Entrepreneurship Training and Sustainability of Entrepreneurial Activities: A Case of Coconut Sub-Sector in Kwale County, Kenya

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ABSTRACT

Extensive studies have been conducted on entrepreneurship training and sustainability of entrepreneurial activities. Findings from these studies have shown that entrepreneurship training greatly influence the sustainability of entrepreneurial activities. These studies have however created contextual and methodological gaps since they have focused on different context other than Kwale County and concentrated on different populations such as students in various settings. Lack of entrepreneurship training has dealt a major blow to most of the coconut sub-sector enterprises leading to their unsustainability or failures altogether. As such, the aim of this study was to find how entrepreneurship training affects sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County, Kenya. The study was to assess the influence of opportunity identification training, resource identification training, business managerial training and entrepreneurial marketing training and sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County. The study was grounded on social capital theory, knowledge spill over theory of entrepreneurship, entrepreneurship innovation theory and Marketing Orientation Theory. The study used descriptive and Explanatory research designs. The population of focus was the 264 respondents drawn from the 42 institutions including coconut processors, farmer's cooperatives, marketing Agents for example EPC, National and County governments agencies and corporations as well as tertiary institutions offering entrepreneurship education in Kwale County. Stratified sampling technique was used to select 30% (79) respondents. A questionnaire was used to collect the data from the respondents. Descriptives and regression analyses was utilized to analyse the collected data. The study found a strong and significant relationship between the four independent variables and the dependent variable. The study concluded that various aspects of opportunity identification, resource identification, business managerial and entrepreneurship marketing training affect sustainability of entrepreneurial activities of coconut sub-sector in Kwale County. The study recommended that there is need for concerned institutions to develop a practical oriented entrepreneurship curriculum that enhances resource identification. It is important that organizers, funding organizations and executers of entrepreneurship training continuously review the objectives of such trainings to ensure that they are relevant and contributing to different facets of entrepreneurship ventures. Training programmes, such as the business growth training, should be offered more frequently and target a higher number of entrepreneurs so that they too could benefit and acquire business management skills. The relevant stakeholders in the coconut sub-sector should leverage training on entrepreneurial marketing strategy in order to grow their business, suggested entrepreneurial strategies like guerilla and buzz marketing strategies, this are vital for the firm to grow.

Key Words: *Entrepreneurship Training, Opportunity Identification Training, Identification Training, Business Managerial Training, Entrepreneurial Marketing Training, Sustainability of Entrepreneurial Activities, Coconut Sub-Sector in Kwale County, Kenya*

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1. Introduction

Entrepreneurial activities create further business possibilities for utilization in the economic system. To Zampetakis, Gotsi, Andriopoulos and Moustakis (2011), business has been disclosed to be a critical element of monetary advancement. It is a multifaceted and a multidisciplinary subject with complex social, social, and financial marvels. Framing a pioneering goal is normally a critical primer stage in the rise of business, which causally goes before any people's activities in building up new pursuits (Zampetakis *et al.*, 2011). According to Sánchez (2013), entrepreneurial training puts emphasis on opportunity identification training, resource identification training, business managerial training and entrepreneurial marketing training. Allen (2015) argues that an enterprising procedure will in general be attentive with regard to a person and identification relies on one's goal. Most nations such as the USA, Turkey, Vietnam, Israel and the United Kingdom among others have advanced as a result of entrepreneurial efforts (Iakovleva, Covered & Stephan, 2011; Uysal & Guney, 2016; Khuong & An, 2016). Regulatory frameworks and strategists in European countries and US trust that much business enterprising is essential for achieving more elevated amounts of financial development and advancement (Huber, Sloof & Van Praag, 2014).

According to European Commission (2016) the prevailing business training program in optional schools and universities in the USA and Europe is the Junior Achievement Young Enterprise Student Mini-Company (SMC) program. In the European Continent, it was successful in 40 nations and in excess of 4 million studies were undertaken during 2016/2017 period. In Ireland, the Global Entrepreneurship Monitor (2015) revealed that the amount of individuals starting and anticipating to set up new ventures raised to 13 percent in 2015 up from 11 percent in 2014. Most of the low and middle income nations have formulated policy frameworks to assist citizenry at various levels in order to embrace entrepreneurship. According to Lekoko, Rankhumise and Ras (2012), low profitability business enterprise has been very common in the district, however gainful (opportunity) business has been for the most part absent. In Sub-Saharan Africa, environmental change, a dangerous atmospheric deviation and precipitation deficiency affected adversely on harvest generation and nourishment security and decrease national welfare (Baumann, 2011). In South Africa, entrepreneurial training is relatively new and entrepreneurial awareness and training have been a major emphasis placed by the government Reconstruction Development Programme (RDP). In Rwanda, the main intervening institutions of SMES sector supervision and entrepreneurship programs are Rwanda Development Board where as Human Capital Institution seeks to instil the entrepreneurship attitude among people as well as offering training on setting up and growing of enterprises (Rwanda Development Board, 2011).

In Kenya, thousands of college students who graduate each year fail to get jobs, adding to the large number of already unemployed youth (Omolo, 2010). Various programs such as Uwezo Fund and Youth Enterprise Development Fund have just been set up so as to encourage making of pioneering adventures in Kenya (RoK, 2014). The Government of Kenya considered the

possibility of institutional financing to furnish youngsters with access to back for independent work exercises and pioneering abilities advancement as a method for tending to joblessness and destitution, which basically are youth issues (Republic of Kenya, 2012). The Enterprise Development Fund idea depended on the commence that empowering miniaturized scale, little and medium endeavor advancement activities would have the greatest effect on occupation creation (MOYAs, 2010). Some of its areas of focus include coconut farming as an enterprise. World bank report by Young and Pelomo (2014) observed that major stakeholders in the coconut subsector includes coconut growers (household farmers), market intermediaries and small micro entrepreneurs (SME's) including copra oil millers (non- edible), producers of coconut milk/cream, virgin coconut oil (edible); coir fiber and coco peat, charcoal briquettes, door mats; soap, lotions and cream; coconut artifacts, coco wood furniture; brooms; makuti; tender coconut water, coco syrup; coco fiber; coco peat; coconut chips and coconut roasting. Total importation of crude edible oil by local oil manufactures from Malaysia, Indonesia and Sri Lanka stands at Kenya shillings 800 million annually (GOK) meaning that we are losing a significant foreign exchange earnings which otherwise could be saved should there be optimal intervention to tap the crude coconut oil which is more nutritious and healthier than any other exported crude edible oil in Kenya.

Cohen and Winn (2017) alluded that feasible business enterprise incorporates thought of the social, monetary and natural advantages drawn from ecological activities. In addition, economical business enterprise can likewise be depicted as the Triple Bottom Line (TBL). TBL is a system to appraise execution on three measurements: monetary, social, and natural execution. It urges firms to guarantee monetary, social and ecological qualities together (Schoof, 2016). Practical enterprise can be clarified with circumstance acknowledgment and business (Nichter, 2015). Achievement isn't characterized by benefit and development, however by the survival and supportability of ventures just as solid terminations which include moving the business or shutting when proprietor resigns following quite a while of effective activity (Donald, 2011). Innovative open doors identified with ecological issues and manageability empower advancement of enterprising exercises, and financial execution advances upgrading supportability (Choongo, 2015). Through enterprising chances, it is conceivable to take care of the issues emerging from the ecological obliteration by business, and to seek after financial advantages also. Thus, manageability enterprise could be a conceivable answer for supportability issues through business exercises and could frame a reasonable pioneering biological system (Obschonka, Hakkarainen, Lonka & Salmela-Aro, 2017). In their investigation of Soto-Acosta *et al.*, (2016) dissected the connection among feasible enterprise plus execution, and reveal maintainable business enterprise in micro and med-sized endeavors related to individuals (counting network, accomplices, and workforce), and planet (counting condition, assets, and advances). They finish up, nonetheless, that maintainable enterprise was not identified with business execution, which spoke to that feasible enterprise couldn't be a benefit focused business movement.

Wagnerand (2015) found that manageability training with business and administrative information did not impact the goal to begin a business. That demonstrates supportability is regularly considered as profitable in an association, however not in enterprising exercises. Buruku (2015) uncovered that there was a low dimension of formal business enrollment for the most part because of the bureaucratic procedure of enlistment and the costs connected to it. Real requirements to extending the little endeavor area in Kenya give off an impression of being

absence of capital, framework, and administrative abilities (Njoroge, 2013). The nonappearance of specialized help on the best way to run and grow a business inside the African setting, with all its administrative, calculated and infrastructural prerequisites is a significant test. According to Schaper (2014), a business person is an individual who drives the procedure of financial development and intervenes the sources of info and yields of the monetary framework. In the broadest sense, a business visionary might be portrayed as an individual who can investigate the earth, distinguish open doors for development, assemble assets and actualize activities to exploit those chances (Schröder and Schmitt-Rodermund, 2013). Subsequent to distinguishing the open doors they at that point inventively amass the vital assets to benefit from them (Zimmer and Scarborough, 2015). Business enterprise is worried about the recognizable proof, assessment and abuse of chances (Aluoch, 2014). As indicated by Kumar (2011), business enterprise is the demonstration of handling different assets and transmitting them into business items.

Martin, McNally and Kay (2013) characterized enterprise preparing as an organized program that expects to outfit members with the important range of abilities and mentality for recognizing and propelling new business adventures. As indicated by Gielnik, Frese, Kahara-Kawuki, Wasswa, Kyejjusa and Ngoma (2015), business preparing is an orderly, organized, and objectivism movement that individuals who has potential capacity would be innovatively instructed or business visionaries would be taught to expand their aptitudes and abilities. Valliere (2013) pointed that business enterprise preparing has customarily centered around showing people, however numerous activities are progressively ending up more activity arranged, underscoring learning by doing. As per Elert *et al.*, (2015), business enterprise preparing is a noteworthy determinant in the development and survival of undertakings. Innovative preparing and training goes about as a facilitator for enterprising exercises with the center being to invigorate pioneering action and execution. Business enterprise preparing is compelling in advancing intellectual and persuasive results bringing about more new businesses. Westhead and Solesvik (2016) posit that enterprise instruction is basically given through specialized and professional preparing and the teaching method basically stays constrained to customary classroom educating despite the fact that the learning result is to show understudies on the most proficient method to begin and maintain a business. Innovative preparing assumes a vital job both in circumstances in mechanical change and the way toward applying new administration framework (Morris, Webb, Fu & Singhal, 2013). Business instruction and preparing involves rationality of confidence, for example, making another social and profitable condition, advancing new arrangements of frames of mind and culture for the achievement of future difficulties (Oluremi & Agboola, 2011).

In most creating and change nations, venture training does not just exist or has not been adequately embraced among all through school youth and where offered it isn't connected on every unique dimension of instruction for example essential, auxiliary, specialized and professional and advanced education (Schoof, 2016). The understudies are in this manner furnished with vital aptitudes to wind up a fruitful business visionary. As per Okello-Obura & Matovu (2011), the development of any endeavor in addition to other things; relies upon the pioneering soul, the capabilities of its proprietor, quality arrangement of data, information, aptitudes just as guidance on the different parts of the business. In any case, projects to get ready for enterprise preparing to help private venture have progressed toward becoming subjects of further instruction and preparing. As per Costa, Santos, Wach & Caetano (2018) business enterprise training furnishes business people with pertinent pioneering encounters, skills,

mindsets, and approaches to dissect the world. Preparing business visionaries furnishes them with asset recognizable proof abilities fundamental for running their undertakings. Khan & Siddiqi (2011) underscore that administration abilities are essential for SMEs to endure and accomplish development. Hacioglu, Eren, Eren & Celikkan (2012) uncovered that preparation on genius liveliness, inventiveness, client power, asset utilizing measurements of pioneering showcasing are decidedly related with survival of endeavors.

Business enterprise instruction centers around filling the education holes of drop-outs or even the unschooled. Controlling for the individual qualities of alumni and other natural elements, business enterprise instruction expanded the likelihood of an individual being (Valerio, Parton & Robb, 2014). Adekunle & Kayode (2014) in their investigation of business enterprise training in Nigerian colleges for national change contended that while enterprise instruction has kept on flourishing in numerous social orders, in Nigeria it has been dismissed. Nigeria is looked with bunch of issues among which are graduate joblessness, destitution, wrongdoing, and other social indecencies, which are because of financial emergency or unsustainable improvement in the nation, which needs pressing consideration. The particular effect of business enterprise instruction on the general public for national change among which are the arrangement of work openings, increment in Gross Domestic Product (GDP), enhanced way of life just as under-reliance on professional occupation by the colleges' alumni are examined. In Kenya a large portion of the establishments giving enterprise and business improvement preparing experience the ill effects of deficient limit. They are thusly, helpless to offer preparing in a wide scope of exchanges. Thus, potential business visionaries enter the area badly arranged to viably run them to progress, while the current ones stay inert in their activities. One of the key components in enhancing the survival rate and execution of the undertakings are enhancing the administration abilities of their proprietors/administrators. This calls for making access to reasonable preparing and different business improvement administrations. China has prepared five million business people and made over 2.3 million new employments over the most recent 10 years (ILO, 2014).

Opportunity recognizable proof is the beginning stage from which all business people start (Valliere, 2013). It is subject to the point of view and capacities of the business person to consolidate opportunity ID preparing. Lee & Nicholas (2012) consider opportunity-ID preparing is viewed as essential for fruitful enterprising execution. Opportunity recognizable proof can be created by people and that business enterprise instruction can assume a vital job in upgrading its advancement. The degree to which opportunity-ID capacity advancement can be improved by instructing has significant ramifications for business training and innovative manageability (Clydesdale, 2012). Business enterprise requires information of acknowledgment of assets required to run undertakings and the learning of the aggressive market. Asset distinguishing proof preparing furnishes business visionaries with both hypothetical and non-hypothetical learning of the specific time and place to get assets for enterprising exercises (Fatoki, 2012). Such pioneering information frequently includes affability in perceiving wellspring of assets, finding markets and precisely assessing item markets and advancements (Rainville, 2012). Accordingly, the manageability of endeavors relies upon seeing and understanding the asset producing openings.

Sánchez (2013) showed that through business administrative preparing, business people can get better administration systems, grow their substances, receive new innovation and assemble more business linkages. As per Westhead & Solesvik (2016) business the board preparing empowers

members to change conduct and how they see their exercises. Gill & Biger (2012) found a positive relationship among training and independent venture achievement. Moreover, the business people's failure to keep legitimate records, to isolate business activities from individual, oversee income and development is probably going to influence business execution. The innovative promoting preparing gives the example of conduct to independent companies (Morris *et al.*, 2013). Pioneering promoting preparing centers around measurements of proactiveness, opportunity-center, hazard taking, development introduction which portray the innovative introduction of the undertakings. Gathenya (2012) contended that the part of interface among showcasing and business includes how the advertising idea and standards can be made increasingly significant in enterprising setting. Its primary job is of constant esteem creation to advertising through quest for circumstances and development, chance taking and utilizing of assets as a method for guaranteeing gradual and enhancement in execution.

The coconut subsector is among the fundamental Kenyan economical driving forces and supports over 150,000 households who directly rely on it for income, employment and food (www.Kcda.go.ke). According to KALRO (2016), the potential of coconut in Kenya is estimated to be Kenya shillings thirteen (13) billion annually but only 25% has been utilized. This clearly implies that 75% of the coconut potential is untapped thus denying the country the much needed agro based revenue which is critical to achieve sustainable development goals. Coconut is subsistence crop grown in smallholder's farms within coastal belt areas and it's one of the main cash crop supporting livelihoods of citizens in such coastal counties like Kwale, Kilifi, Lamu, Tana River, Mombasa and parts of Taita Taveta (KCDA, 2014). According to (Vosle, 2014), there's need to exploit local resources such as the coconut as they have huge economic benefits which only be realized through proper value addition intervention and linkages thus creating more employment, alleviating poverty and boost Kenyan's economic growth towards middle class industrialized nation as envisioned through Vision 2030 economic blueprint.

According to Agricultural, Fisheries and Food Authority (AFFA, 2016), coconut plant can create up to 500,000 jobs annually through establishment of coconut related industries to manufacture value added products such as desiccated coconut flour used in making biscuits and virgin coconut oil for processing, edible oil, lotion, soap and shampoos. The overall estimated potential of coconut industry in Kenya stands at KES 13 billion annually whereas the current exploited monetary value stands at Kenya shillings 3.2 billion, which is only 25% of the estimated potential (KALRO, 2016). Kenya has over 42 small micro enterprises engaged in coconut value chain (NOCD). Others are manufactures of edible vegetable oil who rely on import of crude palm oil for their production. Such companies includes Pwani Oil Products, Bidco Kenya Ltd, Kapa Oil Ltd, Unilever, Diamond Industries, African oil manufactures, Menengai Oil refineries among others. Kenya has over 30 edible oil manufacturers who depends on import crude palm oil from Malaysia (GOK, 2016). Though coconut plant has many economic uses, very little interventions have been put in place to optimize its huge economic potential and maximize its returns for socio-economic reasons. Further, despite its huge economic potential, the coconut subsector in Kenya according to Ofwona (2014) is facing a lot of challenges including low productivity, un-organized marketing and policy gaps that have lowered stakeholder's confidence & income to industry players. The subsector also faces such problems as limited access to quality planting materials, lack of superior varieties, pest and diseases, neglect and poor agronomic packages, inadequate extension services, low access to processing technologies, limited access to credit, imports competition, negative publicity and stigmatization of some

coconut products such coconut oil, vinegar, toddy among the Coastal population. The result has been a great neglect of the crop by farmers resulting to low productivity per acreage, limited value addition and general under-exploitation of the industry huge economic basket.

2. Statement of the Problem

Entrepreneurship and the willingness to pursue risky ventures with an aim of creating and develop new businesses has always been one of the most important drivers of human development (Giagtzi, Reader & Darnihamedani, 2013). The coconut sub-sector in Kenya is estimated to generate KES 13 billion annually and, creates over 500,000 jobs both directly and indirectly (AFFA, GOK, 2014). However, only Kshs.3.2 billion or rather 25% is exploited meaning that the huge coconut potential is untapped and underutilized. Kwale County is one the Coastal Kenya Counties witnessing collapse of coconut enterprises. Lack of entrepreneurship training has dealt a major blow to most of the coconut sub-sector enterprises leading to their unsustainability or failures altogether. The sustainability of entrepreneurship depends on improved knowledge to a better customized and delivery of training which results to increased growth of enterprises (Kirusa, 2013).

Mayuran (2016) in an investigation of effect of business enterprise training on performance of small enterprises in Jaffna District Sri Lanka found a critical positive effect of business preparing on performance of small ventures. Dogan (2015) examined the impact of business enterprise training on pioneering expectations of college understudies in Turkey and found a noteworthy positive connection between the training prosperity levels in the business class and their innovative aims. Steenekamp (2013) in an appraisal of the effect of business enterprise preparing on the young in South Africa found that the contemporary difficulties confronting them are clarified to make a stage for the presentment of business enterprise as the division fit for changing a significant number of the Country's ills by enabling adolescent to take both charge and duty regarding their own future. Mohamed (2014) tried to build up the impact of business preparing and budgetary give on Shardo Youth Enterprise Development Program in Somalia and found that entrepreneurial trainings helped the ventures of the youths and that they got a thought of setting up plans and overseeing organizations. Kamau (2016) in an investigation of the impact of innovative training on business development of small and medium enterprises among youth driven activities in Nairobi County built up that imagination, preparing projects and method of conveyance impact business development of SMES. Furthermore, Kilonzo and Nyambegera (2014) examined the determinants of pioneering aim among college business understudies in Kenya. Mungai (2013) contemplated the socio-social components and enterprising goals of college understudies in state funded colleges in Kenya. The available study created contextual and methodological gaps since they focused on different context other than Kwale County and concentrated on different populations such as students in various settings. The finding sought to fill the gaps that was researched in the project.

3. Objectives of the Study

The general objective of this study was to investigate the influence of entrepreneurship training on the sustainability of entrepreneurial activities in Kenya where the context of focus was the coconut sub-sector in Kwale County in Kenya.

The specific objectives were:

- i. To assess the influence of opportunity identification training on the sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County, Kenya.
- ii. To find out the role of resource identification training on the sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County, Kenya.
- iii. To establish the effect of business managerial training on the sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County, Kenya.
- iv. To look out the relationship between entrepreneurial marketing training and sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County, Kenya.

4. Theoretical Literature Review

The study was grounded on social capital theory, knowledge spill over theory of entrepreneurship, entrepreneurship innovation theory and Marketing Orientation (MO) Theory. These theories relate to the study variables and hence deemed to be the best in explaining the existing phenomenon.

4.1 Knowledge Spill Over Theory of Entrepreneurship

This is a hypothesis of business in which the making of new information extends the mechanical open door set (Arrow, 1962). The innovative action does not include essentially the exchange of chances, but rather the abuse of information overflows not appropriated by officeholder firms. This hypothesis challenges two basic suspicions certainly driving the consequences of the endogenous development models. The first is that information is naturally likened with financial learning. As Arrow (1962) underscored, information is inalienably not quite the same as the customary components of creation, bringing about a hole among learning and what he called monetary information. The second includes the accepted overflow of learning. The presence of the factor of information is compared with its programmed overflow, yielding endogenous development.

The information channel forces a hole between new learning and financial information and results in a lower dimension of learning overflows (Acs *et al*, 2004). In the Romer (1996) model of endogenous development new innovative information is expected to naturally overflow. The suspicion that information consequently overflow is, obviously, reliable with the vital understanding of Arrow (1962) that learning varies from the conventional elements of generation in that it is non-excludable and non-competitions. At the point when the firm or financial operator utilized the learning, it is neither depleted nor would it be able to be, without legitimate assurance, blocked from use by outsider firms or other monetary specialists. Thus, in the soul of the Romer show, drawing on the prior experiences about information from Arrow, a vast and energetic writing has risen fixated on the connections between licensed innovation security and the motivating forces for firms to put resources into the production of new information through R&D and interest in human capital.

The information channel is the hole between new learning and what Arrow (1962) alluded to as financial learning or marketed information. The thicker is the learning channel, the more articulated is this hole between new information and new financial information. Essentially, it is the learning channel that makes the open door for business enterprise in the Knowledge Spillover Theory of Entrepreneurship. As indicated by this hypothesis, open doors for enterprise are the duality of the information channel. The more invulnerable is the information channel, the more prominent are the divergences in the valuation of new thoughts crosswise over financial

specialists and the basic leadership chains of importance of officeholder firms. In this way, because of the learning channel, business winds up vital to producing financial development by filling in as a course, but not the sole conductor, by which information made by officeholder associations overflow to specialists who endogenously make another association.

In this manner, as the examinations estimating learning overflows appear, information overflows will in general be more noteworthy within the sight of higher interests in information, it pursues that innovative open doors dependent on misusing such information overflows was additionally be more prominent within the sight of information ventures. The Knowledge Spillover Theory of Entrepreneurship recommends that, *ceteris paribus*, pioneering movement was will in general be more noteworthy in settings where interests in new learning are moderately high, since the new firm was be begun from information that has overflowed from the source really creating that new information. In a low learning setting, the absence of new thoughts was not produce pioneering openings dependent on potential information overflows. On the other hand, in a high information setting, new thoughts create pioneering openings by abusing (potential) overflows of that learning. The information overflow hypothesis of business places that enterprise is a reaction to interests in learning and thoughts by officeholder associations that are not completely marketed by those associations (Anis and Mohamed, 2012). The information channel is a result of the essential conditions innate in new learning. As indicated by Anis & Mohamed (2012 innovative open doors are created not simply by interest in new learning and thoughts, however in the inclination for just a particular subset of those chances to be completely sought after by occupant firms. As such this theory explains the influence of opportunity identification training on the sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County.

4.2 Social Capital Theory

Social capital theory was proposed by Pierre Bourdieu (1930 – 2002), a French sociologist and public intellectual who was primarily concerned with the dynamics of power in society. This hypothesis places that enterprise is a reaction to interests in learning and thoughts by officeholder associations that are not completely marketed by those associations (Anis & Mohamed, 2012). Bourdieu's (1983) conception of social capital depends on the acknowledgment that capital isn't just financial and that social trades are not absolutely self-intrigued and need to incorporate 'capital and benefit in the entirety of their structures' (Bourdieu, 1983). As indicated by Anis & Mohamed 2012 innovative open doors are created not simply by interest in new learning and thoughts, however in the inclination for just a particular subset of those chances to be completely sought after by occupant firms. Social capital aspect form feasible opportunities of enhancing sustainability of enterprises. Social capital infuses enterprises with value aspects of social structure that become resources of entrepreneurs, which become utilizable for goal realization of enterprises. As such social capital can be used conceptually at establishing the role of training on identifying the social needs of a given society in which the enterprises operate in. Thus, this theory therefore informs the study in relation to the role of resource identification training on the sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County.

4.3 Entrepreneurship Innovation Theory

This theory was proposed by Schumpeter (1939) who saw business enterprise as the fourth factor of creation, as the impetus of financial execution and renewal. He likewise shown that a business person is the person who is inventive, imaginative and has a prescience. Development and venture are concerned for the most part with delivering new blends. The business person breaks

the cycle of routine movement, swimming against the stream to create new items and systems of generation. They also endeavor to find new markets, investigate new wellsprings of crude material and rework markets as well as prompting an expanding rate of the survival of little and medium scale business in the social endeavor division (Deakins & Freel, 2009). Innovative vulnerability is viewed as neither an adequate nor an essential determinant of variances yet proposes that vacillations are brought about by supply shifts dependent on uneven mechanical changes. Schumpeter (1939) contended that business visionaries make radical developments even with rivalry. Taking a gander at Schumpeter compositions (1934, 1939, and 1942) in general it is conceivable to recognize two unique sorts of procedures hidden development by firms: Creative pulverization makes monetary discontinuities, and in doing as such, an enterprising situation for the presentation of advancement, and winning imposing business model benefits (Lintunen, 2000). Rivalry is a pointless component that standardizes the benefit level when the development impacts, esteem included, have been used.

A pioneering revelation happens when a business visionary makes the guess that a lot of assets isn't by and large alternatively used. So as to acquaint developments and with procure imposing business model benefits, a business person needs to recognize showcase openings sufficiently early. Ventures work in all landmasses, and in all business sectors (merchandise, administrations, financing, IPRs and so forth). By using the scale economies and restraining infrastructure control substantial firms make high obstructions to passage of new contestants. Cheng & Dinopoulos (1991) partitioned the quality enhancement process into mechanical leaps forward regarding innovative demolition, and upgrades that pursue achievements as far as imaginative amassing. According to Donner & Escobari (2010) business managerial training is associated with institutionalized innovation by large firms. Business managerial training skills are useful for entrepreneurs since they can enhance efficiency in reporting, book keeping, and business planning and understanding the regulatory policies. This theory will therefore be crucial in establishing the effect of business managerial training on the sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County.

4.4 Marketing Orientation (MO) Theory

Market orientation (MO) is a central construct in a theory developed by Kohli and Jaworski (1990) that explains performance of enterprises (Slater, Mohr, & Sengupta, 2010). This is in agreement with a study done by Kumar, Jones, Venkatesan & Leone, (2011) who postulate that market orientation positively affect business performance both in short term and long term. The introduction is viewed as a hierarchical conduct that creates abilities to obtaining market knowledge, dispersing them inside the organization, and reacting by creating items that satisfy showcase needs, all of which can result in an association's execution (Tajudin, Musa & Musa, 2012). An extra view is framework based viewpoint. It conceptualizes MO as far as various authoritative exercises. The administration framework is partitioned into five subsystems: association, data, arranging, controlling, and human asset. Hills, Hultman and Miles (2008) found that showcasing forms in pioneering advertising did not pursue conventional advertising blend factors of value, place, advancement, and item. Rather enterprising advertisers "live" persistently with the market, their vision and client inclinations present in their psyches, continually considering how to enhance client esteem.

Moreover, we recognize the importance of the connection between business, advancement and promoting as a way to wander execution and execution (O'Dwyer, Gilmore & Carson, 2009). In

contrast to creation introduction and deals introduction, MO adjusts client power, item quality and forceful advancement. A firm rehearsing MO will show three social segments: a client introduction, a contender introduction, and between utilitarian coordination alongside two choice criteria a long haul center and gainfulness (Narver & Slater, 1990). Client introduction is the adequate comprehension of one's objective purchasers to most likely make predominant incentive for them constantly. It necessitates that a dealer comprehend a purchaser's whole esteem chain (Day & Wensley, 1988). Business people assemble insight on the short and long haul qualities, shortcomings, abilities and techniques of both the key current and the key potential contenders (Hsieh *et al.*, 2008). The investigation of contenders' long haul capacities, qualities and shortcomings is a key factor in deciding MO and culture. At last, between utilitarian coordination is the planned use of organization assets in making unrivaled incentive for target clients. Hierarchical assets frequently have clashing viewpoints, needs, and systems (Nakata & Sivakumar, 2001). The synergy among enterprises is needed to continuously create value for customers (Alhakimi & Baharun, 2009). This implies that MO theory is relevant in showing the relationship between entrepreneurial marketing training and sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County.

5. Empirical Literature Review

Entrepreneurship training stretches out past information securing to a wide scope of passionate, scholarly, social and down to earth aptitudes. As per Huber *et al.* (2014) business preparing has been observed to be a noteworthy determinant in the development and survival of undertakings. Kisaka (2014) alludes that as more individuals make their very own and different occupations through independent work and new business development, the quantity of jobless youth should diminish. Chan *et al.*, (2012) showed that business enterprise preparing enhances personal satisfaction and adds to an all the more even dispersion of pay. This is because of the way that business people are centered around the prompt condition they live in and consequently on the off chance that they succeed, the networks in which they work thrive also (Uysal & Guney, 2016). With high joblessness, open division conservation, cutting back on companies and other rebuilding programs in numerous nations, independent work and little venture advancement are high on the plan of for all intents and purposes each nation. Development might be continuous, or quick relying upon elements, for example, showcase powers, social-social condition and the board competency. Khuong & A (2016) repeated that supportability of undertakings may take a few structures including expanded deals, opening branches, presentation of new items or administrations and broadening. Bringing another item into a current market gives the chance to take piece of the overall industry from contenders. Business preparing makes an empowering situation for business people to take part in innovative exercises (Buruku, 2015). As indicated by Uchenwamgbe (2013), MSEs drive the motors of numerous African economies by tending to the difficulties of employment creation, supportable financial development, evenhanded appropriation of pay and the general incitement of monetary improvement. The achievement of these organizations isn't the consequence of one factor alone, yet rather a mix of organization technique, structure, and procedures that fit together and is produced in a dynamic, transformative way, concerning its always showing signs of change condition with clients, accomplices and contenders, arranged for any future prerequisites (Zainol & Ayadurai, 2011). A report distributed by Startup Genome (2011) demonstrated that almost 92 percent of new businesses internationally flop inside the initial three years. As per Fairoz, Hirobumi and Tanaka (2010), 85 percent of MSEs confront critical survival difficulties and in excess of 75 percent flop

inside five years of startup. The Amish in North America apprenticeship program empowers the network to give youth aptitudes expected to succeed and subsequently the Amish organizations have a triumph rate above 90%, which is higher than that of other American independent ventures (Donald *et al.*, 2011).

In Kenya the greater part of the organizations giving enterprise and business improvement preparing experience the ill effects of insufficient limit. They are hence, powerless to offer preparing in a wide scope of exchanges. Subsequently, potential business visionaries enter the part badly arranged to adequately add to its prosperity, while the current ones stay idle in their tasks (Sessional Paper No.2, 2005). One of the key components in enhancing the survival rate and execution of the ventures are enhancing the administration abilities of their proprietors/directors. This calls for making access to reasonable preparing and different business advancement administrations.

A study by Kigera (2011) found out those women who had accessed YEDF entrepreneurial training had experienced business growth while those who didn't access entrepreneurial, marketing and technology training lacked business growth in their enterprises. A study by Momanyi & Munene (2013) found out that in order for the youth owned SMES to succeed, special attention must be taken in training the youth on business planning, budgeting and managerial processes. According to Kalamwati (2012), the appropriate methods to facilitate entrepreneurial training should include real-life activities. Mkala & Wanjau (2013) argued that using traditional methods such as lectures to train entrepreneurs merely results in a knowledgeable person as the methods lack initiative for application. This study focuses on the effects of opportunity identification training, resource identification training, business managerial training and entrepreneurial marketing training on sustainability of enterprises.

Anis & Mohamed (2012) indicated that entrepreneurship requires opportunity, however, identifying opportunities or entrepreneurial openings is unpredictable and is one of the components that can add to business people coming up short or, maybe, never beginning up by any stretch of the imagination (Obschonka *et al.*, 2017). As indicated by Costa, Santos, Wach & Caetano (2018) enterprise preparing gives business people important pioneering encounters, abilities, mindsets, and approaches to break down the world. Opportunity acknowledgment has a significant job in enterprising action (Sánchez, 2013). Enterprise preparing, as an order that looks to bring issues to light about business, must concentrate on key perspectives in the innovative procedure, for example, inventiveness, the capacity to distinguish openings, building up a pioneering mentality, and seeing how thoughts are created and advance after some time (Morris *et al.*, 2013). Opportunity acknowledgment is reliant on the point of view and capacities of the business visionary.

As per Clydesdale (2012), open door acknowledgment has been portrayed as a connection of the individual qualities of the business visionary and the components existing or rising in the earth. Opportunity acknowledgment requires deliberate, dynamic, and endogenous office from a person, who has a focal and dynamic job in perceiving openings, in light of his or her extraordinary and emotional encounters and understanding of accessible data. As indicated by Valliere (2013), familiarity with circumstance acknowledgment as the start of the innovative procedure is vital, since potential business people can be arranged to building up this skill as the beginning stage of their enterprising exercises. These enterprise instruction methodologies should likewise concentrate on the transversal potential that business needs to achieve all

understudies crosswise over grounds (Levie, Hart, & Anyadike-Danes, 2009). Forests, Vance, and Choi (2011) give proof that business visionaries balance straight and nonlinear intellectual procedures, a system for the most part connected with formal training (Huber *et al.*, 2014).

Lee & Nicholas (2012) reason that the school and the training framework assume a critical job in foreseeing and creating enterprising abilities. With his proactive propensities, the business person looks to affect the current framework (with a thought or administration), for instance, by utilizing his or her capacity to perceive and build up the business utilization of mechanical development. It is actually this reasoning doing mix that gives pioneering endeavors that additional extraordinary intrigue. As indicated by Lee & Nicholas (2012) ideal blend for protecting development in a neighborhood no less than one vast creative firm yet in addition an adequate mass of numerous little inventive firms. This blend best catches the advantages of advancement that leave substantial firms while keeping up fruitful soil for new businesses, frequently established by previous workers of occupant firms (Clydesdale, 2012).

Zampetakis, Gotsi, Andriopoulos & Moustakis (2011) contemplated innovativeness and pioneering expectation among business college understudies. The outcomes from an overview of 180 undergrad business college understudies in a University situated in England demonstrate that the more inventive youngsters view themselves as, the higher are their innovative goals. The investigation additionally uncovered that understudies' imagination completely intervenes the impact of family bolster for inventiveness on their enterprising goal. Support for inventiveness in the college is found to have no impact on their imagination or on their innovative aim. Mallaye, Thierry & Koulekélandine (2014) evaluated the connection between the profile of business people and the execution of SMEs in Chad. The examination tried to discover the business person's qualities which relate more with occupation creation at the SMEs level and the impact of oil benefit on employment creation at the microeconomic dimension. Discoveries demonstrated that three principle attributes connect with the expansion in the quantity of employments: experience of the supervisor/proprietor, the condition of the challenge and access to credit. It was additionally uncovered that there was no critical impact of the oil misuse on occupation creation in Chad.

Sánchez (2013) researched the impact of pioneering skills on little firm execution. The investigation found that the utilization of hierarchical abilities influences emphatically the firm execution and it somewhat intercedes the connection between enterprising capability and firm execution. The investigation likewise discovered that albeit aggressive extension isn't fundamentally identified with business development, it is a solid indicator of other execution measurements, for example, productivity and relative execution. Njaramba and Ngugi (2014) contemplated impact of inward controls on development of little and medium undertakings in the errand administrations. It was discovered that the business visionaries' reluctance to set up sound interior control frameworks prompted stagnation and even disappointment of the business. Entrepreneurs are hesitant to set up controls since they feel that controls are costly and not appropriate for independent ventures. Anyway as the business keeps on developing, the controls are unavoidable, however the entrepreneurs neglect to acknowledge when should controls be embraced and upheld.

According to Gibson and Cassar (2012) fruitful asset identification mirrors a similar idea of effective small scale ventures. By having a decent method for asset identification will guarantee that the small scale ventures completely use their assets, gain benefit and limit the misfortunes as

to goes for business development (Nurulhasanah et al., 2014). Access to and the executives of fund is helpful for the misuse of enterprising chances and for growing new items. As indicated by Nyamwanza, Mapetere, Mavhiki & Dzingirai (2012), the executives of back is a key determinant of a company's capacity to create, work, and extend. In this way, to oversee assets for business, for rise or extension is the primary issue looked by numerous business visionaries. Solomon (2014) showed that formal training prompts able and capable business visionaries which assume noteworthy job in dealing with their business. Worldwide Entrepreneurship Monitor (2015) upheld that enterprise preparing guarantees that the miniaturized scale business people to examine and do their examination on the best way to work their business and realize their item all around ok before begin a venture. Such is useful where the businesses venture into the industry which challenges the rules out misgivings. Some business banks make it obligatory to the future-small scale business person to set up an exhaustive marketable strategy before they can apply for a delicate advance (Anis & Mohamed, 2012).

Nyamwanza, Mapetere, Mavhiki and Dzingirai (2012) in their investigation of Financial Management of Gweru Women Entrepreneurs in Zimbabwe uncovered that budgetary administration challenges (absence of asset recognizable proof preparing, need to provide food for family needs, absence of trust in asset ID aptitudes) looked by ladies business visionaries were distinguished just as the asset ID abilities should be created and additionally enhanced among ladies business visionaries to improve business development. Nurulhasanah, Zulnaidi & Rafisah (2014) contemplated the determinants of effective asset recognizable proof among smaller scale business person in Malaysia and uncovered that the presence of microenterprises alone does not comprise any development or improvement to the Malaysian economy. They pointed that business visionaries' involvement, capability and the business arranging are the components that add to effective asset distinguishing proof among miniaturized scale business visionaries in Malaysia.

Mungai (2012) completed a clear report on the connection between business the executives preparing and little and medium-sized endeavors' development in Kenya. The objective populace was Nairobi based business people who had effectively gotten business development preparing under the Mwezi Kali II Project. The populace comprised of 400 business visionaries who had worked their organizations for at least two years preceding getting the preparation. The undertakings were from a cross segment of the sub-divisions speaking to exchange, assembling and administrations in Kenya. Precise and stratified examining methodologies were utilized to choose the example of 80 respondents in this examination. The specialist gathered information by controlling surveys to the business visionaries in the objective gathering. The information was examined utilizing both illustrative insights, for example, the mean, rate and frequencies and inferential systems, for example, numerous relapse examination. SPSS was utilized to help the examination procedure. The examination built up that business the board preparing positively affected the business people and thusly, new items and administrations were presented in the venture after the preparation. The organizations were likewise ready to contract more workers after the preparation when contrasted with before the preparation.

Sieki, Wagoki & Kalio (2013) showed that money related education readies the adolescent for extreme monetary occasions, through systems that alleviate hazard, for example, collecting reserve funds and differentiating resources. Munene (2013) in an investigation of effect of innovative preparing on execution of miniaturized scale, little and medium ventures in Nakuru

County and found that, there was a general enhancement in business and pioneering abilities among MSMEs in the wake of undertaking either KIBT or JLB preparing. MSMEs acknowledged zones like administration of working capital, record keeping and showcasing as critical elements for compelling undertaking the board. Karanja (2014) examined the impact of pioneering preparing on execution of youth ventures in Nyeri County, Kenya and found that most of the young begin their very own organizations because of absence of formal business open doors rather than development. The discoveries uncovered that dominant part of the adolescent face difficulties while getting to accounts from budgetary organizations which frustrates execution. Kamau (2016) in an investigation in the impact of pioneering preparing on business development of little and medium endeavors among youth driven activities in Nairobi County detailed that record keeping, stock control, task of a financial balance are a portion of the key things that whenever instructed, the adolescent undertakings will stand a higher shot of survival.

Management capacity of enterprrial entities is a fundamental aspect for small enterprises deveopment growth. According to Olawale (2014), the managerial capabilities are sets of learning, aptitudes, and abilities that can make the little firm increasingly proficient. The casual area has demonstrated that it tends to be a factor that can help financial development in Kenya. In this division, down to earth aptitudes are being created requiring little to no effort and with money related help, different sorts of little scale innovation could be produced for work serious endeavors that could assimilate several youthful occupation searchers. Nevertheless, the individuals who maintain the organizations in this part need satisfactory business abilities for the most part ascribed to low dimensions of training (Spence, 2012).

As per Aylin *et al.*, (2013), the business person must realize how to offer it adequately and how to control the money related side of the business and in doing that the business visionary must be talented in business. As per Xheneti & Bartlett (2012), the powerlessness to keep legitimate records, to isolate business activities from individual, oversee income and development is probably going to influence business execution. Khan & Siddiqi (2011) underscore that administration aptitudes are fundamental for SMEs to endure and accomplish development. As per Pandya (2013) many SMEs proprietors or administrators need administrative preparing and experience. Entrepreneurial marketing depicts the showcasing ventures of miniaturized scale, little and medium estimated business visionaries (Kraus, Rainer & Harms, 2010). Pioneering promoting happens in a firm of any sizes, yet the significance may be distinctive for the little and huge organizations. As indicated by Morris *et al.*, (2013) the present business condition is changing and economic situations are formed by mayhem, discontinuity, uncertainty, unpredictability and vagueness. Rather than utilizing an arranged direct and sane reaction that is customary showcasing approach, likewise another innovatively inventive option is presented. Enterprising advertising sees showcasing to be a completely incorporated component of the pioneering procedure. It is where desires are being made and reproduced; incentive of the unmistakable item is overwhelmed by the esteem gathering to the customer of elusive administrations (Gaddefors & Anderson, 2008).

Market introduction in this way includes an attention on the outside business condition in making, conveying and conveying an incentive to clients past the conventional advertising blend of item, value, situation and advancement (Kraus *et al.*, 2009). Pioneering showcasing uses a "major picture" viewpoint and spotlights on inventive ways to deal with advancement, hazard the

board, asset utilizing, and esteem. Peruse *et al.*, (2009) discovered directors without pioneering mastery depended on prescient promoting strategies while the business people advertising strategies utilized efficacious or inefficient rationale. In America, Kraus *et al.*, (2009) talked about an elective conceptualization of enterprising showcasing that can be comprehended as "promoting with a pioneering attitude". The idea of miniaturized scale and little endeavors makes it clear that they have constrained assets for showcasing. Global experience affirms that little and smaller scale endeavors over the world are regularly settled with constrained capital. To be sure, of the quickest developing American privately owned businesses in 2000, 16 percent began with under \$1000, 42 percent with \$10000 or less, and 58 percent with \$20000 or less; and less than 5 percent began with investment. Mugambi (2017) contemplated the impact of pioneering showcasing on execution of land undertakings with an attention on Optiven Limited Kenya. Mugambi (2017) targeted to uncover how key introduction, advancement introduction, showcase introduction and assets utilizing influence the execution of Optiven and intended to give a short presentation. Engaging insights was utilized to investigations subjective information, subjective information was coded and characterized into topics and recognitions and announced in the discoveries and the objective populace was gotten from Optiven Limited customers who are 522 in number. The discoveries of the examination uncovered a solid connection between vital introductions advertise introduction, development introduction and asset utilizing on execution of genuine endeavor an instance of Optiven Limited. Nonetheless, inclination and utilization of the methodologies was ascribed to interesting items and utilizing of assets.

6. Conceptual Framework

In this study, the independent variables are opportunity identification training, resource identification training, business managerial training and entrepreneurial marketing training, while the dependent variable is sustainability of entrepreneurship. These aspects form the undernoted diagram.

Entrepreneurship Training

Figure 1: Conceptual Framework

Source: Author (2019)

7. Research Methodology

This research utilized a cross-sectional research approach. This research approach involved scientific design that entailed observation as well as description of the behavior of the elements under investigation without interfering with it whatsoever (Cooper & Schindler 2011). The population under consideration was the various stakeholders involved in the coconut sub-sector in Kwale County. According to Nuts and Oil Crops Directorate there are 42 institutions involved in the coconut farming enterprises. These institutions are categorized under five entities including: coconut processors; farmers cooperatives; marketing Agents; National and County governments agencies and corporations; and tertiary institutions offering entrepreneurship education. The target population was derived from these five caterogies focusing on senior staff members concerned with the coconut enterprise in Kwale County. These senior staff members included the CEOs, MDs, and Managers, Chief officers or their representatives, heads of

departments, college principals and entrepreneurship experts among others. This study targeting senior staff members from various institutions involved in the coconut sub-sector in Kwale used stratified sampling technique to increase the precision of an estimation and reduce the heterogeneous nature of the targeted population under this study (Salkind, 2010). Thus, the heterogeneous population under this study was divided into smaller groups to derive at sampling units that were homogenous in order to get strata. From each stratum, random sampling selection was applied to determine the sample population.

The sample size that was used in this research was 79 stakeholders involved in the coconut sub-sector in Kwale County. A closed-ended questionnaire was used to collect data on entrepreneurship training and sustainability of entrepreneurial activities. The questionnaire was used for this study because the sample involved was relatively large (79 senior staff members) and given the time constraints, questionnaire was the ideal tool for collecting data. Mathews, *et al* (2009) reiterate that a questionnaire is an ideal tool when collecting a lot of information over a short period of time. The gathered information was coded and keyed into Statistical Package of Social Science (SPSS) programming. Once coded, the information was at that point cleaned to guarantee precision and culmination of the data got. In breaking down the information gathered, both distinct and inferential measurements were used. Tables and figures were utilized to condense reactions for further examination and encourage correlation. This produced quantitative reports through organizations, rates, and proportion of focal inclination. Furthermore, to measure the quality of the connection between the factors, the researcher directed multiple regression investigation. Regression testing will be utilized to find out the link and weight of the relatedness of the study parameters. The data was broken down into the influence of entrepreneurship training on the sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County.

8. Data Analysis Results

This section was dedicated to bringing out the inferences from the results obtained. As such the researcher presents the inferential analysis in terms of model summary, analysis of variance (ANOVA) and multiple regression analysis.

The researcher extracted the model summary which portrays the coefficient of determination. Table 1 shows the results of the model summary.

Table 1: Model Summary

Aspect	Value
Model	1
R	0.872
R Square	0.766
Adjusted R Square	0.751
Std. Error of the Estimate	0.573

Source: Author (2019)

Coefficient of determination explains the extent to which changes in the dependent variable can be explained by the change in the independent variables or the percentage of variation in the dependent variable (sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County) that is explained by all the independent variables (resource identification training, business managerial training, entrepreneurial marketing training, opportunity identification

training and opportunity identification training). The independent variables that were studied, explain 76.6% of the sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County as represented by the R^2 . This therefore means that other factors not studied in this research contribute 23.4% of the sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County.

The Analysis of variance (ANOVA) was used to determine whether there was a regression relationship between the study variables. The F-ratio in the ANOVA table tested whether the overall regression model was good and fit for the data. The results obtained are presented in Table 2.

Table 2: ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	0.24	4	0.060	2.895	.0480
Residual	1.311	57	0.023		
Total	1.551	61			

Source: Author (2019)

From the ANOVA statistics in Table 2, the processed data had a significance level of 0.0480 which shows that the model is fit to predict the relationship between the independent and the dependent variables. The F calculated at 5% Level of significance was 2.895. Since F calculated is greater than the F critical (at 4 57, F critical= 2.53), this shows that the overall model was significant, that is, there is a significant relationship between entrepreneurial training and sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County. Statistical tests of ANOVA reveal that the entrepreneurial training are crucial for sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County.

The study conducted a regression analysis to establish the influence of entrepreneurship training on the sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County, Kenya. The results are depicted in Table 3.

Table 3: Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
(Constant)		4.778	0.453		10.5475	0.0429
Resource training	identification	0.619	0.145	0.103	4.2690	0.0339
Business training	managerial	0.755	0.126	0.054	5.9921	0.0210
Entrepreneurial training	marketing	0.879	0.108	0.029	8.1389	0.0133
Opportunity training	identification	0.712	0.137	0.064	5.1971	0.0264

Source: Author (2019)

The coefficients in Table 3 answer the regression equation relating the dependent and the independent variables. The table indicates that all the variables had a significance value less than 0.05 thus confirming the significance of the results. Also, from the table, all the variables indicated a positive coefficient indicating a positive relationship between the dependent and independent variables. The analysis gave rise to the following model: **$Y=4.778+0.619X_1+0.755X_2+0.879X_3+0.712X_4$**4.1

The results shown in Equation 4.1 reveal that, holding the predictor variables constant, the sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County would be 4.778 units. The data findings analyzed also shows that taking all other independent variables at zero, a unit increase in resource identification training will lead to a 0.619 increase in sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County, a unit increase in business managerial training will lead to a 0.755 increase in sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County and a unit increase in entrepreneurial marketing training will lead to a 879 increase in sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County.

In addition, a unit increase in opportunity identification training will lead to a 0.712 increase in sustainability of entrepreneurial activities in the coconut sub sector. These results infer that entrepreneurial marketing training contributes more to sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County, followed by business managerial training, then opportunity identification training, while resource identification training contributes the least to sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County. At 5% level of significance and 95% level of confidence, resource identification training had a 0.0339 level of significance, while entrepreneurial marketing training had a 0.0133 level of significance hence the most significant entrepreneurial training for sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County. The foregoing results imply that resource identification training, business managerial training, entrepreneurial marketing training and opportunity identification training contribute proportionally and directly to sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County. This is in agreement with Garbharran *et al.*, (2012) who revealed that competence in resource identification training, efficiency in business managerial training, capacity of entrepreneurial marketing training and opportunity identification training, commitment or cooperation are the most significant aspects in achieving project success.

9. Conclusions

The study concludes that there has been significant efforts towards equipping various stakeholders with relevant opportunity identification training in the coconut sub-sector in Kwale County. There exist various aspects of opportunity identification that play a great role in enhancing sustainability of entrepreneurial activities of enterprises. They include entrepreneurial abilities/ competencies, entrepreneurial creativity/ innovativeness, risks identification and mitigation and value creation. It remains unclear on whether opportunity identification entrepreneurial training is offered to enterprises and training of entrepreneurial opportunity recognition is readily available for entrepreneurship. The study also deduces that there is an adequate level of resource identification training dedicated for the coconut sub-sector in Kwale County. From the results, human and IT resource identification, resources leveraging, financial

planning/budgeting and resource generation skills are influential on the sustainability outcomes of the coconut enterprises. As such, resource identification training guarantees ventures to completely use their assets, gain benefit and limit the misfortunes as to goes for business development. The findings depicted impartiality on that budgetary proficiency enhances business visionaries for intense money related occasions, through systems that alleviate business risks.

The research concludes that business managerial training plays a crucial role on the sustainability of entrepreneurial activities of coconut sub-sector in Kwale County. Business management training is centered around the prompt conditions which involve reporting, book keeping, planning and regulatory policies which consequently ensure that they succeed in their operations. Business managerial training skills are useful for entrepreneurs since they can enhance efficiency in reporting, book keeping, and business planning and understanding the regulatory policies.

The study further deduces that entrepreneurship marketing training affect sustainability of entrepreneurial activities of coconut sub-sector in Kwale. The marketing synergy of enterprises through product/service branding, product/service quality, competitor analysis and orientation and product distribution and promotion is needed to continuously create value for their customers. Despite the importance of entrepreneurial marketing the strategic use of advertising has sparingly improved the competitive advantage of entrepreneurial activities of the coconut sub sector and the use of distribution skills acquired from entrepreneurial training has not been elaborate enough in increasing the enterprises' market share. The study concludes that the entrepreneurial activities of the coconut sub sector in Kwale County are fairly sustainable in terms of profitability, expansion or branch network, product brands and diversification of activities. The coconut subsector has not fully adopted technological change as new management system and the enterprises have not been recording cognitive and motivational outcomes. The inferences showed that resource identification training, business managerial training, entrepreneurial marketing training and opportunity identification training contribute proportionally and directly to sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County.

10. Implications of the Study

The entrepreneurial activities of the coconut sub sector in Kwale County are fairly sustainable. Product brands and profitability of the coconut sub sector in Kwale are much sustainable as compared to expansion or branch network and diversification of activities which are moderately sustainable. There has been progressive survival of coconut enterprises, there is an enabling environment for entrepreneurs to engage in entrepreneurial activities, coconut enterprises have been introducing new products/services to an existing market and the enterprises have utilized the available opportunities to take market share from competitors. According to the regression analysis, resource identification training, business managerial training, entrepreneurial marketing training, opportunity identification training and opportunity identification training cumulatively explain 76.6% of the sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County. Entrepreneurial marketing training contributes more to sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County, followed by business managerial training, then opportunity identification training, while resource identification training contributes the least to sustainability of entrepreneurial activities in the coconut sub-sector in Kwale County.

11. Recommendations

Since opportunity identification has been identified as one of the entrepreneurship trainings that affect sustainability of entrepreneurial activities, it is important that organizers, financiers and executors of entrepreneurship training continuously review the objectives of such trainings to ensure that they are relevant and contributing to different facets of entrepreneurship ventures. Accordingly, more emphasis ought to be given on entrepreneurial abilities/ competencies, entrepreneurial creativity/ innovativeness, risks identification and mitigation and value creation. The study further recommends that there is need for concerned institutions to develop a practical oriented entrepreneurship curriculum that enhances on resource identification. The curriculum content should fully address the concept of generating business ideas, business planning, pricing mechanisms, taxation issues, tapping market opportunities, product quality amongst others. The enterprises should seek knowledge on the enterprise optimization techniques so as to be able to determine right approaches of enhancing their financial status for survival. It is without a doubt that the efficiency in resourcing has an influence on the growth rate of businesses' sales, market share, profits and total assets and consequently plays a huge role in the profitability of the enterprises.

The study recommends that that training programmes, such as the business growth training, should be offered more frequently and target a higher number of entrepreneurs so that they too could benefit and acquire business management skills. In addition, there should have a follow-up or after care component to continuously monitor and assess implementation progress. Business management training should be made more affordable for easy access. Increased investment in human capital through provision of basic business management skills can generate relatively higher returns on productivity and efficiency in the coconut sub-sector. The study also recommends that the relevant stakeholders in the coconut sub-sector should leverage training on entrepreneurial marketing strategy in order to grow their business, entrepreneurial strategies like guerilla and buzz marketing strategies are suggested. these are vital for the firm to grow. There are also low cost promotional strategies which allow the enterprises to compete against the large firms. Cost is a critical impediment to enterprises' growth and needs to be managed. One of the implication of this study is that the firm can increase sales by meeting the clients' needs. To further enhance product quality and expand market share, it is recommended that enterprises in coconut sub-sector must create a culture that is conducive to and supportive to quality implementation, in that customers get what they actually see from the advertisement. The enterprises need to do more research and development before rolling out new products.

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