

Examining the Role of Entrepreneurship Intentions in the Growth of Micro and Small Restaurants in Kampala Capital City Authority Markets, Uganda

Nansereko Racheal Kabuye (PhD)

Cavendish University Uganda

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ABSTRACT

The study examined the role of entrepreneurship intentions in the growth of micro and small restaurants in the Kampala Capital City Authority (KCCA) markets in Uganda. Micro and small enterprises (MSEs) contribute significantly to the economic development of developing countries like Uganda, but their growth is hampered by a lack of managerial skills, a lack of resources, and a lack of competitiveness, finances and above all entrepreneurship intentions. Through the theory of planned behavior and Resource based theory the study examined how subjective norms, perceived behavioral control, and employee behaviors and other resources affect the goals and growth of the restaurants in various markets of Kampala Capital City Authority. The study considered a population of 1,805 drawn from the markets in the five divisions of Kampala that is Central, Nakawa, Makindye, Rubaga and Kawempe division and a who were women involved in micro and small restaurants and a sample size of 302 respondents determined from each division using Saunders et al formula. The study employed a mixed-method approach which included both quantitative surveys and qualitative interviews. Results showed that entrepreneurship intentions have a considerable impact on restaurant growth with a correlation coefficient of 0.671 and a simple linear regression result of results of R^2 of .450 or 45%. This meant that the model of entrepreneurship intentions explained 45% of the growth of restaurants in the KCCA markets. The important elements of entrepreneurial intentions that propelled growth were preparedness, strategic planning, experience, and vision. The findings underscore the need for supportive policies and interventions to enhance entrepreneurial landscape in the markets of KCCA in Uganda.

Key words: Entrepreneurship Intentions, growth, Micro and Small, Restaurants, KCCA markets, Uganda.

INTRODUCTION

Entrepreneurship is crucial to Uganda's economy, as micro, small, and medium companies (MSMEs) account for over 70% of employment and approximately 20% of GDP (Uganda Investment Authority, 2023). Micro and small restaurants, which serve as essential components of this industry, offer affordable dining options and unique culinary experiences and they are notably important, functioning as sources of livelihood and cultural centers. Despite their significance, numerous establishments encounter growth challenges due to informality, restricted access to financing, and inadequate managerial capabilities (Nangoli et al., 2022). This is reflected in the elevated failure rate, signified by most SMEs not last beyond five years (Sebikari, 2019). This highlights the essential necessity to comprehend the reasons that motivate entrepreneurs to initiate and, importantly, to expand their enterprises. Entrepreneurial intention (EI) is considered the most direct and dependable indicator of future entrepreneurial actions, rendering its antecedents a primary topic for research aiming at promoting firm development (Sabah, 2016). Although certain studies in Uganda indicate that entrepreneurs exhibit positive views and a robust desire to expand their firms, they also highlight deficiencies in critical management abilities (MITC, 2024). Most research on Ugandan entrepreneurship predominantly examine MSMEs, overlooking micro and small restaurants as a distinct subsector despite their significant contribution to the GDP of the country (Nangoli et al., 2022). Moreover, while these studies have been examined in broader contexts, few clearly associate them with the growth trajectories of micro and small restaurants in Kampala. Previous research highlight location and company selection but inadequately examines how entrepreneurial intentions, vision, and

risk-taking propel growth, particularly in micro and small restaurants (Mugisha, 2021). Leaving a critical gap the current study intends to close.

Therefore, this study intends to examine the role of entrepreneurship intentions on the growth of micro and small restaurants in the KCCA markets.

Objective of the study and Hypothesis

The study objective was to examine the role of entrepreneurship intentions on the growth of micro and small restaurants in the Kampala Capital City Authority (KCCA) markets in Uganda.

Research Hypothesis:

The study hypothesized that there is no significant relationship between entrepreneurship intentions and growth of Micro and small Restaurants in KCCA markets in Uganda.

LITERATURE REVIEW

Entrepreneurship is a critical driver of economic growth, employment creation, and innovation, particularly in developing countries like Uganda where micro and small enterprises dominate the business landscape. Within this context, micro and small restaurants play an important and tremendous role in Kampala and in the economy at large, not only by providing livelihoods but likewise through contributing to social and cultural vibrancy. Kampala Capital City Authority (KCCA) markets signify an exclusive ecosystem where micro and small restaurants thrive amidst challenges of informality, limited access to finance, and intense competition. Understanding the factors that shape their growth is therefore essential for both theory and practice.

Entrepreneurial intention is the conscious state of mind that directs attention and action toward starting and expanding a business Krueger, (2017). In the entrepreneurship arena, the concept is regarded as a key predictor of entrepreneurial behavior. This is evident in the theory of Planned Behavior (TPB) which positions intentions as the strongest determinant of action, suggesting that entrepreneurs who intend to grow their businesses are extra prospective to achieve expansion. It is important to note that the discrepancy between entrepreneurial intentions and actual growth aligns with the resource-based view (RBV), which posits that internal and external resource constraints critically determine entrepreneurial outcomes (Barney, 1991). In the context of Kampala's restaurants, intentions may be high, yet the capacity to leverage resources such as capital, managerial skills, and technological capabilities is often lacking. Kiggundu (2020) emphasizes that enduring growth in restaurants hinges on innovation, managerial competence, and strategic foresight, which are often absent due to institutional deficiencies. This raises a critical debate: does the TPB adequately capture the influence of systemic barriers? While TPB emphasizes perceptions, it understates structural impediments that are beyond individual control, suggesting a need for integrated models that account for institutional and infrastructural factors (Kiggundu, 2020; Mugano & Dorasamy, 2023). Furthermore, the role of subjective norms, as detailed in the TPB, is particularly salient in collectivist societies like Uganda, where community and family influences heavily shape entrepreneurial motivations (Kisame, Korir & Bonuke, 2021). In addition to the theories, empirical evidence shows mixed results. (Kong, et al.2020) describes entrepreneurship intentions as a psychological state that guides people's attention toward specific enterprise goals to achieve entrepreneurial results. This signifies that recognition that individuals take actions to develop new enterprises, create new values in existing enterprises model of entrepreneurship motivation especially to micro and small enterprises. Although Nungsari et al. (2023) demonstrate that intentions can indeed translate into entrepreneurial behavior among micro and small entrepreneurs, Knox et al. (2019) reveal that aspirations frequently fail to materialize in informal food initiatives due to structural barriers such as resource constraints and regulatory challenges. This tension advances critical questions about whether intentions alone can explain growth in contexts characterized by informality and systemic limits. As further scholars emphasize the role of external support and innovation. Najib et al. (2021) contend that government intervention and innovative practices were decisive in ensuring the survival of small restaurants during crises, while Ningrum and Rayhan (2025) highlight sustainable finance as a key enabler for women-owned enterprises. Much as scholars suggest that institutional and financial support may be more influential than intentions in determining enterprise outcomes. In contrast, Chen and Elston (2013) emphasize

internal motives and entrepreneurial characteristics, reinforcing the psychological dimension of entrepreneurship. Uganda offers a compelling case for this inquiry. Considering studies by Namatovu et al. (2012) and Sibetya (2016) reveal entrepreneurs especially women in micro and small restaurants face systemic barriers, including gendered inequalities and limited access to credit, which constrain their ability to translate entrepreneurial goals into growth. Nansereko et al. (2026) highlights the importance of financial management practices in shaping entrepreneurial outcomes in KCCA markets, suggesting that managerial capabilities may be more decisive than intentions themselves. In addition to the above, other key elements that include external support and innovation act as decisive factors in enterprise survival and expansion.

The divergence between these perspectives underscores the need for context-specific research that critically examines the interplay between entrepreneurship intentions and external conditions. While these studies provide valuable localized insights, they fall short of testing the relationship between entrepreneurial intentions and growth of micro and small enterprises where restaurants fall. This absence is striking, given the fact that intentions are widely theorized as the foundation of entrepreneurial behavior, yet their actual impact on growth micro and small restaurant sector remains unverified in Uganda

Theoretical Review

Entrepreneurial intention (EI) denotes the deliberate cognitive state that focuses attention, experience, and actions on initiating and overseeing a business enterprise (Ajzen, 1991). The research was based on a prevailing paradigm for elucidating entrepreneurial objectives, specifically the Theory of Planned Behavior (TPB), created by Ajzen. The theory asserts that intention is influenced by three primary determinants: attitude toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). The Theory of Planned Behavior (TPB) has garnered substantial empirical validation as a reliable predictor of entrepreneurial activity (Sabah, 2016; Simatupang, 2021). This substantially reinforces the validity of this theory.

The attitude toward conducts or behavior indicates the extent to which persons assess entrepreneurship favorably or unfavorably. In KCCAs restaurateurs who view entrepreneurship to achieve financial autonomy, social esteem, and community influence are more inclined to adopt growth-oriented methods. Lihua D (2022) asserts that initiating or expanding a restaurant necessitates a favorable disposition towards entrepreneurship, hence enhancing the individual's intention to act.

Subjective norms, conversely, encompass the perceived social pressure to participate in or abstain from entrepreneurship. A conducive social environment can markedly enhance entrepreneurial inclinations. Cultural expectations, familial support, and peer influence profoundly impact entrepreneurial decisions in Uganda, especially within food-related enterprises where community networks are robust (Kisame, Korir & Bonuke, 2021). Subjective norms therefore significantly impact individuals' entrepreneurial goals, shaped by the expectations and support of their social environment. In Uganda, where food-related businesses flourish through community relationships, cultivating a favorable social atmosphere can substantially enhance entrepreneurial endeavors and creativity. Perceived behavioral control on the other hand denotes the perceived simplicity or complexity of executing business activities. If an individual perceives they possess the requisite control, resources, and competence to implement the business growth strategy, their intention will be elevated. Restaurant proprietors in KCCA have challenges related to capital acquisition, managerial expertise, and adherence to regulations. A heightened sense of control bolsters confidence in expanding operations despite obstacles like competition and urban policy limitations.

Although the Theory of Planned Behavior offers a robust framework for predicting entrepreneurial pursuits, its applicability in low-resource settings like micro and small enterprises in Uganda warrants a nuanced critique. Scholars such as Liñán and Fayolle (2015) affirm that Entrepreneurship Intention significantly influences venture initiation and growth; however, the transition from intention to action is impeded by contextual factors. In Uganda, Mugano and Dorasamy (2023) highlighted that despite elevated entrepreneurial ambitions, systemic barriers such as limited access to formal financial institutions, inadequate technological infrastructure, and regulatory constraints curtail actual business scaling, particularly for micro and small enterprises (MSEs) in the restaurant sector.

This discrepancy between entrepreneurial intentions and actual growth aligns with the resource-based view (RBV), which posits that internal and external resource constraints critically determine entrepreneurial outcomes (Barney, 1991). In the context of Kampala's restaurants, intentions may be high, yet the capacity to leverage resources such as capital, managerial skills, and technological capabilities is often lacking. Kiggundu (2020) emphasizes that enduring growth in restaurants hinges on innovation, managerial competence, and strategic foresight, which are often absent due to institutional deficiencies. This raises a critical debate on whether TPB adequately capture the influence of systemic barriers. Although TPB emphasizes perceptions, it understates the structural impediments that are beyond individual control, suggesting a need for integrated models that account for institutional and infrastructural factors (Kiggundu, 2020; Mugano & Dorasamy, 2023). Furthermore, the role of subjective norms, as detailed in the TPB, is particularly salient in collectivist societies like Uganda, where community and familial influences heavily shape entrepreneurial motivations (Kisame, Korir & Bonuke, 2021). However, empirical findings are mixed regarding the strength of social norms in driving business growth. In addition, perceived behavioral control (PBC), reflecting individuals' perceptions of their capacity to execute entrepreneurial activities, is often linked to entrepreneurial resourcefulness (Ajzen, 1991). In Kampala's restaurant context, PBC is compromised by limited access to financing, inadequate managerial training, and regulatory complexity (Kigundu, 2020). While some scholars (Kisame et al., 2021) argue that enhancing PBC through entrepreneurial education can significantly boost intentions and subsequent growth, others critique that PBC alone cannot surmount systemic barriers. For instance, despite high perceived control, entrepreneurs may still be unable to expand due to external constraints like urban licensing policies and infrastructural deficits (KCCA Report, 2023). This critique underscores the importance of contextualizing PBC within broader systemic factors, emphasizing that perceptions are shaped and limited by structural realities. The debate extends to the scope of the TPB itself. While its predictive validity is well-established in various entrepreneurial settings (Sabah, 2016; Simatupang, 2021), critics argue that its focus on individual cognition neglects the socio-economic and institutional environments that fundamentally influence entrepreneurial paths in developing like countries (Kiggundu, 2020). In harmonizing these perspectives, it becomes evident that while entrepreneurial intentions are key motivators, their translation into sustained growth within Kampala's restaurant sector is contingent upon mitigating systemic constraints. Therefore, integrating the TPB with frameworks like resource-based theory offers a more comprehensive understanding of entrepreneurial dynamics in such contexts (Barney, 1991; Kiggundu, 2020). Recognizing this, the study should critically examine how intentions interact with structural factors such as policy environment, technological infrastructure, and access to finance to influence the growth paths of micro and small restaurants in Kampala.

METHODOLOGY

To collect thorough information on the role of entrepreneurship intentions in the growth of micro and small restaurants, the study used a mixed-method approach, including quantitative surveys and qualitative interviews. In-depth interviews and standardized questionnaires were used, along with thematic analysis for qualitative insights and SPSS Version 26 for quantitative assessment with an emphasis on descriptive statistics, correlation and simple regression. With 300 completed surveys, a stratified sampling technique produced a sample of 302 respondents from a population of 1,805, yielding a 99% response rate. Ten (10) participants, including restaurant owners and staff, were chosen for the qualitative data based on data saturation throughout the five divisions of KCCA that is Nakawa, Makindye, Central, Rubaga and Kawempe.

RESULTS

The results section delineates the findings from the study of data concerning the role of entrepreneurial intentions on the growth of Micro and Small restaurants within Kampala Capital City Authority (KCCA), Uganda. This section is designed to emphasize the principal trends and insights obtained from both quantitative and qualitative data, while also examining the correlation between entrepreneurial goals and the expansion of micro and small restaurants.

Descriptive statistics on Entrepreneurship intentions

Table 1: Descriptive statistics on entrepreneurship intentions from the KCCA restaurants.

	Mean	Std. Dev	Interpretation
It was my idea to start this enterprise	4.11	.872	High
I already hard knowledge about cooking	4.01	.941	High
I have skills in preparing local dishes	4.04	.855	High
I have skills in preparing new dishes	3.79	1.014	High
I like starting a new restaurant enterprise	3.83	1.039	High
I have been able to expand my restaurant enterprise	3.78	1.066	High
I have ideas of starting new restaurant enterprise	3.80	1.074	High
I have an idea of expanding this restaurant enterprise	3.85	.969	High
I have a plan for the new restaurant enterprise	3.65	1.076	High
I have already saved enough money for the next phase	3.50	1.167	High
The next phase of the enterprise will need more skills	3.64	1.123	High
I have acquired more skills	3.71	1.014	High
It is my intention to partner with others	3.62	1.169	High
I have identified other premises for restaurant enterprise	3.26	1.279	Low
I intend to have an enterprise of between 10 to 50 million	3.45	1.257	Low
Later enterprise should have capital of 60 to 100 million	3.15	1.247	Low
This enterprise will become larger after 10 to 15 years	3.64	1.058	High
I am working towards fulfilling this vision	4.03	.892	High
Pooled Mean:	3.71		High

Legend: 1.00-1.49 Strongly Disagree, 1.50-2.49 Disagree, 2.50-3.49 Neutral (Low),3.50-4.49 Agree (High), 4.50-5.00 Strongly Agree (High)

Source: Field Data, 2023

From table1 above, there was an indication that restaurateurs were entrepreneurs (M= 4.11, SD= .872). The entrepreneur spirit was further illustrated by the fact that even after opening micro restaurants, they still had the urge to open more (M= 3.83, SD = 1.039). This was buttressed by their interest in expanding existing micro restaurants (M= 3.85, SD= .969) They also had plans at least in their minds about further changes in their micro restaurant s (M=3.65, SD= 1.076). In addition to the above, the mean scores were above 3.5 which on the Likert scale could be rounded off to 4. On the scale 4 stands for “Agree”. This implied that restaurateurs were ready for growing their enterprise. However, the challenges were mainly two (i) premises with M =3.26 SD =1.279; and (ii) Funding with M =3.15, SD = 1.247. Renting a building in Kampala City to run a restaurant there was extremely expensive for micro and small restaurant enterprises. So, in terms of relocating to building was rather hard almost impossible. It made no enterprise sense to these restaurateurs.

Then funding to grow the enterprise was also uphill job. It was as hard as carrying 40 liters of water up a steep mountain. The implications of these two factors were that being psychological ready, having the necessary skills and the using proper procedures may be good but will not grow the enterprise without premises and funding. It is funding which is the greater challenge to the restaurateurs in KCCA markets.

That was why those who were interviewed not could give specific future dates or period when they were to transition into growth. Although they were willing and ready, when it came to premises and funding, it was unlike KCCA markets. The micro and small restaurants most in the open. Some have makeshift or temporary shelter where they prepare food and serve to their clients. For that matter, the cost on premises is rather negligible in the KCCA markets. Hiring another premise outside the market would be rather demanding. This is one the factors that circumvent micro and small restaurants from growing into medium and large scales enterprises in the period of 6 plus years. During the field research it was noted that 225 of the restaurateurs had been in micro and small restaurateurs for more than 6 years. This figure of 225 represented 75% of the sample.

Internal and External factors that impinged entrepreneurship intentions of Restauraters in KCCA markets

The entrepreneurial intentions of restaurateurs in KCCA marketplaces are influenced by a complex interaction of internal and external factors, as seen in the table below.

The qualitative findings offer a comprehensive examination of the experiences, perspectives, and motivations of Micro and Small restaurant proprietors in Kampala Capital City Authority (KCCA). This part employed semi-structured interviews and focus group discussions to uncover detailed insights into the entrepreneurial intentions that propel business growth in this area.

Table 2 Collated statements from restaurateurs on the external and internal factors that impinged entrepreneurship Intentions in KCCA markets.

Collated Verbatim statements	Concepts	Theory
<p>We were driven in this work because we needed to survive in the first place. Each of us separately came up with the idea of starting a Micro restaurant.</p> <p>Most of us are women and had learnt most of the dishes before we joined this enterprise.</p> <p>We opted for micro because of the following reasons:</p> <p>Cost of starting the enterprise</p> <p>Space in KCCA market is limited</p> <p>Getting clientele takes time</p> <p>Competition</p> <p>Most of us here had to save some money, because financial assistance is always given to those who have something.</p> <p>The restaurant enterprise is good except that gradually cost of running the micro and small restaurant has skyrocketed. This makes our enterprise less profitable these days.</p> <p>However, we are still interested in running our restaurants.</p>	<p>Personal Initiative</p> <p>Acquisition of skills</p> <p>Assessment of enterprise situation</p> <p>Use of own resources</p> <p>Challenges to growth</p> <p>Willingness</p>	<p>Internal factors of Entrepreneurship intentions</p>

Government sometimes through its programs like “Entandikwa, emyoga”, PDM, etc. offer financial support to be accessed by poor people who have project to run.	Government support	External factor s of entrepreneurship
Most of us did not have all the money for starting an enterprise. We had to solicit more funds from our own environment like money lenders, relatives and / or spouses. We have our local savings scheme whereby every restaurateur contributes UGX 5000 on average every day. This money may be withdrawn by the restaurateur to meet any financial challenges in the enterprise.	Financial	
Most of the restaurateurs in the KCCA markets use social media especially mobile phones to received orders from the clients. They also place orders for food supply electronically.	Social medium	

Sources: Interviews conducted in KCCA, 2023.

Table 2 above Interviews were carried out from restauranters on the factors of entrepreneurship intentions and it was found out through restauranters perceptions that it is not only internal factors that influence the lead people to engage in entrepreneurship ventures. Rather there are some external factors which are critical to establishment and success of the entrepreneurial enterprises.

The Key Aspects of Entrepreneurship Intentions

There was a good number of items raised on entrepreneurship intentions among the KCCA markets restaurateurs. For that reason, it was necessary to carry out the factor analysis to determine the key factors that restaurateurs considered critical as far as entrepreneurship intentions was concerned.

The Kaiser-Meyer-Olkin (KMO) and Barlett’s tests were executed to ascertain whether Factor Analysis (FA) was the right technique to use when determining what restaurateurs considered indispensable as far as entrepreneurship intentions was concerned it gave these results as indicated in table 3.

Table 3 KMO and Bartlett’s Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.890/
Bartlett's Test of Sphericity	Approx. Chi-Square	1947.479
	df	153
	Sig.	.000

Source: Computed by author using SPSS version 26.

Going by the figures in table 4, the KMO measure of sampling adequacy was 0.890 which fell between 0.6 and 0.9 on the Kaiser (1974) scale of adequacy or acceptability of the use of factor analysis technique. To confirm homogeneity of variances, the Barlett test was carried out at the same time as the KMO-MSA. This test gave a probability of .000 hence being significant at 0.01 level or 99%. All these results indicated that using the Factor Analysis technique to sort out the activities which restaurateurs most considered important was quite reasonable. So, factor analysis was to give credible results.

Having determined that Factor Analysis was an appropriate technique to use in finding out the restaurateurs’ perceptions, on the key factors of entrepreneurship intentions, the test was done. Eighteen items (18) were

loaded. Out of these only four (4) came out significant. These were the factors that had eigenvalue of 1 and above as recorded in the table.

Table 4: Total Variance

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% Of Variance	Cumulative %	Total	% Of Variance	Cumulative %	Total	% Of Variance	Cumulative %
1	6.308	35.042	35.042	6.308	35.042	35.042	3.065	17.028	17.028
2	1.761	9.784	44.826	1.761	9.784	44.826	2.602	14.453	31.481
3	1.266	7.033	51.858	1.266	7.033	51.858	2.484	13.798	45.279
4	1.027	5.704	57.563	1.027	5.704	57.563	2.211	12.284	57.563

Extraction Method: Principal Component Analysis.

Source: Field Data, 2023

The table 4 above results reveal four (4) factors that were extracted using the principal component analysis method. The table has 10 columns. Column 1 gives the components that were extracted. The next three columns, 2, 3 and 4 entitled initial eigenvalues, describe the original factor solution. The second set of columns that is, 5, 6 and 7 describe the intermediate solution. Then the third and final set of columns, that is, 8, 9 and 10 present the final solution. This method produced the figures indicating that component 1 had an eigenvalue of 3.065 with a percentage of 17%. Component 2 had an eigenvalue of 2.602 with a percentage of 14%. Component 3 had an eigenvalue of 2.484 with 13.7 percentage. Component 4 had an eigenvalue of 2.211 with a percentage of 12%.

All the four components together accounted for a cumulative percentage of 58%. Having identified key components, it was necessary to report the outcome of rotation.

Table 4: Outcome in a Rotated Component Matrix

	Component			
	1	2	3	4
It was my idea to start this enterprise			.686	
I already hard knowledge about cooking			.791	
I have skills in preparing local dishes			.727	
I have skills in preparing new dishes	.607			
I like starting a new restaurant enterprise	.660			
I have been able to expand my restaurant enterprise	.776			

I have ideas of starting new restaurant enterprise	.634			
I have an idea of expanding this restaurant enterprise		.594		
I have a plan for the new restaurant enterprise		.696		
I have already saved enough money for the next phase	.546			
I have acquired more skills		.604		
It is my intention to partner with others		.719		
I have identified other premises for restaurant enterprise	.548			
I intend to have an enterprise of between 10m to 50m				.627
Later enterprise capital would be 60m to 100m				.775
This enterprise will become larger after 10 to 15 years				.768
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 6 iterations.				

Source: Field Data, 2023

When rotations were done using variance maximization with Kaiser normalization, it revealed that preparedness was the most important factor. This was explained by six items whose essence were having savings with coefficients .546; identification of location .548; acquisition of skills .607; having gathered intelligence .634; interest .667; and focus on expansion .776. The second was laying strategies. This was explained strongly by items with high coefficients which were expansion .594; acquiring new skills .604; planning .696; and networking .719. The third factor is experience. The strong explainers were restaurant enterprise acumen .686; catering competences .727; and knowledge of the market .791. The fourth was vision. The leading explainers were forecasting knowledge with coefficients of .627; estimation of duration .768; and having targets .775. For entrepreneurship intentions to thrive among the Micro and Small Restaurants in KCCA markets, the restaurateurs must have the four factors which as outlined above are preparedness, strategies, experience and vision.

Analysis of the role of Entrepreneurship Intentions in the Growth Micro and Small Restaurants in KCCA Markets

It was presumed that entrepreneurship intention was a critical variable in leveraging the growth of micro and small restaurants in the KCCA markets. This task which is coterminous with the third null hypothesis which stated that: “there was no significant role that entrepreneurship intentions played in leveraging growth of micro and small restaurants in the KCCA markets.” The test was first done using Pearson’s Product Moment Correlation (PPMC) and results yielded were as shown in the table below.

Table 5: Correlations of Entrepreneurship intentions Vs growth

		Entrepreneurship Intention	Enterprise Growth
	Pearson Correlation	1	.671**

Entrepreneurship Intention	Sig. (2-tailed)		.000
	N	300	300
Enterprise Growth	Pearson Correlation	.671**	1
	Sig. (2-tailed)	.000	
	N	300	300
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Field Data, 2023

The results [r (300) .671, p<0.01] indicated that there was a moderate positive significant relationship between entrepreneurship intentions and growth of restaurants in KCCA markets. The implication here was that for the restaurateurs to change in terms of expansion or growth, one needed to first embrace an entrepreneurship spirit. It is this spirit or intentions which motivates restaurateurs to prepare and work towards enterprise expansion.

The same variables were also subjected to a simple linear regression test. The results revealed in the model summary gave results of R² of .450 or 45%. So, the model of entrepreneurship intentions explained 45% of the growth of restaurants in the KCCA markets.

Furthermore, the linearity was confirmed by the following statistic, F (1, 298) = 243.979, p<0.01. This showed that the relationship between entrepreneurship intentions and growth of restaurants in KCCA markets was linear. That is to say, the more a restaurateur focused on entrepreneurship intentions, the more likely she is to grow the restaurant enterprise.

The hypothesis was further tested using the coefficients of regression. The results were as shown in table below.

Table 6: for Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.045	.165		6.322	.000
	Entrepreneurship Intention	.684	.044	.671	15.620	.000
a. Dependent Variable: Enterprise / restaurant Growth						

The results of testing the third null hypothesis were Beta =.671, p<0.01 which indicated that the null hypothesis, “Entrepreneurship intentions had no significant influence on the growth of restaurants in the KCCA markets” was not upheld. Instead, the alternate hypothesis, “Entrepreneurship intentions had a significant influence on the growth of restaurants in the KCCA markets” was supported. For that reason, it is appropriate to argue that entrepreneurship intentions are important component in facilitating the growth of an enterprise especially the micro and small restaurants in KCCA markets.

The micro and small restaurateurs in KCCA markets were interviewed about the entrepreneurship intentions and growth of their restaurants. Their responses were captured in the table.

Table 7: Restaurateurs’ perspectives on entrepreneurship intentions and growth

Collated verbatim statements	Concepts / factors	Theory
On whether we have written plan, the straight answer is no. We have the ideas because we often think about taking our restaurants to the next level.	Planning	Components of entrepreneurship intentions
Regarding preparedness, most of us are well prepared in terms of catering skills. We have learnt and have experience in preparing dishes of different categories. The only area where we have challenges is funding. Expanding a restaurant like setting up a restaurant in a new place necessitates substantial amount of money. These micro and small restaurants were run here in the KCCA markets do not give us enough to enable us to save good amount. Yes, it is true we save some money but that is enough for most restaurateurs.	Preparedness Funding	
Another challenge we get is competition. In every KCCA market there are restaurants. This means there is a limit to the clients each restaurant can get a day. So as one thinks about opening another restaurant you realize that there is expansion, thereby making it hard for most micro and hindrances to cooked food market. There are also new entrants in the restaurant enterprise. This also limits the chances of enterprise small restaurants to expand within the KCCA.	Saturated market New entrants Limited physical space	

Source: Interviews with restaurateurs in KCCA markets, 2023

From table 7 above, the qualitative interviews show the key factors of entrepreneurship intentions which would impinge on enterprise or micro and small restaurant growth were Planning, Preparedness, Funding, Availability of market and Space availability.

DISCUSSION

The study focused on examining the role of entrepreneurship intentions on the growth of micro and small enterprises. The findings that the growth of micro and small restaurants in KCCA markets significantly aided by entrepreneurial intention ($r=0.671$, $p<0.01$) is in good agreement with a large body of research that views intention as a crucial precondition for entrepreneurial behavior and business growth. The regression result, where entrepreneurial intentions explained 45% of the variance in enterprise growth, indicates a significant predictive value. For example, various research consider entrepreneurial intention to be the most important factor in comprehending the process of starting a new business and as a prelude to the actions that really result in growth (Kolvereid, 1996; Liñán, 2004, Additionally, it has been demonstrated in different situations that the resolve for business growth has favorable associations with entrepreneurial intention, which supports the findings (Mappigau & Maupa, 2012; Mehmood, 2018).

The four main elements of entrepreneurial intentions were determined which were through factor analysis that is preparation, strategies, experience, and vision are consistent with well-established models that take into account contextual and internal factors as antecedents to entrepreneurship intention. According to (Srimulyani & Hermanto, 2022), motivation, personal qualities, and skills have a strong and favorable correlation with growth intentions in MSEs. Furthermore, it is frequently stated that previous company experience has a direct impact on entrepreneurial inclinations (Doran et al 2018). The forward-looking component of the entrepreneurs’ intention is shown in the aspects of vision and laying strategies that have been found. This is in line with (Waltower, 2022) who contended that entrepreneurial motivational factors can influence business growth.

In addition, the findings are consistent with the previous research conducted in Africa which has emphasized more on the role of entrepreneurship intentions on business sustainability and growth. According to Kinyanjui (2019), argued that a strong sense of purpose can lessen the difficulties experienced by MSEs, and intentions greatly encourage entrepreneurs to explore growth prospects. Kisubi et al. (2020) discovered that intentions have

a direct impact on business trajectories, supporting similar ideas. In the same perspective Odeh (2020), confirmed that personal actions are important in overcoming local obstacles, and the importance of experience and abilities in influencing entrepreneurial goals among Nigerian food entrepreneurs was discussed whereas Chigarira et al. (2020) and Akinbode et al. (2022) discovered that strategic vision is essential for developing adaptability and resilience, qualities that are valued in the changing environment of entrepreneurship. The study shows a strong testament that entrepreneurship intentions can exert business growth based of previous scholars.

RECOMMENDATION

The study recommends Kampala Capital City Authority under market administrators in collaboration with business development agencies to provide organized entrepreneurship training and mentorship for restaurant operators to uplift entrepreneurship intentions, become more competitive and resilient hence leading to business growth. This action will not only help restauraters achieve their goals, but they would also help other entrepreneurs enhancing their business growth. In addition, the to make it easier for restaurateurs to access resources, the government should streamline the financial assistance application procedure and engage in outreach.

CONCLUSION

The study emphasizes how crucial entrepreneurial intentions are in the expansion of micro and small restaurants in Kampala Capital City Authority. Many restaurants struggle to achieve sustainable growth and expansion even during a thriving food culture. With the strong relationship between entrepreneurial intentions and restaurant growth shows that these goals account for over half of the variability in restaurant growth. Crucial elements that enabled this expansion included readiness, strategic planning, experience, and vision. These revelations highlight the pressing need for focused laws and initiatives that can promote a positive entrepreneurial climate and, in turn, help micro and small restaurants to viable and competitive.

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