



DETERMINANTS OF YOUTHS' INTENTION IN AGRIBUSINESS USING THEORY OF PLANNED BEHAVIOR

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ABSTRACT

The study examined youths' intention in agribusiness using theory of planned behavior. A multi-stage sampling procedure was employed for data collection. However, only 250 questionnaires were properly filled and usable. The objectives were analyzed using descriptive statistics and multiple regression analysis. The results showed that majority (71.2%) of the respondents were male while 28.8% were female. It also showed that majority (64.8%) of the respondent were between the ages of 23-27 with a mean of the distribution of 24.40. The findings also revealed that 46% of the respondents' parents were civil servants, businessmen (20%), farmers (18.4%) and other occupations (15.6%). The result of the multiple regression analysis showed that attitude towards behavior (0.550) and subjective norms (0.107) were positive and significant at $P \leq 0.01$ and $P \leq 0.05$ level of significance, respectively, as predictors of entrepreneurial intention. It was concluded that the students had intention to engage in agribusiness but do not have the capability to get through with it. The students had a positive attitude towards engaging in agribusiness. It was therefore, recommended that seminars, workshops and classes should be held to encourage students to go into agricultural activities; government should also consider giving out incentives, loans, and subsidies to encourage young farmers.

Keywords: Agribusiness, Behavior, Determinants, Intention, Theory, Youth.

INTRODUCTION

Agriculture contributes about 41% to the nation's GDP and it accounts for about 70% labour force being engaged in various agricultural activities (Technology Center for Agriculture and Rural Cooperation [CTA], 2015; Kemi, 2016; National Bureau of Statistics [NBS], 2019; and Food and Agriculture Organization [FAO], 2019). However, Agricultural sector is not very popular among youth although it accounts for roughly one-third of global gross-domestic product which means it has a lot of potentials to be discovered for poverty eradication (World Bank, 2008). A number of factors shaped the opinion of young people over this sector such as having relatively limited career options due to the lack of support from the government and discriminatory policies that prioritize urban development, not to mention the perception and profile of agriculture as dirty laboring work and low-income career (Lohento & Ajilore, 2015).

One obvious, but still elusive, developmental approach is to engage rural youth in productive and profitable agriculture, including crops, livestock, and fisheries. Associated with this view is the assumption that rural young people would be better off if they did not migrate to urban areas, thus avoiding exposure to risky and illegal behavior. Underlying this agenda, however, is the "tension" between the futures that youth, their parents and rural planners imagine for them, and the 'entrepreneurial', agriculture-focused future as proposed is not always well received. Agriculture remains hard work, and risky, and the allure of middle class lives in urban areas remains strong. Education increases more than just skills or immediate



employability, it changes who people are and what they expect from life, and for agribusiness to meet their aspirations it must be viewed as a viable livelihood option (Leavy & Smith, 2010).

In rural areas the turn toward entrepreneurship has been combined with renewed interest in the agricultural sector and agricultural value chains as sources of jobs for young people (FAO, CTA and International Fund for Agricultural Development [IFAD], 2014). However, youth unemployment as well as underemployment in Nigeria, one of the developing countries, is on a steady rise. For instance, the NBS (2017) reports that combined unemployment and underemployment rate for the entire youth labour force in Nigeria (15-35 years) are 52.65% or 22.64 million youths.

The study bridged these contradictions on youth's engagement in agribusiness by exploring predictors of youth intention in North western Nigeria. The objectives of this study were to: describe the socio-economic characteristics of the respondents; determine the factors influencing the youths' intention to engage in agribusiness in North western Nigeria using TPB.

The theory of planned behavior (TPB) predicts an individual's intention to engage in a behavior at a specific time and place. The concept was proposed by Icek Ajzen in 1991. The TPB suggests that an individual's belief about performing a behavior influences their behavioral intentions (Ajzen, 2005). It posits that individual behavior is driven by behavioral intentions, where behavior intentions are a function of three determinants: an individual's attitude toward behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). Attitude toward behavior refers to the degree to which a person has positive or negative feelings of the behavior of interest. Subjective norm refers to the belief about whether others think a person will perform the behavior. Perceived behavioral control refers to the individual's perception of the extent to which performance of the behavior is easy or difficult. It is the perceived ability and confidence a person possesses in performing a behavior.

MATERIALS AND METHODS

The Study Area

The study was carried out in the north western Nigeria. This area covers Kaduna, Katsina, Kano, Zamfara, Kebbi, Sokoto and Jigawa States. The North West region of Nigeria offers a wide range of Islamic beauty and culture, from the seat of caliphates of Sokoto to the land of equity to the free trade zone in Jigawa. It majorly consists of Hausas and Fulanis and the predominant religion in the region is Islam. The weather is usually dry and the temperature drops at night. The region is located between latitude $9^{\circ}10'N$ and $13^{\circ}50'N$ and longitude $3^{\circ}35'E$ and $9^{\circ}00'E$ and covers 221,437 square kilometers out of the 923,768 square kilometers total land mass of Nigeria. The zone is blessed with population of 35,786,969 million (National Population Commission [NPC], 2006) with an estimated population of 50,998,616 million in 2018 (NBS, 2018).

Sampling Procedure and Sample Size

A multi-stage sampling procedure was employed for the study. The first stage involves the random selection of four (4) States which are Kano, Kaduna, Katsina and Jigawa States. The second stage involves the stratified selection of one (1) University from each State which are; Bayero University Kano (BUK), Federal University Dutse (FUDMA) Katsina, Ahmadu Bello University (ABU) Kaduna and Federal University Dutse (FUD) Jigawa State. The third stage involves the purposive selection of all final year Agricultural Students. As presented in Table 1, only 250 questionnaires were properly filled and usable.



Table 1: Sampling Frame and Size Selection Plan of the Study

States	Universities	Sample frame (Faculty students)	Sample size
Kano	Bayero University Kano	225	109
Kaduna	Ahmadu Bello University	132	62
Katsina	Federal University Dutsinma	50	27
Jigawa	Federal University Dutse	82	52
Total		489	250

Method of Data Collection

Primary data were used for this study. This was achieved using a well-structured questionnaire and in-depth interview.

Analytical Techniques

The study used descriptive statistics to achieve objective (i) and objective (ii) was analyzed using multiple regression analysis on a 5-point likert type scale of strongly agree = 5, agree = 4, neutral = 3, disagree = 2 and strongly disagree = 1.

RESULTS AND DISCUSSION

Reliability Test

The reliability values for the variables are reported in Table 2. The reliability of the constructs in the study was tested through internal consistency, using Cronbach's *Alpha* coefficients. Agribusiness entrepreneurial intention, attitude towards behavior, subjective norms, perceived behavioral control were deemed reliable and acceptable based on the rule of thumb by George and Mallory (2003) as well as guidelines of Hair *et al.* (2017). The value of 0.6 – 0.79 deemed acceptable, 0.8 – 0.9 Good, and 0.9 and higher Excellent. de Moraes *et al.* (2018) used Cronbach's *Alpha* to test the reliability of some constructs. Such constructs include self-efficacy (4 items), risk taking (4 items), innovation (3 items), leadership (3 items), planning (4 items), sociability (4 items) and entrepreneurial intention (5 items) with Cronbach's *Alpha* of 0.819, 0.796, 0.667, 0.726, 0.736, 0.707 and 0.854, respectively.

Table 2: Reliability Statistics

Model	Cronbach alpha	No of items
Agribusiness entrepreneurial intention	0.792	6
Attitude towards behavior	0.796	16
Subjective norms	0.741	5
Perceived behavioral control	0.732	4

Descriptive Statistics Analysis

Findings of Table 3 (socio-economic characteristics of the respondents) show that majority (71.2%) of the respondents are male while 28.8% are female. This shows the disparity among males and females in enrollment into agriculture in tertiary education in the study area. This is in agreement with the study by Barau and Adesiji (2018) which revealed that 68.7% of the respondents were male while 31.3% were female. The result also shows that majority (64.8%) of the respondent were between the age of 23-27. The mean of the distribution was 24.40. This implies that the students are within the age where they are young, energetic and productive and can make decision to be independent and self-reliant after graduation. This is in line with the study by Precious and Abubakar (2019) which showed that most of the students fell between age brackets of 24-29 years. The findings also revealed that 46% of the parents of



the respondents were civil servants, 20% were businessmen and 18.4% were farmers while 15.6 were into other occupations. This will affect the student's agribusiness entrepreneurial intention. It is known that parents act as role models to their children and the children want to follow their footsteps. This is in agreement with the study by Ojebiyi *et al.* (2015) which reported that majority of the parents were civil servants

Table 3: Socio-economic Characteristics of the Respondents

Variables	Frequency	Percentage	Mean
Sex:			
Male	178	71.2	
Female	72	28.8	
Age:			
18-22	58	23.2	
23-27	162	64.8	24.40
28-32	22	8.8	
33-37	8	3.2	
Parents Occupation	Frequency	Percentage	
farming/agribusiness	46	18.4	
civil/public service	115	46.0	
trading/business man	50	20.0	
Others	39	15.6	

Source: Field survey, 2019

Multiple Regression Analysis

The Model Summary Table 4 indicates that 39.1% of the variation in the dependent variable may be explained by the variation in the independent variables (Attitude, subjective norm and perceived behavioural control) included in the model.

Table 4: Model Summary

Model	R	R-square	Adjusted R-square	Std. error
1	.625 ^a	.391	.384	.63639

Attitude Towards Behavior and Subjective Norms

Table 5 shows that attitude towards behavior and subjective norms were positive and significant as predictors of entrepreneurial intention. Attitude towards behavior was significant at 1% with a coefficient of 0.550 while subjective norm was significant at 5% with a coefficient of 0.107. Perceived behavioral control was not significant. This means that an increase in attitude towards behavior and subjective norm will lead to an increase in youth's intention to engage in agribusiness. This is in confirmation with findings of Esther (2015) which shows that attitude towards behavior contributed positively to entrepreneurial intention with a coefficient of 0.627. It is also in line with Tiraieyari and Krauss (2018) and Okun and Sloane (2002) indicate that subjective norm influences the intention to engage in entrepreneurial activities.



Table 5: Coefficients

Model	Coefficients	Unstandardized coefficients		Standardized coefficients	t-value	Sig.
		B	Std. Error			
1	Constant	.035	.331		.107	.915
	Attitude towards behavior	.856	.087	.550	9.861	.000***
	Subjective norms	.105	.053	.107	1.985	.048**
	Perceived behavioral control	.074	.047	.083	1.592	.113

Significance level ***P<0.01 and **P<0.05

CONCLUSION AND RECOMMENDATIONS

The study showed that attitude towards behavior and subjective norms are factors that influence students' intention to engage in agribusiness. This shows that the students have intention to engage in agribusiness but do not have the capability to get through with it. It was recommended that seminars, workshops and classes should be held to encourage students to go into agricultural activities; government should also consider giving out incentives, loans, and subsidies to encourage young farmers.

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