

Motivating Factors that Lure the School Going Boys and Other Riders into the Boda-boda Business in Kirinyaga East Sub-county

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Abstract The boda-boda business in Kenya is a significant sector that has been widely studied for its impacts on employment creation and improvements in living standards. However, due to limited literature concerning the impact of this industry on the education of young boys, this study sought to investigate the role of the boda-boda enterprise on the school dropout rate of boys in Kirinyaga East Sub County by investigating the motivating factors that attract school-going boys and other riders to join the boda-boda business in Kirinyaga East Sub-County. The study utilized the Albert Bandura Social Learning theory to guide the research process. Data collection involved distributing questionnaires to boda-boda operators to gather relevant information. The collected data was then analyzed using both descriptive and inferential statistics to draw meaningful conclusions. The study findings uncovered significant factors influencing school dropout rates among boda-boda riders in Kirinyaga East Sub County, including the prevalence of young riders under 18, the duration of their involvement in the business, and the type of boda-boda ownership impacting their educational choices. Logistic regression analysis highlighted age ($p < 0.05$), marital status ($p < 0.01$), business engagement duration ($p < 0.001$) and educational perceptions ($p < 0.05$) as key influencers of dropout rates. The study revealed that economic factors, such as the need for income generation, social factors, such as community influence, and personal motivations, like a desire for independence, were identified as key drivers that attract individuals towards the boda-boda sector. In conclusion, the study underscored the significant issue of school dropouts among boda-boda riders and shed light on the underlying motivational factors that drive individuals to pursue opportunities within the boda-boda industry. The study recommends intensification of career guidance programs in schools, empowering students with financial literacy, establishing community engagement initiatives and collaboration with relevant stakeholders to address dropout rates and enhance educational opportunities for young boys in Kirinyaga East Sub-county.

Keywords: boda-boda, school dropout rate, motivating factors, logistic regression analysis

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1. Introduction

The history of boda-bodas in Kenya dates back to the early 1900s when they were introduced as a means of transport for colonial officials [1]. Over the years, boda-bodas have become an integral part of the transportation system in Kenya, especially in rural areas where they provide an affordable and convenient means of transport. The first boda-bodas to be introduced in Kenya were mainly used by colonial officials who needed to travel around the country [2]. These boda-bodas were mainly British-made and were used for both personal and official purposes. In the 1920s, boda-bodas began to gain popularity among Africans who found them to be an affordable mode of transport. This led to the establishment

of several boda-boda dealerships in major towns across the country [2].

In the 1950s and 1960s, Japanese boda-boda manufacturers such as Honda, Yamaha, and Suzuki began to penetrate the Kenyan market [3]. These manufacturers introduced affordable and reliable boda-bodas that were suitable for the Kenyan terrain. As a result, the popularity of boda-bodas continued to grow in Kenya, especially in rural areas where they provided a cheap and convenient means of transport [3]. In the 1960s and 70s, boda-bodas started to be used for commercial purposes, such as courier services, food delivery, and transportation of goods. This led to the introduction of locally assembled boda-bodas, which were affordable and more accessible to the general public.

In the 1980s and 90s, there was a significant increase in the demand for boda-bodas due to their affordability, fuel

efficiency, and ease of operation [4]. This led to the growth of the boda-boda assembly industry, where local companies started assembling boda-bodas from imported parts. In the 2000s and beyond, the boda-boda industry in Kenya has continued to evolve, with the introduction of new models and innovations. The rise of ride-hailing services such as Uber and Taxify has also led to an increase in the demand for boda-bodas as a means of transportation [4]. Today, boda-bodas continue to play a significant role in Kenya's economy and society, providing employment opportunities for thousands of people, especially the youth. The industry has also contributed to the growth of the local economy.

In 2016, the Kenyan government waived the importation tax on boda-bodas with an engine capacity of 250cc and below in an effort to boost the country's economy [5]. This move had a significant impact on the boda-boda industry in Kenya. The waiver led to a surge in the importation of boda-bodas, with many people taking advantage of the tax break to import boda-bodas for personal and commercial use. This resulted in increased competition within the industry, with new brands and models being introduced to the market. The increase in the number of boda-bodas on Kenyan roads also led to a rise in the number of boda-boda-related accidents [5]. This prompted the government to introduce new regulations and policies aimed at improving road safety, such as mandatory helmet use and the banning of pillion passengers on boda-bodas.

Despite the challenges, the waiver of the importation tax has had a positive impact on the Kenyan boda-boda industry [6]. It has provided more affordable transportation options for many Kenyans, particularly in rural areas where access to public transportation is limited. It has also created job opportunities in the boda-boda sales and repair industry. This has made the boda-boda business in Kenya to continue to become increasingly popular over the years, with more and more people relying on them for transportation.

Unfortunately, this trend has led to a concerning issue of young boys dropping out of school to make money from the business [6]. Due to poverty and lack of job opportunities, many young boys see becoming a boda-boda operator as a quick way to make a living. Boda-bodas are used to transport people from one place to another, especially in rural areas where public transportation is limited. This has created a high demand for boda-boda riders, and many young boys are taking advantage of this demand to make money. They learn to ride by themselves or under the guidance of other boda-boda operators, and soon enough, they begin to make a decent income [7].

This has come at a cost. Dropping out of school has long-term effects on a young boy's future. It not only limits their future prospects but also exposes them to higher risks of poverty and unemployment. They lose out on the opportunity to gain an education that could lead them to better-paying jobs and a better quality of life [8]. Additionally, the risks associated with operating a boda-boda can be high. Without proper training, these young boys are more prone to accidents and injuries. Despite efforts to increase access to education in Kirinyaga East Sub County, there is still a significant school dropout rate

of boys. The boda-boda enterprise has gained popularity in the area, with many young boys dropping out of school to pursue this venture. Therefore, boda-boda enterprise is negatively affecting the school dropout rate of boys in the sub-county, and therefore the need to understand the motivating factors that lured the school going boys and other riders into the boda-boda business in Kirinyaga East Sub-county to inform intervention strategies for addressing the problem.

2. Methodology

This study applied the mixed methods design. The study was conducted in Kirinyaga East Sub County, Kirinyaga county Kenya which was selected through purposive sampling. The population targeted by this study was the boda-boda operators in Kirinyaga East Sub County. Two boda-boda shades in each of the five different towns (Kianjiru, Kiamutugu, Kianyaga, Kutus and Mururi) in Kirinyaga East Sub-county were sampled to estimate the proportion of school dropouts among the riders. The approximate proportion of school dropouts among the riders in each of the towns was then determined.

The estimated population of boda-boda riders in Kirinyaga East sub-county was about 2000. The sample size for the study was 200 respondents. Sampling involved selecting population elements which are representative of the whole population. Kirinyaga East Sub County was selected using convenient sampling. Simple random sampling was used to sample the boda-boda shades where the survey was done. Snowballing method was used to sample the participants who are – youthful, male and ride boda bodas for the interview. The tools that were used in the study to collect data were questionnaires. The questionnaires were administered to 200 boda-boda operators in Kirinyaga East Sub County.

The pilot study was done on a sample of 25 boda-boda operators to check if the instruments had logical issues like if the instrument was comprehensive or if there was any ambiguity. The reliability test in this study was done using the test-retest method which was done by administering the instrument twice to the respondents in the area of study. The reliability of the instrument was then determined using the Cronbach coefficient where the coefficient was 0.81 and this meant that the instrument was reliable.

Data analysis computations were performed using the statistical package for Social Sciences (SPSS). Data analysis was involved generation of descriptive and inferential statistics. The descriptive statistics was in form of tables, graphs, frequencies and percentages. Inferential statistics involved fitting the logistic regression models.

3. Results and Discussion

The percentage distribution of boda-boda riders across different age groups is presented in Figure 1. The results showed that 26.00% of the boda-boda riders were between ages 15-17 years, 33.50% were aged 18, 15.50% were aged 19 years, 15.50% were aged 20 years and 9.50% were aged 20 years and above (Figure 1). This result

showed that a significant percentage (59.50%) of boda-boda riders fall into the 18-years and below-old category. This suggests that many young riders may perceive joining the boda-boda business as more attractive or economically viable than continuing their education. The highest proportion of the riders were 18 years. This peak at 18 years could indicate an age where boys are particularly drawn to the boda-boda enterprise. Factors such as economic necessity, lack of educational opportunities, or social influences could be playing a major role. The prevalence of riders below 20 years was a preliminary raise for concerns. Further investigation was therefore needed to understand whether these individuals completed their education or dropped out to pursue boda-boda riding.

The percentage distribution of boda-boda riders according to their marital status is presented in Figure 2. The results showed that 64.50% of the riders were single, 31.50% of the riders were married and 4.00% of the riders were divorced. The high percentage of single riders might indicate a younger population, potentially aligning with school-age or recently out-of-school individuals.

The results on percentage distribution of boda-boda riders based on how long they had been engaged in the business is presented in Figure 3. The results indicate that the proportion of the boda-boda riders who had been in the business for less than one year was 36.50%. This was a

significant percentage of boda-boda riders who have been in the business for less than a year. This indicated a recent trend where school-going boys are increasingly attracted to this enterprise, potentially leading to higher dropout rates. It was therefore essential to explore if this short duration correlated with immediate financial gains or other motivating factors that make the boda-boda business appealing. The proportion of the boda-boda riders who had been in the business for one year was 26.50%. This was the second highest group who had been riding for a year, suggesting that some riders either sustained interest or need to continue in the business due to economic or social factors. Investigating perceptions and motivations within this group was to offer insights into whether schooling was devalued or if economic pressures outweighed educational pursuits. The proportion of the boda-boda riders who had been in the business for two years was 20.00%. Those who had been involved for two years could have represented a transition phase where individuals evaluated their engagement with education versus sustaining livelihoods through boda-bodas. The proportion of the boda-boda riders who had been in the business for more than two years was 17.00%. This was the smallest group which indicated either sustained economic reliance on this enterprise or lack of alternatives, which could correlate with long-term school dropouts.

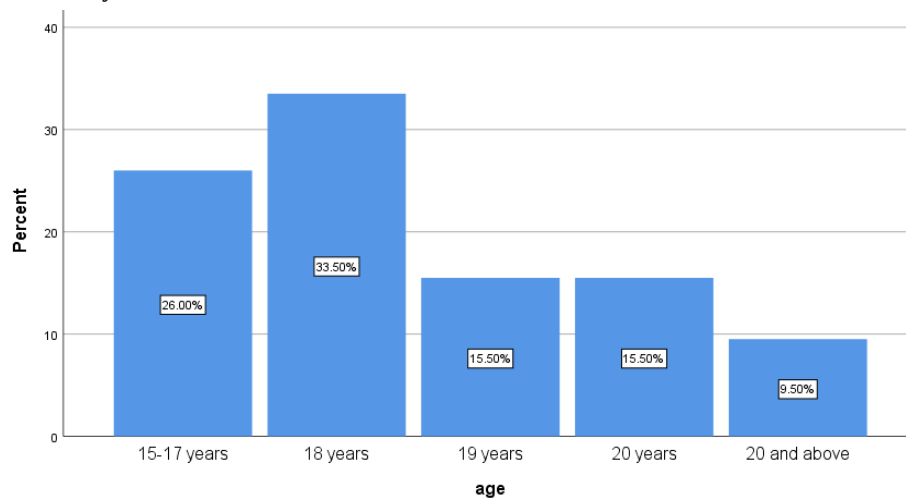


Figure 1. Distribution of boda-boda riders across different age groups

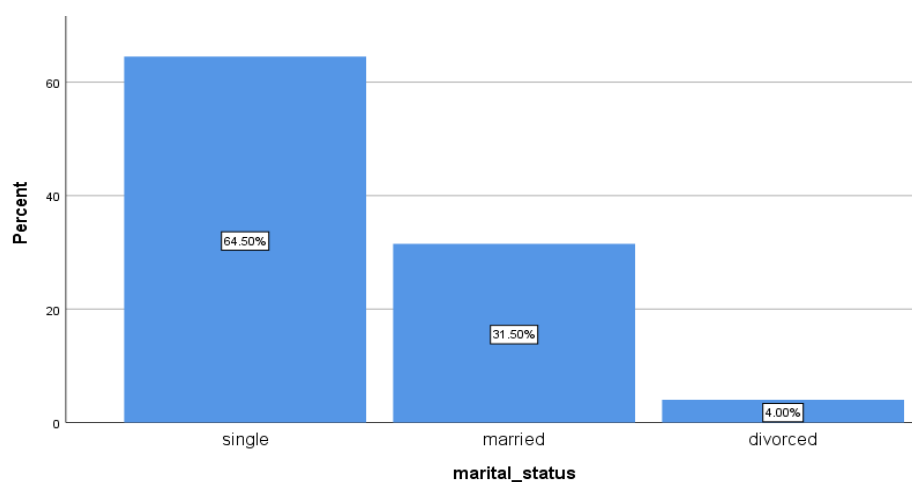


Figure 2. Distribution of the marital status of the respondents

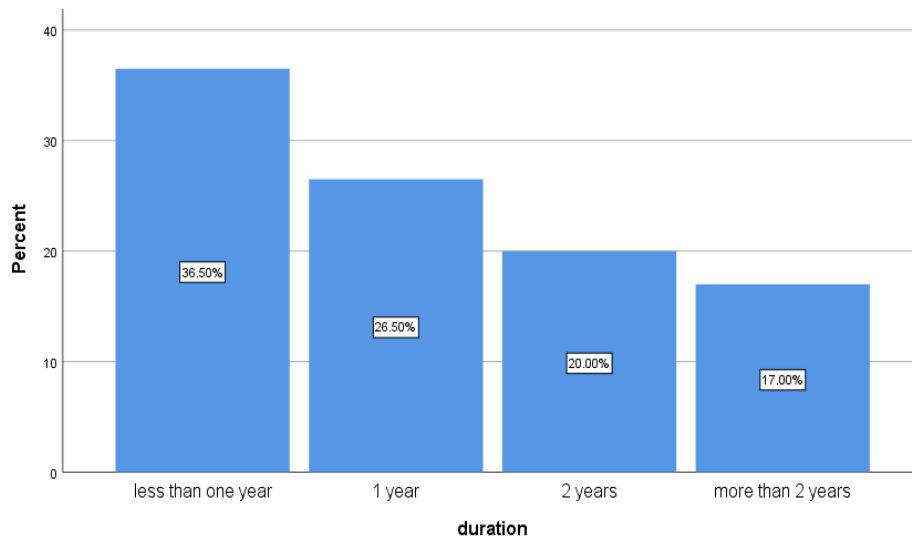


Figure 3. Distribution of the Riders as per the duration that one has been in boda-boda business

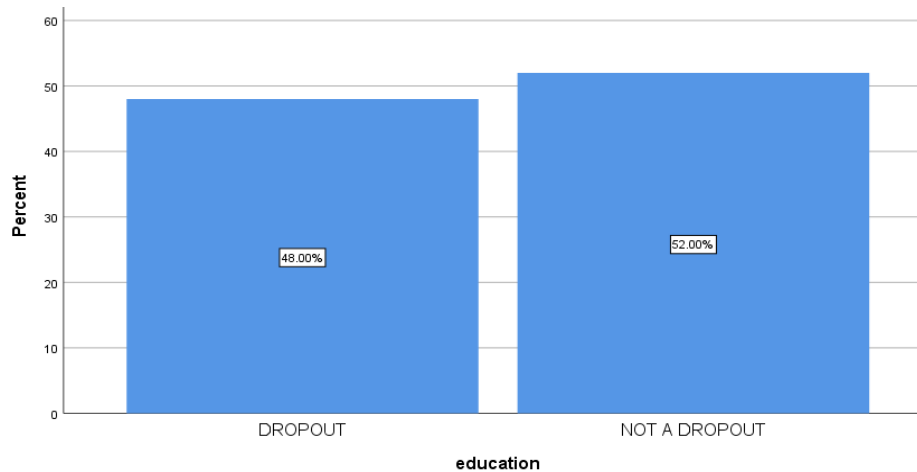


Figure 4. Classification of boda-boda riders as either school drop outs or non-drop outs

The results on percentage distribution of boda-boda riders based on the type of ownership of the boda-boda they rode (Table 1). The proportion of riders who had self-owned boda-bodas was 20%. This autonomy could have been offering offer financial incentives that make it more appealing than schooling. The proportion of the riders who were employed to ride boda-bodas owned by someone else was 15.5% (Table 1). The proportion of the riders who rode family-owned boda-bodas was 35%. This suggested a familial economic reliance on the business. It was therefore crucial to explore if family pressure or economic necessity was a driving force behind school dropouts.

Table 1. Distribution of the boda-boda riders based on the type of ownership of the boda-boda they ride

	Frequency	Percent	Valid Percent	Cumulative Percent
Self-owned	40	20.0	20.0	20.0
employed	31	15.5	15.5	35.5
Family owned	70	35.0	35.0	70.5
leased	59	29.5	29.5	100.0
Total	200	100.0	100.0	

The incidence of school dropouts among the boda-boda riders was analysed by presenting a graphical

representation of the educational background of boda-boda riders (Figure 5).

The results presented in the graphical representation of the educational background of boda-boda riders in Kirinyaga East Sub-county, with 48% being school dropouts and 52% not, sheds light on a concerning trend (Figure 4). This distribution clearly indicated that a substantial number of the riders, predominantly young boys, were opting to discontinue their education to engage in the boda-boda business. The high percentage of school dropouts among boda-boda riders suggested presence of underlying issues prompting these individuals to leave school prematurely.

The results on the motivating factors for joining boda-boda business are presented in Table The results indicate that a significant proportion (approximately 55%) of respondents identified the need for income as a primary motivator for entering the boda-boda business (Table 2). The allure of immediate financial gains appeared to be a compelling factor influencing individuals to pursue this line of work. Around 53.5% of participants acknowledged the importance of independence in their work (Table 2). The flexibility and autonomy offered by the boda-boda business seemed to resonate strongly with individuals seeking greater control over their professional endeavors.

Roughly 54.5% of respondents highlighted parental financial constraints as a significant challenge (Table 2). The inability of parents to meet school fees requirements could have been pushing young individuals towards alternative sources of income, such as the boda-boda sector. A noTable 53% of participants expressed skepticism regarding the value of continuing formal education (Table 2). This perception suggested a prevailing sentiment among some individuals that traditional schooling may not offer the desired benefits or opportunities.

Influence from friends already engaged in the boda-boda business was cited by 53.5% of respondents (Table 2). Peer networks played a crucial role in shaping individuals' decisions and behaviors, potentially steering them towards similar career paths. An equal proportion of participants (50%) both agreed and disagreed on the motivation to support their families financially (Table 2). This ambivalence underscored the complex interplay of familial responsibilities and personal aspirations influencing individuals' choices. A significant portion (52%) reported a decline in interest in traditional schooling (Table 2). This waning enthusiasm for formal education may contribute to the growing appeal of alternative income-generating opportunities like the boda-boda business. Challenges stemming from family circumstances, such as the loss of parents, were faced by 48% of participants (Table 2). These familial disruptions can significantly impact individuals' educational trajectories and career choices.

Personal circumstances, such as early family responsibilities, were considered by 48% of respondents. These individual factors can exert a profound influence on career decisions and educational pursuits. Academic struggles leading to exam failures were reported by a similar percentage (48%) of participants (Table 2). These setbacks in formal education may prompt individuals to explore alternative avenues for personal and financial growth. Contrary to expectations, a majority (70%) of participants disagreed that distance from home to school served as a motivating factor (Table 2). This finding challenges assumptions about the impact of geographical proximity on educational choices and underscores the diverse array of influences shaping individuals' career pathways.

These findings are consistent with previous research that highlights economic factors as significant motivators for individuals to engage in informal sector activities like boda-boda riding [9]. Additionally, the need for independence at work resonates with the literature emphasizing the appeal of autonomy and flexibility in informal sector jobs, including boda-boda operations [10]. Parental financial constraints as a significant challenge finding supports existing literature that discusses how economic pressures and the inability of parents to meet educational expenses can drive young individuals towards alternative income-generating activities [11]. Influence from friends already engaged in the boda-boda business underscores the role of peer networks in shaping career decisions and aligns with studies emphasizing the influence of social connections on vocational choices among youth [12]. Skepticism regarding the value of continuing formal education perception aligns with research highlighting varying attitudes towards traditional

schooling and the perceived benefits of alternative career paths among youth in similar contexts [13].

Table 2. Motivating factors for joining boda-boda business

Statement	Yes		No	
	Frequency	Percentage	Frequency	Percentage
Need for income/money	110	55.0%	87	43.5%
Need to be independent of at work	107	53.5%	93	46.5%
Parents could not afford school fees	109	54.5%	88	44.0%
Did not see value in continuing education	106	53.0%	94	47.0%
Peer influence/friends were also doing boda boda	107	53.5%	90	45.0%
Needed to work to support family financially	100	50%	100	50%
Lost interest in school	104	52.0%	93	46.4%
Family issues (e.g. death of parents)	101	50.5%	96	48.0%
Personal issues (e.g. getting a family early)	104	52.0%	93	46.5%
Failed exams	96	48.0%	104	52.0%
Too far from home to school	60	30.0%	140	70.0%

The results on the extent to which some factors motivated the joining boda-boda business are presented in Table 3. Firstly, the potential for high income emerged as a significant motivator for 35.0% of respondents, while 48.0% considered it to a lesser extent, and 17.0% did not find it motivating at all (Table 3). This highlighted the varying importance placed on financial gain among individuals considering or already engaged in the boda-boda business. Secondly, the flexibility of working hours was a key factor for 34.5% of participants, with 51.0% finding it somewhat motivating and 15.5% not considering it a significant motivator (Table 3). This underscored the appeal of flexible schedules in the boda-boda industry and its influence on career decisions.

Moreover, peer influence played a substantial role, as indicated by 50.5% of respondents, while 41.5% perceived it to have a lesser impact and only 8.0% did not consider it a factor at all (Table 3). This demonstrated the importance of social networks in shaping individuals' decisions to enter the boda-boda business. Lastly, the perception of the boda-boda business as a source of quick and easy money greatly motivated 48.5% of participants, with 41.0% finding this perception somewhat motivating and 10.5% not finding it compelling (Table 3). This suggested a significant allure of immediate financial rewards associated with the boda-boda trade.

The analysis of how boda boda riders spent their earnings was aimed at unravelling the underlying factors that attracted school-going boys and other riders to the boda-boda enterprise (Table 4). The analysis uncovered a spectrum of spending patterns among boda-boda business

participants, offering valuable insights into the potential impact on school dropout rates. A substantial portion of respondents, accounting for 62.5% of the respondents, directed their earnings towards leisure and entertainment pursuits, indicating a tendency to prioritize immediate gratification needs (Table 4). Similarly, 61% of respondents allocated a significant portion of their earnings to food expenses, underscoring the emphasis placed on meeting basic necessities promptly (Table 4).

Table 3. Extent to which some factors motivated the joining to boda-boda business

Statement	Great Extent		Small Extent		No extent	
	Count	Percent	Count	Percent	Count	Percent
Potential for high income	70	35.0%	96	48.0%	34	17.0%
Flexibility of working hours	69	34.5%	102	51.0%	29	15.5%
Influence of friends or peers	101	50.5%	83	41.5%	16	8.0%
Perception of the boda boda business as a quick and easy way to make money	97	48.5%	82	41.0%	21	10.5%

Interestingly, the study revealed a nuanced approach to savings, with only half of the respondents (50.5%) prioritizing setting aside funds for future use (Table 4). This observation suggested a potential diversion of financial resources away from long-term investments like education. Moreover, a notable percentage (52.5%) of respondents allocated their earnings to vices such as alcohol, tobacco, and drugs, hinting at potential repercussions on family dynamics and the educational focus of children within these households (Table 4). Furthermore, a smaller fraction of respondents (21.5%) reported expenditure on paying bribes or fines, raising questions about the extent of engagement in illicit activities or the possibility of underreporting within the boda-boda community (Table 4). These spending patterns offered critical insights into the role of the boda-boda enterprise in shaping school dropout rates among boys in the region.

In evaluating the implications of the spending patterns on the boda-boda riders, the study uncovered a dichotomy between immediate needs and long-term investments. The prevalent focus on leisure, food, and vices suggests a prioritization of short-term gratification over educational pursuits that yield long-lasting benefits. Moreover, the substantial allocation of funds to vices may engender social challenges that could indirectly impact family cohesion and hinder children's educational progress. The diverse attitudes towards savings, as evidenced by the split between savers and non-savers, underscore varying financial priorities among respondents. While some individuals may channel savings towards educational endeavors, others may overlook this potential avenue for investing in human capital.

Analysis using logistic regression showed that the decision-making process for young boys leaving school to pursue the boda-boda business was influenced by several

key factors (Table 5). Firstly, a strong need for income or money, while not statistically significant ($p = 0.414$), showed that individuals with a higher need for financial stability were almost four times more likely to enter the boda-boda sector, highlighting economic motivations as a driving force (Table 5). This finding underscored the economic realities and financial pressures that individuals face, particularly in regions where formal employment opportunities may be limited. The allure of the boda-boda business as a source of immediate income and financial independence becomes more pronounced for those with pressing financial needs.

Table 4. Ways in which riders spend money from the boda-boda enterprise

Statement	Yes		No	
	Count	Percent	Count	Percent
Leisure/entertainment - things like going out with friends, buying airtime/data, movies, music, bars, etc.	125	62.5%	75	37.5%
Food - buying daily meals, snacks, drinks	122	61.0%	78	39.0%
Clothing - outfitting themselves and sometimes family with clothes and shoes	129	64.5%	71	35.5%
Savings - setting some money aside for future goals like expanding business, family needs, emergencies	101	50.5%	99	49.5%
Transportation costs - fuel, repairs for motorcycle	104	52.0%	96	48.0%
Vices - alcohol, tobacco, drugs	105	52.5%	95	47.5%
Girlfriends - gifts, dates, relationships	100	50.0%	99	49.5%
Gambling - betting on sports, games of chance	93	46.5%	107	53.5%
Conspicuous consumption - fancy items to show status like expensive phones, jewelry	101	50.5%	96	48.0%
Impulsive purchases - things bought on a whim without planning or need	65	32.5%	135	67.5%
Bribes/fines - paying off police or authorities for traffic offenses	43	21.5%	157	78.5%

The decision to enter the boda-boda sector can often be seen as a pragmatic response to economic circumstances, where the need to secure a steady income takes precedence over other considerations. For individuals grappling with financial instability or seeking to support themselves and their families, the boda-boda business offers a relatively accessible avenue to generate income quickly.

Additionally, the perceived lack of value in continuing education played a significant role in shaping career decisions, particularly among individuals considering entry into the boda-boda business. The findings showed that individuals who did not see the importance of further schooling were approximately 1.254 times more inclined to choose the boda-boda sector. This result underscores the need to delve deeper into the factors influencing perceptions of the value of education among young individuals. It raises questions about the efficacy of current educational systems in engaging and inspiring students, as well as the broader societal attitudes towards the role of education in shaping future opportunities.

The decision to forego further schooling in favor of the boda-boda business may reflect a sense of disillusionment

with the traditional education system, where individuals may feel that their educational pursuits do not align with their career aspirations or practical needs. This disconnect between educational goals and real-world outcomes highlights the importance of reevaluating educational curricula and approaches to better meet the diverse needs and aspirations of learners.

Financial constraints related to school fees had a notable impact on the likelihood of transitioning to the boda-boda trade, with an odds ratio of 0.603, underscoring the critical role of financial stability in educational pursuits (Table 5). The finding highlighted the harsh reality faced by many individuals who may be forced to forego educational opportunities due to economic constraints, further exacerbating inequalities in access to education and economic mobility. Addressing these financial barriers is thus crucial in ensuring that all individuals have equal opportunities to pursue their educational aspirations and future career paths.

Conversely, individuals facing family issues, such as the death of parents, were significantly less likely to enter the boda-boda business, with an odds ratio of 0.034 (Table 5). This result shed light on the profound impact of personal tragedies and family challenges on the decision-making process of young individuals. The loss of a parent can have far-reaching emotional and financial consequences, shaping individuals' priorities and aspirations in profound ways. Moreover, personal issues like starting a family early also hindered individuals from pursuing education in favour of boda-boda business, with an odds ratio of 0.047, showcasing how personal life events intersect with career decisions (Table 5). While failing exams and distance from home to school did not significantly impact the dropping out of school to enter into the boda-boda business, other factors like peer influence and the need to support family financially also played roles in shaping these decisions.

Table 5. Logistic regression for motivating factors that lure young boys into boda-boda business

	B	S.E.	Wald	df	Sig.	Exp(B)
Need for income/money	1.324	1.529	.750	1	0.414	3.759
Need to be independent of at work	-.088	.674	.017	1	0.096	.916
Parents could not afford school fees	-.505	1.505	.113	1	0.063	.603
Did not see value in continuing education	.226	.825	.075	1	0.016	1.254
Peer influence/friends were also doing boda boda	.039	.588	.004	1	0.148	1.039
Needed to work to support family financially	-.113	.307	.135	1	0.087	.894
Lost interest in school	.059	.717	.007	1	0.134	1.061
Family issues (e.g. death of parents)	-1.044	1.411	.547	1	0.034	.352
Personal issues (e.g. getting a family early)	-.158	.822	.037	1	0.047	.853
Failed exams	-.032	.826	.001	1	0.169	.969
too far from home to school	.228	.317	.515	1	0.327	1.256
Constant	.836	2.047	.167	1	0.117	2.307

The identification of parental financial constraints as a significant challenge aligns with existing studies discussing how financial pressures and parents' inability to cover educational costs can push young individuals towards alternative income-generating opportunities [12]. Moreover, the desire for independence in their work echoes the literature by [10] that emphasizes the

attractiveness of autonomy and flexibility in informal sector roles, including those in the boda-boda industry. The impact of peer influence from friends already involved in the boda-boda business highlights the pivotal role of social networks in shaping career decisions, consistent with research by [9] emphasizing the influence of social connections on vocational choices among young individuals. The skepticism surrounding the value of pursuing formal education corresponds with research by [13] that explores diverse attitudes towards traditional schooling and the perceived advantages of alternative career paths among youth facing similar circumstances.

4. Conclusion

In conclusion, the study determined the incidence of school dropouts among boda-boda riders in Kirinyaga East Sub-county. The analysis of school dropout rates revealed a concerning trend, with a significant percentage of riders being school dropouts. Economic challenges, limited educational opportunities, and the allure of quick money from the boda-boda business were identified as driving factors behind this decision, emphasizing the need to address these challenges to reduce dropout rates. The study identified motivating factors that lure school-going boys and other riders into the boda-boda business in Kirinyaga East Sub-county. Economic motivations, peer influence, desire for independence, and personal circumstances were among the key drivers influencing individuals to enter the boda-boda sector, highlighting the diverse range of influences shaping their decisions.

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