

Influence of Attitude towards Work on Unemployment among the Youth in Bahati Sub-County in Nakuru County, Kenya

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Abstract: Youth unemployment in Kenya stood at 18% in 2014 as opposed to 6% in both Uganda and Tanzania. The high rate of unemployment has negative consequences on the society including wastage of resources, high rates of crime and substance abuse among others. In Bahati Sub-County, prevalence of illicit alcohol use among the youths stands at 51.6%. Most studies examining causes of youth unemployment in Kenya have focused on demand side factors such as economic growth and availability of opportunities. These factors cannot explain unemployment in Bahati because the area is endowed with vast resources including rich agricultural land, close proximity to Nakuru town that provide ready market for produce, and proximity to Menengai Crater that provide opportunity for tourism. It is in this regard that the current study sought to examine supply-side factors that influence youth unemployment in the area. Specifically, the study examined the influence of youths' attitude towards work on their employment status. The study used cross-sectional survey design where a sample of 245 youths was selected from the population of 43,280 youths residing in the area using the clustered random sampling method. Data was collected using questionnaires containing both closed-ended and open-ended questions. Answers to closed-ended questions were analysed using descriptive statistics such as frequencies and percentages as well as inferential statistics such as chi-square. Data generated from the open-ended questions was analysed using the thematic technique. Results showed that the youth unemployment rate in Bahati Sub-County stands at 16%. Career planning, mentorship, and attitude towards entrepreneurship were the factors that had a significant influence on youth unemployment. To promote youth employment, the study recommends the development and strengthening of career guidance and apprenticeship programmes so as to mentor and help the youths to develop their careers.

Keywords: Youths, unemployment, attitude towards work, career planning, mentorship, Bahati Sub-County, Kenya.

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I. INTRODUCTION

The unemployment rate is the most widely used indicator of the well-being of a labor market and an important measure of the state of an economy in general (International Labor Organization, 2016A). Youth unemployment is one of the challenges hindering the development of many societies around the globe. According to the International Labor Organization (2016B), global youth unemployment rate rose from 12.9% in 2015 to 13.1% in 2016 and was expected to remain at the same level through 2017. In Emerging economies such as China and South Korea, youth unemployment increased from 13.3% to 13.7% while in the Latin America the rate increased from 15.7% to 17.1% between 2015 and 2016. In Sub-Saharan Africa, youth unemployment remains constant at 10.9% between 2015 and 2016 (International Labor Organization, 2016B).

According to the Kenya National Bureau of Statistics (2016), persons aged between 15-24 years make up 18.7 per cent of the Kenyan population with 4,197,382 male and 4,202,399 female. About 80% of the Kenyan population constitutes young people below the age of 35 years, a phenomenon that has come to be termed "the youth bulge" (Boateng, 2016). This can be a celebration for a country due to all the strength in the youthful population but could also be a crisis and the latter is what the youth bulge is to Kenya. This is because youths in Kenya are exposed to persistent risk and challenges including marginalization, harassment by the police, and impediment in accessing essential services such as education and healthcare (Hope, 2012). The most significant challenge is however unemployment.

Nearly one in every five Kenyan youths of working age has no job compared to Uganda and Tanzania where about one in every 20 young people is jobless (Otuki, 2016). Over half of the Kenyan population is of working-age yet unemployment among Kenya's youth stood at 17.3 per cent compared to six per cent for both Uganda and Tanzania in 2014 (Otuki, 2016). Kenya has the largest economy compared with its partners in the

East Africa Community yet it has the highest levels of youth unemployment and also ranks high in the world on this parameter. The high rate of unemployment has negative effects at the societal level such as high rates of crime and substance abuse among others (Were, 2017).

The problem of youth unemployment cuts across all regions of the country. In Nakuru County, there are more than 30,000 employable youths who are jobless (Ashiku, 2014). Although there are no official statistics regarding youth unemployment in Bahati Sub-County, indicators of youth unemployment are evident in this area. For instance, Waithera (2017) found that prevalence of binge drinking among youths between 21-35 years within the Sub-County was 45.2% while illicit alcohol use prevalence was at 51.6%. The production and sale of illicit alcohol by the youth was also high. Mkutu, Wandera, Kajumbi, and Mbogo (2018) also noted that youth unemployment in Nakuru County had contributed to the escalation of crime. The young unemployed men had become a big problem attacking businesses and forming extortion cartels at different junctions along major roads.

There are a myriad of factors that contribute to youth unemployment. These factors can be classified into two major categories: demand side and supply-side factors. Demand side factors are elements that influence the availability of employment opportunities within a given community (Kahraman, 2011). Examples of demand-side factors include state of the economy, number of sectors in the economy, and availability of factors of production such as capital. Most studies examining determinants of youth unemployment have largely focused on demand-side factors. On the other hand, supply-side factors refer to elements that influence an individual's ability to utilize employment opportunities that exist in their environment. In other words, these are factors that impact a person's employability (Kahraman, 2011). Examples of supply-side factors include availability of skills, work experience, and capital.

A study comparing youth unemployment in Russia and Italy by Marelli and Vakulenko (2016) found that despite the two countries having contrasting structural and institutional conditions and different macroeconomic trends (demand side factors), they had similar patterns of youth unemployment. The study led to the conclusion that the causes of youth unemployment go beyond structural and macroeconomic causes. Supply side factors such as individual and family characteristics also play a significant role. It is in this light that the current study sought to examine determinants of youth employment in Bahati Sub-County. The study largely focused on supply-side factors particularly the attitude of youth towards work.

1.2 Problem statement

Youth unemployment is becoming an endemic problem around the globe. According to the International Labor Organization (2016B), youth unemployment rate stood at 12.9% in 2015 and increased to 13.1% in 2016. The number of unemployed youths rose to reach 71 million in 2016. In Kenya, youth unemployment rate was 17.3% in 2014, which was higher than the global rate as well as other East African Countries. High youth unemployment rate presents a problem to society as it leads to loss of skills and talent resulting in negative impact on productivity. Unemployment denies youths the opportunity to exercise their knowledge, skills, and innovativeness in solving societal problems. It also drives the youths into criminal behaviors such as theft, terrorism, and drug trafficking and abuse among other crimes.

Studies examining factors that have contributed to youth unemployment in Kenya have mainly focused on demand side factors. For instance, Vaati (2012) examined how corruption, population growth, and slow economic growth have contributed to youth unemployment in Kibera slums in Nairobi. Otoi and Pokhariyal (2016) also studied the link between youth unemployment on one hand and gross domestic product, external debt, and foreign direct investment. Results showed that these factors have a long-term relationship with youth unemployment. Most of these demand side factors have changed over the course of the country's history, but youth unemployment rate remain almost unchanged. In addition, most of these demand side factors apply at the macro level affecting all members of a given society. Consequently, they cannot explain the disparity between youth and older adults' unemployment that is persistent in most societies.

In Bahati Sub-County, youth unemployment is prevalent despite the existence of numerous economic opportunities. The sub-County is endowed with good agricultural land and a favourable climate that support agriculture. The area proximity to Nakuru town provides it with a ready market for agricultural produce. The agricultural sector has also supported manufacturing operations such as maize and wheat flour milling and milk processing and packaging. Several initiatives are also available to the youth including the Youth Enterprise Fund and the Constituency Development Fund. Bahati is also adjacent to the Menengai Geothermal Field that offers opportunities in tourism and geothermal resource development. Therefore, youth unemployment in this area cannot be explained by demand side factors. It is in this light that the current study sought to examine the supply-side factors that influence youth unemployment within the area. Specifically, the study examined the role attitude towards work in determining youth unemployment within the area.

II. LITERATURE REVIEW

Youth is the period between childhood and adulthood. The Constitution of Kenya 2010 defines youth as any person who has attained the age of 18 years but is below 35 years (Republic of Kenya, 2010). This group (18-35) makes up for about 30% of the Kenyan population and 60% of the total labour force (National Council for Population and Development, 2015). Awiti and Scott (2016) in the Kenya Youth Survey Report that involved 18854 respondents described Kenya as youthful county whose median age is estimated at 19 years. The survey also revealed that unemployment was a major concern among the youths in Kenya.

According to International Labour Organization (2016A) unemployment covers people who are: out of work, want a job, have actively sought work in the previous four weeks and are available to start work within the next fortnight; or out of work and have accepted a job that they are waiting to start in the next fortnight. The ILO definition has been modified over time. For instance, the Trinidad and Tobago Labour Market (2014) defined unemployed as anyone who is without work but is willing to work and has in the past three months looked for work and even attended an interview. This group is yet to be absorbed into the labour force where they can contribute to the economy of the country.

According to the Kenya Institute of Economic Affairs (2016), 17.1% of youths aged between 15 and 24 years are unemployed. This rate is the highest when compared to other East African countries such as Burundi (10.4%), Uganda (6.6%), Tanzania (6.5%), and Rwanda (0.7%). Statistics from the World Bank (2017) estimated youth unemployment rate in Kenya at 21.8% compared to 8% in Ethiopia, 5.5% in Tanzania, and 4.2% in Uganda. Thus, the youth unemployment rate in Kenya is significantly higher than the global average that stood at 12.6% in 2016 (International Labour Organization, 2016A). It is also higher than the unemployment rate in the Kenyan general population that was estimated at 10.8% in 2017 (World Bank, 2017B).

Unemployment deprives youth a source of income and livelihood condemning him or her to a life of poverty (Vaati, 2012). Youth unemployment also breeds countless social problems including theft and robbery, substance abuse and peddling, gambling, and discontent against the state that may culminate to violent demonstrations or even uprisings. According to Mugambi et al. (2014), unemployment also poses a threat to the wellbeing of youth as it may lead to cognitive, nutritional, and psychological deficits.

Youth unemployment varies across different segments of the youth population in Kenya. For instance, Kamau and Wamuthenya (2013) found that there was a clear gender difference in the youth unemployment rate in Kenya. Unemployment rate for female was significantly higher than that of males. This finding is also supported by Institute of Economic Affairs (2016), which found that unemployment among female youths was 17.3% as compared to 16.8% for males. Kamau and Wamuthenya (2013) also found an association between age, marital status, and youth unemployment. Findings showed that younger youth were more likely to be unemployed than their older counterparts. Make youths who were married were more likely to be employed when compared to their unmarried counterparts while female youths who were married were most likely to be unemployed when compared to their unmarried counterparts.

Zapeda et al. (2013) also found an association between age and youth unemployment. According to his findings, youths between the ages of 18 and 24 years encounter the greatest difficulty when it comes to finding employment. The study by Kiiru et al (2009) also found that youth unemployment also varied in line with place of residence. Findings showed that youths residing in rural areas were more likely to be unemployed than youths living in urban areas. Elima (2015) also found that youth residing in rural areas were more likely to be self-employed in the agricultural sector than being wage employed or self-employed in business.

In other study, Omolo (2012) also found major regional disparities in employment. Nairobi region accounted for 25.1% of total number of people on wage employment nationally, Rift Valley accounted for 22.5%, Central made up 14.2%, Coast had 12.4%, Nyanza constituted 9.9%, Eastern comprised of 8.3%, and North Eastern had a representation of 0.9%. Nairobi region also had the highest number of informal sector employment while North Eastern had the least. However, youth unemployment rates were low in Nyanza and Nairobi and relatively high in Central, Eastern, and North Eastern regions. Variation of youth unemployment rate across geographical area suggests that drivers of unemployment vary from one area to the next or that they do not apply equally in all areas. Consequently, studies examining determinants of youth unemployment should contextualized geographical rather than apply a generic approach.

2.1 Youths' Attitude towards Work and Youth Unemployment

Attitude has also been blamed for the high rates of youth unemployment. Ascone (2015) conducted an exploratory study where she contacted employers and enquired about job vacancies for a young person under the age of 18 years in several urban centers in Australia. In Melbourne, Ascone was able to find more than ten job vacancies that require little or no experience within an hour. This was surprising given that youth unemployment rate in Melbourne was 17.5%. Ascone (2015) also found numerous entry level opportunities in Sydney, North Tasmania, and Queensland where youth unemployment exceeds 20%. This finding led to the conclusion that many youths were unemployed not because there are no job opportunities but because they are

too picky. This study highlights the attitude that most youth harbour that limits their ability to secure employment.

There is a persistent assumption that it is lack of employment that drives youths into criminal behaviour. However, Viscusi (2009) offered a different perspective on this issue. According to him, youth engage in criminal behaviour out of rational choice. A good number youth evaluate the expected rewards from criminal behaviour and choose to engage in crime when they find that these rewards exceed what they would gain from being employed. This argument introduces the issue of attitude on the youth unemployment phenomenon. According to Viscusi (2009), a good number of youths are unemployed because they prefer easier ways of making money. The issue of attitude is also captured in O'Reilly et al. (2015), where youth unemployment has been linked to family legacy. This article suggests that parental unemployment and poverty tend to transmit an attitude of hopelessness and despair among the youths. As results, youths from such family develop a negative attitude towards work; hence, do not bother to look for employment.

In Greece, Tubadji (2012) found that the number of discouraged younger job seekers had increased from 63% to 72% between 2000 and 2010. The study described discouraged job seekers as individuals who are unemployed, not seeking for a job, and who are not pursuing any education or vocational programme. These are people who have simply given up on the possibility of finding employment. Tubadji (2012) attributed the rise on youth inactivity to the perception there are limited employment opportunities among the youths.

In Kenya, Mugambi et al. (2014) found that most of the work available in local economies is informal and in underdeveloped industries. On the other hand, many youths in Kenya prefers white collar jobs and have a negative attitude towards informal employment. Mutua et al. (2017) also noted that the 'white-collar curse' was deeply entrenched in Kenya's young population. Most youths are migrating from rural areas where there are major opportunities in agriculture into urban areas to look for jobs. The education system has also been tailored towards developing skills for professional careers such as doctors, teachers, marketers, and business managers (Mugambi et al., 2014). Development of artisan and technical skills had taken a back seat for many years.

The study by Kamau and Ngumbu (2013) also found that despite existence of vast employment opportunity in technical, vocational, and entrepreneurship, many youths remain idle and untrained. The technical and vocational training centres suffer from low enrolment rates. The study attributed this situation to negative community attitude towards technical and vocational careers. Though its qualitative approach, Kamau and Ngumbu (2013) found that many community members viewed the technical and vocational training centres as points of last resort that should be turn to when a child has no other training option.

According to Afande et al. (2015), parents have also contributed to this situation as many of them tend to define success in terms of academic performance and landing of formal jobs. Very few of encourage their children to develop talents such as sports or music or explore alternative routes of employments such as entrepreneurship and farming. Mutua et al. (2017) also mentioned that many youths in Kenya have a negative attitude towards taking risk. Consequently, they prefer to get long-term employment that will guarantee them stable stream of income rather than exploit opportunities that high level of uncertainty.

The situation is however not gloomy for youths as a study by Awiti and Scott (2014) found that 48% of Kenyan youth prefer to start a business as compared to 26% who wanted to join professional careers such a medicine and teaching, and 11% who wanted to go into farming. The study surveyed 1,854 individuals aged between 18 and 35 years from across the country. Another study by Zollmann and Gubbins (2016) found that the majority of Kenyan youth prefer to start a business as it provides them with a feeling of confidence, success, and pride. Some respondents mentioned that starting a business venture made them feel more capable and fulfilled even when the returns are small.

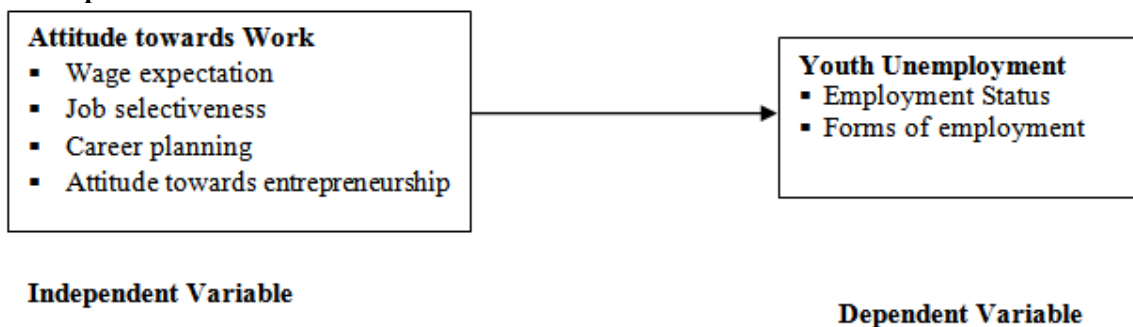
The study by Kabiru, Mojola, Beguy, and Okigbo (2013) also found despite being exposed to numerous challenges such as HIV/AIDS, violence and rape, police harassment, high rate of school dropout, and drug abuse; over 75% of young persons in Kenyan slums maintained high life aspirations. Aspirations that were common among the youths include owning a home, taking care of parents at old age, having a good job, and financial stability. Males had higher life aspirations than female ($F=9.62, p<.001$). Youngers person were more likely to have high aspirations than older youths (Kabiruet al., 2013). About 80% pursue their aspiration through education while a few try to achieve their aspiration through delinquency, residential mobility, and religion. Majority of these youths are however forced to recalibrate their aspiration with reality through early transition from school to work and accepting menial jobs such as collecting plastics.

2.2 Summary of Literature and Gap

Existing literature indicate that youth unemployment is a major problem in all parts of the world. In almost all countries, there are marked disparities between the youth employment rates and the rates for the general population. The body of literature also highlights the fact that youth unemployment is a complex problem that may not be attributed to a single factor. Studies conducted in different parts of the globe have found that youth unemployment vary from one area to another and from one group of people to the next. Each

setting tends to exhibit unique factors and features that may influence the state of youth unemployment. The implication of this reality is that any study seeking to examine determinant of youth unemployment in a given area must consider contextual variables that exist in that area. Unfortunately, few studies have been conducted to examine youth unemployment in Kenya; hence, there is a gap in knowledge regarding the contextual variable that may be influencing this problem. In addition, the few studies that exist have mainly focused on demand-side factors rather than supply-side factors.

2.3 Conceptual Framework



III. RESEARCH METHODOLOGY

The study employed the cross-sectional survey design. The target population for the study were 43,280 youths (individuals aged between 18 and 35 years) residing in Bahati Sub-County. The size of the sample was determined using the following sample size formula.

$$n = \frac{z^2 (p) (1-p)}{c^2}$$

Where:

z = standard normal deviation set at 95% confidence level (1.96)

p = percentage picking a choice or response or having the characteristic of interest. In this study, it is estimated that 80% of the youth have youth have experienced or at the very least they are aware of issues of unemployment. In terms of proportion, this translates to $p=0.8$).

Using the formula, it was determined that the appropriate sample size for the proposed study will be 245 youths. Respondents were selected using the clustered random sampling method. The five wards within Bahati Sub-County were used as clusters. Forty nine participants were selected from each ward because the wards have similar populations.

3.1 Collection Instruments and Procedure

Data was collected using questionnaires. The questionnaire contained both close-ended aimed at generating quantitative data and open-ended questions that sought to elicit qualitative data. The questions were in the English language. It was expected that the sample would comprise of individual with different literacy level. Consequently, the researcher personally administered the questionnaire so as to address issues of language barrier.

The validity of the questionnaire was enhanced by presenting it to university research supervisors at the Department of Development Studies of St. Paul University who provided their input regarding the relevance, appropriateness, clarity, precision, and comprehensiveness of the questions in eliciting the information needed to address the research objectives.

The reliability of the instrument was enhanced by conducting a pilot study. The pilot study involved 25 youths (10% of the sample) from the neighbouring Nakuru East Sub-County, which was selected due to its similarity to the study area in terms economic and social conditions. The pilot data was assessed using the test-retest method. The correlation between the first wave and second wave of data was 0.781, which indicated that the instrument had acceptable level of reliability.

3.2 Data Analysis and Presentation

Data was analysed using both quantitative and qualitative methods. In the quantitative analysis, descriptive statistics such as frequencies and percentages were used to summarize data on individual variables. Inferential statistics specifically cross-tabulation with chi-square were used to examine the relationship between the independent and dependent variables in the study. Quantitative analysis was done through the Statistical Package for Social Sciences (SPSS) version 25. Qualitative analysis was conducted using the thematic analysis technique.

IV. DATA ANALYSIS, PRESENTATION, AND INTERPRETATION

From a total of 245 questionnaires that were distributed, 207 were completed accordingly and returned to the researcher. This figure translated to a response rate of 84.5%. According to Mugenda and Mugenda (2003), a response rate of more than 50% is adequate to facilitate statistical analysis and generate findings that are representative of the target population.

4.1 Respondents Demographic Profile

Respondents’ demographic traits were assessed in terms of gender, age, and highest education level. In terms of gender, there were more female respondents than male respondents in the sample. Female respondents were 118 representing 57% of the sample as compared to 89 males representing 43% of the sample. In terms of education, the largest segment of the respondents (29.5%) had the secondary level of education. About 28.5% had the diploma level of education while a similar proportion had attained at least a university degree. About 9.7% had the primary level of education while 3.9% had no formal education. This information is summarized in Table 1.

Table 1: Demographic Characteristics of Respondents

Demographic Characteristics	Categories	Frequency	Percentage
Gender	Male	89	43
	Female	118	57
Highest Education Level	No education	8	3.9
	Primary Education	20	9.7
	Secondary	61	29.5
	Diploma	59	28.5
	University Degree	59	28.5

The age of respondents ranged from 18 to 35 years. The mean age was 26 years which was also the mode with 43 of the respondents reporting being at this age.

4.2 Youth Unemployment Rate

The first issue that the study interrogated was the rate on unemployment within the study area. Respondents were asked to indicate whether they were involved in any income generating activity. Results are presented in Figure 2.

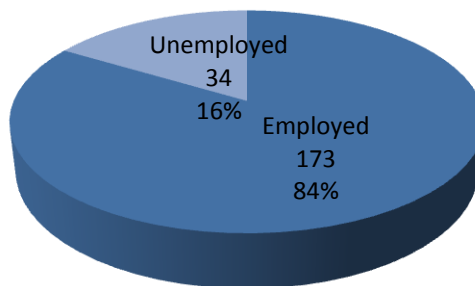


Figure 2: Distribution of Respondents by Employment Status

Source: Field Data (2016)

As Figure 2 shows, 173 out of the 207 respondents reported that they were involved in some form of income generating activity. This figure translates to an employment rate of 84% and an unemployment rate of 16%. This findingshows that the youth unemployment rate in the study area is slightly below the national average, which the Kenya Institute of Economic Affairs (2016) estimated to be 17.1%. The second issue that was interrogated was the form of employment in whichthe employed youths were engaged. Respondents were provided with a list of options and asked to select the option that best describe the income generating activity that they are involved in. Results are presented in Table 2.

Table 2: Distribution of Respondents by Form of Employment

Form of Employment	Frequency	Percent
Work for wage on part time	24	13.9
Work for salary on full time	55	31.8
Self-employed	57	32.9
Family business/ farm	37	21.4
Total	173	100.0

Source: *Field Data (2019)*

As Table 2 illustrates, the largest segment of the employed youths (32.9%) were self-employed. This study is consistent with the study by Awiti and Scott (2016) who found that 48% of Kenyan youths aspire to venture into businesses rather than pursue professional careers such as engineering and law or go into farming. The finding is also consistent with Zollman and Gubbins (2016) who found that due limited formal employment opportunity and expanding workforce, the proportion of Kenya’s working population that is venturing into self-employment is rapidly increasing. The study also established that venturing into business is preferred by most Kenyan as opposed to employment as it provides a sense of success, pride, and confidence. Other respondents reported that starting a business helped them to feel more fulfilled.

4.4 Influence of Youths’ Attitude towards Work on Youth Unemployment

The objective of the study was to examine the influence of attitude towards work on youth unemployment in Bahati Sub-County. Several issues were interrogated under this objective including the factors that they consider when searching for employment, wage expectations, career planning, and attitude toward entrepreneurship.

4.4.1 Factors that Youth Consider when Searching for Employment

The second issue that the study interrogated are the factors that youths in Bahati Sub-County consider when search for employment. The sampled youths were provided a list of factors and asked to indicate whether it was an important consideration to them or not. Results are presented in Table 4.18.

Table 3: Number and Percent of Respondents who consider each Factor

Factor	No. of Respondent	% of Respondents
Wages offered	164	82.0
Work matches qualification	76	38.0
Location of job	86	41.5
Number of work hours	72	34.8
Contract length	90	45.0
Possibility of advancement	90	45.0

Source: *Field Data*

A total of 200 individual responded to this question. As displayed in Table 3, the majority of the respondents (82.0%) reported that wage was an important consideration when looking for employment. This implies that earning a good income is the number one priority for the majority of youths in Bahati Sub-County. About 45% of the respondents said that contract length was an important consideration meaning that they give priority to the stability of the career. Another 45% of the respondents said that possibility of advancement is an important consideration when searching for career opportunity. This category of youths is mainly interested in growing their career and developing themselves.

About 41.5% said that the location of the job is an important consideration meaning that they would not consider an opportunity that may arise in geographical areas that they consider unsuitable. About 38% said that they consider whether the opportunity that has arisen matches their qualifications. This means that they would not consider taking a career opportunity that is outside their area of training or that is require low level skills. About 34% said that number of work hours is an important consideration meaning that they would not consider opportunities that require them to work below and beyond certain hours. The cross-tabulation method was used to examine the influence of these factors on youth unemployment. Results are presented in Table 4.

Table 4.19: Cross Tabulation of Youth Employment Status and Factors Considered

Factor	Category	Unemployed n (%)	Employed n (%)	X ²	p-value
Wages Offered	No	10 (27.8)	72.2 (56.7)	5.053	0.025
	Yes	21 (12.8)	143 (87.2)		
Job Matches Qualification	No	17 (13.8)	106 (87.2)	0.688	0.407
	Yes	14 (18.2)	63 (81.8)		
Location of Job	No	20 (17.5)	94 (82.5)	0.846	0.358
	Yes	11 (12.8)	75 (87.2)		
Number of Work Hours	No	23 (18.1)	104 (81.9)	1.712	0.191
	Yes	8 (11.1)	64 (88.9)		
Contract Length	No	25 (22.7)	85 (77.3)	9.749	0.002
	Yes	6 (6.7)	84 (93.3)		
Possibility for Advancement	Yes	21 (19.1)	89 (80.9)	2.407	0.121
	No	10 (11.1)	80 (88.9)		

Source: Field Data (2019)

From Table 5, only wages offered ($X^2= 5.053, 0.025$) and contract length ($X^2= 9.749, 0.002$) had statistically significant association with youth employment status. In wages offered, unemployment rate was highest among youth who said that they do not consider the wage offered (27.8%) than among youths who said they considered this factor (12.8%). This probably shows that it is the employment status of the youth that is influencing their consideration of wage rather the other way round. Youth who are already in employment have greater latitude to decide what wage they are willing to accept from a new career opportunity than those who are not in employment.

4.4.2 Career Planning

The next issue that was considered was career planning. The study sought to assess the extent to which youths in Bahati Sub-County plan for their careers and how it influences their employment status. Respondents were asked to indicate whether they have ever made any step to plan for a career or business. Their responses are summarized in Figure 5.

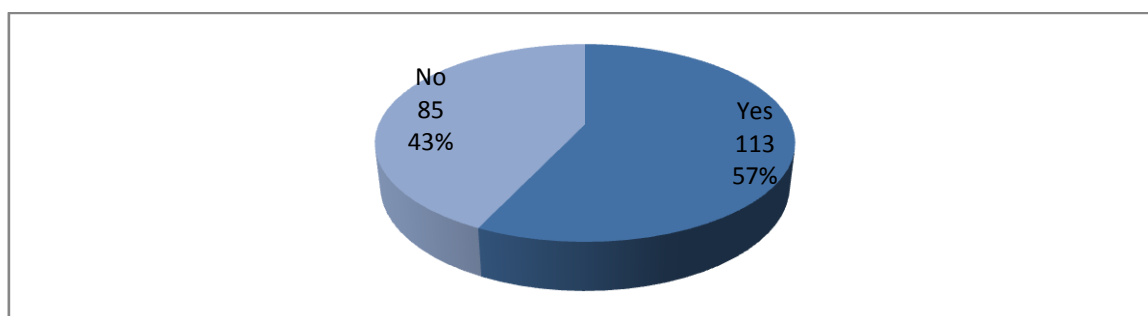


Figure 5: Whether respondent has a Career Plan

Source: Field Data

As Figure 5 shows, 57% of the respondents said that they had made steps to plan for their careers or business while 43% said that they had not made any step. As Polvere and Lim (2015) explained, good career planning helps an individual to effectively transition from school to professional life. It enable an individual to develop realistic goals, access resources need to actualize the goals, implementing actions needed to achieve the goal, and monitor progress and correct deviations. Respondents were asked to mention some of the steps they had taken to develop their careers. Figure 6 summarizes the most prominent themes.

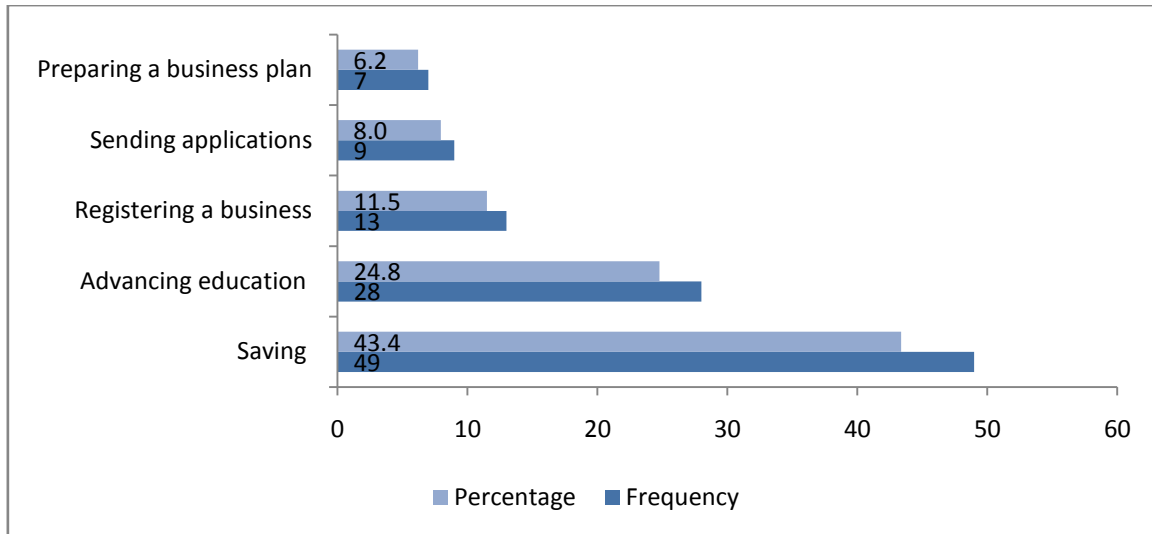


Figure 6: Steps made by Respondents to advance Careers.

Source: Field Data (2019)

A total of 113 individuals responded to this question. As Figure 4.13 exemplifies, 43.4% of the respondents said that they were saving some money in order to start a business, expand their current business, or go back to school to pursue a programme of their choice. About 24.8% of the respondents said that they had gone back to school to advance their studies. Some reported that they had registered to some part-time classes so as they can be able to study and work at the same time. One of the respondents recited that:

“I have been saving part of the money that I get through my current job so as I can join college. I intend to begin part-time classes next year,” (Susan, Field Data, 2019).

About 11.5% of the respondents said that they had registered a business in preparation to start their ventures while 6.2% said that they had prepared a business plan. These findings suggest that there is a large proportion of youths who are preparing to venture into self-employment. About 8% of the respondents said that they were actively sending job applications. The influence of career planning on youth unemployment was examined by cross-tabulating the youth employment status data and career planning data. Results are presented in Table 6.

Table 6: Cross-Tabulation of Youth Employment Status and Career Planning

		Employment Status		
		Unemployed	Employed	Total
Made steps to Plan Career	No	25 (29.4%)	60 (70.6%)	85 (100%)
	Yes	15 (13.3%)	98 (86.7%)	113 (100%)
Total		40 (20.2)	158 (79.8%)	198 (100%)
Chi-square $X^2 = 3.721$, d.f. = 1, sig. = 0.023				

Source: Field Data (2019)

As Table 6 illustrates, unemployment rate was highest among youths who had not made any career plan at 29.4% as opposed to an unemployment rate of 13.3% among youths who had made career plans. The chi-square test showed that this difference in unemployment rate is statistically significant ($X^2 = 3.721$, sig. = 0.023). This finding led to the conclusion that career planning has a negative influence on youth unemployment in Bahati Sub-County. This means that youth who plan for their career are less likely to be employed as opposed to those who do not plan their career.

4.4.3 Mentoring Effects

Another issue that was considered was effect of mentorship on youth unemployment. The study sought to establish the extent to which youth in the study area go for mentorship and the influence of the mentorship on their employment status. The surveyed youths were asked to indicate whether they usually seek advice from person already working in the job or business that they are interested in. Their responses are summarized in Figure 7.

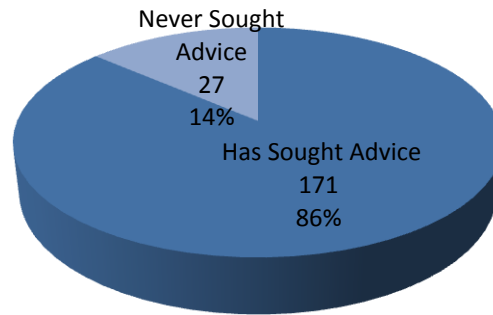


Figure 4.7: Distribution of Respondents based on Career Advice Seeking

Source: Field Data (2019)

As Figure 4.7 shows, the majority of the respondents 86% said that they have sought advice from persons who is already in the job or business that they are interested in. In a subsequent question, the 86% of the respondent mentioned that they have engaged different persons for career advice including their parents, teachers, and prominent business person in their neighbourhood among others. When asked to state how the advice has helped them, one of the respondents explained that:

“The advice I received was very helpful in enabling me to settle into business. My mentor helped know where to get supplies at the best rates, the equipment that are necessary for the business, and the type of products to stock,” (Boniface, Field Data, 2019).

Another female respondent expressed that:

“My mother is my main mentor as she is also a nurse. She played a big role in helping me to join this profession. She advised me on the subjects to focus on in high school. She also advised me to get an internship at her workplace after completing my diploma so as to get the work experience and increase my opportunity of landing a job.” (Rose, Field Data, 2019).

To examine the effect of mentorship on youth unemployment, data on career advice seeking was cross-tabulated with data on youth employment status. Results are presented in Table 7.

Table 7: Cross-Tabulation of Employment Status and Advice Seeking

		Employment Status		
		Unemployed	Employed	Total
Advice seeking	Never Sought Advice	7 (25.9%)	20 (74.1%)	27 (100%)
	Has Sought Advice	24 (14.0%)	147 (86.0%)	171 (100%)
Total		31 (15.7)	167 (84.3%)	198 (100%)
Chi-square $X^2 = 4.497$, d.f. = 1, sig. = 0.014				

Source: Field Data (2019)

As Table 7 shows, unemployment rate was higher among youths who had never sought career advice at 25.9% as compared to an unemployment rate of 14.0% among youths who have sought career advice from people in the job or business that they are interested in. The chi-square test showed that the difference in unemployment status observed between the two groups of youths is statistically significant ($X^2 = 4.497$, sig=0.014). These findings lead to the conclusion that mentorship has a negative influence on youth unemployment in Bahati Sub-County. Instead, this factor acts as a protective factor against youth unemployment.

4.7.4 Attitude toward Entrepreneurship

The final variable that was considered under attitude towards work was the youth’s attitude toward entrepreneurship. To assess youth attitude towards entrepreneurship, the sampled youth were asked to indicate whether they believe that the business environment had become so competitive making it difficult for youths to venture. Their views are summarized on Figure 8.

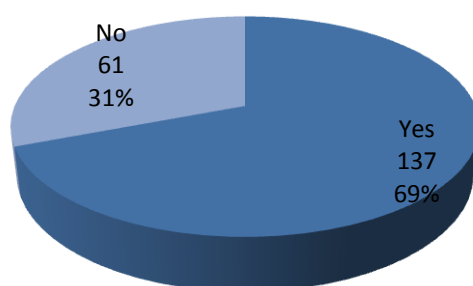


Figure 8: Respondents views on Whether Business Environment is Difficult for Youths
 Source: Field Data (2019)

As Figure 8 shows, 69% of the 198 youths who responded to this question felt that the business environment has become difficult for the youth to venture. This finding suggests that many youth are less likely to venture into business because they believe that the business environment is tough. To assess the influence of this entrepreneurship attitude, this data was cross-tabulated with the data on youth unemployment status. Results are presented in Table 8.

Table 8: Cross-Tabulation of Employment Status and Respondents Beliefs about the Business Environment

		Employment Status		
		Unemployed	Employed	Total
Business environment is difficult for youths	No	6 (9.8%)	55 (90.2%)	61 (100%)
	Yes	25 (18.2%)	112 (81.8%)	137 (100%)
Total		31 (15.7)	167 (84.3%)	198 (100%)
Chi-square $X^2 = 3.262$, d.f. = 1, sig. = 0.033				

Source: Field Data (2019)

From Table 8, unemployment rate was highest among youths who believed that the business environment was difficult at 18.2% as compared to an unemployment rate of 9.8% among youth who did not believe that the business environment was difficult for the youths. The chi-square test showed that the difference in unemployment rate between the two groups was statistically significant ($X^2 = 3.262$, sig. = 0.033). These findings led to the conclusion that youths attitude towards entrepreneurship has a statistically significant influence on youth unemployment. Youths who have negative perception regarding the entrepreneurship environment are more likely to be unemployed than those who hold positive sentiments.

The perspective of youths who felt that the business environment in Kenya was not friendly to the youth were however not completely unfounded. A study by the World Bank (2011) found that Kenyan youth who opt to go into self-employment have to overcome the barrier of lack of capital access as most financial institutions are not willing to provide loans to young people due to their inexperience and lack of collateral. Very few of the young people have savings of their own and thus most are compelled to turn to their parents for financial assistance. This finding might also explain why unemployment is significantly associated with family wealth as well as parents' occupation. On the other hand, the study by Zollmann and Gubbins (2016) found that the biggest problem for small entrepreneurs in Kenya is market linkage. Most of the businesses deal with small customer volumes as well as customers with low purchasing power. Respondents who said that the business environment was difficult were asked to briefly state some of the issues that have made this environment unbearable for the youth. Figure 9 summarizes the major themes in the participants' responses.

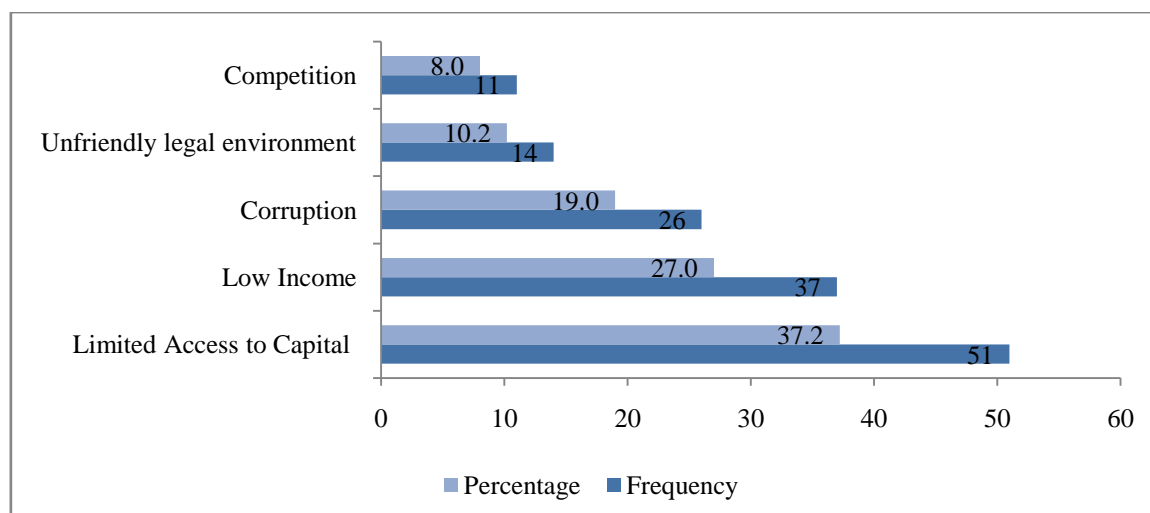


Figure 4.16: Factors that make the Business Environment difficult for Youths

Source: Field Data (2019)

As Figure 9 shows, 37.2% of the respondents said that limited access to capital was among the factors that have made the business environment unbearable for the youth. About 27% of the respondents felt that most businesses generate low income that makes it impossible for youths to make ends meet. Another 19% of the respondents felt corruption was the biggest obstacle that the youth are facing in the business environment. One the respondents lamented that; “Government tenders are awarded to people who have been in the industry for long based on corruption.” About 10.2% of the respondents felt that the business environment has been made difficult for youths by the unfriendly legal environment characterized by high taxes, numerous licences, and many regulations. About 8% of the respondents felts that the business environment had become difficult due to high competition. One of the respondents complained about competition from foreign nationals mainly from China who have been allowed to come into the country and venture into small businesses such as street vending.

V. CONCLUSIONS AND RECOMMENDATIONS

The purpose of this study was to investigate the influence of youths’ attitude towards work of youth unemployment in Bahati Sub-County. The study concludes that career planning, mentorship, and attitude towards entrepreneurship are significant determinant of youth unemployment in Bahati Sub-County. Career aspirations and considerations that the youth make when evaluating an employment opportunity do not a have significant effect on unemployment.

Based on these findings, the study recommends that government and learning institutions should develop/ strengthen career guidance and planning programme as finding have shown that career planning has significant effect on unemployment. Government should also fast track and strength the implementation of the Apprenticeship programme that sought to provide paid internship to youths. This policy is supported by the finding that mentorship has a significant effect on youth unemployment. Lastly, the government should address issues that make entrepreneurship unattractive to the youth particularly the low access to capital, low market linkages leading to low income, corruption, and unfriendly legal framework.

The current finding was limited to unemployment among the youth in Bahati Sub-County. Future studies should consider exploring these factors in a different sub-county particularly those located in a complete rural set-up. The current study also focused on attitude towards work. The factors examined are not comprehensive as there are many other supply side factors that have the potential to influence youth unemployment. Future studies should explore other factors.

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