

ABSTRACT

The idea of entrepreneurship is gaining popularity throughout the world, especially in undeveloped countries where a variety of problems impede economic development. In order to handle economic issues like unemployment, wealth creation, societal stabilization, improved industry competition and economic growth entrepreneurship is crucial. The major goal of this study was to determine the relationship between personal attributes and entrepreneurial intention among university students in the counties of Meru and Tharaka Nithi. Determining the relationship among locus of control, need for achievement and risk-taking propensity and moderating relationship between operating environment and entrepreneurial intentions among university students were the specific objectives of this study. The study was conducted among university students since the students had undertaken entrepreneurial training to become future entrepreneurs. The study adopted descriptive research design. The study's target population was 800 students and a sample size of 267 respondents who were in third and fourth years and had undertaken entrepreneurial studies as a courses at the universities. This study was anchored on theory of planned behavior which states that an individual perceptions of a behavior and their subjective standards determines ones' behavioral intentions and entrepreneurship event model of entrepreneurship which states that persons' decisions is influenced by three factors that is; perceived desirability of the suggested behavior, propensity to act and practicability of the behavior. A questionnaire was used to guide in collecting primary data. Data obtained from this study was analyzed using descriptive statistical methods including tables, mean and standard deviation. Data was further analyzed using inferential statistics and SPSS version (25.0) as a tool. Multiple regression analysis was used to establish the link between variables using confidence level of 95%. The research discovered an important link between entrepreneurial intentions and locus of control (regression coefficient =0.281, p-value 0.000). Entrepreneurial intentions were revealed to be definitely and favorably affected by the need for achievement (regression coefficient =0.418, p-value of 0.000). Additionally, risk taking propensity had a favorable significant relationship with entrepreneurial intentions (regression coefficient=0.187, p-value 0.000). Therefore, each of the three elements affected entrepreneurial intentions. The study recommends that universities should encourage students to believe in their abilities to make their future bright. Therefore, firms should invest in frameworks for locus of control, need for achievement and should be innovative regardless of the risks. Further research should be conducted in different contexts and other studies should be carried out for a longer period of time to track the changes over a period of time.