

Micro-Enterprises for the Marginalized Youth: A Case of Kapseret Constituency, Uasin-Gishu County, Kenya

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Abstract: In the 21st century youth unemployment seem to continues to be a global phenomenon affecting the youth in various continents and more specifically in Africa. Youth inability to engage in helpful development processes encourages them to get into vices such as crime that include violent crimes and prostitution. This paper focuses specifically on the youth established micro-enterprises that the youth are seemingly engaging in. This paper is thus aimed to establish the factors contributing to the establishment of the micro-enterprises among the youth especially those drawn from Kapseret Constituency. More specifically, the study sought to: to establish the socio-demographic characteristics of the youth engaging in micro enterprises, to establish the social factors influencing the establishment of the micro-enterprises, to establish the cultural factors influencing the establishment of the micro-enterprises and finally to identify the economic factors leading to the establishment of the micro-enterprises. A descriptive research design was used in this paper. Data was collected using interview schedules and self-administered questionnaires thus they were administered to the selected youth found in selected parts of the Kapseret Constituency. Purposive technique was used in the specific youth of aged bracket 18 year to 35 years. Further, snow ball sampling was used in targeting the youth who were far from reach. The sample size used was 80 drawn from each of the five selected areas in Kapseret Constituency hence provided 20 respondents from both genders for the research. The salient findings of the study are that most of the youth who had finished their high school education had decided to engage in the micro-enterprises. The study also observed that although the most of youth had engaged in entrepreneurship, they felt that they required all the stakeholders to fully train them and equip them with more skills. The study also observed unemployment factors and the inability to engage in formal employment due to lack of completion of the formal education encouraged the youth to be involved largely by joining the micro-enterprises. Furthermore, it was still perceived that the social, cultural and economic factors had a great influence on the participation of the youth towards the establishment of the micro-enterprises as discussed in the study. It is, therefore, the recommendation of this paper that efforts should be made for the youth to be fully engaged in other forms of entrepreneurial activities so as to tap the gains of the other entrepreneurial activities in order to develop themselves. Furthermore, encouraged family support towards youth participation in the small scale enterprises should be enhanced. Lastly, there should be empowering of women towards full participation in the micro-enterprises for economic stability.

Keyword: Micro-enterprises, youth, social, cultural, economic, factors.

1. INTRODUCTION

1.1 Background of the Study:

Youth are one of the greatest assets that any nation can have (Olujide, 2008). They also account for the country's largest population. Not only are they legitimately regarded as the future leaders, they are, potentially and actually the greatest investment for a country's development (Olujide, 2008). They serve as a good measure of the extent to which a country

can reproduce as well as sustain itself. The extent of their strength, responsible conduct and roles in society is positively associated with the development of their country (Zonal Youth Summits, 2000).

Laogun (2002) points out that investment in the youth is the only way to ensure the future growth and development of any country. He further asserts that increasing number of young people must be trained and as quickly as possible, to provide leadership in agriculture, industry, government and rural development projects. Accordingly, they developed intellectually, morally, socially and with relevant skills to face a rapidly advancing technological world (Olujide, 2008).

Accordingly, addressing employment issues and challenges faced by young people are of key importance, therefore linked with general labour market measures and strategies for reduced youth unemployment. The development of micro-enterprises is acknowledged as a key condition in promoting equitable and sustainable economic development in Africa. This sector, in terms of economic development, has the potential to provide for growth in employment and contribute towards reducing poverty among the youth in urban cities in most of the developing countries (Kurokawa *et al.*, 2008).

As way of sustenance the youth rely on entrepreneurship as means for improving their status. Accordingly, entrepreneurship is a critical component for regional development, thus fostering entrepreneurship is one of the principal measures to accelerate economic and social development (Martins, 2004). Although Kenya's population is largely youthful hence accounts for 75%, the youth seem to bear the burden of unemployment. Furthermore, some of those absorbed in the labour market have jobs that do not match their qualifications and personal development goals (GoK, 2006). A high level of youth unemployment is associated with lack of adequate education and marketable skills, fluctuating demand for labour, demand for experience by potential employers and the relatively high youth population.

Accordingly, entrepreneurship functions in the following areas: stimulation of economic growth (Harper, 1991); a means of employment generation; and an avenue for empowering the disadvantaged portion of the population especially the womenfolk. Roscoe (1973) describes entrepreneurship as involving traits such as strong drives for independence and success, high levels of vigour, perseverance and energy. It is also defined as the process of value creation through a combination of resources to exploit an opportunity (Stevenson *et al.*, 1989).

Furthermore, most donor countries and development agencies share the view of that micro-enterprises springing into entrepreneurial and innovative ventures that help promote economic growth and help reduce the high poverty level in such developing economies (Beck *et al.*, 2004). The growth of micro-enterprises boosts employment more than the growth of large firms because micro-enterprises are more labour intensive (Snodgrass and Biggs, 1996).

Levy and Powell (2005) noted that, micro-enterprises are thought to be flexible and innovative organizations that are able to respond quickly to customer and market demands (flexibility). Contrary to what happens in large firms. The production technologies of many manufacturing micro-enterprises may inhibit flexibility (Gupta and Cawthorn, 1996), while Carrie *et al.*, (1994) believe that it is people rather than technology that provides flexibility.

A change of attitude towards young people and by young people in Africa is essential towards engaging in the micro-enterprises. Many initiatives have been put in place, but much remains to be done. Clearly, as with the lessons learned from gender and development, stereotypes and the attitudes of both young people and the general population slow progress towards youth development and participation in Africa. Understanding the context in which programmes and policies are set, and whether the beneficiaries will appreciate them, is crucial. This requires the proactive involvement of the youth in the establishment of the micro-enterprises (ECA, 2011). As a result this study sought to establish factors influencing the establishment of the youth micro-enterprises with an aim of understanding the challenges and socio-economic factors promoting the establishment of such enterprises.

2. STATEMENT OF THE PROBLEM

Accordingly, scholars have argued that entrepreneurship has significant benefits such as creation of employment for the young person (Chigunta *et al.*, 2005). However, majority of the youth still pursuit formal employment as a means for sustenance. This situation is more disturbing and worrying when compared with what other developing and developed countries have been able to achieve with the establishment of the micro-enterprises. The youth unemployment has been on the rise over the years, yet the youth seem not to have tapped into the little that the micro-enterprises can offer. Nonetheless, if the government wants to reduce the youth unemployment, then there should be encouraged youth

involvement in micro-enterprises thus encouraged involvement in the entrepreneurship. Furthermore, the enormous benefits young people can contribute are realized when investment is made in young people's education, employment, health care, empowerment and effective civil participation. Several initiatives on youth education and employment have been undertaken in Africa, but these need to be deepened in order to exploit the full potential of young people in contributing to poverty reduction and sustainable development (ECA, 2011). Despite the fact that the minority of the youth are participating in the micro-enterprises, little is known of their contribution on the ground. Furthermore, for those that know there is little indication of the significant roles that these micro-enterprises towards their socio-economic statuses thus the study aims to address.

2.1 Objective of the Problem:

The general objective of the study was to establish factors influencing the establishment of the youth micro-enterprises among the youth. More specifically, the study sought to:

- a) To establish the socio-demographic characteristics of the youth engaging in micro enterprises.
- b) To establish the social factors influencing the establishment of the micro-enterprises.
- c) To establish the cultural factors influencing the establishment of the micro-enterprises.
- d) To identify the economic factors leading to the establishment of the micro-enterprises.

2.2 Research Questions

The study was guided by the following questions;

- a) What are the socio-demographic characteristics of the youth engaging in micro enterprises?
- b) What are the social factors influencing the establishment of the micro-enterprises?
- c) What are the cultural factors influencing the establishment of the micro-enterprises?
- d) Are there economic factors leading to the establishment of the micro-enterprises?

2.3 Research Questions:

The major challenge facing the youth in the 21st century is unemployment. Consequently, there is need for realization of how the youth can seek entrepreneurial opportunities towards fulfillment of the sustained livelihood through encouraged participation in micro-enterprises. Micro-enterprise development is a very vital component for youth development especially the youth in the rural poor of the country. So far as youth development is concerned, the youth are still marginalized especially in debates relating to national development. Accordingly, utmost benefits can only be realized by the youth only if there is effective and proper involvement of the youth in the micro-enterprises.

The study will be beneficial to the non-governmental agencies that target the youth joining the micro-enterprises and the major factors influencing the youth in engaging in entrepreneurship. The government will also benefit from the study findings and recommendations by formulating policies, and furthermore on the already established Youth Enterprise Development Fund. Scholars and researchers will also benefit from the study as it will inform them on the factors influencing youth engagement in the micro-enterprises, there by acting as a reference point for studies targeting the youth. Finally, this study further sought to bring into light the aspect of how to curb youth unemployment by defining the importance of micro-enterprise development in both the urban and rural area.

2.4 Significance of the study:

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2.5 Conceptual Framework:

Conceptual framework was crucial in determining the relationship of variables. The figure below shows the factors (social, cultural and economic) representing independent variable while establishment of micro-enterprises is the dependent variable. The underlying assumption here is that social, cultural and economic factors have a great influence in the youth establishment of the micro-enterprises.

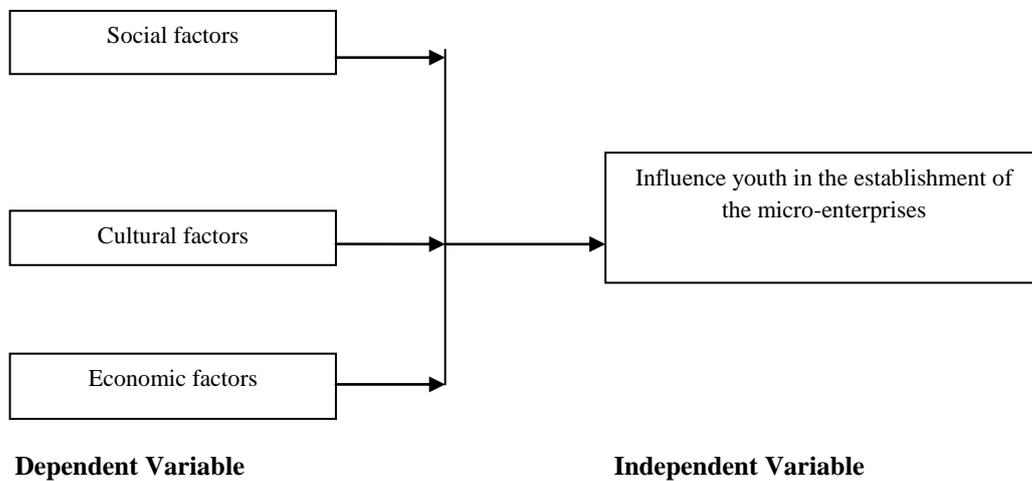


Fig1: Conceptual Framework Factors influencing youth in the establishment of the micro-enterprises

3. METHODS AND MATERIALS

3.1 Study Area:

The study was carried out in Kapseret Constituency in Uasin-Gishu County, Kenya. The decision to carry out the research in Kapseret Constituency was due to the fact that it is a constituency with a larger number of youth who are engaging in the micro-enterprise and more so it is an area with more youth who are unemployed.

3.2 Research Design:

The research design used in the study entailed descriptive design. The rationale for using the design was due to the fact that the describing the challenges that were perceived by the youth towards the establishment of the micro-enterprises. The design provided an in-depth understanding of the social, cultural and economic factors influencing the youth in establishing micro-enterprises in Kapseret Constituency.

3.3 Sampling Procedure and Sample size:

The study purposively targeted the youth engaging in micro-enterprises and who reside in rural parts of Kapseret Constituency. From each location (Namely: Kabongo, Cheap skate, Langas and Simat), 20 respondents were chosen for the study. A total of 80 respondents were chosen. Furthermore, snowball sampling was used in identifying respondents. In this case one respondent was identified and used to identify other respondents in other parts of the location. Accordingly, the basis for using snowball sampling was because of the diverse geographical nature of the constituency.

3.4 Data Collection tools:

Data for this study was collected using data interview schedules and self-administered questionnaires. The study used questionnaire to elicit responses from the respondents for purposes of statistical analysis. They were developed and mainly administered to the youth. Direct questions and Likert scale questions were mainly used in the collection information. Focused group discussions were also conducted to supplement what had been elicited from the questionnaire. Unlike the questionnaire, which had closed ended questions and a few open-ended questions, the interview schedule mainly had open-ended questions. The use of the three data collection tools encouraged triangulation thus this ensured the achievement of the research process gaining information wholly. The application and combination of several tools of in the study ensured overall data collection.

3.5 Data Analysis Techniques:

The study descriptively analyzed the data. This study utilized the statistical package for social sciences (SPSS, Version 16.0) in the organization and analysis of quantitative data from closed-ended questions. This data was presented in form of frequency and percentage tables. Furthermore, qualitative data from open-ended questions and further probing was classified into various themes on the basis of data presentation and analysis.

4. FINDINGS AND RESULTS

4.1 Socio-Demographic Characteristics of the Youth engaging in Micro enterprises

4.1.1 Demographic Factors

This study collected data from eighty (80) respondents of whom more than sixty percent (62.5%) were males and less than a third (37.5%) were females. In relation to marital status of the respondent, 87.5% were single and less than fifteen percent (12.5%) were married. Accordingly, age of the respondent was considered an important factor in determining the age bracket of the respondent, thus those who were aged 20 years accounted for 38%, 32% were 25-28, while 21-24 accounted for 25%. Those who were 29 years and above were less than ten percent (6%) as shown in **Table 4.1** below.

Furthermore, monthly income estimated to have been generated from these enterprises is essential in determining the overall output of the enterprise. Accordingly, the study found that respondents who had indicated that the enterprises contributed less than five thousand accounted for more than half (53%). Those that gained an income of between 6,000 and 10,000 accounted for nearly forty percent (39%), while less than ten percent (8%) indicated that they obtained incomes of between 11,000 and above. Most of the respondents that participated in agriculture accounted for more than sixty percent (62.5%) while the rest (37.5%) were engaged in car wash, Mitumba (cloth sellers) and hawking activities as shown in **Table 4.1** below.

The findings show that most of the youth were single which can be postulated as a motivating factor for most of them to engage in micro-enterprise in order to sustain their livelihood. Study findings further revealed that more respondents were aged 20 years and below, a clear indication that most of them had finished high school thus had decided to join the micro-enterprise. Data from further probing revealed that respondent were engaging in agriculture as this is the main form of activity in the North-Rift region, more so the respondents revealed that they had borrowed this form of activity from their parents. This clearly shows that the youth in the area have no exposure in engaging in other forms of enterprises. This scenario is postulated to change given the fact that most of them had decided to join other forms of enterprises to kill the monotony of relying on agriculture as the main form of economic activity.

Table 4.1: Demographic Characteristics of Youth Engaging in Micro-enterprises

Demographic factors		
Gender	N	%
Male	50	62.5
Female	30	37.5
Marital statuses		
Single	70	87.5
Married	10	12.5

Age of the respondents		
<20	30	37.5
21-24	20	25.0
25-28	25	31.5
29>	5	6.0
Income measure (Monthly)		
<5,000	43	53.0
6,000-10,000	31	39.0
11,000-15,000	4	5.0
16,000>	2	3.0
Form of activity involved		
Agriculture (Crop farming & animal rearing)	50	62.5
Car wash	12	15.0
Cloth seller (Mitumba)	10	12.5
Hawker	8	10.0

N= Frequency & %=Percentage

4.1.2 Level of Formal Education:

The study found that out of the youth who had established micro-enterprises, 46% of the respondents had finished high school, 21% had no formal education while 15% had attained primary level of education. Those that had attained university and tertiary accounted for 10% and 6 % respectively as shown in **Table 4.2** below. Attainment of basic education is ideal for pursuing entrepreneurship as form of activity since the youth have either pursued mathematics or even business studies thus offering basic knowledge and skills for establishing enterprises. Accordingly, more youth who have no opportunity in life especially those that have finished high school and primary school education seem to join entrepreneurship as means of venturing for new opportunities for the purposes of sustaining their livelihood.

Table 4.2: Respondents Level of Education

Level of education	N	%
High School level	37	46.0
No formal education	17	21.0
Primary level	12	15.0
University level	8	10.0
Tertiary/Polytechnic	6	8.0

N= Frequency & %=Percentage

4.1.3 Access to Entrepreneurial Training towards engaging in Micro-enterprises:

The findings of the study indicated that more than forty percent (46%) of the youth had acquired entrepreneurial training in helping them run their businesses. Of this, less than sixty percent (58.7%) had acquired such trainings through schooling in high school as perceived by most of the respondents while 28.3% had acquired such training through youth officers from the government as shown in **Table 4.3**. This is perceived through the inception of the Youth Enterprise Development Fund (YEDF). The findings further indicated that less than twenty percent (13%) of the respondents had acquired training through the non-governmental agencies. Data from further probing revealed that current 8-4-4 system offers a platform for entrepreneurial education; however, the respondents indicated that it was not comprehensive as there were no practical skills offered. Furthermore, the youth officers had not offered adequate training as this still lacked consistency for establishing new approaches towards ensuring that they gain skills on tapping new opportunities. It was further revealed that non-governmental agencies had organized such trainings and that they were only conducted in the town region (Eldoret town). Thus more of them could not attend to transportation logistics.

In addition, a multi-response rate showed that respondents were offered training. Such trainings included; establishing ventures, creating savings after gained income and encouraged investment and business expansion. However, for those

had not gained (42.5%) entrepreneurial training; slightly above sixty percent (62%) did not gain such skills due to semi-illiteracy, while 38.1% lacked awareness for the trainings. The findings further revealed that respondents who did not know how to properly read and write feared going to such trainings there by relying on their peers for the information. Those that lacked awareness of any training did so because they indicated that there was no one to inform them of the current trainings organized by the various stakeholders.

Table 4.3: Access to Entrepreneurial Training

Variables	N	%
Whether acquired entrepreneurial training		
Yes	46	57.5
No	21	42.5
If yes from where		
Schooling	27	58.7
Government through Youth officers	13	28.3
NGO training	6	13.0
If no why		
Semi-Illiteracy	13	61.9
Lack of awareness of any training	8	38.1
What kind of training was acquired		
Savings training	46	57.5
Training of establishing venturing enterprises	40	50.0
Investment & Expansion training	33	41.3

N= Frequency & %=Percentage

4.2 Social Factors Influencing the Establishment of the Micro-enterprises:

The second objective of the study was to determine the social factors influencing the youth in the establishment of micro-enterprises in the study area. This question was analyzed by using the mean to identify the rank of each statement and reasons as shown in **Table 4.4** below. Likert scale was used for answering (1 = strongly disagree, 2 = Disagree, 3 = Not sure, 4 = Agree, 5 = strongly agree).

In relation to the social factors influencing the establishment of the micro-enterprises among the youth, encouraged family support and family motivation was ranked first (4.89); skills and experience acquired from friends and family was ranked second (4.74); encouraged peer/ friend involvement in similar enterprise was ranked third (4.67); inability to acquire formal education or completing education was ranked fourth (4.36); sustenance of the basic needs was ranked fifth (4.25) and finally, inadequate support from family and community members was ranked least with a mean of 3.48 on the modified Likert scale as shown in **Table 4.4**.

Table 4.4: Social Factors influencing the youth in establishing Micro-enterprises

Social factors	Minimum (Strongly Disagree)	Maximum (Strongly Agree)	Mean	Standard Deviation	Rank
Encouraged family support and family motivation	1	5	4.89	1.01	1
Skills and experience acquired from friends and family	1	5	4.74	0.85	2
Encouraged peer/ friend involvement in similar enterprise	1	5	4.67	1.12	3
Inability to acquire formal education or completing education	1	5	4.36	0.35	4
Sustenance of the basic needs	1	5	4.25	0.34	5
Inadequate support from family and community members	1	5	3.48	0.62	6

Findings reveal that respondents were in agreement with all the four variables presented to them that stand for ‘agree’ from the Likert scale. Accordingly, the youth agreed to the statement that the ability to encourage family support and family motivation attributed to the establishment of the micro-enterprises.

The establishment of micro-enterprises by the youth through encouraged family support and family motivation is crucial. This is because; the youth require income to support family members in turn motivate the youth in the establishment of the micro-enterprises. Encouraged and motivated family member encourage those who are participating in the enterprises because of the feeling that in the long run it is they who benefit directly from the form of activity that the youth engage in. This in turn enable them obtain basic needs for sustenance.

It was further established that enhanced skills and experiences acquired from friends and family played a role in motivating the youth in establishment the micro-enterprises. Skills and experiences in most cases arise from the immediate family members who engage the youth in the form of activity thus this shapes the youth to engage in the micro-enterprises. This is referred to as apprenticeship. Furthermore, peer encouragement or involvement of friend with similar enterprises is a motivating factor for the youth to engage in micro-enterprises. Instead, of remaining idle they fully utilize the opportunity to engage in such ventures as this is the only way of avoid idleness.

Moreover, the success stories from others play a crucial role in ensuring that the other youth emulate those who are performing. Thus, for effective establishment of the micro-enterprises right persons have to be in place so that others can follow. It was also established that inability to acquire formal education or completing education creates a great challenge in that most of the youth thus rendering incapable of performing formal jobs. The chance to get into a micro-enterprise offers an opportunity for the youth to regain confidence towards establishing the micro enterprises thus giving them a lease in life. Micro-enterprises play a crucial role towards encouraging youth participation in the national development. However, if there is little support from the community and family members, then this cannot be achieved. Involving all the stakeholders may be crucial in youth participation towards establishing youth micro-enterprises. In summary, it is clear that family support and motivation; poor prioritization of community needs by the management committees; acquiring skills and experience from friends and family members, encouraged peer/ friend involvement in similar enterprise, inability to acquire formal education or completing education, sustenance of the basic needs and inadequate support from family and community members are the social factors influencing the youth in engaging in micro-enterprises in the study area.

4.3 Cultural factors influencing the establishment of the micro-enterprises

Cultural factors were measured by looking at the following variables: Expected of roles within the community, notion that family comes first and regarding everything else, Notion that the male is the breadwinner thus engaging in the micro-enterprise and belief in male control/male superiority over land thus women engage in entrepreneurship. This question was analyzed by using the mean to identify the rank of each reason.

Accordingly, expected roles within the community was ranked first (4.86); notion that family comes first, ranked second (4.78); notion that the male is the breadwinner thus engaging in the micro-enterprise was ranked third (4.26). Lastly, the belief in male control/male superiority over land thus women engaging in micro-enterprise was ranked fourth (4.00) from the Likert scale as shown in **Table 4.5**.

Table 4.5: Cultural factors influencing the youth from engaging in Micro-enterprises

Cultural factors	Minimum (Strongly Disagree)	Maximum (Strongly Agree)	Mean	Standard Deviation	Rank
Expected roles within the community	1	5	4.86	1.05	1
Notion that family comes first, regarding everything else	1	5	4.78	1.24	2
Notion that the male is the breadwinner thus engaging in the micro-enterprise	1	5	4.26	0.64	3
Belief in male control/male superiority over land thus women engage in micro-enterprise	1	5	4.00	1.24	4

As a result, the study established that respondents were in agreement with statements ranked 1-4, having means of 4.86-4.00 respectively which stand for ‘agree’ from the Likert scale. The study established that in the study area, the youth had perceived that they were expected to play certain/specific roles within the community. This is attested by having a mean of 4.86. The stipulated roles as established in the community entail that the men are supposed to take care of the livestock and farming while the females are suppose to take care of the children and at the same time take care of the home. This is seen as the roles established by the community members and at the same time the society towards the youth.

Furthermore, the notion that family comes first appears to relate to both genders. This is clearly shown when both genders are supposed to fully dedicate their resources to the family members and also the extended family members. However, most of the respondents indicated that family members seem to indicate lack of dedication towards them. This is because they feel that they are not providing enough. This is shown when a majority of the youth agree with the statement as this was attested by a mean of 4.78.

The study found out that men were regarded as breadwinners thus this played a role in them engaging in the micro-enterprises. This is attested by a mean of 4.26 meaning ‘agree’. The role of a breadwinner is to provide for the family and at the same time provide for the extended family members. In addition, the role of the breadwinner is to provide income that sustains the family members in terms of acquiring the basic needs.

The study also established women were engaging in the micro-enterprises because they had no control over land as an economic resource. It was a common belief that there was male control/male superiority over land thus encouraged women participation in the establishment of enterprises. This is attested by a mean of 4.00 meaning agree. It should be noted that in the African context land belongs to the man and inherited to males. However, the changes of the land tenure system in Kenya with the promulgation of the constitution takes center stage in that it will now create opportunity for women to acquire land as compare to the former notion that women cannot own land.

4.4 Economic Factors influencing the establishment of the Micro-enterprises:

Economic factors was measured by looking at the following variables: limited access to training and entrepreneurial education limits youth from engaging in micro-enterprises increased income levels and reduce poverty levels, encouraged economic independence, limited access to employment in formal sectors and limited access of finances/ financial assistance from family members. This question was analyzed by using the mean to identify the rank of each reason. The findings are as shown in **Table 4.6**.

Table 4.6: Economic Factors influencing youth involvement in the Micro-enterprises

Economic factors	Minimum (Strongly Disagree)	Maximum (Strongly Agree)	Mean	Standard Deviation	Rank
Limited access to training and entrepreneurial education limits youth from engaging in micro-enterprises	1	5	4.55	0.46	1
Increased Income levels and reduce poverty levels	1	5	4.45	0.85	2
Encouraged economic independence	1	5	4.13	1.15	3
Limited access to employment in formal sectors	1	5	3.95	1.34	4
Limited access of finances/ financial assistance from family members	1	5	3.73	0.55	5

In relation to economic factors, limited access to training and entrepreneurial education limits youth from engaging in micro-enterprises was ranked first (4.55); Increased Income levels and reduce poverty levels was ranked second (4.45); Encouraged economic independence was ranked third (4.13); Limited access to employment in formal sectors was ranked

fourth (3.95) while limited access of finances/ financial assistance from family members ranked fourth with a mean of 3.73 from the Likert scale as shown in **Table 4.6** above.

As a result, As a result, the study established that respondents were in agreement with statements ranked 1-5, having means of 4.55-3.73 respectively which stand for ‘agree’ from the Likert scale. Accordingly, the study established that most of the youth felt that limited access to training and entrepreneurial education limits them from engaging in micro-enterprises.

Furthermore, for effective promotion of youth entrepreneurship there is need for willingness and full participation of all stakeholders (educational institutions, non-governmental agencies) towards training the youth thus involving them fully in establishing micro-enterprises. Education and training will enable them acquire skills and knowledge that will provide them with the wisdom to operate enterprises. Entrepreneurial training and education is the key towards promoting the youth establishment of the micro-enterprises.

The study also found that increased income levels and reduce poverty levels influences youth engagement in the micro-enterprises in the study area. The youth engaging in the micro-enterprises do so to gain income that will sustain them (including family members). However, the youth who lack the opportunity to engage in entrepreneurial venture will in most cases lead to increased poverty levels especially for those who are not in formal employment. In addition, youth who have no means in engaging in micro-enterprises will in most case engage in criminal activities.

Furthermore, the study also established that limited access to employment in the formal sectors influences them in engaging in micro-enterprises. It should be noted that most of the young people in Kenya lack employment thus they do are not economically stable as compared those in the formal sector. This therefore implies that the ability for the youth to engage in micro-enterprises offers an opportunity for the youth to exploit their potential in fully engaging in the micro-enterprises. Furthermore, government commitment in the establishment of the Youth Enterprise Development Fund (YEDF) and the Uwezo fund which is yet to be fully realized by the youth, can fully ensure that the youth obtain maximum benefits from the established government mechanisms in addressing youth unemployment.

The study established that encouraged economic independence influences the youth in joining the micro-enterprises. This is attested by having a mean of 4.13. Accordingly, financial independence implies the ability of the youth to be fully independent thus determining their economic stability. Economic stability implies the ability for the youth to obtain their needs and wants. In turn, it implies that the youth are in a position to support their families both the immediate and extended. Moreover, women can be financially independent thus enhanced financial sustainability. Therefore, the ability to ‘stand on their own’. Accordingly, if there is limited access of finances/ financial assistance from family members then the establishment of the micro-enterprises can be a channel for financial independence. It clearly shows that limited access from the family member influences in them establishing micro-enterprises.

4.5 Pearson Product Moment/Correlation of Research Variables:

The paper further sought to establish whether there is association of the study variables. The results have been summarized in **Table 4.7** below. Pearson Product Moment/Correlation was performed on selected factors (social factors, cultural and economic factors) and the establishment of the micro-enterprises.

Table 4.7: Correlation by use of Pearson Product Moment on Research variables

	Establishment of the micro-enterprises	Social factors	Cultural factors	Economic factors
Establishment of the micro-enterprises	1			
Social factors	.410**	1		
Cultural factors	-.560**	.413	1	
Economic factors	.680**	.204	.340	1

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

The result from **Table 4.7** on correlation of the variables indicate a significant relationship between social factors and the establishment of the micro-enterprises thus a strong positive relationship ($r= 0.410$) at a significance level of 0.01. It was also established that cultural factors had a significant relationship towards the establishment micro-enterprises though in the negative direction at 1% level of significance ($r= -0.560$). Lastly, a positive relationship was established between economic factors and establishment of the micro-enterprises at 1% level of significance ($r=0.680$)

5. CONCLUSION AND RECOMMENDATIONS

5.1 Conclusions:

The first objective of the study was to establish the socio-demographic characteristics of the youth engaging in micro enterprises. It was observed that most of the respondents were male. The study also established that most of the respondents were single and further it was established that more of the youth were in the age 24 years and below. It was further observed that most of the youth had monthly income levels of less than 5,000. Accordingly, it was established that most of them practiced agriculture. Level of education was a factor of consideration thus it was established that most of the respondents had attained high school education. For the case of the youth accessing entrepreneurial training, it was established that most of them had acquired such trainings from schooling, through non-governmental organization and eventually from the youth officers belonging to the government. They were trained on saving from the obtained income, trainings of establishing ventures and lastly investment and expansion.

The second objective of the study was to determine social factors influencing the youth in the establishment of the micro-enterprises. It was found that encouraged family support and family motivation; skills and experience acquired from friends and family; encouraged peer/ friend involvement in similar enterprise; inability to acquire formal education or completing education; sustenance of the basic needs was and finally, inadequate support from family and community members have an influence in the youth engagement in the micro-enterprises

The third objective in this paper was to establish the cultural factors influencing the establishment of the micro-enterprises. Accordingly, it was established that expected roles within the community; the notion that family comes first; notion that the male is the breadwinner thus engaging in the micro-enterprise and the belief in male control/male superiority over land thus women participation to engage in entrepreneurship. The major factor being role expectation within the community members and the least factor being the belief in male superiority over land thus women participation in micro-enterprise.

On the aspect of economic factors, limited access to training and entrepreneurial education limits youth from engaging in micro-enterprises; increased income levels and reduce poverty levels; encouraged economic independence and limited access to employment in formal sectors while limited access of finances/ financial assistance from family members were essential in determining youth involvement in the establishment of the micro-enterprises..

This paper concludes that all the three independent variables; social, cultural and economic factors are critical components for the purposes for achieved youth involvement in the micro-enterprises. Enhanced socio-cultural as well as the economic factors need to be the focal point for youth advancement towards the establishment of micro-enterprises, thus tapping on talent and opportunity.

5.2 Recommendations:

Based on the above findings, the study recommends the following;

- a) There is need for the youth to be fully engaged in other forms of entrepreneurial activities so as to tap the gains of the other entrepreneurial activities in order to develop themselves. Therefore, adequate entrepreneurial training should be offered by all the stakeholders (including the government and the non-governmental agencies) to ensure that they are equipped with skills that will foster the ability to participate in entrepreneurship.
- b) There should be encouraging family support towards youth participation in the small scale enterprises. This support will cement the fact that the youth will be encouraged to perform and adequately be involved in entrepreneurial activities that would in turn benefit the community members.

- c) Equally empower women should be encouraged to participate in the micro-enterprises as this will economically empower them and fully encourage to fully tap on their talent and more so contribute to the household income levels. This will also avoid overdependence on the other spouses economically.

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