis boost entrepreneurial opportunities. When unemployment is high and rising, the choice to become an entrepreneur depends also on the extent to which self-employment is perceived as a viable second-best alternative to unemployment. Economic situation and the prospect of unemployment may lead some people to seek for an alternative. (Alemania, 2004).

1.8 Chapter Summary

This chapter has offered the background information of the study and has also outlined the statement of the problem, the purpose of the study, and the research questions. The study has further outlined the scope of the study, the significance of the study and definitions of terms. The next chapter is chapter two and presents literature reviews based on the research questions of the study. Chapter three presents research methodology and it describes the methodology that was used in conducting the study. Chapter four looks at the analysis of the data collected and in chapter five the discussion, conclusion and recommendations are discussed.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction
This chapter presents a literature review by various scholars on entrepreneurial intention. In this chapter, the reader will be provided with a review of literature relevant to the stated research questions, which are: To determine family background factors, situational factors and motivational factors influencing entrepreneurial intent of MBA students.

2.2 Family Background and Entrepreneurial Intention

2.2.1. Role of Family in Entrepreneur Development
Role of a family in successful running of a business need not be overemphasized. This is more relevant in the case of entrepreneurial and small-scale ventures. Aldrich and Cliff (2003) suggest that a family embedded perspective that acknowledges people are part of networks of social relations is more appropriate in the context of entrepreneurship research. Such an approach is particularly important in the context of ethnic minority enterprise as witnessed in the study on vietnamese nail-care experts doing business in London. The analysis draws on concepts of “strong” and “weak” network ties and “mixed embeddedness” to explain why the Vietnamese continue to enter such a competitive sector where social and family networks have been found to be particularly important.

These networks enable Vietnamese nail-care experts to draw on unique cultural resources or social capital not generally available to the mainstream groups. For example, cheap family labor, pooled savings and access to trusted networks which facilitate trade and provide access to information, thus providing a particular competitive advantage. Such informal networks have also been found to be important as a means of mobilizing resources and generating sales. It is the family and the community that lies at the heart of ethnic firms' social networks. Family and community resources provide with a unique form of —social capital— important to the establishment, development and the success of a business. Therefore, the impact of the family is obvious as enterprises are established and run in a social setting of which the family plays an important role in it Entrepreneurs are inseparably linked to their families and rely on their support in pursuing their entrepreneurial endeavors (Rogoff and Heck, 2003).
Family members share a common identity, have strong mutual bonds of trust, and often have opportunities to discuss business ideas (Aldrich and Cliff, 2003; Ruef, Aldrich, and Carter, 2003). In fact, the family constitutes one of the most common entrepreneurial teams (Ruef, 2010) and scholars have argued that significant entrepreneurial potential can be found within the family (Nordqvist and Melin, 2010). The importance of the family as entrepreneurial team is also evidenced by the fact that a substantial share of all companies is founded and run by families all around the world (La Porta, Lopez-de-Silanes, Shleifer, and Vishny, 1999; Villalonga and Amit, 2009), such as spousal couples or family members tied together by other types of family relationships (Chang, Chrisman, Chua, and Kellermanns, 2008; Ruef, 2010).

There are at least three reasons for the family’s importance in entrepreneurial outcomes. First, when engaging in entrepreneurial activities, the family constitutes a very specific type of entrepreneurial team. Strong ties in terms of kinship relationships between family members bind the family closer together than any other type of entrepreneurial team (DiscuaCruz, Howorth, and Hamilton, 2013). Second, the family provides the entrepreneur with a diverse set of resources (Dyer and Handler, 1994; Sirmon and Hitt, 2003), which have the potential to impact the individual entrepreneur as well as the family business. Third, family business scholars have argued that the family and the business are intertwined, denoted as family influence (Dyer, 2006; König, Kammerlander, and Enders, 2013). As the family business is composed of multiple family members, the structural family ties will spill over to the business (Arregle, Hitt, Sirmon, and Very, 2007).

Hence, family background has been considered as one of the major factors to motivate a person to enter a business, existing or new. It is believed that if a person is exposed to a family culture where innovating thoughts have been successfully transformed into great business empire or a huge wealth for them children tend to view this as a tradition which they need to take further. This belief inspires many of them to create a separate venture for themselves where they not only inherit their tradition of business success but also have opportunities to prove their mettle. Despite somewhat negative attitude on joint family working as a hindrance in enterprise creation in the western societies, there are ample examples of successful enterprise owned and managed by families in South Asia.
Zivetz (1992) states that extended family 'corporations' dominate large scale industry in India and are also common among many commercial communities in Nepal. These domestic corporations owe part of their success to their ability to put trusted family members in key business positions. She further states, many businesses are established with the explicit purpose of providing work for unemployed or underemployed family members. Starting a business is often a response to changes in family relationships rather than rational discovery, development and exploitation of business opportunities. Therefore, the influence of family in entrepreneurship is considered as an important factor to be explored.

2.2.2 Prior Family Business Exposure and Entrepreneurship Intention

Research in family business have examined the how family-owned businesses handle succession (Stavrou and Swiercz, 1999), but little research has considered the role that family business plays in encouraging entrepreneurial inclinations since the nature of family ownership and succession lead to varying results (Dyer and Handler, 1994). However, family business ownership affects future generations in many ways beside the succession issue. The time requirements and resource shortfalls coupled with financial rewards and autonomy of family business ownership have been found to have a powerful and lasting impacts on the social interactions and psychological development of the family business (Aldrich and Cliff, 2003). Studies reveal that individuals who come from such families are more likely to be aware of these impacts (Fairlie and Robb, 2005).

As a result, individuals with prior family business experience may incorporate their experiences, such that their attitudes and behaviors towards entrepreneurial action are either positively or negatively shaped towards the business ownership.

Although the impact of family business exposure on offspring’s entrepreneurial intentions has attracted significant attention, assessments of this impact remain inconsistent. Findings from a sample of 131 Chinese business family offspring indicated that perceived parental entrepreneurial rewards are positively related to entrepreneurial intentions, and this relationship is found to be partially mediated by entrepreneurial self-efficacy; additionally, offspring’s family business involvement weakens the positive impact of perceived parental entrepreneurial rewards on entrepreneurial intentions but strengthens the impact of entrepreneurial self-efficacy (Wang, Wang and Cheng, 2017).
It is indicated that individuals raised in entrepreneurial family impacts the intention for entrepreneurship thereby considerably raising the desire of starting their own business (Crant, 1996). Previous studies show that such role models offer the vital impetus to the desire of starting a business (Scheinberg & MacMillan, 1988). Such role models may act as mentors and guides to the children in the family for starting a corporate (Matthews & Moser, 1995). Exogenous factors like demographics, traits, prior exposure to entrepreneurship through family business and culture influence attitude for entrepreneurship (Shapero, 1975).

Singh and Prasad (2016) study on the influence of family occupation on the entrepreneurial intentions of management students investigated whether there is a significant difference in entrepreneurial intention of students whose parents own and run a business and those students whose parents do not own and run a business. No significant difference in the entrepreneurial intention of management students with family business background and those with not such a background was found. The findings of several other studies indicate that family business background is an important factor impacting the entrepreneurial behavior of the students. The presence of self-employed father was found to be related to positive attitude towards entrepreneurship (Basu & Virick, 2008). The study of Drennan, Kennedy, and Renfrow (2005) found that positive view of family business experience in respondents enhanced perception of desirability and feasibility of starting a business.

### 2.2.3 Impact of Family Background on Entrepreneurial Intention

The model of entrepreneurial event acknowledges that the family plays a big role in influencing the intention of the child to start a business. Shapero and Sokol (1982) highlighted that the father and the mother play important roles as far the perception of venture feasibility and desirability is concerned. Besides, the family serves a breeding ground for would be entrepreneurs as long it provides the child with effective and efficient role modeling (Krueger, 1993; Matthew and Moser, 1996; Pruett et al, 2009). Hence, there is a possibility that such child would have a strong preference for entrepreneurship as he or she grows older (Scott and Twomey, 1988, Krueger et al, 2000, Sorensen, 2007).

Personal skills, attributes and behavior may also influence and determine whether one can become a successful entrepreneur in the future (Kirby, 2004). High self-confidence and
good personal skills are among the important factors that influence success in entrepreneurial. (Hamidi, Wennberg and Berglund, 2008).

Kolveried (1996) notes that a high level of self-confidence is positively related to a higher intention to become self-employed. In terms of behavioral traits, students who have participated in learning networks are better aware of their abilities to exploit business opportunities (Bergh, Thorgren and Wincent, 2011) and thus, are expected to be more interested in business. Besides, management and technology skills which can be learnt in entrepreneurship courses have also influenced students’ intention to choose entrepreneurship as future careers (Love, Lim and Akehurst, 2006).

Although Drennan, Kennedy, and Renfrow (2004) classified family background into three (i.e. prior exposure to family business, a difficult childhood, and frequent relocation as a child), they are of the view that early exposure to entrepreneurship and experience in the family business have impact on the family members’ attitude and intentions towards entrepreneurship. In another study, Carr and Sequeira (2007) support the view that family background plays a major role in shaping entrepreneurial intentions. In addition, scholars have also extended family background to include genetic dispositions (Simons, Whitbeck, Conger and Chyi-In, 1991; Dunn and Holtz-Eakin, 2000; Nicolaou and Shane, 2010; Laspita, Breugst, Heblichand, and Patzelt, 2012).

These scholars are of the view that the relationship between parents and grandparents with entrepreneurial experience breeds structural and communication patterns that can promote strong preference for entrepreneurship in the grandchildren. However, Kolvereid (1996) noted that an indirect relationship exists between family background and entrepreneurial intention. While the entrepreneurial intention to start a new business is indirectly influenced by prior exposure to entrepreneurship. These views are taken to be that family background has implications on the perceptions of venture feasibility and desirability. Its influence on the perceptions thereafter manifest in either low or high entrepreneurial intentions. (Peterman and Kennedy, 2003).

Family background is most likely to be influenced by a specific group of individuals such as family members, friends, peers, and others close ones in one’s life. For example; people who growth up around a society or family that runs business or where family business is practiced are likely to learn and model entrepreneurial tendency, perceiving it
to be feasible, more socially desirable and rewarding than formal employment in an established organization. The desire to start or not to start a business may also be influenced by the meaning that one attaches to business; which in turn is socially generated and sustained. As for university students, this is very important as they may be at the stage to decide on their career preferences. (Hmileski, and Corbet, 2006).

Family background is important variable that has been considered to contribute to the entrepreneurship intention. Generally, individuals who have families with business tend to show higher attitude towards entrepreneurship than those families that do not have business undertakings. The study undertaken by Davidsson (1995) state that the choice of career for students is influenced by family anticipation. Hisrich (2000) argues that the family involvement in business tends to influence the students future career to be involved in business too. According to Crant (1996), the entrepreneurs were often raised in families where the mother or father was self-employed. This study considers family background as an occupation of entrepreneurial intention. Family is understood as the mother and father of the students.

Family backgrounds of student also foster the attitude and intention for entrepreneurship. There is considerable amount of literature is available about the role of family background on intention, and findings show that most of entrepreneurs come from mother or father business experience (Crant, 1996). As, attitude to adopt entrepreneurship relates with learning and influence of external factors like demographic, cultural, social and financial assistance- previous exposure and experience of family business have influence to take on entrepreneurship (Krueger,1993). Drennan et al., (2005) found that desirability and feasibility of venture creation increase with family business background. The students whose parents are self-employed show highest inclination to run their own business and lowest to do job. Students, have family background of business and familiar with real life business-show positive relations to be an entrepreneur (Peterman and Kennedy, 2003; Kirkwood, 2007).

Family background often influence and motivate their siblings to involve in entrepreneurial activity and they are expected to possess higher propensity to launch a business in future (Van Auken et al., 2006). In Singapore and Australia, students are more likely to commence new ventures upon graduation if their parents are in businesses (Phan et al., 2002). Interestingly, in terms of household gender role influence, fathers have a
stronger influence on their children’s decisions to become entrepreneurs’ than mothers’ self-employment (Kirkwood, 2007).

2.3 Situational factors and Entrepreneurial Intention

2.3.1 Economic Situation

The connection between entrepreneurship and unemployment is not certainly defined by researchers. On micro level, unemployment has a positive influence on entrepreneurship. Unemployed people could engage in entrepreneurial activities and start their own business to have a source of income. According to the classification of necessity entrepreneurs and opportunity entrepreneurs introduced in the GEM report 2007, with the increase of unemployment, rates of necessity entrepreneurship activity increase (Reynolds et al., 2005).

One can conclude that increase of necessity entrepreneurs would positively influence the total number of entrepreneurs’ further, number of entrepreneurs. Further, Verheul et al. (2006) consider that entrepreneurship decreases unemployment as entrepreneurs’ raise their human capital by hiring other people. They further conclude that competition on the market caused by entrepreneurial activities encourages better performance, and high level of unemployment could be connected to lost business opportunities and therefore, on a macro level, it could be said that unemployment influences entrepreneurial activity in such a manner that it reduces entrepreneurship level. In terms of gender differences, as previously mentioned studies indicate, females are represented mostly in service and retail industries (Coleman, 2002; Swinney et al., 2006; Verheul & Thurik, 2001); in general, unemployment has a greater influence on female than on male entrepreneurs.

Availability of financial capital is one of the main issues when starting and growing own business. Entrepreneurs often face the fact that financial institutions are unwilling to lend money to nascent and early-stage businesses mainly due to high risks involved and lack of information available on the profitability of small businesses (Verheul et al., 2006). As females tend to have businesses smaller in size and possess less business experience, it should involve certain difficulties for them when obtaining external financial support (Bird & Brush, 2002; Carter, 2000; Coleman, 2002); moreover, they are less likely to search for external funding compared to males (Heilbrunn, 2005).
Muravyev (2007) points out two factors that create constraints when getting external funding: the probability of obtaining a bank loan and the interest rate for the loan. According to this research, female business owners are less likely to receive a bank loan and when they obtain one, they are more likely to be charged a higher interest rate. In addition to these, according to Brush (1992), females start their businesses in less attractive sectors for external funding.

2.3.2 Personal Situation

According to Leo (2009), intentions occupy a central position in cognitive approaches to understand human behavior’s. Most behaviors of social relevance (i.e. health related behavior and the establishment of new organizations) are under volitional control. Intentions can be seen therefore as the immediate determinants and the single best predictors of behaviors (Leo, 2009). Helen (2009) argued that the objective (or goal) of entrepreneurial intention can be identified in terms of either the establishment of a new venture or the creation of new value within an existing organization. She also argued that the two objectives that mainly characterize entrepreneurship are the establishment of new independent firms, and the creation of new value in existing ones. Consistently, entrepreneurial intentions be cognitive representations of the objectives and actions to be implemented to either, establish a new independent venture or create new value within an existing organization (Helen, 2009).

It is certainly true that entrepreneurial ideas begin within aspiration; though intentions are needed for them to become manifest (Leo, 2009). Consistent with this approach, Riccardo et al, (2010) argued that individuals do not start a business as a reflex, but they do it intentionally. Hence, especially at the birth of an organization, the impact of the entrepreneur’s intention is predominant; also, because the influences of external stakeholders, corporate structure, politics, image, and culture have not yet been established.

Consequently, entrepreneurs’ intention determines the form and the direction of a nascent organization at its inception. Entrepreneurial intentions also influence the actions of established organizations. Different theories model organizational behavior’s as the result of individual intentions, emerging through social and political processes determined by individuals. Lena (2011), argues that CEOs’ and entrepreneurs’ intentions directly affect the organizations that they lead. He states that, in established firms, leading individuals,
because of their intentional processes, pursue and exploit opportunities. The role of individual intentions become even more critical as it goes to small entrepreneurial firms. The strategic orientation and entrepreneurial intentions of CEOs and entrepreneurs are likely to be tantamount to the strategic and entrepreneurial orientations of their firms (Lena, 2011).

Consequently, existing organizations embody and elaborate intentions that, ultimately, affect ventures’ growth. Internal dimensions are mostly identified in terms of psychological characteristics, and individual skills and prior knowledge. Dropping a “trait-approach”, under which it has been demonstrated that demographics and traits have resulted in a little explanatory power – failing to predict entrepreneurship - (Andrea, 2009), scholars have mainly focused on psychological characteristics, identifying them as responsible for determining entrepreneurial intention. Entrepreneurial self-efficacy, or the individual’s confidence in his or her ability to successfully perform entrepreneurial roles and tasks, and risk-taking propensity, or a function of the variation in the distribution of possible outcomes, the associated outcome likelihoods and their subjective values, have showed to determine entrepreneurial intentions (Edgar, 2009).

Although the notion of entrepreneurial situations is implicitly present in entrepreneurship research, it has never been fully researched. It also has not been part of any research themes mobilized during the last decade1 in the Anglophone literature. Hints, however, may be detected regarding the notion of an entrepreneurial event, as suggested by Shapero and Sokol (1982), or regarding the definition of entrepreneurship, as given by Stevenson and Jarillo (1990). From the Francophone angle, the circumstances are not much more encouraging. Before 2009, only one reference related to the notion of entrepreneurial situations was detected in the extant entrepreneurship research. Specifically, the reference is an article by Fayolle (2004) who suggests defining an entrepreneurial situation as “A situation connecting very tightly, almost inseparably, an individual characterized by a strong personal commitment in an entrepreneurial action and an emerging project or organization or a stabilized entrepreneurial organization”.

Literature or the definition of an entrepreneurial situation as proposed by the French, these studies effectively symbolize how entrepreneurship research has only implicitly addressed the issue of situations. On the other hand, entrepreneurship research directly refers to the classical approaches regarding the concept of situation, approaches that have
long prevailed in social sciences with respect to the definition of situation to act effectively, an entrepreneur must select and analyze the conditions of his action (Barwise, 1989).

The position adopted in the field of entrepreneurship research with respect to the concept of an entrepreneurial situation is the same position adopted more widely in management research (Girin, 2011). This position corresponds to the awareness of stakeholders in each situation and is a question of adopting a rational approach with respect to entrepreneurial situations such that the entrepreneurs will be equipped with the capacity to extract themselves from the situation in which they are, or they were.

The situation has been developed, and its application to entrepreneurship research contributes to understand how entrepreneurs use their situations to engage in intelligent actions (Filion, 2004). This view leads to better understanding the relation between situation and action in a new way, undermining once again the rational models. In this sense, our paper complements the previous French publications of Fayolle (2004) and Schmitt (2009, 2015) on the notion of entrepreneurial situations. If entrepreneurial situations are to be considered as situated, they should also be considered as something that is evolving and gradually occurring over time as they orient towards their final state through an internal organizational process. Hence, the action is not represented in advance because it involves the handling of several contingencies related to the development of circumstances. Thus, the idea of planning in entrepreneurship loses its relevance.

Distributed cognition highlights the fact that individuals who work collaboratively are likely to have different representations. For the advocates of the theory of situations, a situation – an entrepreneurial one in this case occurs when two or more individuals are linked together in a mutual and immediate manner. The fact remains that entrepreneurial practices require the entrepreneur to be engaged in dealings with other individuals such as suppliers, clients, employees, partners, families, funders, etc. If, however, the situation requires the presence of individuals, a situation does not necessarily mean that which an individual is aware of at a given time (de Fornel and Quéré, 1999). Individual skills and abilities accumulated by each entrepreneur are also predictors of entrepreneurial activities. Doan et al (2011), argue that entrepreneurial intentions can be conceptualized as functions of entrepreneurs’ developed abilities. Prior knowledge, defined by Shane
(Doan et al, 2011) as the stock of information generated through people’s idiosyncratic life experiences, as well as technical, industry and organizational skills.

Entrepreneurship scholars have also theorized that an array of external factors, such as the social, political, and economic contexts influence entrepreneurial intentions. Governments’ may intervene with funding schemes, tax policies and other support mechanisms that are aimed at mitigating market inefficiencies and promoting entrepreneurship. Several studies have focused on the ability that both tangible resources, such as financial support and entrepreneurial support services and intangible resources, such as human capital and routines, have in fostering entrepreneurial intention (Jessica et al, 2009).

2.4 Motivation and Entrepreneurial Intention

2.4.1 Entrepreneurial Motivation

Entrepreneurial Motivation is vital to analyses and this is because Peoples actions and motivational differences influence the entrepreneurial process (Carsrud and Bränback, 2011) and thereby influencing an important engine of our economy (Collins et al, 2004). For example, people tend to vary in perception of risk and opportunities (Shane and Venkataraman, 2000). It is likely this will affect the important decision-making entrepreneurs do in the beginning of a venture (Shane et al, 2003). Secondly, entrepreneurship is not a highway towards success, and the probability for positive outcome is low. It is interesting to see why some people pursue these opportunities and some people do not. Entrepreneurs who pursue these opportunities with low probability for success, is perhaps more opportunistic and have higher self-efficacy then people choosing not to engage the same activity (Carsrud and Bränback, 2009). Thirdly; the willingness and abilities one have to pursue an opportunity, is dependent on one’s motivation and differ between individuals because of the variation in personal traits. The willingness and ability does not only affect who act on an opportunity but also what happens later in the process. (Shane et al, 2003) However, recent entrepreneurial research has showed that there is a variation in willingness and ability due to several non-motivational drivers; Opportunity cost (Amit, Mueller and Cockburn, 1995) access to financial capital (Evans and Leighton, 1989) access to investors (Aldrich and Zimmer, 1986) bad previous career experience (Carroll and Mosakowski, 1987).
The prior literature within motivation and entrepreneurship is broad and diverse (Carsrud and Bränback, 2009). However, the previous research on entrepreneurial Motivation is limited when using the definition of Shane and Venkataraman (2000) with entrepreneurship as a dynamic process that transforms resources to a product/service with higher value. Carsrud and Bränback (2009) further claims that the field of Entrepreneurial Motivations is limited due to several factors: lack of including the opportunity, definition of entrepreneurship, lack of meta-analysis, incorrect motives and lack of indirect effects. Shane and Venkataraman (2000) argues that the importance of understanding the motives behind the entrepreneurs to increase or understanding of entrepreneurship. It is important to further research the entrepreneur because the process involves human agency that will affect the decision taken during the entrepreneurial process.

Shane et al, (2003) notes that when examining entrepreneurial motivation, one must take the opportunity into account this has not always been done. The financial reward when creating a venture spurs from opportunities that generate profit that exceeds the opportunity cost as a reward for bearing the risk and making the effort which leads to variations in the level of motivation (Shane et al, 2003). For this to be possible one must also take the opportunity in to account when researching entrepreneurship as the characteristics of the opportunity; the nature of the opportunity and size will most likely influence the entrepreneurial process. When measuring the effects of motivation, one must control that variation of opportunities since the magnitude of the force of the opportunity (entrepreneur’s opportunity cost) will affect the individual motivations on the entrepreneurial process (Shane, 2000). One of the more popular motivation drivers that have been presented in prior literature is the need of achievement and is built on different levels of aspirations. (Baum and Locke, 2004). The concept was developed in the 1950'sby McClelland and Achievement has traditionally been conceptualized as a character that motivates someone to face challenges in exchange for possible success and excellence (Deshpande et al. 2013). People with high nacho are also more likely to engage in activities that require future planning and demand high responsibility for the future outcome (Collins et al. 2004). Activities that involve skill and effort provide clear feedback and involving challenges or risks are other activities that are likely to be pursued.Collins et al (2004) criticize McClelland’s study, and suggest it should be done on a micro level due to the many factors influencing achievement. In a meta-analysis conducted by. (Collins, 2004) the authors found a significant relationship between the
theory of achievement motivation and both the entrepreneurial decision process and the
performance. (Shane et al, 2003). Baum and Locke (2004) bring an interesting finding to
the field that nacho, locus of control and risk taking has a weak correlation according to
previous researchers (Aldrich and Windenmayer, 1993). However, the relation was not
null (Baum and Locke, 2004).

A person’s expectations of the outcome allows one to predict if a person will act (Rotter,
1966). Locus of control can be divided into internal and external locus of control. With
external control means that individuals believe they can’t affect the outcome and vice
versa with the internal control. So, people who believe that their actions directly affect the
outcome of an event have internal locus of control (Rotter, 1966). Referring to the
personal trait, nacho, where a high level is equally with the preference of being
responsible which can be compared with internal locus of control believing that
individuals have impact. Since people with internal locus of control prefer to be in charge
it is likely, they will seek themselves to entrepreneurial opportunities (Krueger and
Brazeal, 1994).

2.4.2 Impact of Motivation on Entrepreneurial Intention

Personal motives affect both start-up decisions and the start-up process. Models that
delineate how motivations influence the entrepreneurial process are copious: A model
used by Shane, Locke and Collins (2003) explains how the relative magnitude of how
much a motivator matters might vary depending on which part of the entrepreneurial
process is being investigated. Another model that extends existing motivational models to
integrate the startup decision with issues of strategy formulation and implementation, and
sustained entrepreneurial behavior is portrayed by Naffziger et al (1994).

The process described in this model identifies how a new firm takes shape, how it is
managed, and what leads to sustained entrepreneurship. In explaining the role that
expectancy of entrepreneurial performance has on perceived ability in motivating persons
to persevere on an entrepreneurial task (which was investigated via a world wide web
based experiment) it became evident the feedback that the individual receives regarding
their entrepreneurial ability changed expectances regarding future business start-ups, but
did not alter task effort or quality of performance (Gatewood et al, 2002). There are
numbers of motivational variables which develop the intention of students to create
his/her venture. These variables can be categorized into demographic variables and psychographic variables. Previous studies have confirmed that psychological and personality factors have major impact on new venture formation and differentiated the entrepreneurs’ and non-entrepreneurs. These factors include risk taking ability, locus of control, tolerance for ambiguity, and the level of control on him.

There would be some other motivational factors like to get Monterey rewards and benefits, to become own boss and have more control on his own destiny, and to get new venture success by inserting his efforts (Ashley-Coteur et al, 2009; Benzing et al, 2007). It is also believed that motivational factors are varying by countries, regions, and cultures and these contextual factors influence the personal and psychological traits (Swierczek and Ha, 2003; Turker and Selcuk, 2009). Role models are also great source of motivation, and have great influence to adopt entrepreneurship as a career choice (Hisrich et al, 2005). There are many studies which confirm the positive relationship between the role models and entrepreneurship (Deakins et al, 2005; Van Auken, 2006; Kirkwood, 2009).

These role models can provide some necessary business information and knowledge, with some moral supports and encourages the individuals to become an entrepreneur (Rajkonwar, 2006). The level of motivation and creditability to adopt entrepreneurship as a career choice can be risen- by having some successful entrepreneurs around you and to consider them as role models (Bygrave, 2004). Teachers can also encourage, cultivate and promote the entrepreneurial culture in the universities and other educational institutions. (Boyle, 2007). As, teachers have ability and power to mound the personality, thinking, as well as have influence in choosing a profession.

Therefore, Teachers can guide student to get real life business experience by providing some successful examples (Hannon, 2005). Meanwhile, friends and social networks have their role in the career development- one of the best sources of advices and capital (Schaper and Volery, 2004). In different countries studies, it is also confirming that friends-especially childhood friends have major impact towards inclination of entrepreneurship (Sergeant and Crawford, 2001).
2.5 Chapter Summary

This chapter presented the literature on factors that determine entrepreneur intentions and this was based on the research questions which are to determine how family background factors, situational factors and motivational factors influencing entrepreneurial intent of MBA students. In the next chapter, the research methodology used is presented, this includes, population, sample size, data collection and analysis methods employed.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

This chapter studies the methodology used to carry out the study and the choice of research design used to undertake the study. It shows the population of the study and the sampling design, which is a description of the sample size and sampling technique. The chapter further expounds on the justification for the selection of the population, sample, sampling design and sampling technique.

3.2 Research Design

A research design is the plan and structure that is used to analyze the subject matter being researched on with the intention of answering the research questions (Cooper and Schindler, 2014). A research design can also be described as a systematic planning of research, usually including; the formulation of a strategy to resolve a particular question; the collection and recording of the evidence collected; processing and analysis of these data and its interpretation; and finally, the publication of results (Cooper and Schindler, 2014). It is the blueprint that guides the whole study to attain the research objectives as well as answer the questions. The choice of research design is influenced by, among other things, the availability of a large pool of methods, techniques and sampling plans. This study used the descriptive research design.

A descriptive research design explains the behavior and characteristics of a population (Sloman, 2010). Burns and Bush (2010) also define descriptive research as the set of techniques and procedures that can be used to describe variables. The principal use of descriptive research statistics is to describe information or data using numbers. Saunders, Lewis, and Thornhill (2007), have shown that surveys are one of the most utilized methods in business research because they allow the collection of large amount of data from a sizeable population in a highly economic and effective way at the same time describing the status quo. The survey method was therefore justified for this study as it had many characteristics that were advantageous given the large sample size and short time span for administration. Some of the characteristics include; control of the data collection environment, flexibility of data collection, range of questions, sample management, number of data, response rate and expenditure.
A survey was undertaken in the population with the dependent variable being entrepreneurial intention. The independent variables were effect of family background, situational factors and motivational factors.

3.3 Population and Sampling Design

3.3.1 Population

The population is the collection of total elements that was studied and inferences made on (Cooper and Schindler, 2014). In this study, the target population was made up of the 60 MBA students at USIU taking entrepreneurship concentration as per USIU admissions office records in Fall semester 2018 (USIU, 2018).

3.3.2 Sampling Design

A sampling design is a procedure that guides the researcher towards selecting the suitable sample. It involves choosing some elements of a population to enable that conclusions be made about the whole population (Cooper and Schindler, 2014). It guides the process of grouping units to the frame, determining the sample size, distributing the sample to the classes of the frame units and finally selecting the sample. Sampling was done because the cost is lower, the rate of data collection is faster, it ensures homogeneity since the data set is smaller; it was possible and to improve the accuracy and quality of the data.

3.3.2.1 Sampling Frame

The sampling frame is the list of elements from which the sample is drawn (Cooper and Schindler, 2014). Saunders, Lewis, and Thornhill (2007) define a sampling frame as the complete list of the population cases from which the sample is selected. The sampling frame in this study comprised of all MBA students undertaking entrepreneurship as per the records at the admissions office in Fall 2018.

3.3.2.2 Sampling Technique

This is the method of selecting a sample from the population that is representative of the characteristics of the total population (Cooper and Schindler, 2014). A simple random sample was used and this involved the setting up of a subset of a statistical population in which each member of the subset has an equal probability of being chosen. This method
prevents the bias of having feedback. This method ensures equal distribution of the sample increasing the efficiency of the samples.

3.3.2.3 Sample Size
According to Roxy, Olsen, and Devore (2008), a sample size is the number of elements or people to be studied. Based on the sample size determination formula by Raosoft Inc (2004), sample size = \( \frac{Nx}{[(N-1) E^2 + x]} \) where \( N \) is the population and \( E \) the margin of error. Based on this formula, the appropriate sample size of 49 was drawn from the target population of 60 at a 95% confidence interval.

3.4 Data Collection Methods
This study used primary data. The information was collected using a structured questionnaire. Questionnaires enable a large amount of information to be collected from many people at the same time thus speeding up the research process. The results from the questionnaire can be analyzed more scientifically and objectively. The questionnaire comprised of both open-ended and close-ended questions that will measure the types of strategic alliances for attaining competitive positioning, benefits of strategic alliances, and the challenges of strategic alliances. It used the five Likert scale whereby a set of statements about the topic was presented and for each statement the respondents would indicate if they strongly disagree, disagree, are neutral, agree or strongly agree.

The questionnaire was made up of four parts. Section one was seeking to understand the general information of the respondent i.e. the background information. The second section was based on the first objective, family background. The third section was based on the second objective, motivational factors and the last section was on the situational factors.

3.5 Research Procedures
A pilot study was carried out first to ensure the effectiveness of the questions in the questionnaire used to carry out the research. The feedback obtained from the pilot study was used to determine whether the questionnaire was understood by the respondents and also determine whether they had the ability and willingness to answer the questions. It helped to indicate the period the respondents would take to fill the questionnaire. The pilot study was carried out amongst students’ and peers. Five percent of the sample size
was used to pretest. The questionnaires were administered via email. Feedback from the pretest was incorporated before proceeding to do the final fieldwork. The respondents were assured of the confidentiality and anonymity of their feedback.

3.6 Data Analysis Methods

Data analysis involves the process of reducing the accumulated information to a manageable size, summarize the data, and outline the patterns by applying various statistical techniques with the aim of identifying useful information that can be used for decision making purposes (Hand, Adèr, and Mellen, 2008). Standard Package for Social Sciences (SPSS) and Microsoft Excel were the tools used to analyze the data.

The data was prepared for analysis by editing, coding, transcribing and cleaning the data. Descriptive statistics such as measures of central tendency and dispersion were used to analyze the data. Data was presented in the form of figures and tables in addition, Correlation and regression analysis was used to determine the statistical significance of the estimated relationships.

3.7 Chapter Summary

The chapter has described the research methodology used to carry out the research. The study is descriptive and was focused on MBA students’ at USIU taking entrepreneurial major. Data collection was carried out using questionnaires and analyzed through the descriptive statistics. Microsoft Excel and SPSS were used as the tools of analysis. The next chapter presents the results and findings of this study.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

This chapter presents the results of the study and their interpretations. The chapter has findings on the demographic information of the respondents such as age, and number of siblings. The chapter presents perceptions of the respondents on their entrepreneurial intentions. Finding on the relationship between entrepreneurial intentions and factors such as family background, situation, and motivation is outlined. Lastly there is a section containing chapter summary.

4.2 Demographic Data

The objective of the research study was to identify the profile of the respondents in terms of Age, and number sibling area of the entrepreneur intention.

4.2.1 Age of respondents

Figure 4.1 below shows the respondent’s age. The findings of the study revealed that respondents’ age 20-25 years were the majority (26%), followed by those aged 25-30 at 42%, those aged 31-35 years were 20%, 36-40 at 4% while those age above 40 years were 8%.

![Figure 4.1: Respondents Age](image)

Figure 4.1: Respondents Age
4.2.2 Marital Status
Analysis of the marital status revealed that 35 respondents were single representing 71.4% while those who were married were 14 and represented 28.6% of the total respondents.

![Marital Status Chart](image)

Figure 4.2: Marital Status

4.2.3 Siblings
According to figure 4.3, the findings of the study show that 50% of respondents have 4 siblings, followed by 28% have 3 siblings, then 14% have 2 siblings, and finally 8% have 1 sibling as indicated.

![Number of Sibling Chart](image)

Figure 4.3: Number of Sibling
4.3 Effect of Family Background on Entrepreneur Intention

The first objective sought to establish if Family Background had an impact in entrepreneur’s intention. To establish this, the respondents were given a set of questions which they were supposed to rate and the results are presented below.

4.3.1 Descriptive on Family Background

As indicated in table 4.1 the finding shows that majority of the respondents were neutral as to whether women would perhaps prefer to be active partner entrepreneurs with their spouses and provide necessary support rather than initiating & running a business enterprise entirely on their own (mean=3.43, SD=1.323). There was also uncertainty as to whether women's family obligations also bar them from initiating and becoming successful entrepreneurs (mean=3.45, SD=1.1). On the other hand, many respondents agreed that Work-family conflict will influence the mood and attitude of women entrepreneurs (mean=3.61, SD=1.187). The study also established that family support is very important for women entrepreneurs (mean=4.35, SD=0.785) and one respondent did not fill out this question resulting into N=48.

Table 4.1: Descriptive on Family Background

<table>
<thead>
<tr>
<th>Statement</th>
<th>N</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women would perhaps prefer to be active partner entrepreneurs with their</td>
<td></td>
<td>49</td>
<td>3.43</td>
</tr>
<tr>
<td>spouses &amp; provide necessary support rather than initiating &amp; running a</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>business enterprise entirely on their own.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Women's family obligations also bar them from initiating &amp; becoming</td>
<td></td>
<td>49</td>
<td>3.45</td>
</tr>
<tr>
<td>successful entrepreneurs.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Work-family conflict will influence the mood and attitude of women</td>
<td></td>
<td>49</td>
<td>3.61</td>
</tr>
<tr>
<td>entrepreneurs.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family support is very important for women entrepreneurs.</td>
<td></td>
<td>48</td>
<td>4.35</td>
</tr>
</tbody>
</table>

4.4 Effect of Situation on Entrepreneur Intention

The second objective sought to establish if situation had an impact in entrepreneur’s intention. To establish this, the respondents were given a set of questions which they were supposed to rate and the results are presented below.
4.4.1 Descriptive on Effect of Situation on Entrepreneur Intention

As indicated in table 4.2 it was established that when working, the demands respondents make upon themselves were are high (mean=4.16, SD=0.717). It was also revealed that majority agreed that when their way of running the business is not successful, they experiment with new different ways of running the business (mean=4.04, SD=0.706). Majority also agreed that they figure out which things they do not understand well and adjust their strategies accordingly (mean=4.18, SD=0.697). In addition, the respondents also noted that they remain calm when facing difficulties because they can rely on their coping abilities (mean=4.00, SD=0.752) and two respondents did not fill this question resulting into n=47. Majority also admitted that when they get what they want, it is usually because they have worked hard for it (mean=4.12, SD=0.949). It was also revealed that many were confident that they could deal efficiently with unexpected events (mean=3.9, SD=0.941). There was however uncertainty on whether when working in a group, respondents prefer being “in command” rather than being a follower (mean=3.45, SD=1.042).

Table 4.2: Descriptive on Effect of Situation on Entrepreneur Intention

<table>
<thead>
<tr>
<th>Statement</th>
<th>N</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>When I am working, the demands I make upon myself are high.</td>
<td>49</td>
<td>4.16</td>
<td>.717</td>
</tr>
<tr>
<td>When my way of running the business is not successful, I experiment with new different ways of running the business</td>
<td>49</td>
<td>4.04</td>
<td>.706</td>
</tr>
<tr>
<td>I figure out which things I do not understand well and adjust my strategies accordingly.</td>
<td>49</td>
<td>4.18</td>
<td>.697</td>
</tr>
<tr>
<td>I can remain calm when facing difficulties because I can rely on my coping abilities.</td>
<td>47</td>
<td>4.00</td>
<td>.752</td>
</tr>
<tr>
<td>When I get what I want, it is usually because I worked hard for it.</td>
<td>49</td>
<td>4.12</td>
<td>.949</td>
</tr>
<tr>
<td>I am confident that I could deal efficiently with unexpected events.</td>
<td>49</td>
<td>3.90</td>
<td>.941</td>
</tr>
<tr>
<td>When working in a group, I prefer being “in command” rather than being a follower.</td>
<td>49</td>
<td>3.45</td>
<td>1.042</td>
</tr>
</tbody>
</table>

4.5 Effect of Motivation on Entrepreneur Intention

The third objective sought to establish if motivation had an impact in entrepreneur’s intention. To establish this, the respondents were given a set of questions which they were supposed to rate and the results are presented below
4.5.1 Descriptive on Effect of Motivation on Entrepreneur Intention

The findings reveal that many respondents noted that Working hard is something they like doing very much (mean=4.35, SD=0.855). In addition, it is usually easy for respondents to stick to their aims and accomplish the goals (mean=3.92, SD=0.672). Majority also revealed that they accomplish a lot at work because they love the job (mean=4.02, SD=0.924). Also most of the respondents set goals to direct their activities towards making the business a success (mean=4.13, SD=0.703) and one respondent did not fill this question resulting into n=48. Lastly, many of the respondents acknowledged that family support is the major motivation (mean=4.14, SD=0.890).

Table 4.3: Descriptive on Effect of Motivation on Entrepreneur Intention

<table>
<thead>
<tr>
<th>Statement</th>
<th>N</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Working hard is something I like doing very much.</td>
<td>49</td>
<td>4.35</td>
<td>.855</td>
</tr>
<tr>
<td>It is usually easy for me to stick to my aims and accomplish my goals.</td>
<td>49</td>
<td>3.92</td>
<td>.672</td>
</tr>
<tr>
<td>I accomplish a lot at work because I love my job.</td>
<td>49</td>
<td>4.02</td>
<td>.924</td>
</tr>
<tr>
<td>I set goals for myself to direct my activities for making the business a success.</td>
<td>48</td>
<td>4.13</td>
<td>.703</td>
</tr>
<tr>
<td>Family support is the major motivation.</td>
<td>49</td>
<td>4.14</td>
<td>.890</td>
</tr>
</tbody>
</table>

4.5.2 Aggregate Descriptive Measures

As indicated in table 4.4 different variables had varying Mean value based on a five-point Likert scale ranging from strongly disagree to strongly agree. Accordingly, the mean value for family background was found as 4.33 with the standard deviation of 0.86 which shows there is a relationship between family background and entrepreneur intention. Meanwhile, the mean value for situation is 4.2 with the standard deviation of 0.47 which is also found with the average level of situation. The mean value of motivation is 4.2 with standard deviation of 0.69 which telling as there is strong relationship between motivation and entrepreneur intention. Entrepreneur intention has the mean value of 3.55 and standard deviation is 0.52 which shows that intention is dependent on motivation. It therefore means that motivation plays a great role in affecting the success of entrepreneurial intention.
A correlation analysis was done between the dependent and independent variable as shown in Table 4.5

**Table 4.5: Correlation Analysis**

<table>
<thead>
<tr>
<th>Variable</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Age</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Siblings</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Family Back</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Situations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Motivations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Entrepreneur intentions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

As indicated in Table 4.5, observing the correlations of independent variables for entrepreneurial intention and family background ($r=0.44$, $p<0.01$), situation ($r=0.07$, $p>0.01$), and siblings ($r=0.17$, $p>0.01$), motivation ($r=0.10$, $p<0.01$) had positive relationship with the dependent variable of entrepreneurial intention. The significant correlation of $p<0.01$ were between entrepreneurial intention and family background ($r=0.44$, $p<0.01$), as well as between family background and motivation ($r=0.45$, $p<0.01$). The Chronbach alpha were within acceptable range between 0.65 and 0.90 as situation (0.65), motivation (0.69) and entrepreneur intention (0.74).
4.5.4 Regression Analysis

Table 4.6: 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>.466a</td>
<td>.217</td>
<td>.144</td>
<td>.47776</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), motivation, situation, Family Background

Table 4.6 provided by SPSS of the model that gives the value of R and adjusted R for the model. For this table R is 0.466 because there are three predictors, this value represents multiple correlation between motivation, situation, and family background. The value of $R^2$ is 0.217, which tells us that motivation, situation, and family background account for 21.7% of the variation in entrepreneur intention. There might be many factors that can explain this variation but our model which includes, motivation, situation, and family background explains 14.4%, on the other hand 78.3% of the variance in Entrepreneur Intention is unexplained. Therefore, there must be other variable that have an influence also.

Table 4.7: ANOVA Analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of 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>2.029</td>
<td>3</td>
<td>.676</td>
<td>2.963</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>7.304</td>
<td>32</td>
<td>.228</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>9.333</td>
<td>35</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: entrepreneur intention
b. Predictors: (Constant), motivation, situation, family background

The ANOVA tell us the model, overall, results in a significantly good degree of prediction of the outcome variable. The ANOVA that not telling us about individual contribution of variables in the model. ANOVA coefficient was undertaken for the variables and the findings revealed that the F value was 2.967 and was significant with a p value of 0.047. This implies that there was a positive linear relationship between motivation and Entrepreneur intention while family background, situation and entrepreneur intention have negative relationship as indicated in Table 4.7
### Table 4.8: Correlation Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>2.663</td>
<td>.862</td>
<td></td>
<td>3.089</td>
</tr>
<tr>
<td>Family Background</td>
<td>.301</td>
<td>.104</td>
<td>.502</td>
<td>2.886</td>
</tr>
<tr>
<td>Situation</td>
<td>-.020</td>
<td>.175</td>
<td>-.018</td>
<td>-.112</td>
</tr>
<tr>
<td>Motivation</td>
<td>-.082</td>
<td>.132</td>
<td>-.109</td>
<td>-.622</td>
</tr>
</tbody>
</table>

As indicated in Table 4.8 the study intended to establish the multiple regression equation

\[ Y = a + B_1X_1 + B_2X_2 + B_3X_3 \]

- \( a \) = intercept

- \( B \) = regression coefficient

- \( X_1 \) = family background

- \( X_2 \) = situation

- \( X_3 \) = motivation

\( Y \)=Entrepreneur intention

The equation was established to be \( Y = 2.663 +.301 X_1 -.020X_2 -.082X_3 \)

Family background regressed positively and significantly with entrepreneur’s intention (\( \beta =.301, p=0.007 \)). However, motivation and situation were not statistically significant at (\( \beta =-.020, p=0.912 \)) and (\( \beta =-.082, p=0.538 \)) respectively.

### 4.6 Chapter Summary

This chapter has covered the findings and interpretation of the study results. The chapter has comprehensively covered the demographic information of the respondents’ and the factors affecting entrepreneurial intentions of the students. In a nutshell, the chapter shows that there are differences in the factors affecting the entrepreneurial intentions for graduate students.

A discussion of the findings is provided in chapter five on the findings and a comparison of the same with literature on the topic.
CHAPTER FIVE

5.0 DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the discussion conclusions and recommendations from the data analysis done in the previous chapter. In this chapter, the author intends to compare the findings to precious studies as outlined in the literature reviewed. This was done in line with the research objectives of the study.

5.2 Summary

The purpose of this study was to determine factors affecting entrepreneurial intentions. The study sought to answer the following research questions: what is the effect of family background, situation and motivation on entrepreneur’s intention. The study utilized a descriptive research design and questionnaire was used as a data collection tool to obtain relevant results from the respondents. The target population was consisted of 49 respondent’s and data was analysed using both descriptive and inferential statistics by use of SPSS software and the results presented in figures and tables.

The findings revealed that students prefer to be active partner entrepreneurs with their family and provide necessary support rather than initiating and running a business enterprise entirely on their own. There was also uncertainty on whether students family obligations bar them from initiating and becoming successful entrepreneurs. On the other hand, many respondent’s agreed that Work-family conflict influence the mood and attitude of women entrepreneurs’ and that family support was very important for students entrepreneurs. To establish correlation the study established a positive and significant correlations between entrepreneur intention and family background \( (r=0.44, p<0.01) \). The regression analysis revealed that the value of \( R^2 \) is 0.217, which tells us that motivation, situation, and family background account for 21.7% of the variation in entrepreneur intention. However, an analysis of the coefficient revealed that only family background was significant in determining entrepreneur intention \( (\beta=.301, p=.007) \).

It was also established that when working, the demands respondents make upon themselves were are pretty high and majority agreed that when their way of running the business is not successful, they experiment with new different ways of running the business. It was also noted that majority agreed that they figure out which things they do
not understand well and adjust their strategies accordingly and they are able to remain calm when facing difficulties because they can rely on their coping abilities. Majority also admitted that when they get what they want, it is usually because they have worked hard for it and they expressed confidence in dealing efficiently with unexpected events. Observing the correlations revealed that there was a positive correlation between situation and entrepreneur intention ($r=0.071$, $p>0.01$) but not statistically significant in the regression.

The findings reveal that many respondents noted that working hard is something they like doing very much and it is easy for them to stick to their aims and accomplish the goals. Majority also revealed that they accomplish a lot at work because they love the job and they are able to set goals to direct their activities towards making the business a success. Many of the respondents acknowledged that family support is the major motivation. A correlation analysis revealed a positive correlation between motivation and entrepreneur intention ($r=0.100$, $p>0.01$) a positive and significant correlation was also established between family background and motivation ($r=0.45$, $p<0.01$). An analysis of the coefficient revealed that motivation was not significant in determining entrepreneur intention ($\beta=-0.082$, $p=0.538$).

5.3 Discussions

5.3.1 Effect of Family Background on Entrepreneur’s Intention

The findings revealed women provide necessary support rather than initiating and running a business enterprise entirely on their own. According to study Chotkan (2009) married women entrepreneurs, exhibit a lot of problems especially when they are forced to balance between their work and family. This is so because family and household ties leaves the women folks with very limited time to spend on the expansion and growth of their business. Chotkan (2009) also concluded that the work-family conflicts affect more of female entrepreneurs than male ones.

There are at least three reasons for the family’s importance in entrepreneurial outcomes. First, when engaging in entrepreneurial activities, the family constitutes a very specific type of entrepreneurial team. Strong ties in terms of kinship relationships between family members bind the family closer together than any other type of entrepreneurial team (DiscuaCruz, Howorth, and Hamilton, 2013). Second, the family provides the
entrepreneur with a diverse set of resources (Dyer and Handler, 1994; Sirmon and Hitt, 2003), which have the potential to impact the individual entrepreneur as well as the family business. Third, family business scholars have argued that the family and the business are intertwined, denoted as family influence (Dyer, 2006; König, Kammerlander, and Enders, 2013). As the family business is composed of multiple family members, the structural family ties will spill over to the business (Arregle, Hitt, Sirmon, and Very, 2007).

The findings reveal that there was uncertainty on whether women's family obligations barred them from initiating and becoming successful entrepreneurs. Garcia and Welter (2011) study to investigate gender identities and practices established that women with a higher status position have been able to build up high-level networking contacts as a result of their professional experience. Moreover, at a personal level, the study established that women entrepreneur have a varied conception of family commitments as they are capable of delegating childcare to their partners or alternatively hire help.

On the other hand, it was also established that many respondents agreed that Work-family conflict influence the mood and attitude of women entrepreneurs’. Study by Ekpe (2011) also established similar findings and concluded that women entrepreneurs experience unique challenges and problems which barred their economic performance and as a result had jeopardized their personal moods of achievement and satisfaction. Among the most unique glitches identified was the act of balancing the conflicting role between work and family.

The model of entrepreneurial event acknowledges that the family plays a big role in influencing the intention of the child to start a business. Shapero and Sokol (1982) highlighted that the father and the mother play important roles as far the perception of venture feasibility and desirability is concerned. Besides, the family serves a breeding ground for would be entrepreneurs as long it provides the child with effective and efficient role modeling (Krueger, 1993; Matthew and Moser, 1996; Pruett et al, 2009). Hence, there is a possibility that such child would have a strong preference for entrepreneurship as he or she grows older (Scott and Twomey, 1988, Krueger et al, 2000, Sorensen, 2007). Personal skills, attributes and behavior may also influence and determine whether one can become a successful entrepreneur in the future (Kirby, 2004). High self-
confidence and good personal skills are among the important factors that influence success in entrepreneurial. (Hamidi, Wennberg and Berglund, 2008).

Kolveried (1996) notes that a high level of self-confidence is positively related to a higher intention to become self-employed. In terms of behavioral traits, students who have participated in learning networks are better aware of their abilities to exploit business opportunities (Bergh, Thorgren and Wincent, 2011) and thus, are expected to be more interested in business. Besides, management and technology skills which can be learnt in entrepreneurship courses have also influenced students' intention to choose entrepreneurship as future careers (Love, Lim and Akehurst, 2006).

To establish relationship, the study established a positive and significant relationship between entrepreneur intention and family background ($r=0.301$, $p=0.07$). Similar findings were noted by Venkatapathy and Pretheeba (2014) to investigate the impact of gender, family business background and entrepreneurial intentions in an emerging economy. The results of the study revealed a low statistically significant correlation between family business background and the entrepreneurial intention among Indians. Related findings by Mustapha and Selvaraju (2015) in their study on how personal attributes, family influences, entrepreneurship education affect entrepreneurship inclination among university students, and the regression results indicated that personal characteristics, family influence, and entrepreneurial education had a positive and significant influence on the students' intention to be entrepreneurs.

5.3.2 Effect of Situation on Entrepreneur’s Intention

Majority agreed that when their way of running the business is not successful, they experiment with new different ways of running the business. It was also noted that majority agreed that they figure out which things they do not understand well and adjust their strategies accordingly. Ayalaa and Manzano (2014) study to investigate the resilience of the entrepreneur and its influence on the success of the business. A longitudinal analysis of the results indicated that using three dimensions of resilience (hardiness, resourcefulness and optimism) was helpful in predicting the entrepreneurial success. The factors indicated that prediction on the success of the entrepreneur was resourcefulness to both men and women. However, the ability to predict entrepreneurial success of individuals to have the hardiness and optimism that vary across men and
women. It was also established that the influence of optimism on the success of enterprises was greater for women compared to men.

The findings also reveal that they are able to remain calm when facing difficulties because they can rely on their coping abilities. Previous finding by Tugade and Fredrickson (2004) as cited in Manzano-García and Calvo (2014) resilient entrepreneurs believe they can attain a strengthening outcome, and are more capable of adapting to change, at the same time entrepreneurs have been able to utilize past successes to confront current encounters and utilize the positive emotions to improve from adverse sensitive capabilities. Hayward, Foster, Sarasvathy, and Fredrickson (2010) elucidated that positive attitude toward deviation from the desired and results can enhance an entrepreneur’s willingness to learn from a failed situation and help gain insights and change mindsets so that mistakes are not repeated. Markman and Baron (2003) as cited in Manzano-Garcia and Calvo (2014) reached the conclusion that characteristics of resilient entrepreneurs not only offered them the tools, skills, but also the agility to ensure the success of their companies. They concluded that there exist a positive relationship between entrepreneurs’ resilience and businesses success.

One can conclude that increase of necessity entrepreneurs would positively influence the total number of entrepreneurs’ further, number of entrepreneurs. Futher, Verheul et al. (2006) consider that entrepreneurship decreases unemployment as entrepreneurs’ raise their human capital by hiring other people. They further conclude that competition on the market caused by entrepreneurial activities encourages better performance, and high level of unemployment could be connected to lost business opportunities and therefore, on a macro level, it could be said that unemployment influences entrepreneurial activity in such a manner that it reduces entrepreneurship level. In terms of gender differences, as previously mentioned studies indicate, females are represented mostly in service and retail industries (Coleman, 2002; Swinney et al., 2006; Verheul & Thurik, 2001); in general, unemployment has a greater influence on female than on male entrepreneurs.

Observing the regression revealed that there was no significant relationship between situation and entrepreneur intention. However, Kadir, Salim and Kamarudin (2012) study to determine the association between educational support and entrepreneurial intention among professional college students. The study utilized correlation and regression statistics to analyze the data. The finding of the study indicated that there is a significant
relationship between attitudinal factor \(r=0.5324\), behavioral factor \(r=0.5668\) and educational support \(r=0.6241\) towards entrepreneurial intention. The study concluded that use of educational support through professional education was an efficient way of obtaining the necessary knowledge about entrepreneurship.

Entrepreneurs are not highly motivated towards achieving their objectives and when there is a failure the entrepreneurs seek alternatives strategies to running the business although they work hard and have the necessary confidence in dealing efficiently with unexpected events. Situation facing entrepreneur’s aids in determining there levels towards engaging in entrepreneurship. Similar findings have been reported by Stefanovic, Prokic, and Rankovic (2010) where it was established that there was a lack of motives concerned with sustainable development of enterprise in a long run.

5.3.3 Effect of Motivation on Entrepreneur’s Intention

The findings reveal that many respondents noted that working hard is something they like doing very much and it is easy for them to stick to their aims and accomplish the goals. Similar results have been previously recorded and according to a study by Lee and Lee (2015) to determine entrepreneur characteristics and the success of venture exit among start-ups in America the findings revealed that it was not the human capital but rather the labor of the entrepreneur that aided them towards the realization of a successful entrepreneurial exit. The result also suggested that although the entrepreneur’s human capital had an impact on their decision on exit strategies, the actual successful exit of a start-up was principally as a result of hard-working characteristics of the entrepreneur.

However, many of the respondents acknowledged that family support is not the major motivation. Jaskiewicz, Combs and Rau (2014) to determine entrepreneurial legacy of how some family firms nurture trans generational entrepreneurship. The research was conducted through an in depth interview with owners’ and (potential) successors in 21 German wineries considered to be in their 11th generation. The findings revealed that families that had entrepreneurial background had entrepreneurial legacy and a reconstruction of past entrepreneurial acts, motivated current and next-generation to take part in three strategic activities: strategic education, entrepreneurial bridging, and strategic succession which was aimed at nurturing trans generational entrepreneurship.
A regression analysis revealed no significant relationship between motivation and entrepreneur intention. Other studies disagree and according to Doe and Dadvari (2017) study to investigate the influence of the dark triad (Machiavellianism, narcissism, and psychopathy) on the relationship between entrepreneurial attitude orientation and entrepreneurial intentions in Taiwan University. The findings revealed that there was a significant positive relationship between entrepreneurial attitude orientation and entrepreneurial intention. Results also suggested that individuals high on the dark triad were more intended to engage in entrepreneurial activity, which advanced their knowledge of the entrepreneurial decision-making process.

A positive and significant correlation was established between family background and motivation \((r=0.45, \ p<0.01)\) which was not hypothesized in the study. Similarly, Mustapha and Selvaraju (2015) study to investigate how personal attributes, family influences, entrepreneurship education, and entrepreneurship inclination among university students. Generally, the results indicated that respondents’ have a positive inclination towards entrepreneurship. The regression results indicated that personal characteristic, family influence, entrepreneurial education positively and significantly influenced students’ intention to be entrepreneurs.

An analysis of the coefficient revealed that motivation was not significant in determining entrepreneur intention \((\beta=-0.082, \ p>0.538)\). Stefanovic, Prokic and Rankovic (2010) study to investigate motivational and success factors of entrepreneurs in developing countries. The objective of the research was to analyze the motives of entrepreneurs starting their own business and to determine aspects that affect the success of SMEs. The results indicated that there was a lack of motives concerned with sustainable development of enterprise in a long run. On the other hand, there is a variety of diverse success factors that influenced entrepreneurs, which primarily depend on the current situation in the local environment.

5.4 Conclusions

5.4.1 Effect of Family Background on Entrepreneur’s Intention

As per the study the women prefer being actively involved in entrepreneurship along their partners. Work-family conflict plays a major role in influencing the mood and attitude of women entrepreneurs; in addition, family support is crucial for women entrepreneurs and
has significant correlations on entrepreneur intention. This is because female entrepreneurs are still categorized as a special group as they most of the time lack of access to resources like social and financial capital as compared to the men, therefore their inclination to integrate work and family may offer them an advantage in capitalizing on sources of family-to-business enrichment and support.

5.4.2 Effect of Situation on Entrepreneur’s Intention

Entrepreneurs are not highly motivated towards achieving their objectives and when there is a failure the entrepreneurs seek alternatives strategies to running the business although they work hard and have the necessary confidence in dealing efficiently with unexpected events. Situation facing entrepreneur’s aids in determining there levels towards engaging in entrepreneurship. On the other hand, there is a variety of different success factors affecting entrepreneurs, which primarily depend on the current situation in the local environment.

5.4.3 Effect of Motivation on Entrepreneur’s Intention

Working hard is a virtue that entrepreneurs do not like to engage to in order to ensure the success of their businesses. In order to accomplish the said goals there is a need to love the job and set the necessary goals to direct activities towards making the business a successful. Other studies have however found a positive relationship between motivation and entrepreneur intentions.

5.5 Recommendations

5.5.1 Recommendation for Improvement

5.5.1.1 Effect of Family Background on Entrepreneur’s Intention

Women entrepreneurs’ need to be accorded the necessary support from their partners and families for effective management of the firms. For women entrepreneurs there is a need to minimize family obligations so as to enable them to achieve successful businesses. In addition, work-family conflict influences the mood and attitude of women entrepreneurs and should therefore be avoided at all costs. Family needs to offer the needed support to encourage women entrepreneurs’ towards achieving their goals.
5.5.1.2 Effect of Situation on Entrepreneur’s Intention

Entrepreneurs need to set up achievable demands that would be easily attained in the course of the business is not successful. Entrepreneurs’ need to attend trainings and forums and this will aid them to effectively deal with unexpected events.

5.5.1.3 Effect of Motivation on Entrepreneur’s Intention

The entrepreneurs need to not only work hard in something they like doing very much but should also engage in other challenging and risky ventures so as to ensure increased income. Entrepreneurship as an income generating activity should be encouraged within the family set up so as to motivate increased family support. This could be introduced in from childhood in primary and secondary schools.

5.5.2 Recommendation for Further Studies

Further studies should be done to investigate the other factors affecting entrepreneur intention. Other factors to investigate should include elements such as attitudinal factor, behavioral factor and educational support towards entrepreneurial intention.
REFERENCES


Appendix 1: Cover Letter

Barre Hodan
United States International University-Africa,
hodmanhbm@gmail.com
+254792004883
P.O. Box 14634, 00800.
Nairobi.
6th December 2017

MBA Student
United States International University-Africa,
P.O. Box 14634, 00800.
Nairobi.
Dear Respondent,

Re: Research Questionnaire

I am carrying out research on the factors influencing entrepreneurial intention among MBA students of the United States International University. This is a requirement towards attainment of Masters in Business Administration (MBA) degree Program.

Kindly fill for me this questionnaire.

Thank you in advance.

Yours sincerely,

Barre Hodan
Appendix 2: Study Questionnaire

SECTION A:

1. What is your age group?
   A. 20-25 years ( ) B. 25-30 years ( ) C. 31-35 years ( ) D. 36-40 ( ) E. above 40 ( )

2. Marital status
   A. Single ( ) B. Married ( ) C. Separated ( ) D. Widowed ( )

3. Circle how many siblings you have?
   A. 1   B. 2   C. 3   D. 4 and above

4. Circle what is your highest level of Education?
   A. Primary B. Secondary C. High School D. Undergraduate E. Graduate
   F. Other (specify)……………………………………

SECTION B

SD= strongly disagree, D= Disagree, N= Neutral, A=Agree, SA= strongly agree.

Please gives market (√) to the best answer according to you.

<table>
<thead>
<tr>
<th>No</th>
<th>Item</th>
<th>Agreement Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Family Background</strong></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Women would perhaps prefer to be active partner entrepreneurs with their spouses &amp; provide necessary support rather than initiating &amp; running a business enterprise entirely on their own.</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Women's family obligations also bar them from initiating &amp; becoming successful entrepreneurs.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Work-family conflict will influence the mood and attitude of women entrepreneurs.</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Family support is very important for women entrepreneurs.</td>
<td></td>
</tr>
</tbody>
</table>

**Situation**

<table>
<thead>
<tr>
<th></th>
<th>When I am working, the demands I make upon myself are high.</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>When my way of running the business is not successful, I experiment with new different ways of running the business</td>
</tr>
<tr>
<td>7</td>
<td>I figure out which things I do not understand well and adjust my strategies accordingly.</td>
</tr>
<tr>
<td>8</td>
<td>I can remain calm when facing difficulties because I can rely on my coping abilities.</td>
</tr>
<tr>
<td>9</td>
<td>When I get what I want, it is usually because I worked hard for it.</td>
</tr>
<tr>
<td>10</td>
<td>I am confident that I could deal efficiently with unexpected events.</td>
</tr>
<tr>
<td>11</td>
<td>When working in a group, I prefer being “in command” rather than being a follower.</td>
</tr>
</tbody>
</table>

**Motivation**

<table>
<thead>
<tr>
<th></th>
<th>Working hard is something I like doing very much.</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td></td>
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<td>13</td>
<td>It is usually easy for me to stick to my aims and accomplish my goals.</td>
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<td>14</td>
<td>I accomplish a lot at work because I love my job.</td>
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<tr>
<td>15</td>
<td>I set goals for myself to direct my activities for making the business a success.</td>
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<tr>
<td>16</td>
<td>Family support is the major motivation.</td>
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**Entrepreneur Intention**

| 17 | Before graduation I want to launch my own venture |   |   |   |   |   |   |
| 18 | I will prefer my own business after graduation than doing a job. | SD | D | N | A | SA |   |
| 19 | Founding a new venture creation is the only way to success in life. |   |   |   |   |   |   |
| 20 | I will dedicate myself in venture creation even my family is against it. |   |   |   |   |   |   |
| 21 | Even if I launch new ventures and fail many times, I will keep on trying until I succeed. |   |   |   |   |   |   |
| 22 | I have an entrepreneurship education to start my venture. |   |   |   |   |   |   |
| 23 | To achieve my set goals, I am very capable and intelligent. |   |   |   |   |   |   |
| 24 | If a major or concentration in entrepreneurship were available, I would change to it. |   |   |   |   |   |   |
Entrepreneurship education should be part of nascent education.

Those who want to start their own venture “entrepreneurship” should be part of education.

I have sufficient financial and human resource to start my own venture.

In launching the new venture, I have internal locus of control.

I am confident that I can select a business with good potential if I launch a new venture company of my own.

I should launch my venture based on sole proprietorship because I can impose my negative things to my partners.

If I start my own company, its operation will be limited to domestic level.

If I launch a new venture company, I will expand its business all over the world.

THANK YOU