International Journal of Research and Review
Volume 11; Issue: 10; October 2024
Website: www.ijrrjournal.com
Research Paper *E-ISSN: 2349-9788; P-ISSN: 2454-2237*

Youth Participation in Agripreneurship in Trans Nzoia County, Kenya

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DOI: https://doi.org/10.52403/ijrr.20241032

ABSTRACT

The study focused on youth participation in agripreneurship in Trans Nzoia County, Kenya. The county being a bread basket of Kenya, the youth are a sign of progress in the agribusiness sector in the county and country at large. The study was guided by the following objectives; to assess effect of youth attitude on participation in Agripreneurship in Trans Nzoia County, Kenya, and to establish the effect of perceived benefits on youth participation in Agripreneurship in Trans Nzoia County, Kenya. The research theories in the study included; the pull- push theory, and unity maximization theory. A descriptive research design was adopted by the study. A target population of 10,080 respondents from which, a sample of 385 respondents was used for data collection and eventual analysis. Research questionnaires were used in collecting data. Both inferential and descriptive statistical methods were used for data analysis and presentation. This enabled the establishment of the strength and nature of relationship among the variables. The findings were expected to benefit county governments, national governments, youth, and various development agencies and to enrich the existing literature on youth programs and empowerment. The study employed the F-test in predicting the dependent variable which indicated that the model significantly predicted how the independent variables affected the dependent variable (youth participation in Agripreneurship in Trans Nzoia County, Kenya). The study further made recommendations on each of the variables for management consideration in future decision making processes.

Keywords: *Youth Participation, Youth Attitude, Perceived Benefits*

INTRODUCTION

Background of the Study

Youth is a socially constructed intermediary phase that stands between childhood and adulthood (Furlong, 2013). The term youth does not specify the age at which someone can be called as a youth because it is difficult to put age to the definition since their transition to adulthood vary from country to country due to different social economic factors. Due to this reason, there is no universally agreed international definition of the term youth and youth age group. According to Maritim (2020), for statistical purposes for the United Nations (UN), youth falls within the age bracket of 15 to 24 years old, on the other hand, the World Health Organization (WHO) categorizes youth as persons with the ages of between 10 and 24 while the constitution of Kenya (2010), Article 260, defines a Youth as a person who has attained the age of eighteen (18) years but has not attained the age of thirty five (35) years.

The agricultural sector is the backbone of the economy, contributing approximately 33 percent of Kenya's Gross Domestic Product (GDP). The agriculture sector employs more than 40 percent of the total population and 70 percent of the rural population (USAID, 2023). However, despite the influence of agriculture on developing countries' economies, Mullu and Ndiritu (2023) confirmed that attracting and retaining the youth in agriculture remains a global challenge. This is despite the youth forming a majority of the population and having a significant role to play in agricultural development as well as improving food security. While the agricultural sector presents a huge opportunity for the creation of employment to absorb the youth, their participation in agriculture has been declining, from 28.4% in 2020 to 24% in 2022 (Kising'u, 2023). The situation is not any different in Trans-Nzoia County, the food basket of Kenya; which lies within the Kenyan highland, and known for plantation farming, horticulture and animal husbandry (Akacho, Namusonge and Nambuswa, 2017).

With the advancing technology, agriculture has not been left behind and hence the term agripreneurship. According to Adeyanju, Mburu, Gituro, Chumo, Mignouna, Mulinganya and Ashagidigbi (2023), agripreneurship is the process of adopting new methods, processes, techniques in agriculture or the allied sectors of agriculture for better output and economic earnings. Agripreneurship converts agricultural activity into an entrepreneurial activity. Agripreneurship comprises the application of science and technology in agriculture and, all business and management activities conducted by firms such as the provision of farm inputs, production process, marketing and transportation of produce (Ng'atigwa, Hepelwa, Yami & Manyong, 2020). Agriprenuership or agribusiness is more than just the sale of farm produce, but instead involves all the economic activities related to agriculture, including chemicals, farm machinery, breeding, crop production/farming, distribution, marketing and sales. More processes, such as value addition, mechanization and vertical integration, offer diversification in the agribusiness process (Clay & Feeney, 2019). The global success of agribusiness and agriculture as a venture is majorly pegged on deliberate government policies and strategies towards diversification of the industry (Magagula & Tsvakirai, 2020). This study therefore looks forward towards examining the determinants of youth participation in agripreneurship in Trans Nzoia County, Kenya.

Statement of the Problem

The potential that lies in agriculture as an economically viable sector to address the problem of youth unemployment and food security has not been realized due to low youth participation (Magagula & Tsvakirai, 2020). Globally, a number of factors have been identified that influence youth participation in agripreneurship which include negative perception about farming, lack of access to land and low access to financial resources. Because of the poor perception and attitudes, agriculture has been left for the elderly in rural areas and uneducated which lead to poor performance of the agricultural sector (Adeyanju, et al., 2023). The problem of youth unemployment has also led to proliferation of rural-urban migrations in pursuit of white collar jobs which has relegated agribusiness into the periphery of economic activities and also aggravated the unemployment situation in Kenya (Mullu & Ndiritu, 2023). This provides the impetus to carry out this study to examine the factors affecting youth participation in Agripreneurship in Trans Nzoia County which is one of the counties in Kenya that depend largely on agriculture.

General Objective

The general objective of the study was to investigate youth participation in Agripreneurship in Trans Nzoia County, Kenya.

Specific Objectives

The study was based on the following specific objectives;

1. To assess effect of youth attitudes on participation in Agripreneurship in Trans Nzoia County, Kenya.
2. To establish the effect of perceived benefits on youth participation in Agripreneurship in Trans Nzoia County, Kenya.

Research Questions

1. What is the effect of youth attitude on participation in Agripreneurship in Trans Nzoia County, Kenya?
2. How do perceived benefits affect youth participation in Agripreneurship in Trans Nzoia County, Kenya?

Theoretical Framework

Push and Pull Theory

According to the push and pull theory, the decision to be involved in an economic activity is influenced by a push, pull as well as mooring factors (Fu, 2021). Push factors correspond to expulsive factors that provide justification to take part in an economic activity such as agribusiness and may involve high rate of unemployment, political repression, low social status, rapid population growth, lack of opportunity for personal development and landlessness. On the other hand, pull factors correspond to attractions within the activity that attract individuals towards them. They encompass financial availability, better income prospects and supportive environment (Bansal *et al.*, 2020).

According to Sumberg (2021), there exist some similarities in how young people relate to agriculture which is explained by the push and pull theory. Through pull factors, the theory clearly shows the importance of having special requirements such as financial accessibility in order to allow youths participate in Agripreneurship. This theory linked the relationship between access to capital - both land and credit - and youth participation in agri-business. In this context, youth who have access to resources in terms of land and finance may be pulled towards engaging in agri-business while those who have no access are pushed away from engaging in agri-business ventures. Therefore, access to land and credit facilities are major pull and push factors for youth participation in agripreneurship projects.

Utility Maximization Theory

According to utility maximization theory, the decision to participate in Agri-business or not represents a binary choice (Tenel, 2019). The decision on whether or not to participate in Agri-business was considered under the general framework of utility or profit maximization for youths (Norris, 2021). Tenel (2019) further states that despite the fact that many people are aware of the benefits of participation in agriculture, they still require to be coerced into participation and becoming agricultural entrepreneurs. According to Norris (2021) agriculture should be very profitable with guaranteed stability of income to act as catalyst for young people's involvement. Youths need to learn and discover that the opportunity in agriculture is tremendous and overwhelming for them to get themselves involved (Ouko, Ogola, Ng'ong'a & Wairimu, 2022). The huge potential in agriculture is founded on the fact that the demands for food will always remain due to increasing population hence the potential for agribusiness to forever remain limitless.

Twumasi, Jiang and Acheampong (2019) posited that the proponents of this theory argue that individuals' choice of career path is highly influenced by the utility maximization. Therefore, youth will choose to engage in agribusiness only if it is the utility maximizing career choice with benefits ultimately to be realized (SIANI, 2017). Therefore, if individuals generally perceive the benefits of engaging in agribusiness to be higher than the costs, they would have more reason and justification to engage in the same. However, whether these benefits are realized or not depends on other factors such as accessibility of capital, land

among other factors. This theory links the relationship between perceived benefits and participation in agribusiness.

Conceptual Framework

The main independent variables for this study were youth attitude, access to credit facilities (capital), access to land and perceived benefits. Attitudes was operationalized in terms of ideas about agribusiness while perceived benefits were in terms of perceived income from agribusiness, perceived social status by the youth and perceived cost involved in the agripreneurship activities. On the other hand, the dependent variable was youth participation in agribusiness which was operationalized in terms of number of youth participating in agribusiness and number of agri-business projects owned by the youth as shown in figure1 below:

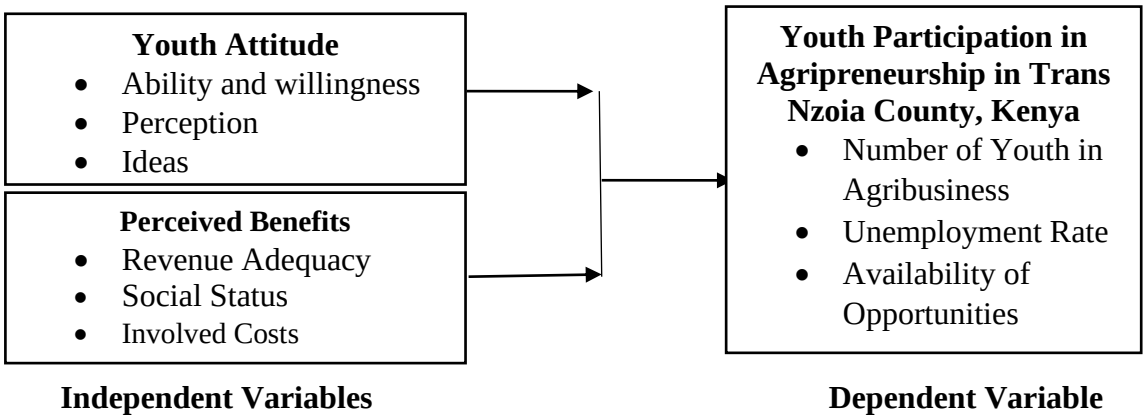

Figure1: Conceptual Framework

Youth Attitude on Participation in Agripreneurship

Attitude plays a significant role in determining individuals' excellence in any fields and all other walks of life. An individual must have the right attitude towards something for them to positively approach something. Therefore, this study hypothesized that youth must have the right attitude towards agribusiness to increase their participation. Change in attitude among the youths on agribusiness and potential employment opportunity may go a long way in ensuring more youth participate in agribusiness (Wankuru, Angelique, Chege, Mutie, Sanya & Haynes, 2019).

According to Baah (2019), majority of the young people especially those that have gone to colleges perceive engaging in agriculture as jobs for uneducated and those who have no alternatives. Young people with higher level of confidence in their academic ability had higher aspirations (Furlong & Biggart, 2019). Young people who had higher self-belief attribute their success to hard work rather than luck also have higher aspirations (Leavy & Smith, 2020). Prestige too has an important effect on the aspirations. The lower prestige associated with agriculture might be a reason for lower aspiration (Wankuru *et al.,* 2019).

Attitudes, according to the definition of Eagly and Chaiken (2021) the degree of positivity and negativity that people attach to things, activities, people and is often psychological. The authors further argue that attitudes are lasting assessment of various aspects of social, economic and cultural world that is usually stored in one's memory. Whatever be their precise origins, attitudes are an important aspect of the social thought and they often (though not always) influence overt behaviour (Geza *et al.,* 2022). The intention to participate in an activity could be predicted based upon knowledge, observation and other information about the issue. Franzel, Miiro, Uwitonze, Davis, Luzobe and Rurangwa (2020) supported this theory reporting that

individuals with positive attitude towards the subject/situation tend to evaluate them positively.

A study on determinants of participation in Youth-in-Agriculture Program in Ondo State, Nigeria was conducted by Adesina and Favor (2021). The study sample was 128 respondents which was derived from a population of 1,789 of youths that were involved in various agricultural activities within Ondo State in Nigeria. The study collected data using questionnaires and the data collected was analysed using quantitative approaches including Pearson correlation and regression analysis. From the analysis, attitude of the youths was one of the key factors that significantly influenced youth engagement in agricultural activities. The study therefore recommended that efforts to involve youths in agriculture must start by changing their attitude towards farming.

Attitudes of young women were also significant since they influenced their male counterpart's participation in farming. Studies from India have shown that girls were not interested in marrying the farmers and this might be a cause that some young people move away from it (IFAD, 2012; Adeyanju et al., 2023). These findings were also substantiated from Greece, where young women had a negative attitude in marrying a farmer. Not only income, but also social prestige of the spouse was found to influence their decision. This was highlighted by their willingness to marry a more entrepreneurial farmer who enjoys more social prestige (Hari, 2023).

Perceived Benefits on Youth Participation in Agripreneurship

Perceived benefits are the construction of the youths on the take home from engaging in agribusiness ventures. These include revenue generated from engaging in agribusiness ventures, social status associated with participation in agribusiness and perceived cost outlays. According to proponents of the theory of perceived benefits, the behavioural intention to engage in some activities is highly influenced by the perceived benefits from such engagement (Magagula & Tsvakirai, 2020).

Many youths consider agriculture as dirty and it lacks appeal. American youth stereotyped farmers as wearing bib overalls and chewing a straw, though they felt that certain type of variation can be there to this stereotype (Holz-clause & Jost, 1995; Adam & Quinhentos, 2018). Teenage girls in South Africa consider agriculture as ascribed to low status and done by farm children and lack privacy and often relate it to alcohol, abuse gossips which they think are prevalent among farm workers (Zulu, Djenontin & Grabowski, 2021).

Njeru et al., (2015) carried out a research to investigate how the perception of youth of agribusiness benefits influence their participation in agribusiness. The study included youths in agribusiness groups as the study population and used questionnaires to collect data. Negative perception on expected benefits from agricultural activities make young people to lack motivation.

Youth Participation in Agripreneurship

Lack of recognition of agribusiness as a potential career choice among the youth has negatively impacted on their participation in agribusiness. This study investigated how access to capital, land and attitude affect youth participation in agribusiness. Majority of the youths living in rural counties and have the potential to venture in agriculture face a number of challenges among them lack of information of the modern ways of agricultural production. These challenges among others can be overcome by investing in training programs where young people are trained on modern and climate smart agricultural practices that will ensure profitable new agribusinesses (Mullu & Ndiritu, 2023).

The number of young people that access the improved inputs for agricultural productivity is very low which ensures that productivity remains low and restrict young people to subsistence farming (Maiga et al.,

2020). Clearly, opportunity exists for directing youths toward agribusiness, and if done in an inclusive manner, to profound societal and economic benefits. According to the report unemployment rate in Nigeria has risen from 21.1% in 2018 to 26.9% in 2020. The report also claimed that, Nigeria has one of the worst youth unemployment rate in Africa sub-Sahara at 37.7%. This condition can be traced to over dependence on white collar job, oil boom, rural-urban migration, while 60% to 70% farming population is left to old people. The overall effect of this situation is that, Nigeria may face more youth unrest and restiveness as well as engaged in anti-social activities and economic sabotage like armed robbery, oil bunkering, kidnapping, internet syndicate that cause serious damage to the image of the country as well as hunger due to lack of food production via shortage of generation of commercial farmers.

The 7% annual growth rate required for African countries Kenya included; to achieve MDG of reducing poverty levels by half by 2030 is far from being achieved. The high unemployment rates among youths make them most vulnerable to poverty, a situation made worse due to the failure of the Agri-business sector that employs 65% of the population of Kenya to provide real employment for youth. Farming is in the hands of the elderly, with a mean age of the farmers being 53 years as reported in KAPAP gender disaggregated baseline survey report. The Kenya National Bureau of Standards (KNBS, 2023) survey showed that in Kenya, agriculture remains one of the major sectors that contribute to economic development.

Various factors influence the youth's participation in farming and can be positive or negative. The reason for the poor returns was ascribed to traditional methods of production. Regarding participation in various tasks, Hari (2023) found that the important activities in which the youth participated were land clearing and marketing of farm produce. The favourable attitude and participation towards marketing and related activities was found in other studies too. For example, the study by Torimiro and Oluborode (2021) found that marketing, storage and processing were the activities more in consonance with their interest compared to other agricultural tasks. These activities could be classified as having little drudgery and may be the cause of their comparatively higher satisfaction (Torimiro & Oluborode, 2021).

This trend was also seen in another study done in Nigerian youths with crop farming (79%) showing an overwhelming preference over livestock farming (30%) (Auta, 2020). Similarly, youth involved in crop production and farm labour was also found out by (Gwary et al., 2022). Both the above studies showed that the youth preferred livestock production less than crop production which may be due to shorter gestation period of crops with quick return of money when compared to livestock and they also considered livestock sector as labour intensive (Aphunu & Atoma, 2020).

Traditionally, the agricultural sector in Trans Nzoia County has been an important sector of the Kenyan economy in terms of its contribution to GDP, distribution of maize seed, and creation of employment. Trans Nzoia County depends largely on agriculture and according to the statistics, agriculture is the significant contributor to the economy and majority of the residents depend on agriculture for their livelihood according.

Research Design

A research design is a framework or a blue print for conducting a research. It provides a clear plan on how the research will be conducted and helps the researcher in sticking to the plan (Maritim, 2020). The study adopted a descriptive research design. A descriptive survey research design is one where both quantitative and qualitative data is collected for answering questions concerning the prevailing status of the study subject (Mulema, *et al.*, 2021). According to Kaki, Mignouna, Aoudji & Adeoti (2022), a descriptive survey research design seeks to

identify the nature of factors involved in a given situation, determine the degree in which they exist and discover the links that exist between them. This study employed a quantitative approach, which involved numeric data collection and analysis that enabled the testing of the significance of the current situation on youth participation in agripreneurship in Trans NZoia County.

Target Population

Kothari (2019) defines target population as the objects of interests from which the researcher compiles research information. The target population of the study comprised registered youth groups in the Trans Nzoia County Youth program. The program has a total of 504 youth groups with a total membership of 10,080 youths. Therefore, the target population of this study consisted of 10,080 youths who were registered in 504 youth groups stratified into the 5 sub-counties of Trans Nzoia County.

Sample Size and Sampling Technique

The study employed stratified random sampling technique to pick the sample from each stratum. This was necessitated by the scope area being wide and with varied characteristics. The study used simple random sampling in the distribution of the questionnaires. According to Kothari (2019), the definitive test of a sample is how well it represents the attributes of the entire population used in the research. This study focused on the accessible population from individual youth groups. Proportionate stratified random sampling technique was therefore used since this method guaranteed that each stratum is represented in the final sample and therefore gave an accurate reflection of the attributes of the population. Kaki, *et al.,* (2022) averred that a population is stratified based on its different features and a sample ought to be picked from each stratum. The target population of 10,080 respondents was divided into homogeneous strata on the basis of sub-counties. According to Odunga (2021), it was upon these strata that the sample size for this study was obtained using Taro Yamane, (1973), formula for finite population with a 95% confidence level which resulted to 385 respondents as the sample size.

Research Data Collection Instruments

According to Babu, *et al*., (2020), research data collection instruments are tools used to collect data from respondents. This study used both primary data and secondary data. In addition to the secondary data, self-administered Likert-scale questionnaires were used to collect primary data that formed part of the analysis and eventual presentation of the study results. A questionnaire is a device used for securing the feedback to questions/statements from the target respondents for research purposes (Owings, 2020). Owings (2020) explained further that using questionnaires reduces the biasness of the researcher, are cost effective, can be easily analysed and are less intrusive. A Likert scale was adopted because it is among the best tools in measuring opinions and could be adopted with ease and balance (Vorm & Combs, 2022).

Pilot Study

Pilot study is the subjecting of a research instrument to a trial purposely for determining its suitability in the study (Adeyanju, *et al.,* 2023). The study carried out a pilot study to measure the reliability and validity of the data collection instrument, and where applicable, made possible adjustments on the instrument (questionnaire) in readiness for the main data collection exercise. Ouko, *et al.,* (2022) stated that 10% of the sample size is sufficient enough to be used as pilot population. This study carried out a pilot test in Kanduyi Sub-County, Bungoma County, which is a neighbouring county on the southern border with Trans Nzoia County.

Data Analysis and Presentation

Data analysis consisted of both descriptive statistics and inferential statistics. Descriptive statistical tools, included mean,

standard deviation, and skewness while inferential statistics in form of Pearson's correlation coefficient and multiple regression analysis were adopted to examine the relationship between the explanatory and dependent variables. SPSS Version 28 software was used in data analysis to provide the required information for presentation. Sekran and Bougie (2021) argue that multiple regression is the most suitable for studies that involve two or more explanatory variables. A general equation model was adopted that enabled the study to examine data with much flexibility and the relationship between the variables was presented in form of a model taking the form below;

$Y=\beta_0 +\beta_1X_1 + \beta_2X_2 + \varepsilon$

Where:

Y Youth Participation in Agripreneurship in Trans Nzoia County, Kenya

β_0 A constant representing Youth Participation when all other variables are held constant

B_1 and β_2 Coefficients affecting Youth Participation in Agripreneurship in their marginal changes correspondingly.

X_1 Youth Attitudes,

X_2 Perceived Benefits

ε The error term

Response Rate

The research distributed 385 questionnaires to the target sample respondents, 323 questionnaires were filled satisfactorily and returned, 23 questionnaires were incomplete but returned while 39 questionnaires were not returned at all. This amounted to a 95% response rate which was considered reasonable for research purposes according to Adeyanju *et al.,* (2023). The researcher resolved to adopt a significance level of 5% for data analysis. The response rate was as presented in the table below;

Table 1: Response Rate

	Frequency	Percentage
Satisfactorily Filled and returned	323	84
Incomplete though returned	23	6
Not Returned	39	10
TOTAL	385	100

Agribusiness Background

The data collected on the whether the respondents had any agribusiness background and the feedback presented in the table below;

Table 2: Agribusiness Background

	Frequency	Percentage
With	110	34
Without	213	66
TOTAL	323	100

Data from the respondents' background in agribusiness was collected from and was found that only 34% of the respondents had an agribusiness background while 66%, being the majority, had no agribusiness background. The data indicated that majority of the respondents did not understand what agribusiness meant and hence participation in it was not really easy or even possible at all. This was concluded to be one of the reasons why majority youth kept off agribusiness in Trans Nzoia County.

Respondents' Type of Agribusiness

The findings on the type of agribusiness the respondents engaged in was considered a vital data and was therefore collected and results recorded in the table below;

Table 3: Types of Agribusiness

Size	Frequency	Percentage
Large Scale	40	12
Small Scale	100	31
None	183	57
TOTAL	323	100

The collected data from the respondents revealed that majority were not engaged in any form of agribusiness which was represented by 57%, followed by 31% of the respondents who were engaged in agribusiness but on small scale basis while 12% were respondents who were engaged in agribusiness on large scale basis. These results showed that youth participation in agribusiness, in Trans Nzoia County, was really in very unpleasant state.

Respondents' Source of Capital

Data on the respondents' source of capital for the engagement in agribusiness was captured. Studying youth participation in agribusiness in Trans Nzoia County required that the respondent's source of funds be included in order to understand how their participation was funded or sustained. From the collected and tabulated data, majority (44%) of the respondents received their funding from the NGO world, followed by 33% of the respondents who depended on their own funding, probably from family savings, 12% of the respondents stated that they depended on other sources. These sources were stated to be, among others, soft loans from friends, youth groups, merry-go-rounds, friends, bank loans and credit supply of farm requirements by local suppliers. 5% of respondents got their financing from uwezo fund while the rest of the respondents at 3% each depended on youth fund and hustler fund financing.

Reliability of the Data Collection Instrument

Reliability analysis is a measure of the consistency of the research data collection instrument and hence adopted in ensuring that the research instrument reflects the overall reliability of the study variables (Babu, *et al.,* 2020)). A Cronbach Alpha Coefficient was used to test internal consistency of the variables and determine how they correlated among themselves (Cronbach, 1951). Owings (2020) stated that the coefficient values range from 0 to 1, and that the most acceptable alpha is 0.70 and above. Reliability results were as presented below:

Table 5: Reliability Analysis

Variables	Number of items	Cronbach alpha	Comment
Youth Attitude	5	0.736	Acceptable
Perceived Benefits	5	0.783	Acceptable
Youth Participation in Agripreneurship	5	0.845	Acceptable

The findings indicated that the independent variables had the following coefficients respectively: Youth Attitude 0.736 and Perceived Benefits 0.783 while the dependent variable, Youth Participation in Agripreneurship in Trans Nzoia County had a coefficient of 0.845. All constructs depicted the values of the Cronbach Alpha coefficient above the acceptable threshold value of 0.7 thus the study was reliable (Owings, 2020). Based on the reliability test, it was concluded that the scale used in this study was reliable to capture the constructs.

Validity of Data Collection Instruments

Kothari (2019) stated that validity of a research instrument measures the degree to which results obtained from the data analysis represent what was is actually being studied. Kaki et al., (2022) indicated that Validity measures the extent to which the questions in the research instrument relate to the expected accuracy and the degree to which data analysis results obtained represents the phenomenon under study and whether it's a true reflection of the variables. The research instrument was checked and perfected by the supervisor who is an expert in research work to ensure the research instrument meets the required standards.

Analysis of Youth Participation in Agribusiness in Trans Nzoia County

Data was collected on youth participation in agribusiness in Trans Nzoia County was tabulated as shown below;

Table 6: Youth Participation in Agribusiness in Trans Nzoia County

	SA	A	N	D	SD
	%	%	%	%	%
Majority of youth in the region engage in agribusiness	6	8	21	34	31
Number of agribusinesses owned by youth has been increasing in the recent past	27	19	15	16	23
Youths in Trans Nzoia County consider agribusiness as a viable employment opportunity	16	15	18	23	28
Youth in the region have a positive perception about agribusiness	11	13	20	24	32

Data on youth participation in agripreneurship in Trans Nzoia County was collected and tabulated as shown. From the table; 6% of the respondents strongly agreed that majority of the youth in the region engaged in agribusiness, 8% agreed while 21% remained neutral to the statement. 34% of the respondents disagreed while 31% of the respondents strongly disagreed, implying that majority of the youth in the region did not engage in agribusiness. As to whether the number of agribusinesses owned by youth has been increasing in the recent past, 27% of the respondents strongly agreed, 19% agreed with 15% remaining indifferent on the statement. 16% of the respondents disagreed while 23% strongly disagreed which to them implied that the number of agribusinesses owned by the youth has not been increasing in the recent past.

On whether youths in Trans Nzoia County consider agribusiness as a viable employment opportunity, 16% of the respondents strongly agreed, 15% agreed while 18% were neutral. 23% disagreed and 28% strongly disagreed that youths in Trans Nzoia County do not consider agribusiness as a viable employment opportunity. The final statement/question on this dependent variable was whether youth in the county have a positive perception about agribusiness. 11% of the respondents strongly agreed, 13% agreed, 20% were neutral and 24% of the respondents disagreed while 32% strongly disagreed which was construed to mean that youth in the county do not have a positive perception about agribusiness.

Youth Attitude and Participation in Agripreneurship

Data on this variable was collected and tabulated as shown in the table below;

Table 7: Youth Attitude on Participation in Agripreneurship

Item	SA	A	N	D	SD
	%	%	%	%	%
Youths in Trans Nzoia County have the innovative ideas required for Agri-business	26	25	19	17	13
Willingness and ability plays a significant role for youth to engage in agribusiness	39	30	8	11	12
Youths have a positive perception on agribusiness as alternative career choice.	23	22	11	21	23
Overall attitude of the youth influences their engagement in agribusiness	32	29	8	16	15

The table above presented the feedback from the respondents on the youth attitude variable. On whether youths in Trans Nzoia County have the innovative ideas required for Agri-business, 26% of the respondents strongly agreed that yes, youths in Trans Nzoia County have the innovative ideas required for Agri-business, 25% agreed, 18% were neutral, 17% disagreed while 13% strongly disagreed. On whether willingness and ability plays a significant role for youth to engage in agribusiness,

39% strongly agreed, 30% agreed, 8% were undecided on whether willingness and ability plays a significant role for youth to engage in agribusiness, 11% disagreed and 12% strongly disagreed.

As to whether youths have a positive perception on agribusiness as an alternative career choice, 23% of the respondents strongly agreed, 22% agreed, 11% were neutral, 21% disagreed while 23% strongly disagreed and youths have a negative perception on agribusiness as an alternative career choice. Asked whether overall attitude of the youth influence their engagement in agribusiness, 32% strongly agreed, 29% agreed that indeed the overall attitude of the youth influence their engagement in agribusiness. 8% remained neutral while 16% disagreed with the statement, 15% of the respondents strongly disagreed which implied that the overall attitude of the youth did not influence their engagement in agribusiness.

Perceived Benefits and Youth Participation in Agripreneurship

The table below presented data collected on the last specific variable on perceived benefits on youth participation in agripreneurship in Trans Nzoia County.

Table 8: Perceived Benefits on Participation in Agripreneurship

	SA	A	N	D	SD
	%	%	%	%	%
Revenue from agribusiness impact youth participation in Agribusiness	29	27	5	21	18
Youth perceive agribusiness as adequate source of income	18	17	12	25	28
Agribusiness elevates one's social status	29	31	7	17	16
Youths have a good perception about agribusiness	11	15	11	29	34

Data was collected, analysed and presented on the final specific variable, youth perceived benefits from agripreneurship, as shown in the table above. The respondents' views as to whether revenue from agribusiness impacted youth participation in Agribusiness were that 29% strongly agreed, 27% agreed that indeed revenue from agribusiness impacted youth participation in agribusiness in the county, 5% were neutral, 21% disagreed, while 18% strongly disagreed that revenue from agribusiness impacted youth participation in agribusiness. From the data, the respondents were almost equally divided on this statement since the responses were at 44% disagree against 56% agree which was almost split equally in the middle.

On the statement the youth perceived agribusiness as an adequate source of income, 18% of the respondents strongly agreed, 17% agreed, 12% were neutral while 25% disagreed and 28% of the respondents strongly disagreed which implied that the youth did not perceive agribusiness as an adequate source of income. Majority of the respondents objected to whether the youth perceived agribusiness as an adequate source of income, at 53%.

On whether agribusiness elevated one's social status, 29% strongly agreed, 31% agreed, 7% remained neutral, 17% disagreed while 16% strongly disagreed and meant that agribusiness did not elevate one's social status. Majority of the respondents were convinced that agribusiness elevated one's social status. Concerning whether youths had a good perception about agribusiness, 11% of the respondents strongly agreed, 15% agreed, 11% remained neutral, 29% disagreed while 34% strongly disagreed. This meant that youths didn't have a good perception about agribusiness.

Correlation Analysis

Correlation analysis results were used for measuring the relationship among the variables, both dependent variable (Youth participation in agripreneurship in Trans Nzoia County) and independent variables (Attitude and perceived benefits). And the results presented in the table below;

Table 9: Pearson Correlation Matrix

	Youth Attitude	Perceived Benefits	Youth Participation in Agripreneurship
Youth Attitude	1		
Access to Credit Facilities	.526**		
Youth Participation in Agripreneurship	.896**	.742*	1

The correlation among study independent variables and dependent variable were measured and results presented as shown above. The results indicated an acceptable reliability among variables since the findings reflected a strong, direct and significant correlation among the variables and hence the viability of the variables for the study as follows; the predicted variable (Youth participation in agripreneurship in Trans Nzoia County). The correlation results per predictor variable in an ascending order were as follows; Youth attitude - r =.896, and perceived benefits - r =.742 at p<.05 significance level. According to Odunga (2021), these results denote a strong relationship among variables as indicated by the study regression results below. These results were employed by the study in the recommendations and conclusions.

Goodness of Fit

The multiple regression model was used in measuring and testing the nature of the relationship among the study variables. The ANOVA table below was an SPSS extract;

Table 10: ANOVAa

Model		Sum of Squares	df	Mean Square	f	Sig.
1	Regression	30.235	1	30.235	17.8631	.05[b]
	Residual	543.314	321	1.6926		
	Total	801.892	322			
a. Dependent Variable: Youth Participation in Agripreneurship						
Predictors: (Constant); Youth Attitude and Perceived Benefits						

From the F-ratio of 17.8631 at p<.05, the calculated F-value was significantly greater than the F-critical value (Fc =3.94) at .05 significance level, the regression model was therefore adjudged fit for the analysis and eventual prediction of the results together with the fitting of the study multiple regression model.

Model Summary

The study explored the dependent variable (Youth participation in agripreneurship in Trans Nzoia County) indicators using the independent variables in the model. The coefficient of determination (R-squared) was used to identify the variance at which the independent variables explained the dependent variable in the model.

Table 12: Model Summary

Model	R	R-Square	Adjusted R-Square	Std Error of the Estimate
1	.821[a]	.674	.659	.105
Predictors: (Constant), Youth attitude and Perceived Benefits				

The predictor variables (Youth attitude and Perceived Benefits) contributed, overall, 67.4% (R^2 = .674) of the predicted variable (Youth Participation in Agripreneurship in Trans Nzoia County) as depicted in the table above. From the table above, the predictor variables explained 67.4% of the variations in the predicted variable while 32.6% was explained by other variables not covered by the study. The higher the coefficient of determination the better the reliability of the model for drawing study conclusions and vice versa (Nyukuri, 2020).

Regression Results for the Predictor Variables

Data on the nature of the relationship among variables was analysed and results presented in the table below;

Table 13: Regression Coefficients

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		β	Std. Error	Beta		
1	(Constant)	17.21	2.305		2.171	.000
	Youth Attitude	.686	.013	.679	2.139	.004
	Perceived Benefits	.629	.231	.617	2.413	.001

a. P<.001, 95% Confidence level, N=378

The following multiple regression model was then extracted from the above results;

Y = 17.21 + .686X1 + .675X2 + .516X3 + .629X4

The predictor variables (Youth attitude and Perceived Benefits) in the study, significantly influenced the predicted variable (Youth Participation in Agripreneurship in Trans Nzoia County) in a linear relationship as indicated by the multiple linear regression model above. Accordingly; a unit increase in the youth attitude caused a .686 increase by a unit of the Youth Participation in Agripreneurship in Trans Nzoia County and a unit increase in the Perceived benefits caused a .629 increase by a unit of Youth Participation in Agripreneurship in Trans Nzoia County. When all other factors were held constant, Youth Participation in Agripreneurship stood at the 17.21 index.

CONCLUSION

Youth Attitude and Participation in Agri-preneurship

That the variable, youth attitude, had a strong and significant relationship with youth participation in agripreneurship at r = .896 at p < .05. This was the strongest correlation to the youth participation in agri-preneurship. These results were in agreement with Adeyanju et al., (2023) and were therefore employed by the study in making conclusions and recommendations.

Perceived Benefits and Participation in Agri-preneurship

When compared to the other three variables in the study, the findings of perceived benefits variable demonstrated a substantial effect on youth participation in agripreneurship, fourth behind attitude, access to credit facilities and access to land. The findings revealed a positive and statistically significant association between perceived benefits and participation in agripreneurship in Trans Nzoia County, with a correlation coefficient r = .742 at p<.05.

According to Ouko *et al* (2022), and going by the study findings, the conclusion was that perceived benefits significantly and favourably affected youth participation in agripreneurship in Trans Nzoia County.

RECOMMENDATIONS

The following recommendations were made from the study results;

Youth Attitude and Participation in Agripreneurship

The study recommended that the county government, through relevant departments, to put in place measures to train youth on agripreneurship skills to enable them have innovative ideas on the same and realize the agripreneurship potential in the county, the training will also ensure that the youth develop willingness, ability and positive perception on agripreneurship as an alternative career which eventually plays a significant role for their engagement in agribusiness.

Perceived Benefits and Participation in Agripreneurship

The study, from the data analysis on the perceived benefits variable, recommended that prices for the produce are such that revenue impact youth participation in Agribusiness, this can be encouraged by agricultural subsidies by the county together with tax waivers or exemptions on the agripreneurship activities by the national government. When this recommendation is considered and implemented, youth will perceive agribusiness as an adequate source of income and hence encouraged to participate in and enjoy the benefits accruing from it.

Declaration by Authors

Acknowledgement: None
Source of Funding: None
Conflict of Interest: The authors declare no conflict of interest.

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How to cite this article: ARON SIMIYU MASINDE, ELIZABETH NAMBUSWA MAKOKHA. Youth participation in Agripreneurship in Trans Nzoia County, Kenya. *International Journal of Research and Review*. 2024; 11(10): 360-376. DOI: *https://doi.org/10.52403/ijrr.20241032*

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