



EFFECTS OF DESCRIPTIVE NORMS, PERCEIVED ECONOMIC VIABILITY AND BEHAVIOURAL INTENTION ON LIVESTOCK AGRIPRENEURSHIP AMONG AGRICULTURAL COLLEGE STUDENTS IN NIGER STATE, NIGERIA

Adebayo, O. A., Umunna, M. O., Ibrahim, A. O., Omole, E. B. and Ojo, B. S.

Forestry Research Institute of Nigeria

Federal College of Wildlife Management, PMB. 268, New-Bussa, Niger State, Nigeria

Corresponding Authors' E-mail: oriobatemyl@gmail.com **Tel.:** +2348062179072

ABSTRACT

Agripreneurship is a means of eradicating poverty among Nigerian youths. The study examined the effects of descriptive norms, perceived economic viability and behavioural intention on livestock agripreneurship among agricultural college students in Niger State, Nigeria. Multi-stage sampling technique was used to select 432 respondents across three agricultural colleges in Niger State, Nigeria. Data were analyzed using descriptive and inferential statistics (linear regression) at $P \leq 0.05$. Results showed that the respondents were male (63.2%), not married (87.5%), were of good standing in their class performance with a cumulative grade point average of ≥ 2.5 (59.7%) and below 26 years old (84.7%) with a mean age of approximately 23 years. The most descriptive norm of livestock agripreneurship by respondents was the popularity of poultry production ($\bar{x} = 3.85$). The most perceived economic viability of livestock agripreneurship by respondents was the gainful employment in fish production business ($\bar{x} = 3.97$). The most behavioural intention of respondents in livestock agripreneurship was to make a career out of poultry production ($\bar{x} = 3.81$). Linear regression revealed that descriptive norms ($\beta = 0.203$) and perceived economic viability ($\beta = 0.247$) were significant factors that influenced the respondents' behavioural intention. The study concluded that descriptive norms and perceived economic viability are major determinants of the behavioural intention of agricultural college students in livestock agripreneurship in the study area. It was recommended that agripreneurship norms, its economic viability and the behavioural intention towards it could be enhanced through the youth engagement programmes, better enabling environment, agripreneurship awareness and promotions.

Keywords: Agripreneurship, Behavioural Intention, College Students, Descriptive Norms, Perceived Economic Viability.

INTRODUCTION

The occurrence of world-wide obligation in the direction of the confronting foremost world encounters fashioned the Sustainable Development Goals which represents a more comprehensive agenda than the Millennium Development Goals (MDGs) with 17 goals, 169 targets and well over 200 indicators (IAEG-SDGs, 2016), of which poverty eradication is a topmost priority on the list. Similarly, the Nigerian agrarian learning strategies with regards to its objectives points towards self-reliance in food production for the provision of raw materials for agro-based industries and consumption (NPE, 2004). Thus, the establishment of service chances is obvious in the Nigerian Government policy (Awogbenle and Iwuamadi, 2010). This strife pointed to amassed global and regional inclination towards well-being.

Nonetheless, sustainable agriculture development, which is effective against insufficiency and starvation, requires involvedness with entrepreneurship and youth participation (Osikabor *et al.*, 2011). Entrepreneurship is seen as looking for venture openings



(Suleiman, 2006) and entrepreneurial education is the device of eliminating graduates being without a job (Akpomi, 2009). Without a doubt, entrepreneurship can be imparted (Williams, 1983; and Farley, 2000) and this training provides an answer for the social and economic trials of the country (Dickson *et al.*, 2008; and Garba, 2010). Nevertheless, redundancy increases among young graduates such that life after school has turned challenging for countless beneficiaries of higher education, making education for a sustainable future an illusion (Amali, 2007). The challenge of youth participation in agriculture is a protracted one. The time after time reported mean age of Nigerian farmers is between 45 and 60 years (Akoroda, 2009).

At hand is the jeopardy that Nigeria might be faced close disappearance of the agricultural populace ensuing from the breakdown of her agrarians by age or bereavement (Mama, 1991), thus having in mind that Nigeria is a youth economy (Oviawe, 2010). Up till now, just a little of those who were trained in the agricultural institutions engaged in agriculture after graduating from school (Igbon, 2004). Disappointingly, food importation has increased (Okeke, 2004).

Pertinently, agriculture is bawled to be a vocational discipline (Egun, 2009). In spite of these, how far-flung are youths, specifically the agriculture academically privileged, prepared to clinch the arts of agripreneurship? Regardless of the significance of this query to stakeholders, in any case as an apparatus of valuation, a reassurance or otherwise, little is known about it. So many issues, together with political, cognitive, psychological, socio-economic and religions are certain to stimulate such effort. Until now, there is a dearth of study into youth agripreneurship in the African context (Chigunta *et al.*, 2005; and Schoof, 2006). This study, therefore, seeks about the influence of the descriptive norms, perceived economic viability and behavioural intention of livestock agripreneurship among agricultural college students in Niger State. Livestock agripreneurship is of more importance since animal protein seems to be of a greater problem with respect to the typical Nigerian diet (Odunsi *et al.*, 2007).

The following hypotheses were tested in the null form.

- H₀₁: There is no significant effect of personal characteristics on the behavioural intention of livestock agripreneurship among agricultural college students in Niger State, Nigeria.
- H₀₂: There is no significant effect of descriptive norms on the behavioural intention of livestock agripreneurship among agricultural college students in Niger State, Nigeria.
- H₀₃: There is no significant effect of perceived economic viability on the behavioural intention of livestock agripreneurship among agricultural college students in Niger State, Nigeria.

MATERIALS AND METHODS

The Study Area

Niger State is located between latitude 8⁰22'N and 11⁰30'N longitude 3⁰30'E and 7⁰20'E. Niger State was excised from the defunct North-Western State and made a full-fledged State in the Federation in April 1976. The three Colleges of Agriculture in the state were purposively sampled for the study. They are the National Diploma and Higher National Diploma awarding institutions. These Colleges are Federal College of Wildlife Management and Federal College of Freshwater Fisheries Technology, New Bussa. They were established in 1978 while Niger State College of Agriculture, Mokwa which was established in June 1979 as an arm of Niger State Ministry of Agriculture and Natural Resources. However, in May 1984, an edict establishing the College was enacted by the Niger State Government.



Sampling Techniques and Method of Data Collection

The population of the study comprised all final year students in the selected tertiary institutions. This included all the National Diploma II and Higher National Diploma II students in the departments related to animal production disciplines of the selected Colleges of Agriculture in Niger State.

A multi-stage sampling procedure was used for the purpose of selecting respondents. A purposive simple random sampling was used to select 75% of the total number of the 576 selected final year students of the selected institutions to give a sample size of 432 students which was used for data analysis.

Method of Data Collection

Primary data used for the study were collected through the administration of a questionnaire tailored towards realizing the objectives of the study. Variables studied included the descriptive norms which were measured using a 9-item instrument, perceived economic viability which was measured using a 12-item instrument and behavioural intention of the respondents in livestock agripreneurship which was measured using a 12-item instrument on a 5-point Likert scale of strongly agree to strongly disagree. These were adapted from the scale of Osikabor *et al.* (2011).

Analytical Tools

Data were analyzed using descriptive statistics such as frequency and percentage. Inferential statistics such as linear regression was used to test the hypotheses of the study. The linear regression was specified to determine the relationship between a dependent variable and a group of independent variables. It estimates the coefficients of the linear equation, involving one or more independent variables that best predict the value of the dependent variable. The importance of regression analysis in this study was to find out the significant factors that influenced the behavioural intention of agripreneurship among agricultural college students in the study area. The linear regression equation is represented in the explicit form as:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e \quad \dots(1)$$

where;

Y = Behavioural intention

X₁ = Descriptive norms

X₂ = Perceived economic viability

X₃ = Age of student

X₄ = Student's Class Performance using Cumulative Grade Point Average

b_i = Coefficient (i = 1, 2, ..., n)

a = Constant

e = Stochastic Disturbance

RESULTS AND DISCUSSION

Socio-economic Characteristics of the Respondents

As indicated in Table 1, the majority of the respondents were males (63.2%) while the female respondents constituted 36.8%. This result corroborated the findings of Oladeji and Thomas (2010) that across tertiary institutions, the proportion of male to female respondents is higher in favour of males. This can be as a result of the generally held notion that agriculture is mainly for the males because of the labour related to it (Tijani and Omirin, 2013). However, as marriage converses responsibility (Akinbile, 2007), it followed that majority (87.5%) of the respondents decided to put in for diploma certificate programs while they were single so as to warrant full concentration on their studies. Besides, a majority (84.7%) of the respondents were



below 26 years old while the mean age of the respondents was approximately 23 years. These implied that the respondents were young people and are in their youthful age. This finding is supported by Osikabor *et al.* (2011), Ayanda *et al.* (2012) and Tijani *et al.* (2013) that reported a mean age of 25.9 years, 19.6 years and 29.6 years in a similar study among students of tertiary institutions in Oyo State, Kwara State and South-West, Nigeria respectively. However, majority of the respondents (59.7%) are of good standing in their class performance with a cumulative grade point average of ≥ 2.5 . This showed that a larger proportion of the respondents are of average academic performance in their various study disciplines.

Table 1: Socio-economic Characteristics of the Respondents

Variables	Frequency	Percentage
Sex		
Male	273	63.2
Female	159	36.8
Marital Status		
Not married	378	87.5
Married	54	12.5
Age		
≤ 25	366	84.7
≥ 26	66	15.3
Mean = 22.96		
Class Performance		
< 2.5	174	40.3
≥ 2.5	258	59.7

Source: Field survey, 2019

Descriptive Norms of Livestock Agripreneurship

Descriptive norms refer to individuals' beliefs about the prevalence of Behaviour (Rimal and Real, 2003). Table 2 indicated statement as 'Poultry production is very popular' ($\bar{x} = 3.85$) ranked highest by the mean score rating and was followed by Fish production is very common ($\bar{x} = 3.76$); many people rely on fish production to fend for themselves ($\bar{x} = 3.69$); these days, many people rely on poultry production to make ends meet ($\bar{x} = 3.67$), Lots of people engage in poultry production these days ($\bar{x} = 3.63$) ; many people engage in snail production to make money ($\bar{x} = 3.52$) ; people who engage in fish production these days are many ($\bar{x} = 3.39$); there is a widespread production of snails ($\bar{x} = 3.16$) and I know lots of people who engage in snail production these days ($\bar{x} = 3.09$) were all moderately rated by the respondents.



Table 2: Level of Agreement of Descriptive Norms of Livestock Agripreneurship

Statements	Mean
Poultry production is very popular	3.85
Fish production is very common	3.76
Many people rely on fish production to fend for themselves	3.69
These days, many people rely on poultry production to make ends meet	3.67
Lots of people engage in poultry production these days	3.63
Many people engage in snail production to make money	3.52
People who engage in fish production these days are many	3.39
There is a widespread production of snails	3.16
I know lots of people who engage in snail production these days	3.09
Grand Mean	3.53

Source: Field survey, 2019

Perceived Economic Viability of Livestock Agripreneurship

Perceived Economic Viability is defined here as the individuals' view of the economic potential to embark on new technology and to safeguard its continuation in order to uphold all the other values (Taebi, 2013). Table 3 indicated statement as 'Fish production is a gainful employment' ($\bar{x} = 3.97$) ranked highest by the mean score rating and was followed by poultry production is a gainful activity ($\bar{x} = 3.86$); and poultry production is very profitable ($\bar{x} = 3.83$). With poultry production, one can achieve financial success in life ($\bar{x} = 3.78$). With fish production, one can adequately make ends meet ($\bar{x} = 3.77$).

Table 3: Level of Perceived Economic Viability of Livestock Agripreneurship

Statements	Mean
Fish production is a gainful employment	3.97
Poultry production is a gainful activity	3.86
Poultry production is very profitable	3.83
With poultry production, one can achieve financial success in life	3.78
With fish production, one can adequately make ends meet	3.77
Fish production makes financial sense	3.69
Snail production is very profitable	3.56
Snail production is a lucrative employment	3.56
Fish production is extra lucrative than most other businesses	3.51
Poultry production is more gainful than most other productive adventures	3.44
Through snail production, one can attain financial heights in life	3.34
Snail production is more profitable than most other businesses	3.13
Grand Mean	3.62

Source: Field survey, 2019

Fish production makes financial sense ($\bar{x} = 3.69$). Snail production is very profitable ($\bar{x} = 3.56$), Snail production is a lucrative employment ($\bar{x} = 3.56$). Fish production is extra lucrative than most other businesses ($\bar{x} = 3.51$). Poultry production is more gainful than most other productive adventures ($\bar{x} = 3.44$) and through with snail production, one can attain financial heights in life ($\bar{x} = 3.34$). Snail production is more profitable than most other businesses ($\bar{x} = 3.13$) were all moderately rated by the respondents.



Behavioural Intention of Respondents in Livestock Agripreneurship

Behavioural intention is defined as a person's perceived likelihood or "subjective probability that he or she will engage in a given Behaviour" (Committee on Communication for Behaviour Change in the 21st Century, 2002). Table 4 indicated statement as 'I intend to make a career out of poultry production' ($\bar{x} = 3.81$) ranked highest by the mean score rating and was followed by I will take it a point of duty to start my own snailery business in time to come ($\bar{x} = 3.74$); I will take on poultry production as a vocation ($\bar{x} = 3.69$); I will take it a point of duty to start my own fishery business in time to come ($\bar{x} = 3.65$); I will engage in snail production in future ($\bar{x} = 3.65$); I will engage in fish production in future ($\bar{x} = 3.61$); I will proudly establish my own snail producing outfit ($\bar{x} = 3.56$); I will proudly establish my own fish producing outfit ($\bar{x} = 3.56$); I will take on fish production as a vocation ($\bar{x} = 3.47$); I will take it a point of duty to start my own snailery business in time to come ($\bar{x} = 3.38$); I will proudly establish my own snail producing outfit ($\bar{x} = 3.31$); and, I will take on snailery production as a vocation ($\bar{x} = 3.22$) were all moderately rated by the respondents. The implication of this result is that the majority of the respondents will participate in the production business of poultry, fish and snail and this agrees with the findings agreed of Osikabor *et al.* (2011).

Table 4: Level of Behavioural Intention of Respondents in Livestock Agripreneurship

Statements	Mean
I intend to make a career out of poultry production	3.81
I will take it a point of duty to start my own snailery business in time to come	3.74
I will take on poultry production as a vocation	3.69
I will take it a point of duty to start my own fishery business in time to come	3.65
I will engage in snail production in future	3.65
I will engage in fish production in future	3.61
I will proudly establish my own snail producing outfit	3.56
I will proudly establish my own fish producing outfit	3.56
I will take on fish production as a vocation	3.47
I will take it a point of duty to start my own snailery business in time to come	3.38
I will proudly establish my own snail producing outfit	3.31
I will take on snailery production as a vocation	3.22
Grand Mean	3.55

Source: Field survey, 2019

Explanatory Variables Effects on Behavioural Intention of Livestock Agripreneurship

This section analyzed the results of the effects of personal characteristics, descriptive norms and perceived economic viability on the behavioural intention of livestock agripreneurship (Table 5). The model showed a significant relationship between the descriptive norms and perceived economic viability of the respondents' vis-à-vis their behavioural intention of livestock agripreneurship. The equation showed that the coefficient for the descriptive norms of the agricultural college students was 0.203. The implication of this is that for every additional one percent in agricultural college students' perceived prevalence of livestock agripreneurship, it is expected that their behavioural intention of livestock agripreneurship would increase by an average of 20.3%. However, the coefficient for the perceived economic viability of livestock agripreneurship was 0.247. This implied that for



every additional one percent of agricultural college students’ perceived economic viability of livestock agripreneurship, it is expected that their behavioural intention of livestock agripreneurship would increase by an average of 24.7%. These findings are in line with Osikabor *et al.* (2011) who conducted a similar study among final year agriculture-related students in Ibadan, Nigeria.

Table 5: Effects on Behavioural Intention of Livestock Agripreneurship

Variables	β	Sig.
Constant	1.971	0.003
Descriptive norms (X ₁)	0.203	0.019
Perceived economic viability (X ₂)	0.247	0.007
Age of student (X ₃)	- 0.004	0.406
Student’s Class Performance (X ₄)	- 0.023	0.532
R value	0.739	
R Square value	0.673	
F value	7.605	
Sig.	0.006	

Source: Field survey, 2019

CONCLUSION AND RECOMMENDATIONS

A descriptive norm which is the perceived prevalence of livestock agripreneurship alongside with perceived economic viability of livestock agripreneurship is pertinently considered as well-meaning independent variables that explained and predicted the behavioural intention of livestock agripreneurship among college students in Niger State, Nigeria. The rationale behind the use of perceived economic viability as a joint predictor of behavioural intention was due to its understanding, as profit-making is central to entrepreneurship.

Therefore, descriptive norms and perceived economic viability are major determinants of the behavioural intention of agricultural college students in livestock agripreneurship in the study area. As a result of this outcome, agripreneurship norms, its economic viability and the youth behavioural intention towards it could be enhanced through the youth engagement programmes, better enabling environment, agripreneurship awareness and promotions.

REFERENCES

- Akinbile, L. (2007). Standardization of socioeconomic status for farm families in South-West Nigeria. *Journal of Social Science*, **14**(3): 221-227.
- Akoroda, M. O. (2009). *Global Economic meltdown and Nigerian Agriculture*. Proceedings of the 43rd Annual Conference of Agricultural Society of Nigeria. National Universities. Commission, Abuja, 20th to 23rd October 2009.
- Akpomi, M.E. 2009. Achieving Millennium Development Goals (MDGs) through teaching entrepreneurship education in Nigeria Higher Education Institutions (HEIs). *Eur. J. Soc. Sci.*, **8**(1): 154 – 157.
- Amali, I. O. O. (2007). Problems and social reality of acquiring higher education as a means of social mobility among Nigerian school graduate (A prescriptive approach). *Ilorin J. Edu.*, **27**: 30 – 37.
- Awogbenle, A. C. and Iwuamadi, K. C. (2010). Youth unemployment: Entrepreneurship development programme as an intervention mechanism. *Afr. J. Bus. Management*, **4**(6): 831-835.



- Ayanda, I. F., Olooto, F., Motunrayo, A., Abolaji, G. T., Yusuf, O. J. and Subair, S. K. (2012). Perception of Kwara State University agricultural students on farming as means of future livelihood. *International Journal of AgriScience*, **2**(11): 1053-1061.
- Chigunta, F., Schnurr, J., James-Wilson, D. and Torres, V. (2005). *Being "Real" about Youth Entrepreneurship in Eastern and Southern Africa: Implications for Adults, Institutions and Sector Structures*. ILO. No 72.
- Committee on Communication for Behaviour Change in the 21st Century (2002). *Speaking of Health: Assessing Health Communication Strategies for Diverse Populations*. Washington, DC: National Academies Press.
- Dickson, P. H., Solomon, G. T. and Weaver, K. M. (2008). Entrepreneurial selection and success: Does education matter? *J. Small Bus. Enterprise Dev.*, **15**(2): 239-258.
- Egun, A. C. (2009). Focusing agricultural education for better productivity in Nigeria in the 21st Century. *Int. J. Edu. Sci.*, **1**(2): 87-90.
- Farley, R. (2000). Poverty and Enterprise: Towards the sixth stage of economic growth. *Rev. Black Polit. Econ.*, **11**(2): 229-250.
- Garba, A. S. (2010). Refocusing education system towards entrepreneurship development in Nigeria: A tool for poverty eradication. *Eur. J. Soc. Sci.*, **15**(1): 140-150.
- Igbon, B. C. (2004). *Training and Employment in Nigeria*. The Punch, 12 April 2004.
- Inter-Agency and Expert Group on SDG Indicators (IAEG-SDGs) (2016). *Final list of proposed Sustainable Development Goal indicators*. Accessed on 12/12/2016. <http://unstats.un.org/sdgs/indicators/Official%20List%20of%20Proposed%20SDG%20Indicators.pdf>.
- Mama, R. O. (1991). Instructional planning, execution and evaluation. Competency problems of secondary school agricultural science teachers with NCE (Agriculture) qualification. *Abraka J. Curriculum Stud.*, **2**: 83-92.
- National Policy on Education (2004). *Lagos*. Federal Government of Nigeria Press. Pp 61.
- Odunsi, A. A., Rotimi, A. A. and Amao, E. A. (2007). Effect of different vegetable protein sources on growth and laying performance of Japanese quails (*Coturnix japonica*) in a derived savannah zone of Nigeria. *World Appl. Sci. J.*, **3**(5): 567-571.
- Okeke, L. B. (2004). *Nigeria Food Bill*. The Trumpet, 11th May.
- Oladeji, J. O. and Thomas, K. A. (2010). Assessment of agricultural practical year training programmes of Nigerian universities in the south western states. *The Nigerian Journal of Rural Extension and Development*, **3**: 28-34.
- Osikabor, B., Adesope, A. A., Ibrahim, A. G., Ibrahim, F. M., Babayemi, O. F. and Olatunji, B. T. (2011). Animal-agriculture Based Entrepreneurship: Descriptive Norms, Perceived Economic Viability and Behavioural Intention among Final Year Agriculture Related Students in Ibadan, Nigeria. *Asian Journal of Agricultural Sciences*, **3**(2): 87-93.
- Oviawe, J. I. (2010). Repositioning Nigerian youths for economic empowerment through entrepreneurship education. *Eur. J. Edu. Stud.*, **2**(2): 113-118.
- Rimal, R. N. and Real, K. (2005). How Behaviours are influenced by perceived norms: A test of the theory of normative social Behaviour. *Commun. Res.*, **32**(3): 389-414.
- Schoof, U. (2006). Stimulating youth entrepreneurship: Barriers and incentives to enterprise start-ups by young people, series on youth and entrepreneurship. *Int. Labour Org.*, **76**: 1-12.



- Suleiman, A. S. (2006). *The Business Entrepreneur; Entrepreneurial Development, Small and Medium Enterprises*. 2nd Edn., Entrepreneurship Academy Publishing, Kaduna, Nigeria.
- Taebi, B. (2013). Social and Ethical Aspects of Radiation Risk Management. *Radioactivity in the Environment*, **19**: 259-280.
- Tijani, S. A and Omirin, T. I. (2013). Perception of Agricultural Extension as a Career among Postgraduate Students of Agriculture in Selected Universities in South-West, Nigeria. *Journal of Agricultural Extension*, **17**(2): 149-158. <http://dx.doi.org/10.4314/jae.v17i2.19>.
- Williams, E. E. (1983). Entrepreneurship, innovation and economic growth. *Technovation*, **2**(1): 3-15.