INFLUENCE OF YOUTH EMPOWERMENT ON PERFORMANCE OF YOUTH OWNED ENTERPRISES IN IMENTI NORTH SUB COUNTY, MERU COUNTY, KENYA

BY

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2017
DECLARATION

I declare that this is my original work and has never been presented in any other learning institution for any award of masters in project planning and management.

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This project proposal has been submitted with my approval as the University supervisor.

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DEDICATION

I dedicate this thesis to my loving family, my mum Elizabeth Karambu and my dad Isaiah Kimathi for their financial support, care and advice you gave me on importance of hard work in education. I also recognise my brothers Victor Kiogora and Martin Ndereba as well as my sister Lency Karwitha for always being there for me and motivating me towards the success of my education.
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<td>Department of Youth Development</td>
</tr>
<tr>
<td>ILO</td>
<td>International Labour Organisations</td>
</tr>
<tr>
<td>KYEP</td>
<td>Kenya Youth Empowerment Projects</td>
</tr>
<tr>
<td>MOYAS</td>
<td>Ministry of Youth Affairs and Sports</td>
</tr>
<tr>
<td>NYP</td>
<td>National Youth Policy</td>
</tr>
<tr>
<td>OECD</td>
<td>Organisation for Economic Co-operation and Development</td>
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<td>WYR</td>
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ABSTRACT
This study focused on the influence of youth empowerment on the performance of youth owned enterprises in Kenya; a case of Imenti North sub county, Meru. The research was conducted with three main objectives: To investigate influence of intrapersonal empowerment on youth owned enterprises in Imenti North Sub County, To find out the influence of behavioural empowerment on youth owned enterprises in Imenti North Sub County, and To examine the influence of interactive empowerment on youth owned enterprises in Imenti North Sub County, Meru. The study used descriptive survey research design for the purpose of describing the state of affairs as they were. The sample size of 233 youth owned enterprises was selected from a target population of 560 youth owned enterprises taken from department of trade, Meru County. Questionnaires data collection method was used to provide response to the study. The instrument of data collection of the study was validated before actual data collection. Validity of the research was enhanced by expert judgement. The reliability of the instrument was estimated through a repeated measurement of split half method. Data collected was edited for consistency and then coded for easy entry and analysis. Statistical Package for Social Sciences (SPSS) software version 21 was then used to provide both descriptive and inferential data. The study found out that majority of the youth was motivated to form their enterprise by the desire to create wealth and as a form of employment. The study revealed that youth possess high entrepreneurial skills for management of enterprises. This could be attributed to the fact that most have education and are trained in management skills. However, the study established that youth still needed more training and development on management skill. The study concluded that youth owned enterprises should conduct frequent assessment that should lead to improved performance of their enterprises. In addition, most enterprises should conduct benchmarking to acquire new ideas which will help them to boost performance of their enterprises. The study results established that effective leadership practices were enhanced which encouraged goals setting and motivation of the team to achieve these goals by communicating effectively, recognizing the developmental requirements of the team members as well as modelling acceptable behaviour. It was revealed out that, leadership enhanced provision of enthusiasm and creative encouragement. The study found out that the youths were not provided with business mentorship. It was also established that adult mentorship, impacted on the success of enterprise and that resources provided by adults, contributed to success of youth owned enterprise. In addition, availability of resources enhanced enterprises to successfully deliver the set goals. The study therefore, concludes that youths networked with other youth owned enterprises in a way that would increase performance of their enterprises and that networking impacted positively on their business activities with majority rating level of networking among the youth owned enterprises as average but very useful. In addition, it was established that most youth owned enterprises had borrowed loan maybe for expansion purposes, or for financing activities of the business as well as that youth owned enterprises faced competition especially from other youth owned enterprises when carrying out their business activities. The study concluded that location of the enterprise is a contributor to good performance of youth owned enterprises and that availability of customers, influence performance of youth owned enterprises. This study finally, concludes that pricing or costing of various products and or services influence performance of youth owned enterprises.
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CHAPTER ONE

INTRODUCTION

1.1 Background to the study

Youth are defined in context of and depending on the social, cultural, political and economic environment. According to Durham, Deborah (2013), the concept of youth is a social shifter, it is a relational concept situated in a dynamic context, a social landscape of power, knowledge, rights, and cultural notions of agency and personhood. Youth experiences in various socio economic activities and political conditions and their outcomes largely define youth. The United Nations defines youth as persons between 15 and 24 years. The World Health Organization (WHO) has identified three categories of youth adolescents (10-19), youth (15-24 years), and young people (10-24 years). The African Union (AU) considers youth as those persons between the age of 15 and 34 years. The pan-African Youth Chatter, (2016) defines youth or young people as every human being between the ages of 15 and 30 years. This corresponds with the English convention which classifies the period of youth as falling within the ages of 15 to 30 years (Wokocha, 2007). In Kenya, various aged-based definitions of youth are identified. NYP has defined youth as persons aged 15-30 years and this definition has been accepted universally as well as applied by international agencies involved in youth programmes and activities. The new Constitution enacted in 2010 defines youth as all individuals in the republic of Kenya who have attained the age of 18 years but have not attained the age of 35 years (GOK, 2010).

Youth in any society are known as the leaders of tomorrow. They play a crucial role in the prospect matters of development and it’s relevant to include them in all national development plans and programmes of the nation. The youth power to drive global development was recognized by member states of the United Nations (UN) in 1965 when they endorsed the declaration on the promotion among youth of the ideals of mutual respect, peace and understanding between peoples (United Nations, 2007).
Youth empowerment is an attitudinal, structural, and cultural process whereby young people gain the ability, authority, and agency to make decisions and implement change in their own lives and the lives of other people, including youth and adults (Vavrus & Fletcher, 2016).

Youth empowerment therefore is the programme that is oriented or designed to make youths to be more economically and socially responsible and self-reliant, via business and vocational skills acquisition through technical and managerial training (Kwetha, 2011).

National Poverty Eradication Programme (NAPEP) which incorporates Youth Empowerment Scheme (YES), Social Welfare Services (SWS), among others was set up in 2001 during Obasanjo tenure to addressing poverty in Nigeria and other related issues i.e. youth empowerment. This programme was set up to coordinate and oversee various institutions, ministries, parastatals like National Directorate of Employment (NDE) that are having related function to poverty eradication, empowerment, etc. NAPEP produced guidelines and plans for these institutions to actualize their objectives, which encompasses vocational training of youths to acquire basic and entrepreneurial skills, granting of micro-loans, supporting internship by giving stipends throughout the duration of the training, creating employment in the automobile industry, and helping visco virginia fistula (WF) parents. This programme is seen as an improvement over the previous Nigerian government’s poverty reduction programmes. According to a 2008 analysis, the programme has been able to train 130,000 youths and engage 216,000 persons, but most of the beneficiaries were non-poor (Wohlmuth, Alabi, Burger, 2008). This is still the corruption we are talking about. The poor youths who need empowerment would not be given the opportunity but for the relatives and the significant others of those managing the programme. The programme is fraught with kangaroo practices.

Members of youth groups in Kenya are among the economically vulnerable people that require finance to deal with the twin challenge of poverty and unemployment major disempowering factor the poor. It was for this reason, the government of Kenya in 2006 recognized the value of credit and financial services to the poor youth in enabling them invest in activities that generate income to meet their social and economic obligations and established Youth Enterprise Development Fund (YEDF).
The youth represents an important segment of Kenya’s population. The number has almost tripled from 4.94 million in 1979 to 15 million in 2016. It is projected that Kenya’s population will be 52.56 million by 2020, 59.06 million by 2025 and 65.93 million by 2030. It is expected the youth will constitute 34.79 per cent in 2020, 34.55 per cent in 2025 and 35.18 per cent in 2030 (Omolo, 2012).

This means that at least one in every three of the Kenyan population will be a youth. The youth bulge can offers Kenya an opportunity to grow in bounce if the youth is turned into demographic dividend, by developing appropriate skills/ assets, delivering critical services such as education and family planning, improving youth development policies and institutional environment for high productivity job creation. Evidence for the demographic dividend can be seen in the Asian economies between 1965 and 1990, where fertility and dependence ratios fell dramatically, and the size and proportion of the working-age population grew, triggering rapid economic growth (Schumacher, 2013).

Ryan, (2013) as quoted in Irene, (2009) observes that within the framework of potential efforts and strategies to boost employment and job creation for young people, entrepreneurship is increasingly accepted as an important means and a useful alternative for income generation among young people. As traditional Job-for-life career paths become more and more rare, youth entrepreneurship is regarded as an additional way of integrating youth into the labour market and overcoming poverty (ILO, 2015). Supporting this shift in policy is the fact that in the last decade, most new formal employment has been created in small enterprises or as self-employment. Given global demographic trends, it is important that the social and economic contributions of young entrepreneurs are recognized. Entrepreneurship can unleash the economic potential of young people.

According to the Organisation for Economic Co-operation and Development (OECD), (2010) youth unemployment has been rising dramatically and the trend is set to continue in future, resulting in disillusionment and despair among the youth which renders them vulnerable to criminal activities and violence. Given this situation, it is paramount that governments work very hard to reverse the current situation.
Fundamentally, the problem requires properly planned, well-structured, and broad-based programmes.

Researchers from various disciplines agree about the importance of small business to economic growth and personal wealth (Autio, 2005). The small business sector as a major source of employment and income is argued to be even more important to the economies in developing countries. In Africa, about 25 percent of the people employed outside agriculture depend on this sector for their livelihood; improving the conditions for small business is thus seen as a solution to unemployment and poverty alleviation (Mead & Liedholm, 2015). Self-employment and micro and small enterprise creation are routes that young people can actively explore to forge their futures. Enterprises are the places where the jobs are (Haftendorn & Salzano, 2013).

The economic contribution of small enterprises in Kenya is widely acknowledged. However, it seems little efforts are made to look at it from the youth perspective. The specific needs of the youth and particularly their entrepreneurial potential as well as their critical contribution to economic and social progress are underestimated (Irene, 2009). Often overlooked is the development of small enterprises in favour of formal employment. Many do not consider becoming entrepreneurs a genuine career path with financial reward and work satisfaction but as an alternative to joblessness. Schoof, (2016) quoted in Irene, (2009) states that there is still general lack of accurate and concrete data on youth entrepreneurship especially as it relates to entrepreneurial framework conditions and creation of new firms by youth.

Small enterprises in Kenya cut across all sectors of the economy and provide one of the main sources of employment and generate widespread economic benefits (GoK, 2015). According to the economic survey of 2003, the Small and Medium Enterprise (SME) sector accounted for 74.2 percent of the total persons engaged in employment and contributed up to 18.4 percent of the country's GDP in 2003. Further the Economic Recovery Strategy for Wealth and Employment Creation 2003-2007 recognised the need to establish and maintain a conducive environment for the growth and transformation of SMEs into medium sized enterprises that have capacity to create more employment opportunities (GoK, 2015). Since then, the GoK has
embarked on a long term development strategy-Kenya Vision 2030. The first medium term plan 2008-2012 prioritise faster job creation among others.

The Ministry of Youth Affairs and Sports (MOYAS) strategic plan 2008-2012 is linked to the vision 2030 and its first medium term plan and, was prepared to cater for youth and development. It has a responsibility of raising the labour participation in the country to 85 percent by among other projects promoting an entrepreneurial culture and developing infrastructure for SMEs. Thus, MOYAS through Department of Youth Development (DYD) is mandated with implementing programs to provide opportunities for self employment through group mobilisation and support, capacity building on entrepreneurship techniques, marketing and business financing. Against this backdrop, the Youth Enterprise Development Fund (YEDF) was initiated in 2006 to boost employment and entrepreneurship among youth of ages 18 to 35. Through YEDF youth groups of up to 10 people can apply for funding in addition to other services such as training, mentorship and market access. The Fund’s strategic focus is on small enterprise development as a key strategy that will increase economic opportunities for, and participation by Kenyan youth in nation building. MOYAS collaborates with YEDF to administer loans to youth enterprises and create a framework for development of youth SACCOs and provision of commercial infrastructure for youth businesses. Given the importance of small business to the people and their economies in the developing countries, research effort should be directed towards understanding the factors that foster the creation and growth of successful small business activities among youths in these regions. In this study, the researcher sought to better understand the concept of youth employment and income generation through empowerment in youth owned enterprise development in the context of Imenti North sub county, Meru.

1.2 Statement of the problem
With more and more youth entering the job market from learning institutions, there is need to ensure that they can get decent jobs; whether in the formal or informal sector. According to study research, young people aged between 16-30 years have potential to become entrepreneurs and own enterprises but only 5% do so (Youth business International, 2013). Njonjo (2010) posit that in Kenya today, businesses employing between 1 to 99 people account for about 48 percent of all businesses the with a
majority of these being managed or owned by the young people (25-34 years). Unfortunately, three out of five of these businesses have been found to fail within the first three years of operation and those that continue, 80 percent fail before the fifth year (Government of Kenya, 2007). Generally there has been efforts in Kenya to increase the proportion of youths owned enterprises through affirmative action like establishment of Youth Enterprise Development Fund (YEDF) in 2007, the ambitious budget of 2013/2014 that introduced the ambitious Uwezo fund and the presidential directive of thirty (30) percent access to government procurement opportunities to youth, women and persons with disabilities (GOK, 2013). This has been found not to have achieved much. Despite all these interventions by the government and private sector to boost the performance of SME sector, Wanjohi (2010) states that, the youth enterprises have not been performing as expected. Majority of the research conducted have focused on other factors influencing the performance of small and medium enterprises in general such as youth enterprises development fund, constituency development fund. It was important to carry out a study that encompasses how youth empowerment influences performance of youth owned enterprises. No such study has been carried out in Imenti North Sub-County, which implies the proposed study is necessary and will be of value to the corpus of literature on performance of youth owned enterprises.

1.3 Purpose of the study
The research focuses on the influence of youth empowerment on performance of youth owned enterprises in Imenti North sub county, Meru.

1.4 Objectives of the study
This study was guided by one main objective, to examine the influence of youth empowerment on the performance of youth owned enterprises in Imenti North Sub County, Meru and guided by specific objectives:

i. To investigate influence of intrapersonal empowerment on the performance of youth owned enterprises in Imenti North Sub County, Meru.

ii. To find out the influence of behavioural empowerment on the performance of youth owned enterprises in Imenti North Sub County, Meru.

iii. To examine the influence of interactive empowerment on the performance of youth owned enterprises in Imenti North Sub County, Meru.
1.5 Research questions.
The study was guided by the following Research Questions:

i. How does intrapersonal empowerment influence the performance of youth owned enterprises in Imenti North Sub County, Meru?

ii. To what extent does the behavioural empowerment influence the performance of youth owned enterprises in Imenti North Sub County, Meru?

iii. How does interactional empowerment influence on performance of youth owned enterprises in Imenti North sub county, Meru?

1.6 Significance of the study
The research is a showcase of the need for adequate youth employment for economic growth in Imenti North and other marginal areas which would be as a prerequisite to the national development. The research work will provide them with vital information which will enhance an efficient and effective national development; it will provide the knowledge on some of the major challenges facing youth unemployment in Kenya.

As the rate of unemployment increase and the need to create formal employment for more youth with the fewer formal organisations become more and more challenging, the concept of performance of youth owned enterprises will address the high unemployment in Imenti North sub county, Meru.

This research is important to the Government of Kenya, the agencies and departments addressing youth unemployment through empowerment of the youth in the country so that the problem of performance of youth owned enterprises can be properly addressed and prevents increasing crimes at both local and national government in Kenya.

The study is also significant to the other researcher's work to help them in their academic career, thus the study will become a learning process for them in order to be more competent in this area.
1.7 Delimitations of the study.
This research study was limited to Imenti North Sub County, Meru alone where the researcher wanted to find out the influence of youth empowerment on performance of youth owned enterprises. The study was based particularly to the selected variables which includes; intrapersonal empowerment, behavioural empowerment and interactive empowerment.

1.8 Limitations of the study
The research needed relatively long time during which information for accurate or at least near accurate inference could be drawn. The period of the study may be short, time posed as constraints to the research.

The research would have extended the study to other area at the empirical level, but limitation of cost as included cost of transportation to the source of material and the cost of time setting of the already completed work.

Many of the respondents were aggressive on issue that border cooperation among the respondents border.

1.9 Assumption of the study
The assumption of this study was that the sample size was a representative of the population targeted and that the variables to be used are not to change throughout the period of the study. The study also took into consideration the assumption that the instruments for data collection are valid and reliable to measuring the final findings and the respondents’ would provide valid information for the research.

1.10 Definitions of significant term
**Behavioural empowerment:** is a psychological empowerment which includes actions that address needs in a specific context. It might
range from individuals adjusting to adverse conditions that are not malleable to change, to working with others in a voluntary organization to alter the distribution of community resources.

**Intrapersonal Empowerment**: is a psychological process in which individuals think positively about their ability to make change and gain mastery over issues at individual and social levels. This includes the notion of self efficacy, perceptions of competence, personal control and positive self-image.

**Interactional empowerment**: is a component of psychological empowerment that assesses how people understand and relate to their social environment. It addresses one’s ability to develop a critical understanding of the forces that shape their environment and knowledge of the resources required and methods to access those resources to produce social change.

**Youth owned enterprises**: it refers to businesses that are developed and are operated by people aged between 18 years and 34 years.

**1.11 Organization of the study**

The research report is organized in five chapters. Chapter one focuses on the background of study, statement of problem, objectives and research questions, justification of study, significance of study, basic assumptions, limitations and delimitations of the study. Finally, discuss definition of significant terms and organization of study.

Chapter two focuses on literature review of study and gives a detailed account of performance of youth owned enterprises. It also focuses on the factors that influence the performance of the youth owned enterprises which include intrapersonal empowerment, behavioural empowerment and interactive empowerment.

Chapter three focuses on the research design, sampling procedure and sample size, target population, research instruments their reliability and validity. Data collection procedure, analysis method and ethical considerations have been captured and finally the operationalization of variables.
Chapter four focuses on study findings presented and based on the four based on respondents’ demographic information; intrapersonal empowerment; behavioural empowerment; interactive empowerment; and performance of youth owned enterprises.

Finally, chapter five gives a detailed summary of the findings, discussion, conclusions reached and recommendations following the objectives of the study.
CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction
This chapter presents literature review of the study in details. It describes an overview on performance of the youth owned enterprises, intrapersonal empowerment, behavioural empowerment and interactive empowerment, the theoretical framework and conceptual framework.

2.2 Overview of performance of youth owned enterprises
The term enterprise is mostly synonymised to business. Youth who are termed as entrepreneurs for instance own their businesses as youth entrepreneurs. The emphasis in this study is on both self-employment and group-owned enterprises by the youth. OECD, (2016) defines self-employment as anyone who works for himself or herself but for anyone else, except under arm’s-length contracts. Youth-run enterprises (YREs) provide valuable goods and services to society, especially the local community (OECD, 2016); Stone, et al., u.d). This results in the revitalization of the local community. It has also been observed that new small firms tend to raise the degree of competition in the product market, thereby bringing gains to consumers (Curtain, 2014). In addition, the enterprises may create linkages between youth entrepreneurs and other economic factors, such as through sub-contracting, franchising, and so on (White and Kenyon, 2010).

The economic crisis has always been detrimental impact on youth development, by curbing the establishment and development of Small and Micro Enterprises (SMEs). Many of these can be categorized as youth enterprises! based on their length of business and the relatively young age of the management/owners. In the economic downturn, with very little to provide as collateral for their long-term capital and short-term financing requirements, these have comprised the majority of credit-starved businesses. Historical data suggest that as high a proportion as 80% of SME start-ups fail within the first two years. The proportion is expected to increase further, as a consequence of the crisis. In these times of economic crisis, CYP, more than ever believes that, supporting young entrepreneurs represents an important way to tackle
unemployment and lift people out of poverty, CYP conviction being that youth enterprise is one of the most important strategies for both creating employment as well as for stimulating economic growth in the Commonwealth (CYP, 2007).

According to White and Kenyon (2010), social and cultural identity is promoted through youth enterprises, as is a stronger sense of community where young women and men are valued and better connected to society. Youth enterprises give young people, especially marginalized youth, a sense of meaning and belonging. This can shape the identity of youth and encourage others to treat them as equal members of society (White and Kenyon, 2010). A popularization and democratization of entrepreneurship can allow the disadvantaged in society to succeed regardless of social or family background (OECD, 2011).

Recently funding of youth enterprise development projects in the 210 constituencies has been receiving increasing attention from the government, donors and multilateral agencies as an alternative job creating strategy. In addition, the scale and complexity of successful management of youth enterprise fund projects is no doubt a daunting task, which needs the joint efforts of all. Given the limited absorptive capacities of the existing formal labour market in the country, promotion of youth entrepreneurship and self-employment is one of the few feasible options to create employment opportunities both in the formal and informal economy (Youth Agenda, 2007).

According to UNESCO (2014), a national youth policy should embody strategies that empower youth to actively influence and shape the political agenda. A progressive national youth policy obliges traditional decision-makers to work not only for young people but with them and let their experiences inform the development of appropriate interventions and services (Ibid). An integrated and cross-cutting youth policy strengthens the capacity and effectiveness of government to respond to the needs of youth (UN-Habitat, 2014). The development of a sound youth policy requires the involvement of a wide variety of social actors and large-scale cross-sectoral consultation with the civil society (UNESCO, 2014).
Wyn and Whiet, (2014) argue that policies affecting youth share a common theme of futurity- the valuing of young people for what they will become. They are based on the common view that young people for what they will become. They are based on the common view that young people are not important as youth, but as future adults. Their language draws on youth development to assert that young people are important because they represent the future cultural and social capital of the society.

In addition, despite of youth numeric strength and high degree of mobility, adaptability and versatility lack adequate space to organize and also to design their own credible path for realizing their potential and meeting their needs. Youth policies and programmes have been identified as fundamental in defining a suitable path and putting in place structures which facilitate youth to utilize their skills, to develop their potential as well as contribute in the mainstream economy, polices and affairs of public life. Proper designed policies facilitates ability to transform an environment which has hitherto been repellent to youth development and participation, to one that youth are recognized, encouraged and supported to actively contribute to national development, (Akwetey, 2016).

Owen, (1996) cited in Wyn and White, (2008) added that, youth are trained for their future roles and not equipped with skills and understanding that can be given expression immediately. This reduces them to either non-citizens or at best, apprentice-citizens (Ibid). To be relevant to youth, training should encompass issues that help young people to play roles in forming, maintaining and changing their societies. From this perspective, youth would be valued and valuable citizens in the present, as well as citizens of; the future.

2.3. Intrapersonal empowerment and performance of youth owned enterprises
Encarta Dictionary (2007) defines empowerment as that act of giving somebody a greater sense of confidence or self-esteem to perform perfectly well. To add, Larson and Wood (2016) argue that the more skills youth have, the high confident they have
in themselves and in accomplishing tasks. Therefore, youth empowering benefits them in gaining skills, competence, and self-confidence.

The American Heritage Dictionary (2016) highlights that to empower as to equip or supply with ability or enable them to perform. When adults equip the youth with knowledge and skills youth are said to be empowered. For youth to depend on themselves, they should be taught skills relevant to them. Youth are fast in mastering and utilising the skills to perfection.

Giving youth an opportunity to make meaningful decisions and learn the relevant skills needed to be an invested member of the group empowerment that brings meaning into the lives of youth is facilitated through (Larson & Wood, 2016). Increasing youth empowerment enhances youth to gain a sense of contribution as well as sense of ownership in the performance of their enterprises. When youth are taught adequate skills they gain high confident and improves their abilities. As they learn and benefit in such ways, youth are therefore more engaged in their enterprise activities. Youth provide with the opportunity to be part of the every decision making process and activities became more engaged in their program and also in their communities (Zeldin, 2014). Youth benefit for development from the type of programs they are engaged in and also enhance a leadership role (Hansen and Larson, 2007).

Illo (2007) affirmed that leadership is earned. We need to change our poor attitude toward self improvement and personal empowerment. Obijole (2014) observed that many youths these days spend more time on social networks chatting while their education suffers. Many graduates also do nothing to improve their own lives after school, feeling that being graduates automatically qualifies them for well paying jobs.

As youth are empowered by adult leaders, it is important that youth are given the opportunity to exercise their power. Thus, youth participation is an exercise of power (Rakesh, 2011). Youth participation involves adults recognizing and nurturing the strengths, interests, and abilities of youth and giving young people the opportunity to make decisions and see results at the individual and systematic levels as a result of those decisions (Gurstein, Lovato, & Ross, 2013). Participation is maximized when young people are able to be central to decisions that influence their lives and take
actions on the issues youth care about most (O’Donoghue, Kirshner, & McLaughlin, 2012).

Larson & Walker (2015) suggest that there exist a multiple ways that the adults can aid youth reach their goals and yet still enabling them to achieve ownership of their own enterprises. Some of suggestions made for adults given to help the youth are; breaking down the goals into individual smaller tasks; directing the attention of the youth to clues and suggestions; modelling the youth behaviours or providing words for a context that youth may encounter; motivational support to encourage the youth; guiding youth away from frustrating situations and challenging youth to the next level;

Africa’s population is characterized with children and youth aged below 30 years constituting 70 percent of the continent’s entire population. By 2050 according to predictions, 29 percent of the total world youth population will reside in Africa. These young and energetic people of Africa, however, have the potential, ability, creativity, enthusiasm, and energy for achieving Africa’s development, as articulated by the continental leadership. Investments in their education and transition to employment, health, and social well-being are critical for the continent and Africa’s global repositioning agenda. (Economic Commission for Africa, 2009).

Keiffer's (2014) work on personal empowerment labels empowerment as a developmental process which includes four stages: entry, advancement, incorporation, and commitment. The entry stage appears to be motivated by the participant's experience of some event or condition threatening to the self or family, what Keiffer refers to as an act of ‘provocation’. In the advancement stage, there are three major aspects which are important to continuing the empowerment process: a mentoring relationship; supportive peer relationships with a collective organization; and the development of a more critical understanding of social and political relations. The central focus of the third stage appears to be the development of a growing political consciousness. Commitment is the final stage - one in which the participants apply the new participatory competence to ever expanding areas of their lives.
2.4 Behavioural empowerment and performance of youth owned enterprises

The behavioural component of psychological empowerment includes actions that address needs in a specific context. Depending upon the context, empowering behaviours might range from individuals adjusting to adverse conditions that are not malleable to change, to working with others in a voluntary organization to alter the distribution of community resources, Zimmerman (2015). Olatunji (2015) believed that it is what we need to develop in our young people. Our task is to become effective leaders ourselves and train our youth to become leaders.

Youth empowerment simply emphasizes on all positive efforts are taken deliberately towards improving the lives of young people; efforts channelled towards developing the capacities of young ones to draw out the best out of them, bearing in mind that they are truly leaders of tomorrow. Item beds efforts from parents, youth and the government to develop young people attitudinally and creating conducive atmosphere for realization of aspirations which will translate into reduction in youth unemployment, criminality, human capital flight and above all national development. Bearing in mind the benefits of youth empowerment and the adverse effect of its neglect greater commitment is called for on the part of all stakeholders (Ebigbo, 2013).

Pancer, Rose-Krasnor and Loiselle, (2012), argue that youth engagement is the meaningful participation and sustained involvement of a young person in an activity that has a focus outside him or herself. A person is seen fully engaged when impacted behaviourally, affectively, and cognitively. The behavioural component is doing the activity, the affective component is the pleasure derived from the activity and the cognitive component knows about the activity. These three components are influenced through the operation of various initiating factors whereby these factors can be divided into two levels: individual and systems. Individual factors consist of interactions with parent, adult advisors, peers, and intrinsic characteristics e.g. confidence, self-esteem, etc. At the individual level, engagement is sustained when youth have positive and supportive social experiences. These characteristics are largely based upon individual characteristics that programmers and practitioners have little control over, especially in the design of a program. We should focus youth at the degree of engagement based on systematic factors of voice empowerment, and
participation. These are factors that practitioners and program designers have control over in developing programs with strong youth-adult partnerships.

Relationships are dynamic, prompting the development of sophisticated longitudinal models to explore how relationships form and how they influence behaviour over time (Snijders et al. 2010; Veenstra et al. 2013). Understanding relational dynamics is critical to common goals in community psychology such as developing cohesive communities and creating contextually appropriate interventions that lead to positive behaviour change. Jason et al. (2014) applied stochastic actor-based modelling to understand the formation of trust and confidant relationships among residents in substance use recovery homes across a 3-month period. Stochastic actor-based models are particularly powerful for exploring relationship formation in communities because they allow for the testing of predictors of relationship formation e.g., time in residence while simultaneously controlling for endogenous tendencies toward relationship formation e.g., reciprocity, transitivity.

Obadan, (2010) argue that our generation has empowered our youth with schools without education; with rumours without facts; with facts without understanding; with theories without wisdom; with problems without solutions; with wounds fulfilment; with corruption without righteousness; with greed without neighbourliness; with hatred without love; with politics without development with religion without genuine fear of God, and with self-centeredness without God centeredness. Youth empowerment in any development is imperative not only for national development but because the transitional period from childhood to adulthood is quite a challenge. If the potential of these youth are not profitably harnessed and marshalled towards development, there is bound to be trouble (Ojikutu, 2012).

Similarly, Long et al. (2014) used longitudinal social network analysis to examine the influence of friends’ recycling and littering behaviour on youth own behaviours within the context of a school-based members with roughly equal power over resources. These measures provide concrete setting-level diagnostics of empowerment that can be compared across context. Moreover, they can be used to delineate points
of intervention where relationships can be created to turn disempowering settings into empowering ones.

Also Neal (2014) proposes a new network measure, c-centrality that can be used flexibly to assess three different types of processes indicative of empowered organizations: building alliances, getting the word out, and capturing others’ attention. Specifically, depending on how the parameter c is set, this measure can be used to indicate how an organization’s position on within a network of information exchange facilitates each of these processes. As a set, these papers illuminate the power of network analysis for moving beyond analyses solely at the individual level to consider how relationships within and between settings influence setting and individual level outcomes. The inability government in meeting the growing educational needs of the population became, overwhelming during the later part of 1970s and into 1980s, around the time the present generation of youth were set to begin their basic education (Kura 2008). Although many policies have been introduced to provide free and compulsory schooling, education has remained expensive for the average household because of non-tuition costs such as uniforms, books, and transportation. As a result many of the current youth cohorts have been unable to complete a basic primary education, which is considered the minimum level required to function in the society (World Youth Report, 2007).

The Federal Government according to Fajimi, (2014) in an attempt to alleviate poverty and to engage the unemployed youths in productive business occupation has established several youth empowerment and job creation programmes and institutions. Most of these programmes are set up to teach appropriate and marketable skills that would enable unemployed youth become self reliant, productive and able to improve the quality of life for themselves and their families. Skills taught in such training centre include: photography, carpentry and Joinery, painting and paint production, welding and fabrication, brick-laying and concreting, catering and fashion design etc, while the trainees comprise mostly of young school leavers and drop-outs from school.
2.5 Interactive empowerment and performance of youth owned enterprises

The interactional component of psychological empowerment assesses how people understand and relate to their social environment. Interactional characteristics address one’s ability to develop a critical understanding of the forces that shape their environment and knowledge of the resources required and methods to access those resources to produce social change. Interactional characteristics include the role of collectives in community life, problem solving, and critical awareness (Kieffer, 2014).

Youth empowerment is suggested as to when adults with power actively relinquish or acknowledge youth’s power (Jordan, 2011). During the late 20th century, a movement to protect youths’ childhood came to the forefront where the social reformers of the time created the contexts and programs designed to remove youth from work and negative situations and provide the skills necessary to prepare young people for adulthood (Larson et al., 2015). With the invention of adolescence, the time frame during which a young person is considered an adolescent has increasingly been prolonged (Gurstein, Lovato, & Ross, 2013). There was a time when a youth was considered to transition into adulthood at the age of 18. Today for many adolescents, the period in which young people go to college is increasingly considered a part of this transition from adolescent to adulthood (The Forum of Youth Investment, n.d.).

Youth empowerment requires youth-adult mentorship. Power can be achieved by a person’s position or personal attributes (Northouse, 2007). Initially power in youth organisation is given to an adult based upon their position as the adult leader. Due to the nature of youth organizations, adults are considered assigned leaders based on their position as the adult (Northouse, 2007). Being the adult is one seen by youth as an adult's status as leader of the group based upon societal views of adult-youth relationships. With the title of leader, there is an unspoken amount of power that is bestowed to the individual holding the title. This power is the authority given to a leader over a group based on their ability to influence the group (Northouse, 2007) and their personal attributes such as knowledge, skills, and personality. Youth programs is seen to have started as settings that prepare young people for adulthood, Karen Pittman summed up the philosophical change in youth programs with her landmark phrase that states problem free is not fully prepared, the phrase recognizes that solving youths’ problems is only part of the issue. In addition,
programs and services should be designed with the aim or goal of helping youth develop and achieve into fully functioning adults (Pittman, Irby, & Ferber, 2014). A main principle for individuals actively involved in positive youth development is that, youth are or should be agents of their own development (Larson & Wood, 2016).

Some youth-adult partnerships do not go beyond giving youth a chance to voice their opinions, thus giving youth little more than a sounding box capable of bringing considerable clamour but without the means to make change. The purpose of partnerships among the youth is to incorporate youth voice, youth empowerment, and youth participation. When these tenets of the youth programs are incorporated, they challenge the traditional roles of treating youth as recipients of youth services and products by inviting them to the table inorder to explore new roles as partners in building communities (Carlson, 2014).

However, Adults are able to accomplish advisory objectives by providing and exposing youth to opportunities in order to gain skills and benefits in maximum development. In addition, programmers and practitioners enable the youths to be in control of their development and thus they benefit from such opportunities (Larson & Wood, 2016). More so, as the young people are enabled to engage in various programs with greater levels of voice, empowerment, and participation, they are most likely to become involved actively in the program. To expose the youth to more opportunities to benefit developmentally youth should be engaged at the higher level of factors. Segregation mostly leads the youth to adults thinking whereby they know best and have the power to act on what they know without taking account of youths' views. Youth can also be the experts like the adults who often are more experienced and knowledgeable about their schools, their community, and other aspects of their environment. This enables the youth to be empowered to help them ensure that the perspectives of youth are heard and acknowledged (Gurstein, Lovato, Ross, 2013).

There is a clear need to move away from singular, isolated conceptualisations of youth, to a more rounded, comprehensive and nuanced understanding of the variety and multiplicity of young peoples’ identities, experiences and environments which shape their interactions across social, economic and political spheres. Consequently, there is a growing consensus that greater consideration needs to be afforded to the
demands and desires of youth themselves (Drummond-Mundal and Cave, 2007), highlighting the need to study further how youth think and feel about war and peace, peace processes, conflict and conflict resolution, politics and violence, themselves, the other, and the future, (McEvoy-Levy, 2016).

However, often these investigations into perceptions of youth are not made and although both formal and non-formal education initiatives may claim to promote youth engagement and empowerment, such an outcome may be undermined by a lack of collaboration and the failure to take into account the varying priorities of different constituencies (Pruitt, 2013). As highlighted by Sukarieh and Tannock (2008) of the World Bank World Development Report 2007, youth concerns are frequently appropriated to serve an underlying agenda, in this case that of bolstering neoliberal preoccupations with business interests (World Bank, 2016) which emphasises the link between education and the economy to the detriment of other influencing sectors, and is almost entirely dedicated to the perspectives of young men. Such exclusion of the perspectives and experiences of young women highlights the relevance warning of the dangers of reproducing gender inequalities when youth is used as shorthand for young men and the potential threat posed by male youth (Hilker & Fraser, 2009).

2.6 Theoretical Frameworks
This study uses the Youth Development and Empowerment (YD&E) model which is based on meaningful participation of youth in community service projects. A key to the YD&E process is the enhancement of positive social bonding and preparation for participation and involvement in the socioeconomic and public affairs of the community. The model is grounded in social control theory, social learning theory, and expectations-states theory. In their presentation and discussion of the YD&E model, Kim and colleagues (2012) described the features of youth empowerment processes and specified core structural components that support these processes. The model explicitly incorporates dimensions of both individual empowerment and community engagement, or community partnership. It goes beyond the prevention of risky behaviours and the central tenet of YD&E is the recognition that youth are assets and resources that should be called upon to participate in community and social affairs. However, the YD&E process requires strong social support from caring and
supportive adults who place high expectations on youth participants and reinforce achievement.

The authors envisioned participation in youth-determined community service projects as meaningful opportunities for youth to learn life skills that have vocational implications, take responsibility, and demonstrate their abilities and success. The accomplishments also need to be recognized and celebrated by significant others in the community. Within the YD&E model, the role of the adult leader is to serve as a guide and facilitator, allowing the youth leader to take on leadership responsibility for the ensuing activities. As projects are completed, participants evaluate their efforts, determine future directions, recognize everyone’s contributions, and celebrate their success. Desired youth outcomes include the development of positive relationships with peers and adults, participation in social/public affairs, and demonstration of success in solving real community problems and issues (Kim et al., 2012).

2.7 Conceptual Framework

Conceptual framework entails forming ideas on relationships between variables in the study and showing these relationships diagrammatically, (Mugenda and Mugenda, 2013). The conceptual framework below illustrates the relationship between empowerment and performance of youth owned enterprises. The Independent variables are; intrapersonal empowerment, behavioural empowerment and interactive empowerment. The dependent variable in this study is performance of youth owned enterprises. Moderating variable as shown which access to finance is in one way or the other may influence the performance of youth owned enterprises.
This research study is unique in Imenti North Sub County, Meru whereby it mainly focuses on influence of youth empowerment on performance of youth owned enterprises. Majority of the research conducted have focused on other factors influencing the performance of small and medium enterprises in general such as youth enterprises development fund, constituency development fund. The three variables in this study, that is: intrapersonal empowerment, behavioural empowerment and interactive empowerment are also different from other researcher who mainly focuses on government support/policy, access to finance, market access and entrepreneurial skills. Therefore, since no other such research of the kind has been conducted in Imenti North Sub-County, it was important to carry out a study that encompasses how youth empowerment influences performance of youth owned enterprises.
2.9 Summary of Literature Reviewed

Literature review looked at concept of performance of youth owned enterprises on economic advantage of the nation where by it has discussed independent variables which are influence of intrapersonal empowerment, influence of behavioural empowerment and influence of interactive empowerment on dependent variable which is performance if youth owned enterprises.
CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Introduction
This chapter focuses on the methodology used in this research. It outlines the research design, target population, sample size and sampling procedure, research instruments, reliability and validity of research instrument, data collection method, data analysis method, ethical considerations and operationalization of variables will be described.

3.2 Research design
Orodho, (2013) defines research design as a scheme, an outline or plan that is used to generate answers to research problems. This study adopted a descriptive research design. According to Mugenda and Mugenda (2013) descriptive research is a process of collecting data in order to answer questions concerning the current status of the subjects in the study. A descriptive research design seeks to obtain information that describes existing phenomena by asking individuals about their perceptions, attitude, behaviour or values to provide further insights into the research problem. The study attempted to describe what exists in terms of practices, trends, attitudes and beliefs among youth owned enterprise in Imenti North Sub County, Meru.

3.3 Target population
Population refers to individuals in the universe who possess specific characteristics, or a set of entities that represent all the measurements of interest of the researcher, (De vos, strydom, Fouche & Delport, 2014). According to Mugenda and Mugenda, (2013) a population refers to an entire group of individuals, events or objects having a common observable characteristic. The target population of the study was obtained from the department of trade in Meru County whereby the researcher obtained 560 enterprises which are fully registered with the county government of Meru for Imenti North Sub County. Target population in statistics is the specific population about which information is desired.
### Table 3.1 Target population

<table>
<thead>
<tr>
<th>Categories</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>110</td>
</tr>
<tr>
<td>Trade</td>
<td>210</td>
</tr>
<tr>
<td>Services</td>
<td>240</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>560</strong></td>
</tr>
</tbody>
</table>

Source: Department of Trade, Meru County (2017)

3.4 Sample and sampling procedure

Orodho and Kombo, (2012) argue that sampling is a procedure that enable the researcher to gather people, places or also things to study. Sampling is that process of selecting a number of poeple, items or objects from a certain population in a way that the selected items or group has the elements which are representative of the entire group characteristics.

3.4.1 Sample size

From the population a stratified random sampling technique was employed to select the youth enterprises for the study. According to Mugenda and Mugenda, (2013) suggest that stratified random sampling technique ensures small subgroups called strata are represented, mostly as proportional to the sections of population. The divided population into strata, is then selected randomly only within strata.

The study was limited to forty percent of the total population. This means that out of the total population of 560 youth owned enterprises from department of trade, Meru County, 233 youth enterprises were sampled. The sample size was reached to 233 youth enterprises using Yamane (1967) simplified formula. This formula is used to calculate the sample sizes as shown below:

\[
n = \frac{N}{1 + N(e)^2}
\]

Where;
- \(n\) is the sample size
- \(N\) is the population size and
e is the level of precision.

\[ n = \frac{560}{1 + 560(0.05)^2} = 233 \text{ Youth enterprises} \]

**Table 3.2 Sampling frame**

<table>
<thead>
<tr>
<th>Category</th>
<th>Target size</th>
<th>Sample size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>110</td>
<td>46</td>
</tr>
<tr>
<td>Trade</td>
<td>210</td>
<td>87</td>
</tr>
<tr>
<td>Services</td>
<td>240</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>560</strong></td>
<td><strong>233</strong></td>
</tr>
</tbody>
</table>

### 3.4.2 Sampling procedure

Sampling design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. (Kothari, 2014)

In this study the population were grouped into different categories of enterprises owned by the youths hence, the researcher used stratified random sampling. Cooper and Schindler (2016) define stratified random sampling as a sampling technique that includes elements from each of the strata within the population. This technique ensured proper representation of the different categories of youth owned enterprises. Random sampling was used to sample each stratum in a number proportional to its size in comparison with the target population.

### 3.5 Research instrument

The study used questionnaires consisting of both closed ended and open ended questions. According to Dornyei, Zoltan (2009) the questionnaire is a fast way of obtaining data as compared to other instruments. Open-ended questionnaires was used because they Creates freedom of expression, no bias due to limited response ranges and respondents can further explain their answers. Closed ended questions was used where the responds types had been predetermined and organized. The questionnaires were randomly administered to 233 of the respondents from the sample population. This helped in refining the questions through rephrasing and removal of ambiguous questions. It also helped to remove typographical errors.
3.5.1 Validity of the research instrument
This is the degree to which results obtained from the analysis of the data actually represent the phenomenon under study (Mugenda and Mugenda, 2013). The researcher discussed the contents of the questionnaire with the University Supervisors, lecturers and other experts on the relevance of the questions to the topic under study.

3.5.2 Reliability of the research instrument
According to Best and Khan (2011), reliability of research instruments is the degree of consistency that the instrument or procedure of measurement demonstrates. The researcher ensured consistency of measurements and reduced variations due to varied external conditions. The reliability of the instrument was estimated through a repeated measurement of split half method.

3.6 Method of data collection
The primary data collected using questionnaire was distributed to the selected youths in Imenti North sub county, Meru. The questionnaires were used due to their applicability to the research problem. The researcher personally delivered the questionnaires to the respondent and picked them later. Other questionnaires were responded to in the presence of the researcher. The researcher also got an authorisation letter to present to the respondent explaining the reasons and intentions of the study.

3.7 Data analysis method
Data collected was edited for consistency and then coded for easy entry and analysis. Statistical Packaged for Social Sciences (SPSS) software version 21 was used to process quantitative data using descriptive statistics. This enabled the researcher to achieve statistical measures such as correlation between the variables, their mean, standard deviation which helped the researcher to come up with inferences about the topic under study. Descriptive statistics was then presented using frequency table, proportions and percentages.

3.8 Ethical considerations
There was maintenance of high degree of confidentiality by the researcher by not revealing the identity of the respondent where by the information was collected from
respondents with their consent and voluntarily. The researcher ensured patient, honesty, respect and responsibility of the task carried out during data collection.
### 3.9 Operational definition of variables

**Table 3.1 Operationalization table of variable**

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Type of variables</th>
<th>Indicators</th>
<th>Measurement</th>
<th>Level of scale</th>
<th>Data collection method</th>
<th>Method of data analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>To investigate influence of intrapersonal empowerment on the performance of youth owned enterprises in Imenti North Sub County, Meru</td>
<td><strong>Independent variable:</strong> Intrapersonal Empowerment</td>
<td>Self-esteem, Mastery potential, Leadership, Motivation</td>
<td>New venture guided by skills acquired, finding solutions to problems and mentoring other youths.</td>
<td>Ordinal</td>
<td>Questionnaires</td>
<td>Descriptive</td>
</tr>
<tr>
<td>To find out the influence of behavioural empowerment on the performance of youth owned enterprises in Imenti North Sub County, Meru</td>
<td><strong>Independent variable:</strong> Behavioural empowerment</td>
<td>Leadership behaviour, Community engagement, School engagement</td>
<td>Ability to make decisions and choices, willingness to work as a team and business minded.</td>
<td>Ordinal</td>
<td>Questionnaires</td>
<td>Descriptive</td>
</tr>
<tr>
<td>To examine the influence of interactive empowerment on the performance of youth owned enterprises in Imenti North Sub County, Meru</td>
<td><strong>Independent variable:</strong> Interactive Empowerment</td>
<td>Adult mentoring relationships, Adult resources, Resource mobilisation</td>
<td>Number of groups in participation and shared ideas</td>
<td>Ordinal</td>
<td>Questionnaires</td>
<td>Descriptive</td>
</tr>
</tbody>
</table>
3.10 Summary
This chapter describes the research methodology that will be used to collect and analyse data. Descriptive research design was used and the sample size was selected using stratified random sampling. Data was collected using questionnaires and the information analysed using the latest version of Statistical Package for Social Sciences (SPSS) software version 21. The reliability of the instrument was estimated through a repeated measurement of split half method. Validity of the research was enhanced and ethical issues with respondents.
CHAPTER FOUR
DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.1 Introduction
The purpose of this study was to establish the influence of youth empowerment on performance of youth owned enterprises in Imenti North Sub County. The study findings were presented based on the four based on respondents’ demographic information; intrapersonal empowerment; behavioural empowerment; interactive empowerment; and performance of youth owned enterprises.

4.2 Response Rate
In this study the researcher intended to collect data from 233 youths who own running enterprises. Two hundred and thirty three questionnaires were administered to youth of which some questionnaires were not returned. After performing data quality checks it was found that some questionnaires had missing key information which would have affected the results of the study. The researcher decided to get rid of those poorly filled questionnaires, and therefore 185 questionnaires were found fit for analysis. This was a response rate of 79% which the researcher considered adequate and representative to make conclusions about the study. This response rate conforms to Mugenda and Mugenda (2003) stipulation that a response rate of 70% and over is excellent for analysis and reporting.

4.3 Demographic Information
The study sought to mobilize information based on age, gender, level of education, marital status, age of an enterprise and the type of an enterprise the youth operates which assisted the study to determine the categories. The study findings are as follows:

4.3.1 Respondents’ Age
The researcher asked the respondents to indicate their age and the results are as shown in the following table:
Table 4.1 Age of Respondents

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-22</td>
<td>26</td>
<td>14.1</td>
</tr>
<tr>
<td>23-27</td>
<td>87</td>
<td>47.0</td>
</tr>
<tr>
<td>28-32</td>
<td>63</td>
<td>34.1</td>
</tr>
<tr>
<td>33-35</td>
<td>9</td>
<td>4.9</td>
</tr>
<tr>
<td>Total</td>
<td>185</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The study results shown in Table 4.1 indicated that majority at 47.0% of the respondents fell under the age group 23 – 27 then followed at 34.1% by 28 – 32 then 18 – 22 at 14.1%. Those falling in the age group of 33 – 35 years were represented by 4.9% of the respondents. The age rate of respondents indicates the percentage of the respondents who have participated in filling the questionnaires raised by the researcher.

4.3.2 Gender of the Respondents

The respondents were expected to indicate their gender and the age of the respondents are as shown in the table below:

Table 4.2 Gender of the Respondents

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>97</td>
<td>52.4</td>
</tr>
<tr>
<td>Female</td>
<td>88</td>
<td>47.6</td>
</tr>
<tr>
<td>Total</td>
<td>185</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The results of the study indicated that there were more male at 52.4% of the respondents than female respondents who were represented by 47.6%. This implies that the youthful male gender dominated the majority of the youth owned enterprises.
4.3.3 Respondents’ Level of Education

The respondents were expected to state their level of education and the results are as shown in the table below:

**Table 4.3 Respondents Level of Education**

<table>
<thead>
<tr>
<th>Level of Education</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>3</td>
<td>1.6</td>
</tr>
<tr>
<td>Primary</td>
<td>32</td>
<td>17.3</td>
</tr>
<tr>
<td>Secondary</td>
<td>64</td>
<td>34.6</td>
</tr>
<tr>
<td>Tertiary/College</td>
<td>66</td>
<td>35.7</td>
</tr>
<tr>
<td>University</td>
<td>16</td>
<td>8.6</td>
</tr>
<tr>
<td>Postgraduate</td>
<td>4</td>
<td>2.2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>185</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

From Table 4.3 the study established that majority of the respondents at 35.7% had Tertiary/College education, followed by those with secondary education at 34.6% while primary level was represented by 17.3% while the least response of 1.8% were those that had none of the given choices of level of education. The analysis on education indicated the possibility that the respondents were making well informed decision as to the questions raised by the researcher and also in running their enterprises.

4.3.4 Respondents’ Marital Status

The respondents were to state their marital status and the results are as shown in the table below:

**Table 4.4 Respondents’ Marital Status**

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>73</td>
<td>39.5</td>
</tr>
<tr>
<td>Married</td>
<td>110</td>
<td>59.5</td>
</tr>
<tr>
<td>Separated</td>
<td>2</td>
<td>1.1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>185</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>
The study established that many of the youth who owned enterprises were married as represented by 59.5% of the respondents while those who were single were 39.5% with those separated from their spouses represented by the least responses at 1.1% as indicated in Table 4.4. The large number of those married would indicate that there was a helping hand to run the enterprise.

4.3.5 Age of the Enterprise

The respondents were expected to indicate the age of their enterprises since start-up and the results were as shown below:

<table>
<thead>
<tr>
<th>Age of the Enterprise</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 2 years</td>
<td>43</td>
<td>23.2</td>
</tr>
<tr>
<td>3-6 Years</td>
<td>94</td>
<td>50.8</td>
</tr>
<tr>
<td>7-10 Years</td>
<td>37</td>
<td>20.0</td>
</tr>
<tr>
<td>11-14 Years</td>
<td>7</td>
<td>3.8</td>
</tr>
<tr>
<td>&gt; 14 Years</td>
<td>4</td>
<td>2.2</td>
</tr>
<tr>
<td>Total</td>
<td>185</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 4.5 indicated that most of the enterprise had been established 3 – 6 years ago represented by 50.8% of the respondents followed by those aged below 2 years at 23.2%. The least response was from those enterprises aged above 14 years represented by 2.2% of the respondents.

4.3.6 Type of Enterprise Operated by the Respondent

The respondents were to indicate the type of their enterprise and the results were as in the following table:
Table 4.6 Type of Enterprise Operated by the Respondent

<table>
<thead>
<tr>
<th>Type of Enterprise</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>64</td>
<td>34.6</td>
</tr>
<tr>
<td>Trade</td>
<td>66</td>
<td>35.7</td>
</tr>
<tr>
<td>Service</td>
<td>55</td>
<td>29.7</td>
</tr>
</tbody>
</table>

The results in Table 4.6 indicated that majority of the respondents (29.8%) operated Trade type of enterprise followed by Agriculture at 34.6% and finally with Service enterprises.

4.4 Intrapersonal Empowerment

In this section the study sought to investigate influence of intrapersonal empowerment on the performance of youth owned enterprises in Imenti North Sub County, Meru.

4.4.1 Motivation towards Formation of Enterprise

The respondents responded what motivated them to form an enterprise and the results are summarised in the table below:

Table 4.7 Motivation towards Formation of Enterprise

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wealth creation and employment</td>
<td>107</td>
<td>57.8</td>
</tr>
<tr>
<td>Inspiration by another successful person</td>
<td>38</td>
<td>20.5</td>
</tr>
<tr>
<td>Government factors</td>
<td>30</td>
<td>16.2</td>
</tr>
<tr>
<td>Education</td>
<td>10</td>
<td>5.4</td>
</tr>
<tr>
<td>Total</td>
<td>185</td>
<td>100.0</td>
</tr>
</tbody>
</table>
The results in Table 4.7 indicated that motivation towards formation of the enterprises they owned was wealth creation and as a form of employment at 57.8% of the respondents.
This was followed by inspiration by another successful person at 20.5% of the respondents. Motivation by Government factors was represented by 16.2% of the respondents with education as the motivation factor represented by 5.4% of the respondents.

4.4.2 Rating of Entrepreneurial Skills for Management

The respondents were expected to rate entrepreneurial skills for management and the results are as shown in the table below:

<table>
<thead>
<tr>
<th>Table 4.8 Rating of Entrepreneurial Skills for Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>Very high</td>
</tr>
<tr>
<td>High</td>
</tr>
<tr>
<td>Average</td>
</tr>
<tr>
<td>Low</td>
</tr>
<tr>
<td>Very low</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

The study revealed that 35.7% of the respondents rated their entrepreneurial skill for management as high followed by 28.6% of the respondents with average entrepreneurial skill for management. Only 3.2% of the respondents indicated that they had very low entrepreneurial skill for management as shown in Table 4.8.

4.4.3 Need for More Training on Management Skills

The respondents were expected to indicate whether they needed more training on managerial skills and the findings are as shown in the table below:

<table>
<thead>
<tr>
<th>Table 4.9 Need for More Training on Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>
The results in Table 4.8 indicated 83.2% of the respondents needed more training and development on management skill while 16.8% were comfortable. This indicated that majority of the respondents felt they lacked enough entrepreneurial skill for management.

Table 4.4.5 Aspects of Intrapersonal Empowerment

The researcher asked the respondents to rate different aspects of intrapersonal empowerment and the findings are shown in the table below:

4.10 Aspects of Intrapersonal Empowerment

<table>
<thead>
<tr>
<th>Statement</th>
<th>S.A</th>
<th>A</th>
<th>N</th>
<th>D</th>
<th>S.D</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-drive and esteem contribute highly to enterprise performance</td>
<td>55.1</td>
<td>39.5</td>
<td>5.4</td>
<td></td>
<td></td>
<td>1.5</td>
</tr>
<tr>
<td>It is easy to manage an enterprise and find time to source for more ideas</td>
<td>23.2</td>
<td>49.2</td>
<td>18.4</td>
<td>8.6</td>
<td>0.5</td>
<td>2.14</td>
</tr>
<tr>
<td>There is room for performance that promotes team morale and builds commitment</td>
<td>29.2</td>
<td>47.6</td>
<td>15.7</td>
<td>5.4</td>
<td>2.2</td>
<td>2.04</td>
</tr>
<tr>
<td>There is frequent assessment that has led to improved performance of enterprise</td>
<td>28.6</td>
<td>43.8</td>
<td>20.0</td>
<td>7.6</td>
<td></td>
<td>2.06</td>
</tr>
<tr>
<td>We benchmark for new ideas which help boost performance of the enterprise</td>
<td>13.0</td>
<td>30.8</td>
<td>26.5</td>
<td>22.2</td>
<td>7.6</td>
<td>2.81</td>
</tr>
</tbody>
</table>

Key
S.A = Strongly Agree, A = Agree, N = Neutral, D = Disagree, S.D = Strongly Disagree

Most of the respondents agreed that self drive and esteem contribute highly to enterprise performance as shown by mean of 1.5 in Table 4.10. Overall, 95% of the
respondents agreed that self drive and esteem contribute to enterprise performance. With a mean of 2.14, seventy two percent of the respondents agreed that it was easy to manage an enterprise and find time to source for more ideas to boost the enterprise. Seventy seven percent of the respondents agreed that there was a room for performance that promoted team morale and built commitment. This was represented by a mean of 2.04. Seven percent disagreed with this aspect. With a mean of 2.06, seventy three percent of the respondents agreed that they conducted frequent assessment that lead to improved performance of their enterprises. Only 10% of the respondents disagreed with this aspect of self-assessment. Forty nine percent agreed that they benchmark for new ideas which helped to boost performance of their enterprises. Thirty percent of the respondents disagreed that they benchmarked for new ideas.

4.5 Behavioral Empowerment

The researcher sought to find out the influence of behavioural empowerment on the performance of youth owned enterprises in Imenti North Sub County, Meru.

4.5.1 Leadership Style

The researcher required the respondents to outline the type of leadership style they use and the results are as shown in the table below:

Table 4.11 Leadership Style

<table>
<thead>
<tr>
<th>Leadership Style</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participatory/democratic</td>
<td>105</td>
<td>56.8</td>
</tr>
<tr>
<td>Autocratic/dictatorial</td>
<td>7</td>
<td>3.8</td>
</tr>
<tr>
<td>Transformational</td>
<td>46</td>
<td>24.9</td>
</tr>
<tr>
<td>Transactional</td>
<td>24</td>
<td>13.0</td>
</tr>
<tr>
<td>Laissez-faire</td>
<td>3</td>
<td>1.6</td>
</tr>
<tr>
<td>Total</td>
<td>185</td>
<td>100.0</td>
</tr>
</tbody>
</table>

From the results indicated in Table 4.11, 105 respondents representing 56.8% indicated that they incorporated participatory/democratic leadership skill to help them
manage their enterprise so as to perform effectively. 24.9% were transformative leaders as indicated by 24.9% of the respondents while transactional leadership traits were exhibited by 13% of the respondents, followed by Autocratic/dictatorial at 3.8% of the respondents with the least trait being Laissez-faire at 1.6% of the respondents.

4.5.2 Practices that Enhance a Leader to make Enterprise Successful

The respondent indicated the practice that they find to enhance a leader in making the enterprise successful and the results were as shown in the table below:

Table 4.12 Practices that Enhance a Leader to make Enterprise Successful

<table>
<thead>
<tr>
<th>Responses</th>
<th>Responses</th>
<th>Percent</th>
<th>Percent of Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communicate effectively</td>
<td>170</td>
<td>23.7%</td>
<td>91.9%</td>
</tr>
<tr>
<td>Team members developmental requirements</td>
<td>80</td>
<td>11.2%</td>
<td>43.2%</td>
</tr>
<tr>
<td>Goals setting and motivation</td>
<td>266</td>
<td>37.2%</td>
<td>143.8%</td>
</tr>
<tr>
<td>Provide enthusiasm</td>
<td>174</td>
<td>24.3%</td>
<td>94.1%</td>
</tr>
<tr>
<td>Model acceptable behaviour</td>
<td>26</td>
<td>3.6%</td>
<td>14.1%</td>
</tr>
<tr>
<td>Total</td>
<td>716</td>
<td>100.0%</td>
<td>387.0%</td>
</tr>
</tbody>
</table>

The researcher established that 143.8% of the respondents indicated that the effective leadership practices which were enhanced were setting goals setting and motivating the team to achieve these goals. This could be because of without a goal one is bound to move off in the wrong direction thus wasting time and effort. This was followed by 94.1% of the respondents which represented provision of enthusiasm and creative encouragement. Furthermore, 91.9% of the respondents indicated communicating effectively as the effective leadership practices which were enhanced with 43.2% of the respondents stating that they recognise the developmental requirements of the team members. Modelling acceptable behaviour was indicated by the least number of respondents at 14.1% as shown in Table 4.12.
4.5.3 Options between Self-employed or Employed

The respondents were expected to give their opinion on whether they considered being self-employed or being employed and the findings were as shown in the table below:

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self employed</td>
<td>109</td>
<td>58.9</td>
</tr>
<tr>
<td>Employed</td>
<td>76</td>
<td>41.1</td>
</tr>
<tr>
<td>Total</td>
<td>185</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The results in Table 4.13 indicated that majority (58.9%) of the respondents considered being self-employed as compared to 41.1% of the respondents who would consider being formally employed. This could be because of the motivation factors stated above that youth were motivated to form enterprises to create wealth and employment.

4.5.3 Aspects of Behavioural Empowerment

In this section aspects of behavioural empowerment were analysed. These aspects were: community engagement; success of youth owned enterprise; and contribution of education level on performance of enterprises and the results are shown in the table below:
Table 4.14 Aspects of Behavioural Empowerment

<table>
<thead>
<tr>
<th>Statement</th>
<th>S.A</th>
<th>A</th>
<th>N</th>
<th>D</th>
<th>S.D</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recently community engagement has empowered youths to perform well in business arena</td>
<td>11.4</td>
<td>19.5</td>
<td>30.3</td>
<td>30.3</td>
<td>8.6</td>
<td>3.05</td>
</tr>
<tr>
<td>Success of youth owned enterprises has greatly improved within the last 5 years</td>
<td>20.0</td>
<td>49.7</td>
<td>17.8</td>
<td>10.3</td>
<td>2.2</td>
<td>2.25</td>
</tr>
<tr>
<td>Education level contributes greatly on performance of enterprises</td>
<td>32.4</td>
<td>35.1</td>
<td>15.7</td>
<td>12.4</td>
<td>3.8</td>
<td>2.20</td>
</tr>
</tbody>
</table>

Key
S.A = Strongly agree, A = Agree, N = Neutral, D = Disagree, S.D = Strongly disagree

The mean of individual items was calculated to assess the degree to which a proportion of respondents agreed with the view expressed in the item. Results are as shown in Table 4.14. According to the statement that community engagement had empowered youths to perform well in business arena, this recorded a mean of 3.05. This shows that, majority of the respondents neither agreed nor disagreed with this statement. The second item on whether success of youth enterprises had greatly improved within the previous five years represented a mean of 2.25. This indicated that majority of the respondents (70%) agreed that success of youths owned enterprises had improved with the previous 5 years. The last item registered a mean of 2.20. This indicated that education level contributed greatly on performance of youths owned enterprises.

4.6 Interactive Empowerment

The researcher sought to examine the influence of interactive empowerment on the performance of youth owned enterprises in Imenti North Sub County, Meru.

4.6.1 Mentored on Enterprise Ownership and Management

The respondents were expected to indicate if they had received any mentorship on enterprise ownership and management and the results are as shown in the table below:
Table 4.15 Mentored on Enterprise Ownership and Management

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>69</td>
<td>37.3</td>
</tr>
<tr>
<td>No</td>
<td>116</td>
<td>62.7</td>
</tr>
<tr>
<td>Total</td>
<td>185</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The study revealed that 62.7% of the respondents had not been mentored on enterprise ownership and management as compared to 37.3% of the respondents who had been mentored on the same as shown in Table 4.15. This could indicate the failure rate that may be witnessed in the youth startups since majority maybe venturing into enterprise ownership on try and error method.

4.6.2 Capabilities of Doing well in Business when Mentored

The study sought to establish whether the youth had the capabilities to do well in business if they had been mentored by the government or the adults and the findings area as follows in the table below:

Table 4.16 Capabilities of Doing well in Business when Mentored

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>179</td>
<td>96.8</td>
</tr>
<tr>
<td>No</td>
<td>6</td>
<td>3.2</td>
</tr>
<tr>
<td>Total</td>
<td>185</td>
<td>100.0</td>
</tr>
</tbody>
</table>

From Table 4.15, 96.8% indicated that youths could do well if mentored as compared to 3.2% of the respondents who responded negative. This shows that there is great need to pass ownership and enterprise management skills from the well-established individuals in business and government to the youths.

4.6.3 Aspects of Interactive Empowerment

In this section, youths were required to rate the extent they agreed with three aspects of interactive empowerment and the results are as shown in the table below:
Table 4.17 Aspects of Interactive Empowerment

<table>
<thead>
<tr>
<th>Statement</th>
<th>S.A</th>
<th>A</th>
<th>N</th>
<th>D</th>
<th>S.D</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult mentorship impact success of an enterprise</td>
<td>36.2</td>
<td>30.3</td>
<td>8.6</td>
<td>1.1</td>
<td>2.27</td>
<td></td>
</tr>
<tr>
<td>Resources provided by adults contribute to success of youth owned enterprise</td>
<td>45.4</td>
<td>24.3</td>
<td>11.4</td>
<td>2.2</td>
<td>2.37</td>
<td></td>
</tr>
<tr>
<td>Availability of resources enhances enterprises successfully deliver set goals</td>
<td>49.7</td>
<td>13.5</td>
<td>1.1</td>
<td>0.5</td>
<td>1.82</td>
<td></td>
</tr>
</tbody>
</table>

Key
S.A = strongly agree, A = Agree, N = Neutral, D = Disagree, S.D = Strongly disagree

According to results in Table 4.17, sixty percent of the respondents agree that adult mentorship impacted success of enterprise. This represented a mean of 2.27. Sixty two percent (mean 2.37) agreed that resources provided by adults contributed to success of youth owned enterprise. Eighty three percent (mean 1.82) of the youths agreed that availability of resources enhanced enterprises to successfully deliver the set goals. This is a clear indication that majority of the respondents agreed with these three enterprises that they influence performance of their enterprises.

4.6.4 Networking with other Youth Owned Enterprises

The respondents were to respond to whether they networked with other youth owned enterprises for various reasons and the findings are as shown in the table below:

Table 4.18 Networking with other Youth Owned Enterprises

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>122</td>
<td>65.9</td>
</tr>
<tr>
<td>No</td>
<td>63</td>
<td>34.1</td>
</tr>
</tbody>
</table>
The study established that majority of the youth owned enterprises at 65.9% network with other youth owned enterprises in a way that would increase performance of their enterprises. 34.1% did not find it necessary to network as shown in Table 4.18.

### 4.6.5 How Networking has impacted Business Activities

The respondents were expected to indicate whether networking impacted positively or negatively to their business activities and the results are as shown in the following table:

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positively</td>
<td>123</td>
<td>66.5</td>
</tr>
<tr>
<td>Negatively</td>
<td>62</td>
<td>33.5</td>
</tr>
<tr>
<td>Total</td>
<td>185</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Study results as in Table 4.19 shows that 66.5% of the respondents indicated that networking impacted positively on their business activities with 33.5% of the respondents indicating that it negatively impacted their business activities.
4.6.6 Level of Networking among Youths

The respondents were also expected to rate the level of networking among the youths and the results are as indicated in the table below:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very high</td>
<td>8</td>
</tr>
<tr>
<td>High</td>
<td>44</td>
</tr>
<tr>
<td>Average</td>
<td>68</td>
</tr>
<tr>
<td>Low</td>
<td>42</td>
</tr>
<tr>
<td>Very low</td>
<td>23</td>
</tr>
<tr>
<td>Total</td>
<td>185</td>
</tr>
</tbody>
</table>

In accordance to the response given above, 36.8% of the respondents rated the level of networking among the youth owned enterprises as average, followed by 23.8% of the respondents who rated it as high. 22.7% rated the level of networking as low and 12.4% as very low. This show that 35.1% of all the respondents indicated that networking was low as compared to 28.1% who rated networking as high among the youth owned enterprises as shown in Table 4.20

4.6.7 Youth Enterprise Networking

The respondents also were expected to outline how youth enterprise networking was useful to them and the results are as shown below:
Table 4.21 Youth Enterprise Networking

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly useful</td>
<td>26</td>
<td>14.1</td>
</tr>
<tr>
<td>Very useful</td>
<td>52</td>
<td>28.1</td>
</tr>
<tr>
<td>Moderately useful</td>
<td>45</td>
<td>24.3</td>
</tr>
<tr>
<td>Useful</td>
<td>41</td>
<td>22.2</td>
</tr>
<tr>
<td>Not useful at all</td>
<td>21</td>
<td>11.4</td>
</tr>
<tr>
<td>Total</td>
<td>185</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The study also established that among the youth owned enterprises, 28.1% considered networking as very useful while 24.3% of the respondents considered networking as moderately useful. Only 11.4% of the respondents indicated that networking was not useful at all as shown in Table 4.21

4.7 Performance of Youth Owned Enterprises

The researcher wanted to find out how youths owned enterprises performed in Imenti North Sub County. In this study, the researcher used the following indicators discussed in the subsections below to measure how youths owned enterprise performed.

4.7.1 Employees Respondents Started Enterprise With

The respondents were to indicate the number of employees they had at the start-up of their enterprises and the results are as shown in the table below:

Table 4.22 Employees Respondents Started Enterprise With

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>143</td>
<td>77.3</td>
</tr>
<tr>
<td>1-5</td>
<td>37</td>
<td>20.0</td>
</tr>
<tr>
<td>6-10</td>
<td>5</td>
<td>2.7</td>
</tr>
<tr>
<td>Total</td>
<td>185</td>
<td>100.0</td>
</tr>
</tbody>
</table>
In order to establish the number of employees the respondents started with, the researcher asked the respondents to indicate the number of employees he started with once they started their youth owned enterprises. The results are tabulated in Table 4.22. It was established that 77% of the respondents started their business themselves, whereas 20% of the respondents started their business with between one to five employees. Only 3% of the respondents indicated that they started their business with employees ranging from six to ten. Of all the respondents, none indicated that they started their business with more than 10 employees. It can therefore be concluded that depending on the number of employees the respondents started business with the respondents carried all the functions of management alone. It can also be argued that most business owned by the respondents initially were small scale in nature due to the fact that most of them started as one man running the whole operations of the business.

4.7.2 Current Number of Employees

The researcher also wanted to determine the current number of employees the youths owned enterprises have employed apart from the respondents and the findings are as shown in the table below:

**Table 4.23 Current Number of Employees**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>105</td>
<td>56.8</td>
</tr>
<tr>
<td>1-5</td>
<td>74</td>
<td>40.0</td>
</tr>
<tr>
<td>6-10</td>
<td>6</td>
<td>3.2</td>
</tr>
<tr>
<td>Total</td>
<td>185</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The results in Table 4.23 show that 56.8% of the respondents indicated that they did not have any employees. Forty percent of the respondents which are represented by a frequency of 74 indicated that the number of employees that they employed lied between one to five employees. Only 3% of the respondents indicated that they employed between 6-10 employees. No respondents indicated that they employed more than 10 employees. This therefore indicates that most youth owned enterprises in Imenti North Sub County did not have employees. However, there was a significant
increase in the number of employees employed compared to the number the employees the respondents started with as shown in Table 4.23.

4.7.3 Borrowed Loan

In this study, the study wanted to determine whether respondents had borrowed any form of loan and the findings are as shown in the table below:

Table 4.24 Borrowed Loan

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>151</td>
<td>81.6</td>
</tr>
<tr>
<td>No</td>
<td>34</td>
<td>18.4</td>
</tr>
<tr>
<td>Total</td>
<td>185</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The loan could for expansion purposes, or for financing activities of the business. Results as shown in Table 4.24 show that 82% of the respondents had borrowed a loan compared with 18% of the respondents who indicated that they had borrowed when this study took place. This therefore shows that most of the youths who owned youth enterprises in Imenti North Sub County had borrowed a loan.

4.7.4 Presence of Competition

When the researcher asked the respondents whether they faced any form of competition they indicated their response as shown in the table below:

Table 4.25 Presence of Competition

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>182</td>
<td>98.4</td>
</tr>
<tr>
<td>No</td>
<td>3</td>
<td>1.6</td>
</tr>
<tr>
<td>Total</td>
<td>185</td>
<td>100.0</td>
</tr>
</tbody>
</table>

In the table 4.25 shows that the respondents faced some form of competition when carrying out their business activities, a massive 98% indicated that they faced competition. Only two percent of the respondents indicated that they did not face form of competition.
4.7.5 Main Competitors

The respondents were expected to indicate the main competitors they faced when running their own enterprises and the results are shown in the table below:

**Table 4.26 Main Competitors**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other youth owned enterprise</td>
<td>103</td>
</tr>
<tr>
<td>Big and established companies</td>
<td>73</td>
</tr>
<tr>
<td>Others</td>
<td>9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>185</strong></td>
</tr>
</tbody>
</table>

Results in Table 4.6 indicates the type of business that the respondents engaged in. The researcher further wanted to establish those respondents who indicated that there existed presence of competition as shown in Table 4.26, to explain what type of competition they faced. Results in Table 4.26 indicate that majority of the respondents at 56% cited competition from other youths owned enterprise. This was followed by 40% of the respondents who indicated that competition was from big and well established companies. From these findings it is clear that performance of enterprises owned by youths is affected by competition from other enterprises owned by youths followed by completion from well established companies.

4.7.6 Average Profit per Month in the Previous Year

Respondents were also required to indicate the average profit per month they made in the previous year of the study and the table below summarises the findings:

**Table 4.27 Average Profit per Month in the Previous Year**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; Ksh.30,000</td>
<td>92</td>
</tr>
<tr>
<td>Ksh.31,000-50,000</td>
<td>38</td>
</tr>
<tr>
<td>Ksh. 51,000-100,000</td>
<td>40</td>
</tr>
<tr>
<td>Above Ksh. 100,000</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>185</strong></td>
</tr>
</tbody>
</table>
Average Profit per Month in the Previous Year was also another indicator for measuring performance of youth owned enterprises. According to the results in Table 4.27, half of the respondents indicated that they made profits per month which was less than Ksh.30,000. Twenty two percent of the respondents indicated that their profits per month in the previous year lied between Ksh.51,00-100,000. Twenty one percent indicated that profits per month in the previous year lied between Ksh.31,000-50,000. Only 8% of the respondents indicated that the profits per month made by their businesses was above Ksh.100,000. From the results it can be concluded that most youths made profit per month in the previous year which was less than Ksh.30,000.

4.7.8 Performance of Current Business

The researcher asked the respondents to indicate how they felt about performance of at the time of the study whereby the respondents were required to rate the performance in terms of whether it was very good, good, average, poor or very poor and the findings are as shown in the table below:

<table>
<thead>
<tr>
<th>Table 4.28 Performance of Current Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>Very good</td>
</tr>
<tr>
<td>Good</td>
</tr>
<tr>
<td>Average</td>
</tr>
<tr>
<td>Poor</td>
</tr>
<tr>
<td>Very poor</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

The results of this question are as shown in Table 4.28. Forty percent of the respondents indicated that the performance at the time of the study was average. Twenty eight percent indicated that the performance good, whereas 23% felt that the performance was poor. Eight percent felt that the performance was very good and only 2% of the respondents indicated that the performance was very poor. From the results, it is evident that a significant number of respondents at 40% were of the opinion that their business performed averagely.
4.7.9 Aspect of Performance

The researcher used seven items for respondents to rate the extent they agreed with them. Mean was computed to measure the degree to which a proportion of respondents agreed with the view expressed in the item. The results are presented in Table 4.29 below:

Table 4.29 Aspects of Performance of Youths owned Enterprises

<table>
<thead>
<tr>
<th>Statement</th>
<th>S.A</th>
<th>A</th>
<th>N</th>
<th>D</th>
<th>S.D</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial management skills has helped in enterprise performance</td>
<td></td>
<td>58.4</td>
<td>13.5</td>
<td></td>
<td></td>
<td>1.85</td>
</tr>
<tr>
<td>Public relations contribute to better performance</td>
<td></td>
<td>54.6</td>
<td>29.2</td>
<td>4.3</td>
<td>1.1</td>
<td>2.30</td>
</tr>
<tr>
<td>Stocking/offering a variety of products/services</td>
<td></td>
<td>44.3</td>
<td>21.6</td>
<td>7.0</td>
<td>1.6</td>
<td>2.15</td>
</tr>
<tr>
<td>The location of the enterprise has contributed to good performance</td>
<td></td>
<td>22.2</td>
<td>9.7</td>
<td>1.6</td>
<td>1.6</td>
<td>1.53</td>
</tr>
<tr>
<td>Available capital/credit facility</td>
<td>66.5</td>
<td>26.5</td>
<td>5.4</td>
<td>1.6</td>
<td></td>
<td>1.42</td>
</tr>
<tr>
<td>Availability of customers</td>
<td>66.5</td>
<td>25.4</td>
<td>3.8</td>
<td>2.7</td>
<td>1.6</td>
<td>1.48</td>
</tr>
<tr>
<td>Pricing/costing of the products and or services</td>
<td></td>
<td>21.6</td>
<td>9.2</td>
<td>2.7</td>
<td>1.6</td>
<td>1.55</td>
</tr>
</tbody>
</table>

Key
S.A = Strongly Agree, A = Agree, N = Neutral, D = Disagree, S.D = Strongly disagree

According to the first item in table 4.29, 86% of the respondents (mean 1.85) agreed that financial management skills had helped in enterprise performance. Results in the second item indicate that 65% of the respondents (mean 2.30) agreed that public relations contributed to better performance. When respondents were asked to state the extent they agreed with whether stocking variety of products contributed to performance of youths owned enterprise, seventy percent of the respondents agreed (mean 2.15) with this item. Most of the respondents at 87% (mean 1.53) agreed that
the location of the enterprise had contributed to good performance of the enterprise. Youth enterprise fund is meant to empower youth by encouraging them to start their own enterprises. Most of the youths at 93% (mean 1.42) agreed that availability of capital or credit facility influenced performance of youth owned enterprises. Almost a similar percentage of respondents at 92% (mean 1.48) agreed that availability of customers influenced performance of youths owned enterprises. The last item required the respondents to rate the extent to which they agreed with the statement that pricing or costing of various products and or services influenced performance of youth owned enterprises. Eighty seven percent (mean 1.55) agreed with this statement. Only 4% of the respondents disagreed that pricing or costing of various products and or services offered by youths owned enterprises influenced performance of their enterprises.
CHAPTER FIVE
SUMMARY OF FINDINGS, DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction
This chapter presents summary of the findings, discussion, conclusions reached and recommendations following the objectives of the study.

5.2 Summary of the Findings
In this section a summary of the key findings of this study are presented relying on the responses given by the respondents.

5.2.1 Intrapersonal Empowerment
The study results revealed that motivation towards formation of the enterprises they owned was wealth creation and as a form of employment represented by 57.8% of the respondents. The study also revealed that 35.7% of the respondents rated their entrepreneurial skill for management as high. The study established that 83.2% of the respondents needed more training and development on management skill which was an indication that majority of the respondents felt they lacked enough entrepreneurial skill for management. Furthermore, most of the respondents agreed that self-drive and esteem contributed highly to enterprise performance as shown by mean of 1.5 with a 95% representation of the respondents. Also seventy two percent of the respondents agreed that it was easy to manage an enterprise and find time to source for more ideas to boost the enterprise representing a mean of 2.14. Seventy seven percent of the respondents agreed that there was a room for performance that promoted team morale and built commitment. This was represented by a mean of 2.04. With a mean of 2.06, seventy three percent of the respondents agreed that they conducted frequent assessment that lead to improved performance of their enterprises. Forty nine percent agreed that they benchmark for new ideas which helped to boost performance of their enterprises.

5.2.2 Behavioural Empowerment
The study established that 56.8% of the respondents indicated that they practiced participatory/democratic leadership skill to help them manage their enterprise so as to
perform effectively. The study results established that the percentage of cases at 143.8% of the respondents indicated that the effective leadership practices which were enhanced were goals setting and motivating the team to achieve these goals. Also the study found out that 94.1% of the respondents which represented provision of enthusiasm and creative encouragement. Furthermore, 91.9% of the respondents indicated communicating effectively as the effective leadership practices which were enhanced with 43.2% of the respondents stating that they recognized the developmental requirements of the team members. Modelling acceptable behaviour was indicated by the least number of respondents at 14.1%. In addition, the study established that 58.9% of the respondents considered being self-employed as compared to 41.1% of the respondents who would consider being formally employed. The study also established that at a mean of 3.05, majority of the respondents neither agreed nor disagreed with the statement that community engagement had empowered youths to perform well in business arena. Moreover, on whether success of youth enterprises had greatly improved within the previous five years 70% of the respondents agreed that success of youths owned enterprises had improved with the previous 5 years represented a mean of 2.25. The last item on whether education level contributed greatly on performance of enterprises was represented by a mean of 2.20. This indicated that education level contributed greatly on performance of youths owned enterprises.

5.2.3 Interactive Empowerment

The study revealed that 62.7% of the respondents had not been mentored on enterprise ownership and management. Furthermore, the study also established that 96.8% of the respondents indicated that youths could do well if mentored. The study also established that sixty percent of the respondents agreed that adult mentorship impacted success of enterprise and was represented a mean of 2.27. Also, sixty two percent (mean 2.37) agreed that resources provided by adults contributed to success of youth owned enterprise whereas, eighty three percent (mean 1.82) of the youths agreed that availability of resources enhanced enterprises to successfully deliver the set goals. The study established that majority of the youth owned enterprises at 65.9% of the respondents networked with other youth owned enterprises in a way that would increase performance of their enterprises. In addition, the study results showed that 66.5% of the respondents indicated that networking impacted positively on their
business activities. As a result, 36.8% of the respondents rated the level of networking among the youth owned enterprises as average, followed by 23.8% of the respondents who rated it as high with a substantial number of respondents at 22.7% rating the level of networking as low. Overall, 35.1% of all the respondents indicated that networking was low as compared to 28.1% who rated networking as high among the youth owned enterprises. The study also established that among the youth owned enterprises, 28.1% considered networking as very useful while 24.3% of the respondents considered networking as moderately useful.

5.2.4 Performance of Youth Owned Enterprises

The study established that 77% of the respondents started their business themselves without any employees. Of all the respondents, none indicated that they started their business with more than 10 employees. In addition, the study result revealed that 56.8% of the respondents indicated that they did not have any employees as at the time of administration of this study while, forty percent of the respondents which are represented by a frequency of 74 indicated that the number of employees that they employed lied between one to five employees. On whether respondents had borrowed any form of loan maybe for expansion purposes, or for financing activities of the business the study established that 82% of the respondents had borrowed. Also the study revealed that a massive 98% indicated that they faced competition when carrying out their business activities. To explain what type of competition the youth enterprises faced, the study found out that majority of the respondents at 56% cited competition from other youths owned enterprises followed closely by 40% of the respondents who indicated that competition was from big and well established companies. The study also required the respondents to indicate the average profit per month they made in the previous year of the study. It was found out that, half of the respondents (50%) indicated that they made profits per month which was less than Ksh.30,000. Twenty two percent of the respondents indicated that their profits per month in the previous year lied between Ksh.51,000 - 100,000. Twenty one percent indicated that profits per month in the previous year lied between Ksh.31,000 - 50,000. Only 8% of the respondents indicated that the profits per month made by their businesses was above Ksh.100,000. The study revealed that forty percent of the respondents indicated that the performance of their respondents at the time of the study was average. Twenty eight percent indicated that the performance good,
whereas 23% felt that the performance was poor. From the results, it is evident that a significant number of respondents at 40% were of the opinion that their business performed averagely. The study also established that 86% of the respondents (mean 1.85) agreed that financial management skills had helped in enterprise performance while 65% of the respondents (mean 2.30) agreed that public relations contributed to better performance of their enterprises. Furthermore, seventy percent of the respondents (mean 2.15) agreed that stocking variety of products contributed to performance of youths owned enterprise. Also the study found out that, most of the respondents at 87% (mean 1.53) agreed that the location of the enterprise had contributed to good performance of the enterprise. In addition, the study established that most of the youths at 93% (mean 1.42) agreed that availability of capital or credit facility influenced performance of youth owned enterprises. Almost a similar percentage of respondents at 92% (mean 1.48) agreed that availability of customers influenced performance of youths owned enterprises. Lastly, the study established that, eighty seven percent (mean 1.55) agreed that pricing or costing of various products and or services influenced performance of youth owned enterprises.

5.3 Discussion of the Findings
This study pinpointed some of the issues related with influence of youth empowerment on the performance of youth owned enterprises in Imenti North Sub County, Meru. The findings of the study are consistent with the research questions in stipulated in the research objectives proposed in Chapter one.

5.3.1 Intrapersonal Empowerment
The study results revealed that motivation towards formation of the enterprises by youths was wealth creation and as a form of employment represented by 57.8% of the respondents. In Kenya the employment challenge has been growing overtime with the youth being the main casualties as poverty and unemployment continue to afflict many Kenyans. This is regardless of the numerous policy efforts put in place. Accordingly, not only is Kenya’s employment challenge a youth issue, it is a more pronounced issue among those younger than 25 years of age (UNDP, 2013). In fact a study by Kanyari and Namusonge (2013) revealed that 55% of the youths in Gatundu Sub County indicated that they were motivated towards formation of enterprise for self-employment. Empirical evidence indicates that young people got involved in
enterprise to solve socio-economic problems such as lack of employment, income generation and contending with poverty (Chigunta, 2002). The study also revealed that 35.7% of the respondents rated their entrepreneurial skill for management as high with 83.2% of the respondents indicating that they needed more training and development on management skill. This is in agreement with Schoof (2006) who suggested that entrepreneurship training is crucial in assisting young people to improve the performance of their owned businesses. Entrepreneurial training enhances performance of youth enterprise because without proper training, a business can be set for a failure from the start (Karanja & Muigai, 2014).

On entrepreneurial training for skills on management, The World Bank (2002) observed that many governments and private sector in Africa have rolled out many entrepreneurship training programmes targeting the youth entrepreneurs. With a mean of 2.06, seventy three percent of the respondents agreed that they conducted frequent assessment that lead to improved performance of their enterprises. Forty nine percent agreed that they benchmark for new ideas which helped to boost performance of their enterprises. Based from the above findings it can be concluded that most of the youths owned enterprises fall under the category of small and medium enterprises and therefore, Kithae, Karanja and Nyaga (2013) emphasise that it is important to carry out benchmarking visits to well performing medium and small enterprises so that (youths) can upgrade their business skills.

5.3.2 Behavioural Empowerment

The study established that 56.8% of the respondents indicated that they practiced participatory/democratic leadership skill to help them manage their enterprise so as to perform effectively. In order to ensure youth owned enterprises perform well, Wamoto, Ayuma and Chege (2016) recommend that youth funds stakeholders need to empower youth groups through regular trainings on leadership and vision as a way of preparing them for entrepreneurial adventure before real funding. The study results also established that the percentage of cases at 143.8% of the respondents indicated that the effective leadership practices which were enhanced were goals setting and motivating the team to achieve these goals. Also the study found out that 94.1% of the respondents who indicated that the effective leadership practices were provision of
enthusiasm and creative encouragement. Leadership is very critical for all organizations in realizing their set objectives. Since leadership is a key factor for improving the performance of many if not all organizations and the success or failure of an organization depends on the effectiveness of leadership at all levels. This study agrees with Paracha et al (2012) who recommend that leaders play essential role in accomplishment of goals and boost employee’s performance by satisfying them with their jobs. The study also agrees with Memon (2014) who defines leadership as process by which an individual influences the thoughts, attitudes and behaviors of others by taking responsibility for setting direction for the firm, others to see and visualize what lies ahead and figure out how to achieve it. In addition, the study established that 58.9% of the respondents considered being self-employed as compared to 41.1% of the respondents who would consider being formally employed.

Youth unemployment is a problem that affects most countries, especially in Africa Okafor (2011) as cited in Adebayo (2013). This may lead to many youth getting demotivated into finding formal employment and resort to self-employment. Hence, the ability of youth to engage in productive activities has both social and economic consequences in the society. Moreover, on whether success of youth enterprises had greatly improved within the previous five years 70% of the respondents agreed that success of youths owned enterprises had improved with the previous 5 years represented a mean of 2.25. This is positive progress taking into account that report shows majority of business died within their first five years of existence. Another smaller percentage goes into extinction between the sixth and tenth year thus only about five to ten percent of young companies survive, thrive and grow to maturity regardless of the challenges, (Onuorah, 2009). The last item on whether education level contributed greatly on performance of enterprises was represented by a mean of 2.20. This indicated that education level contributed greatly on performance of youths owned enterprises. This implies that education equip youth enterprise owners with necessary technical skills and knowledge required in enterprise development. In fact Kiruja and Gakuu (2013) recommend that young entrepreneurs need to be provided with education on how to be effective in their business. In addition, education curriculum should assess the need of including entrepreneurship subjects so that youths can be prepared to take up entrepreneurship. This collaborates well with ILO, (2012) that education and training are essential for young people to enter the labour market successfully as they increase their potential, productivity, and employability.
In his study, Mburu (2008) and Kitonga (2012) established that the youth needed to be trained on how to manage their ventures.

5.3.3 Interactive Empowerment
The study revealed that 62.7% of the respondents had not been mentored on enterprise ownership and management. According to Sikenyi (2017) development of entrepreneurial and business skills and provision of mentorship are paramount to the long-term success of youth development programmes. Furthermore, the study also established that 96.8% of the respondents indicated that youths could do well if mentored with sixty percent (mean 2.27) of the respondents agreeing that adult mentorship impacted success of enterprise. Citing Ferguson (2007), O’Donnell, Tan and Kirkner (2012) emphasize that social enterprise interventions makes youth gain not only job and business skills but also receive adult mentorship which can help them develop personally and provide opportunities that might not otherwise be unavailable to them. Also, sixty two percent (mean 2.37) agreed that resources provided by adults contributed to success of youth owned enterprise whereas. Eighty three percent (mean 1.82) of the youths agreed that availability of resources enhanced enterprises to successfully deliver the set goals. This agrees with Bushell (2008) who recommended that it is crucial to have start-up capital, additional working capital or access to it, to expand and remain competitive, especially for the emergence of entrepreneurship development The study established that majority of the youth owned enterprises at 65.9% of the respondents networked with other youth owned enterprises in a way that would increase performance of their enterprises. In addition, the study results showed that 66.5% of the respondents indicated that networking impacted positively on their business activities. The study also established that among the youth owned enterprises, 28.1% considered networking as very useful while 24.3% of the respondents considered networking as moderately useful. This is in agreement with Gudda and Ngoze (2009) who posited that through collaborations and strategic partnerships, business incubators could support the successful development of entrepreneurial projects of youth business ideas through an array of business support resources and services. The report further revealed that collaborative linkages and strategic partnerships provided the necessary infrastructure that could make a substantial contribution to employment. According to Mwangi and Namusonge (2015) networking of youth enterprises is central to success of any enterprise and
therefore there is need for youth enterprise development fund to help in exposing the enterprises to potential customers through vertical and horizontal networking. This study also agrees with Hite and Hesterly, (2001) in their research that found that networking was useful in that it increases profit from investment and access to growth, particularly for new founded companies and made dynamic relationship to these companies. In addition, a study by Lee and Tsang, (2001) in China on the effect of an entrepreneur's networking behaviour on venture performance supports this proposition as it showed a positive relationship between networking and venture performance.

5.3.4 Performance of Youth Owned Enterprises

The study established that 82% of the respondents had borrowed loan maybe for expansion purposes or for financing activities of the business. Access to loans can have a significant positive effect on growth of youth enterprises and therefore the government should try hard to meet the credit needs of these enterprises. Reports show that youth entrepreneurs face a lot of challenges in accessing finances to inject in their business both as startup, seed capital and finance expansion of the businesses. Naidu and Chand (2012), state that, these challenges may include inability to obtain external and internal financing, insufficient working capital, high start-up costs, high interest rates on loans and inability to meet financial obligation. Also the study revealed that a massive 98% of the youths indicated that they faced competition when carrying out their business activities. This finding agrees with Fumo and Jabbuor (2011), who posit that competition is ranked highest by the youth entrepreneurs. However, Onugu (2005) states that there is need to expand market share to avoid overreliance on local markets. However, the MSEs limited international marketing experience, poor quality control and product standardization, and little access to international partners, continues to impede micro and small enterprises expansion into international markets (Aryeetey et al., 1994; Wanjohi, 2010). The study also established that 86% of the respondents (mean 1.85) agreed that financial management skills had helped in enterprise performance. Ahmad (2009) adds that factors that hamper business growth include a lack of abilities and skills. This is collaborated by Wawire and Nafukho (2010) who posit that lack of management skills may results in the poor management actions taken by small business owners. Also the study found out that, most of the respondents at 87% (mean 1.53) agreed that the
location of the enterprise had contributed to good performance of the enterprise. This is in agreement with Gwija (2014) who stated that a supportive business environment where government business policies are investment friendly, business regulatory mechanism is efficient, legal parameters are relaxed, bureaucratic system is viable and efficient, business advice, counseling, mentoring, widely available incubators, widely accessible financing system, vocational training and good infrastructure, the emergence of entrepreneurship is likely to occur. Almost a similar percentage of respondents at 92% (mean 1.48) agreed that availability of customers influenced performance of youths owned enterprises. Nieman and Nieuwenhuizen (2009) posit that lack of sustainable markets for entrepreneurs’ products and services are among factors that could lead to business failure. Gwija (2014) states that most of the youth led entrepreneurial ventures do not pay attention on marketing which ultimately lead to customer dissatisfaction, and survival of the business may not exist in the long run. Entrepreneurs are responsible for delivering products and services to the market and make profit by selling them. However, prior to this, Nieman and Nieuwenhuizen (2009) recommends that extensive market research should be conducted to help young entrepreneurs to get know their target market, as well as their market segments.

Lastly, the study established that, eighty seven percent (mean 1.55) agreed that pricing or costing of various products and or services influenced performance of youth owned enterprises. This is agreement with Njuki, Mwang’ombe, Okoth and Mutua (2013) who observed in the study on factors affecting performance of youth group income generating projects in Kenya that youths face problems of marketing and pricing of goods because there exist so much duplication of what they are doing thus making it difficult for them to sell or market their product or services.

5.4 Conclusions
The study concludes that majority of the youth were motivated to form their enterprise by the desire to create wealth and as a form of employment. This could partly be due to lack of formal employment that has made the majority of educated and qualified people have resorted to creating their own jobs. The Government of Kenya should therefore come up with more youth friendly policies that will encourage them to venture in the blue economy and engage in economic activities. Despite the fact that most youths indicated that they highly rate their entrepreneurial skills for management which could have been gotten in their higher level of studies, most of
them felt that they needed to be trained more on management of enterprises. The study also revealed that youth possess high entrepreneurial skill for management of enterprises. Lack of training is one of the reasons for the continued the high failure rates of small enterprises, with up to 80 percent of new business collapsing within their first three years of operation. It is therefore necessary for more the number of training to be done to acquire more skills and more experience.

The study also concludes that youth owned enterprises should conducted frequent assessment that should lead to improved performance of their enterprises. In addition, most enterprises should conduct benchmarking to acquire new ideas which will help them to boost performance of their enterprises. Enterprises assessment by the youth is necessary in terms of assessing core enterprise activities, business efficiency, reviewing financial position of the enterprise, conducting competitor analysis as well as customer and market analysis. Youth enterprises benchmarking is paramount for comparison of enterprise operations with that of your competitors with the aim of reducing costs, increasing profits, strengthening customer loyalty and satisfaction by beating the competition as well as opening minds of the youth to new opportunities. Youth entrepreneurs should therefore look beyond their own industry to get better performance on particular processes or functions through benchmarking which is a challenge to youth enterprises to rethink long-standing practices.

The study results established that effective leadership practices were enhanced which encouraged goals setting and motivation of the team to achieve these goals by communicating effectively, recognizing the developmental requirements of the team members as well as modelling acceptable behaviour. It was also found out that leadership enhanced provision of enthusiasm and creative encouragement. Hence, effective leadership should be driven towards a mission that everyone can rally behind. They should therefore help to motivate and grow employee, move the business forward, create loyal customers and inspire other to become great. The study established that success of youth enterprises had greatly improved within the previous five years. It was found that education level contributed greatly on performance of enterprises of youths owned enterprises.
The study revealed the youth were not provided with business mentorship. It was also established that youths could do well if mentored. It was also established that adult mentorship impacted success of enterprise. It is necessary for youth to get good experienced mentors who will help in evaluating ideas and thoughts on major business decisions, learning business lessons from the mentor’s knowledge and experience as well as gaining from the personal successes of the mentor. It may be that most youth enterprises fail since they do not get qualified opinion from people who have experience. This failure could be associated to wasted time and making uninformed decisions that are detrimental to any business.

The study established that resources provided by adults contributed to success of youth owned enterprise. In addition, availability of resources enhanced enterprises to successfully deliver the set goals. Youth owned enterprises have been found to face a lot of challenges in accessing resources such as finances to inject in their business as start-up, seed capital and for expansion of the businesses. This is because most of youth owned are seen as less attractive in terms of lending. The study also concludes that youth networked with other youth owned enterprises in a way that would increase performance of their enterprises. It was established that networking impacted positively on their business activities with majority rating level of networking among the youth owned enterprises as average but very useful. Youth enterprises should encourage networking since it is an effective low-cost marketing method that helps generate sales opportunities and contacts through referrals and introduction, or by other contact methods such as phone, email, and so on.

The study established that most youth owned enterprises had borrowed loan maybe for expansion purposes, or for financing activities of the business. Access to loans can have a significant positive effect on growth of youth enterprises and therefore the government should try hard to meet the credit needs of these enterprises. Youth entrepreneurs face a lot of challenges in accessing finances to inject in their business both as startup, seed capital and finance expansion of the businesses.
Also the study revealed that youth owned enterprises faced competition especially for other youth owned enterprises when carrying out their business activities. Thus youth entrepreneurs should be motivated start businesses in diverse sectors to solve issue of many youth operating same line enterprises to avoid competition from themselves. Government should also consider giving youth enterprises incentives like tax relief and holiday so that they can compete effectively.

The study concludes that location of the enterprise is a contributor to goof performance of youth enterprises. The environment in which youth locate their enterprises should be supportive in terms of investment friendly government business policies, business regulatory mechanism is efficient, legal parameters are relaxed, bureaucratic system is viable and efficient, business advice, counseling, mentoring, widely available incubators, widely accessible financing system, vocational training and good infrastructure, the emergence of entrepreneurship is likely to occur. The researcher also concludes that availability of customers influence performance of youths owned enterprises. Sustainable markets for products and services are among factors that could lead to business success. Hence, youth enterprises should invest more on extensive market research in order to know their target market, as well as their market segments.

This study also concludes pricing or costing of various products and or services influence performance of youth owned enterprises. The price that youth enterprises charge for product or service remains one of the most important business decisions they should make. Hence, when youth enterprises set a price that is too high or too low will limit business growth. Setting of prices to charge for products and services should ensure that it allows the business to be profitable while comparing it with ones competitor.

5.5 Recommendations

i. The study determined that majority of the youth entrepreneurs required to be trained more on management skills. The study recommends that youth entrepreneurs be trained on business management skills including
entrepreneurship that has programmes with practical lessons in order to expose
the youth to the business environment.

ii. The Government should also consider revising the curriculum as well as
training teachers to impart knowledge in teaching entrepreneurial skills. This
will ensure that children can realize their potential and become motivated in
entrepreneurship early in life. Also institutions of higher learning like
universities should include incorporate the concept of business incubators that
promotes aspiring entrepreneurs by offering entrepreneur ship courses in their
curriculum.

iii. The study also recommends that the Government should come up with policy
that creates conducive environment for business development and ease of
accessing business support service by the youth. These should include policies
that consider giving youth enterprises incentives like tax relief and holiday so
that they can compete effectively. In addition, the Government should
constantly review the existing policies to determine if the anticipated
objectives have been met.

iv. Since lack of access to credit stands as the major constraints confronting youth
entrepreneurs, banking procedures should be simplified and financial
institutions should be encouraged to come up with products that focus on the
low end enterprise financing by engaging the youth entrepreneurs
continuously. This is by banks coming up with a special credit program for the
youth enterprises. Banks should also target youth enterprises to impart the
necessary financial management and entrepreneurial knowledge.

v. The study recommends establishment of forums that would link the youths to
successful mentorship programmes and entrepreneurs at the lowest level.
Mentorship to the youths will help in addressing some of the challenges
encountered by the youths in daily operations hence guiding the youths to
successful ventures. Interacting with more experienced youth entrepreneurs
and other entrepreneurship support structures is also encouraged for
acquisition of business know-how.
5.6 Recommendations for Further Research

i. The study recommends further studies on the influence of youth empowerment on performance of youth owned enterprises in other sub counties for generalization.

ii. A similar study could be carried out on other variables not included in this study. In addition, study could be carried out on each independent variable exhaustively to determine how they individually influence performance of youth owned enterprises.

iii. Similarly, future research can investigate the different attributes of youth owned enterprises.
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APPENDICES

APPENDIX I: Letter of Transmittal

Millicent Gakii Kimathi,
University of Nairobi,
P.O. Box 355,
Meru.

TO: ALL RESPONDENTS,

RE: INFLUENCE OF YOUTH EMPOWERMENT ON PERFORMANCE OF YOUTH OWNED ENTERPRISES

I am a student from the University of Nairobi undertaking a master’s course in project planning and management, in partial fulfilment for an award. I seek assistance for collection of data that is required of me to write a research project.

I request that you kindly accept to answer the questionnaires given in order to make the study a success. Confidentiality of information provided will be highly observed. Your opinion will be beneficial and highly appreciated.

Yours faithfully,

Millicent Gakii Kimathi.
APPENDICES II: Questionnaires

Please respond to each question by putting a tick or writing in the space provided.

KINDLY DO NOT indicate your name anywhere in this questionnaire. All responses you shall give will be handled with utmost confidentiality.

SECTION A: DEMOGRAPHIC DATA

1. Age in Years of the respondent.
   - [ ] 18 – 22
   - [ ] 23 – 27
   - [ ] 28 – 32
   - [ ] 33 – 35

2. Gender of the respondent.
   - [ ] Male
   - [ ] Female

3. Highest level of formal education attained by the respondent (Owner of youth enterprise)
   - [ ] None
   - [ ] Primary
   - [ ] Secondary
   - [ ] Tertiary/College
   - [ ] University Degree
   - [ ] Postgraduate
   - [ ] Others (Specify)………………………………………………

4. Marital status of the respondent
   - [ ] Single
   - [ ] Married
   - [ ] Divorced
   - [ ] Separated
   - [ ] Widowed

5. Age of your enterprise.
   - [ ] Less than 2 years
   - [ ] 3 – 6 Years
   - [ ] 7 – 10 Years
   - [ ] 11 – 14 Years
   - [ ] 15 and above Years
6. What kind of enterprise do you operate?
   [ ] Agriculture
   [ ] Trade
   [ ] Service
   [ ] Other
   (Specify)........................................................................................................

SECTION B: INTRAPERSONAL EMPOWERMENT

7. What mainly motivated you towards formation of this enterprise?
   [ ] To create wealth and employment
   [ ] Inspiration by another successful person
   [ ] Government factors and availability of market
   [ ] Education
   [ ] Other (Specify).........................

8. How do you rate your entrepreneurial skills for management of your enterprise?
   [ ] Very high
   [ ] High
   [ ] Average
   [ ] Low
   [ ] Very low

9. According to response given above, in your opinion, do you think you need more training and development on management skills?
   [ ] Yes
   [ ] No

Please explain
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..................................................................................................................
..................................................................................................................
..................................................................................................................

82
10. Indicate to what extent you agree or disagree with the following statements.

Please indicate by use of a tick (✓) to item using the scale provided.

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-drive and esteem contribute highly to enterprise performance.</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>It’s easy to manage an enterprise and finding time to source for more ideas to boost your enterprise</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>There is room for performance that promotes team morale and builds commitment</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>There is frequent self-assessment that has led to improved performance of the enterprises</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>We benchmark for new ideas which help to boost the enterprise performance</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>
11. What motivates you /and your employees to enhance your enterprise/s performs excellent in the market?

........................................................................................................................................
........................................................................................................................................
........................................................................................................................................

SECTION C: BEHAVIOURAL EMPOWERMENT

12. What leadership traits do you incorporate to help you manage your enterprise to perform effectively?

[ ] Participatory/democratic
[ ] Autocratic/dictatorial
[ ] Transformational
[ ] Transactional
[ ] Laissez-faire

13. What practices do you effectively enhance as a leader to make your enterprise successfully perform? (You may tick more than one)

[ ] Communicate effectively
[ ] Recognise the developmental requirements of team members
[ ] Set goals and motivate the team to achieve them
[ ] Provide enthusiastic and creative encouragement
[ ] Model acceptable behaviour

14. Would you consider being employed or employing yourself?

[ ] Self-employment
[ ] Being employed

Give reason........................................................................................................................................

15. Indicate to what extent you agree or disagree with the following statements. Please indicate by use of a tick (√) to item using the scale provided.

<table>
<thead>
<tr>
<th>Statement</th>
<th>strongly agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recently, community engagement has empowered youths to perform well in business arena.</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>
Success of Youth owned enterprises has greatly improved within the last five (5) Years.

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
</table>

Education level contributes greatly on performance of enterprises.

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
</table>

SECTION D: INTERACTIVE EMPOWERMENT

16. Have you ever been mentored on enterprise ownership and management?

[ ] Yes
[ ] No

17. Do you feel that youth have capabilities of doing well in business if they are well mentored by the adults or government?

[ ] Yes
[ ] No

Please explain...........................................................................................................................................

18. Indicate to what extent you agree or disagree with the following statements.

Please indicate by use of a tick (√) to item using the scale provided.

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult mentorship impact success of an enterprise.</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Resources provided by adults contribute to success of youth owned enterprises.</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Availability of resources enhances enterprises successfully deliver set goals.</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

19. Do you network with other youth owned enterprises in a way that would increase performance of the enterprise?

[ ] Yes
[ ] No

20. How has networking impacted your business activities?
21. According to the response given above, rate the level of networking among the youth owned enterprises

[ ] Very high
[ ] High
[ ] Average
[ ] Low
[ ] Very low

22. How useful is youth enterprise networking?

[ ] Very highly useful
[ ] Very useful
[ ] Moderately useful
[ ] Useful
[ ] Not at all useful

SECTION E: PERFORMANCE OF YOUTH OWNED ENTERPRISES

23. How many employees did you start your enterprise with?

[ ] None
[ ] 1 – 5
[ ] 6 – 10
[ ] 11 – 15
[ ] 16 and above

24. How many employees are currently employed in your enterprise?

[ ] None
[ ] 1 – 5
[ ] 6 – 10
[ ] 11 – 15
[ ] 16 and above
25. Have you ever borrowed any loan since the start of your business?

[ ] Yes
[ ] No

Please explain
…………………………………………………………………………………………
……
…………………………………………………………………………………………
…………………………………………………………………………………………
……
…………………………………………………………………………………………

26. Do you face any competition in your business?

[ ] Yes
[ ] No

27. If yes to the question above, who are the main competitors in your business

[ ] Other youth owned enterprises
[ ] Big and established companies
[ ] Multinationals
[ ] Others

(Specify)……………………………………………………………………

28. Please indicate the average profit of your enterprises per month in the last one year?

[ ] Less than Kshs 30,000
[ ] 31,000 - 50,000
[ ] 51,000 - 100,000
[ ] Above 100,000

29. How do you rate the performance of your current business or enterprise?

[ ] Very good
[ ] Good
[ ] Average
[ ] Poor
[ ] Very poor
30. State the extent to which you agree that the following statements have contributed to the level of performance (of your business)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Moderately agree</th>
<th>Neither agree nor disagree</th>
<th>Moderately disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial management skills has helped in enterprise performance</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
</tr>
<tr>
<td>Public relations contribute to better performance</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
</tr>
<tr>
<td>Stocking/offering a variety of products/services</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
</tr>
<tr>
<td>The location of the enterprise has contributed to good performance</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
</tr>
<tr>
<td>Available capital/credit facility</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
</tr>
<tr>
<td>Availability of customers</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
</tr>
<tr>
<td>Pricing/costing of the products and or services</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
<td>[]</td>
</tr>
</tbody>
</table>

THANK YOU FOR YOUR TIME AND COOPERATION