



## **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 0.01 and P 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.