

ASSESSMENT OF FACTORS INFLUENCING YOUTH PARTICIPATION IN AGRIBUSINESS IN KERICHO COUNTY, KENYA

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DECLARATION

Declaration by Candidate

This research thesis is my original work and has not been presented for a degree or any other award in any other university.

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DEDICATION

This research thesis is gratefully dedicated to my beloved mum Grace C. Mitei for giving me the treasure of a lifetime.

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ABSTRACT

Youths have the potential to engage in Agri-business but most of them view Agri-business as a petty job resulting to mass unemployment. The general objective of this research was to analyze the assessment of factors influencing youth participation in Agri-business in Kericho County. The specific objectives were; to assess influence of youth attitudes towards youth participation in Agri-business in Kericho County, to establish the influence of access to credit facility towards youth participation in Agri-business in Kericho County, to examine influence of access to land towards youth participation in Agri-business in Kericho County and to determine the influence of perceived benefits towards youth participation in Agri-business in Kericho County. The study was guided by push and pull theory, theory of reasoned action and utility maximization theory. The study adopted descriptive research design and inferential statistics. The target population of this study consisted of 7560 youths who are registered with youth groups that currently engage in various agribusinesses in the Kericho County. The study focused on Kericho County due to recently emergence of agriculture as a source of livelihood for youths facing unemployment in county and the huge potential the region has in terms of supporting agribusiness activities. The sample size for this study was 384 which was derived using fisher 1998 formula. Stratified and random sampling was used where 384 respondents was sampled from a population of 7560 youth that currently engaged in 504 agribusinesses groups in the Kericho County. In this study, the questionnaire was utilized in data collection and data collected was analyzed using descriptive and inferential statistics. The results revealed a positive and significant relationship youth attitudes and youth participation in Agri-business in Kericho County. The results further revealed that access to credit facility affect youth participation in Agri-business in Kericho County positively and significantly. The result also indicated that access to land affect youth participation in Agri-business in Kericho County positively and significantly. The study findings also indicated that the correlation between perceived benefits and youth participation in Agri-business in Kericho County was positive and significant. This implies that an improvement in the indicators of perceived benefits positively leads to an increase in youth participation in Agri-business in Kericho County. The study findings recommended that Kericho County to invest more in youth attitudes, access to credit facility and access to land practices as these practices improves the youth participation in Agri-business.

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LIST OF ABBREVIATIONS

D.V	Dependent Variable
KAPAP	Kenya Agri-business Productivity and Agribusiness Project
KAYP	Kericho Agri-business Youth program
MDG	Millennium Development Goals
M.I	Masculine Identity
M.V	Moderating Variable
NGO	Non-Governmental Organization
SPSS	Statistical Package for Social Sciences
UN	United Nation

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Youth, according to the UN ranges from the age bracket of 15 and 24 years old, on the other the World Health categorizes youth as persons with the ages of between 10 and 24 years. Majority of youths shy away from engaging in Agribusiness and this can be attributed to lack of information and misconceptions that have burdened agribusinesses (Sumberg, 2012). Many researchers and practitioners in the field of agribusinesses argue that the sector holds opportunities and there is a need to erase all the perceptions that have burdened the sector for many years. Youths in particular must starting investing in agribusinesses to create jobs for themselves and the entire society at large.

A study by Gichimu and Njeru (2014) showed that many youths were willing to engage in agribusiness activities but faced a lot of obstacles which include lack of land and credit to finance their startups. The study recommended that engaging youths in agribusiness was among the ways of reducing employment, crime rates and achieving food security. United Nations reported that young people represent the largest beneficiaries and victims of the perception that has burdened the agriculture sector. The youths are divided between seeking to integrate into existing order or going out of their way to engage in agribusiness as an alternative career choice (Lyson, 2012). The population of the youth in the overall population globally is shrinking but in the developing countries the reverse is the case. It is estimated that youths in developing countries still make up to a fifth of the population.

In the Middle East the youths are 20.5%, in Sub-Saharan Africa the population of youths is about 20.3% while North Africa and South Asia has a population of youth of 20.0% and 19.5% respectively. These statistics imply that in every 5 people in the developing

world, one is a young person's age between 10 and 24 years. The population of the young people is estimated to continue growing at high rate. This implies that the rate of unemployment among the youth will be increasing proportionally. One of the ways of addressing the ever increasing rate of unemployment among young people is to debunk the perceptions and misperceptions behind youth involvement in agribusiness (International labor organization [ILO], 2012). Young people should be encouraged to engage in agribusinesses which will lead to job creation and food production for the ever growing population (ILO, 2012).

Considering agriculture dependent youths, it is a matter of concern because their population in all the sub regions of the world is declining and in the last few years the decline has been drastic especially in the last two decades though majority of the people rely on agriculture as source of employment (Van der Geest, 2010). Among the factors that have contributed to decline in agricultural productivity is lack of youth participation in agribusiness aggravated by lack of access to credit and land as the main challenges affecting agricultural productivity (World Bank, 2010). The participation of youth in agribusiness is not significant in terms of production of food to feed the country, but also in terms of wealth creation, financial security of the youths and creation of jobs for the ever increasing youth population (Nyoni, 2012).

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 (2014) found that the important activities in which the youth participated were land clearing and marketing of farm produce. Favourable attitude and participation towards marketing and related activities was found in other studies too.

For example, the study by Torimiro and Oluborode (2006) found that marketing, storage and processing were the activities more in consonance with their interest compared to other agricultural task. These activities could be classified as having little drudgery and may be the cause of their comparatively higher satisfaction (Torimiro & Oluborode, 2006). A study in Africa has found that crop production (69.3%), farm labour (64.7%) and crop processing (61.3%) were the activities in which youth engaged more while moderate engagement was shown in agribusiness (47.7%), poultry production (46.6%) and low engagement in horticulture (38.6%) and cash crops (35.2%) (Aphunu & Atoma, 2010). 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 2010). Similarly, youth involved in crop production and farm labour was also found out by (Gwary et al.,2011). Both the above studies have shown 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 also they considered livestock sector as labour intensive (Aphunu & Atoma, 2010).

Majority of the youths living in rural country who 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 other 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. The number of young people that access the improved inputs for agricultural productivity is very low which and this will ensure productivity remains low the restrict young people to subsistence farming (Gemma, 2013).

Clearly opportunities exist for directing youths toward agribusiness, and if done in an inclusive manner would result to societal and economic benefit. According to the report,

unemployment rate in Nigeria has risen from 21.1% in 2010 to 23.9% in 2012. This figure shows that one out of every four Nigerians is unemployed. The report also claimed that Nigeria has one of the worst youth unemployment rate in Africa sub-Sahara at 37.7%. By further analysis, it means that among every five Nigerian youth, two are unemployed. This condition can be traced to over dependence on white collar job, oil boom and rural-urban migration. The overall effect of this situation is that Nigerian may face more youth unrest and restiveness as well as engagement in anti-social activities and economic sabotage like armed robbery, oil bunkering, kidnapping, internet syndicate that has caused serious damage to the image of the country as well as hunger due to lack of food production via shortage of production on commercial scale.

The 7% annual growth rate required for African countries to achieve MDG of reducing poverty levels by half by 2015 is far from being achieved. The high unemployment rates among youths makes 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 Kenya Agri-business Productivity and Agribusiness Project (KAPAP) gender disaggregated baseline survey report. The Kenya National Bureau of Standards 2013 survey showed that in Kenya, agriculture remains one of the major sectors that contribute to economic development.

The report further noted that emergence of the petroleum and other sector that provide white collar jobs have constrained youth participation in agribusiness development. The young people in the developing countries now prioritize working in offices because they consider agribusiness a dirty job for people who never went to school. This has led to many young people struggling to get or only access low paying jobs at the expense of engaging in agriculture with the fear of being laughed at. The lack of jobs and frustrations

from the young people who fail to get jobs is the likelihood of violence and conflict (Njeru & Gichuru 2014). The problem of youth's unemployment has also led to rural-urban migration in search of office work. On the other hand, urban areas have been unable to get jobs as fast as the numbers of people are going in further aggravating the problem of unemployment among the youths.

Traditionally, the agricultural sector in Kericho County has been an important sector of the Kenyan export of tea and creation of employment. Kericho County depends largely on agriculture and according to the county statistics, agriculture is the significant contributor of the economy and majority of the people depend on agriculture for their livelihood (International Labour Organization, 2010). As an initial step towards enhancing youth participation in agriculture, the KAPAP has developed appropriate strategies towards enhancing youth participation in agriculture in Kericho Town. It therefore initiated the Youth-in- Agri-business Programme (YAP) in 2009 as one of the modules of the NYEP to provide employment for the unemployed youth (Brooks, 2013). NYEP was initiated in 2006 to train and provide employment.

1.2 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 (Fletcher & Kenney, 2011). Globally, a number of factors have been identified that influence youth participation in agribusiness. In particular, youths are not willing to take and accept agribusiness as their career path because they have a negative perception about farming, lack access to land and have 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 (MoFA, 2011). The problem of youth's 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. This provided the impetus to carry out this study to assess the factors influencing youth participation in Agri-business in Kericho County which is one of the counties in Kenya that depend largely in agriculture.

The study was also motivated by existence of conceptual, contextual, methodological and geographical gaps in the existing studies related to the theme of the study. For instance, Mibey (2015) established the determinants of youth's involvement in agriculture in Bomet Central Sub-county and focused on the relationship between skills and infrastructure on youth's involvement in agribusiness. The study differed conceptually as it did not focus on such variables as attitudes, access to land and credit facility and perceived benefits. Nwaogwugwu and Obele (2017) focused on socio-demographic characteristics of the youths and participation in agriculture in Nigeria. There is a geographical gap as it failed to examine the local conditions in Kenya. Similarly, studies by Adesina and Favour (2016) on analysis of attitude effects on youth participation in agriculture. According to Muthomi (2017) on challenges of lack of financial resources in agribusinesses in Kenya only focused on specific variables and therefore demonstrated conceptual gap. This study therefore sought to fill the aforementioned research gaps.

1.3 Objectives of the study

1.3.1 General objective

To analyze the assessment of factors influencing youth participation in Agri-business in Kericho County

1.3.2 Specific Objectives

- i. To assess influence of youth attitudes towards youth participation in Agri-business in Kericho County.
- ii. To establish the influence of access to credit facility towards youth participation in Agri-business in Kericho County
- iii. To examine influence of access to land towards youth participation in Agri-business in Kericho County.
- iv. To determine influence of perceived benefits towards youth participation in Agri-business in Kericho County

1.4 Research Hypotheses

- i. **H_{A1}**: Youth attitudes significantly influence participation of youth in Agri-business in Kericho County
- ii. **H_{A2}**: Access to credit facility significantly influences participation of youth in Agri-business in Kericho County
- iii. **H_{A3}**: Access to land significantly influences participation of youth in Agri-business in Kericho County
- iv. **H_{A4}**: Perceived benefits significantly influences participation of youth in Agri-business in Kericho County

1.5 Significance of the Study

With the government intervention towards engaging youths in Agri-business in Kericho County, it is expected that the youth will respond positively and so there will be high level of participation. It was therefore important to understand the drivers of youth participation in in agribusiness in order to target activities to improve those areas. Determining the level of participation by different categories in the Youth Groups in

areas such as age, gender, under the block farm, among others will give a clear picture of how participation is actually taking place. This is expected to help to target certain areas for improvement and, therefore, in increasing competition among the various categories of the youth participants in line with objectives. Literature has proven that as farmers age, their willingness to adopt new or modern technology reduces. The youth (the young farmers) are relatively educated and can easily adopt modern technology and adjust to institutional changes (Abdulla, 2013). As they adopt improved technology and become highly efficient, their productivity will increase and this will in turn raise their income levels. High income from farming and food security will motivate them to stay in their communities and farm. Gichimu and Njeru (2014) study showed that many youths were willing to engage in agribusiness activities but faced a lot of obstacles which include lack of land and credit to finance their startups. The study recommended that engaging youths in agribusiness was among the ways of reducing employment, crime rates and achieving food security.

1.6 Scope of the Study

The conceptual scope of the study was on assessment of factors influencing youth participation in Agri-business in Kericho County. Attitude of youths, access to credit facility, access to land and perceived benefits are the factors that were examined. The target population of the study included registered youths under Kericho Agri-business Youth program. The program had a total of 504 youth groups with a total membership of 7560 youths. Therefore, the target population of this study consisted of 7560 youths who are registered with 504 youth groups that currently engage in various agribusinesses in the Kericho County. Focus on Kericho County was due to recent emergence of agriculture as a source of livelihood for youths facing unemployment in the county and the huge potential the region has in terms of supporting agribusiness activities.

1.7 Definitions of the Significance Terms

Agri-business Infrastructure refers to structure need to engage in agri-business activities.

Agribusiness Is value addition in Agri-business sector that employ modern technologies to for value addition.

Credit Facility refers to a variety of different loans which can be used to meet financing needs of a project

Factors A factor is a constituent or element that brings about certain effects or result. Factor is the variable under examination a study.

Involvement In this study the youth participation refer to actively involvement of young people in production processing and marketing in the Agri-business sector.

Land Refers to one of the factor of production where agriculture is conducted.

Youth In this study the youth will be used to define person who are below 30 years.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The section analyses the theoretical backing and propositions that highlight the factors that lead to youth participation in agribusinesses in various regions. The theories and empirical literature analysis conducted in this section enabled the study to hypothesize the underlying relationship between the study variables.

2.2 Theoretical Review

2.2.1 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 2011). 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.*, 2005).

According to Sumberg (2012), 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 doing Agri-business. This theory link 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.

2.2.2 Theory of Reasoned Action

This theory's main argument is that there are underlying factors that influence the mindset and behaviour of people towards certain actions (Fishbein, 1975). The proposition assumes that a person's behavior is significantly influenced by their intentions, attitude and subjective norms. The theory further argues those human beings actions are rationally are subject to available information (Fishbein, 1975). According to Faralu (2003), who carried out a study to access the applicability of the theory of reason action in agriculture participation, people intentions to venture into agriculture or pursue agriculture courses are influenced by the beliefs they have constructed about agriculture. According to this propositions young people's beliefs and perception about agriculture plays a significant role in them participating in agribusinesses activities (Faralu, 2003).

This theory link the relationship between youth attitudes and participation in agri-business. According to the theory youth attitudes as result of the misinformation and misconceptions about agriculture have played a significant role in lack of youth's participation in agribusiness in Kenya. Youths have use the information they have about agriculture being attributed to lack of education and for illiterate people to distance themselves. This has led to further unemployment among the young people since they are afraid of what other people will think about them if they engage in agribusinesses.

2.2.3 Utility Maximization Theory

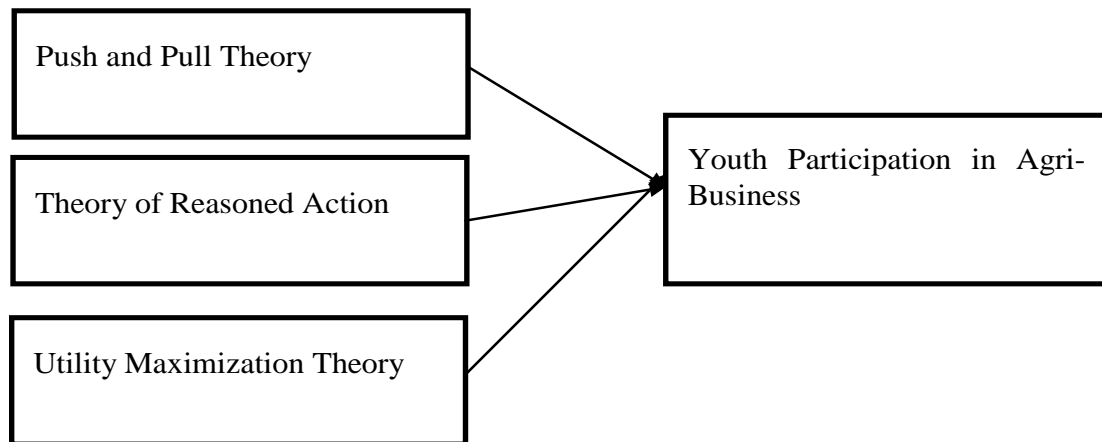
According to utility maximization theory, the decision to participate in Agri-business or not represents a binary choice (Tenel, 2001). The decision on whether or not to participate in Agri-business was considered under the general framework of utility or profit

maximization for youths (Norris, 2014). Tenel (2001) 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 agriculture entrepreneurs. According to Norris (2014) 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 (Norris, 2014). The huge potential in agriculture is founded on the fact that the demands for foods will always remain due to increasing population hence the potential for agribusiness will forever remain limitless.

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. 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 etc. This theory links the relationship between perceived benefits and participation in agribusiness.

Figure 2.1

Theoretical Framework



Source: Tenel, (2001) : Fuhbein (1975)

2.3 Empirical Review

This section presents the discussion of previous studies related to the study variables. Analysis of previous empirical studies enabled the study identify the research gaps that needed to be addressed.

2.3.1 Attitude of the Youth

Among the many authors that have researched in this area argue that attitude about something is formed or constructed based on likes and dislikes about something (Bahaman, 2010). Based on these dislikes or likes, one then develops either positive attitudes or negative attitude about something and is a significant factor in the field of entrepreneurship since it contributes to success or failure of business ventures (Othman & Ishak, 2009). Robinson (2004) further argues that the study of attitudes is the best way and approach of analyzing entrepreneurial ventures because it links individual's characteristics to the ever changing people demands. Salleh (2005) further argues that one must have a positive attitude before choosing to engage in certain entrepreneurial

activities since the decision to abandon certain ways of life or comfortable life is not easy to make. Hisrich (2008) on the other hand argues that it requires huge sacrifices to educate people to venture into agribusiness since they need to think about the future and the society at large before making their choices.

The importance that people attach to their careers cannot be over emphasized either. Someone's career influences the kind of life that person lives and hence majority of the people tend to choose careers with maximum benefits (Othman & Ishak, 2009). Attitudes therefore play a significant role in people choosing their careers based on the information they have about that career choice. Therefore, for young people to engage in agribusinesses, their attitudes should be changed towards that direction and this can only happen when agribusiness starts having goods benefits to people engaged in it (Salleh, 2002).

A study on determinants of participation in Youth-in-Agriculture Programme in Ondo State, Nigeria was conducted by (Adesina & Favour 2016). The study sample was 128 which was derived from a population of 1789 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 analyzed 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.

2.3.2 Access to Credit Facility

Capital is very essential for the start of any business and without it a vast majority of businesses cannot survive. Lack of capital has limited many young people from engaging

in agribusiness ventures and agriculture production as a career alternative (Abdulla, 2013). According to FAO (2010), young people lack collateral and their ventures are viewed as risk by majority of the lenders which make them very unlikely recipients of credit from financial institutions. This lack of ability to borrow and support their agribusiness ventures makes majority of the youths to shy away from engaging in agricultural production (Gemma, 2013). According to Gemma (2013), availability of credit improves the chance of the young people engaging in business activities as alternative source of livelihood.

These assertions have been supported by Fletcher and Kenney (2011) who argued that lack of credit among the young people is the major hindering factor that prevents many of them from engaging in agribusiness activities. According to the author, institutions that are supposed to finance young people see them as risks and their lack of adequate collateral further worsens the situation. Brooks (2013) contributed to this discourse by arguing that financial institutions should allow for many forms of collaterals to solve the problem of youth being unable to access credit from commercial banks. A report by FAO (2010) showed that financial institutions are increasingly showing interest in supporting agricultural activities.

According to a study in Kenya, the government has developed funds such as Youth Enterprise Development fund which offers Agri-vijana loan targeting young people who are undertaking agribusiness (Njeru & Gichuru 2014). Even though such loan exists, many young people in Kenya are yet to embrace it. This could be due to lack of information regarding the loan. The Global Entrepreneurship Monitor (2016) and World Bank, (2013) reports postulate that entrepreneurs rely to a great extent on their personal savings to fund their entrepreneurial ventures in all areas of the world. For instance, from a global perspective, 95% of entrepreneurs use personal funds when starting a business.

Indian entrepreneurs rely most heavily on their network of family (81%) and friends (52%).

A study conducted by Muthomi (2017) sought to establish some of challenges and opportunities of youth engagement in agribusinesses in Kenya. This study used explanatory research design and the population of the study was derived from Thika and Kiambu Sub-counties. The sample of the study was 50 respondents and descriptive data analysis techniques were used in analyzing the data collected. The study finding showed that majority of the youth were considering venturing into agribusiness but were hindered by lack of credit among other things. The study showed that access to credit and agricultural input was the major challenge of youth participation in agribusiness in Kenya.

2.3.3 Access to Land

All the agriculture activities happen on land and therefore land is at the centre of any all agribusiness activities. Many youths have no access to land and they lack the huge amount required to buy land in Kenya hence their participation in agribusiness activities is limited by lack of access to land (FAO, 2010). Some of the lands are also highly segmented by their parents and therefore the youth end up with very small pieces of land that cannot support any meaningful investments. Sharma (2010) argues that practicing agriculture on a small farm is very expensive and most times the produce from small farm is usually very small that cannot help the farmers to meet their needs.

Aphunu and Atoma (2010) argues that this lack of access to productive lands is one of the major hindrances of youths' participation in agribusinesses. Traditional systems in this country place all the rights of ownership of the land into the head of the household who

also rely on the same land for agricultural productivity and often cannot relinquish the land to the youths to further their agribusiness enterprises.

Tafere and Woldenhanna (2014) also pointed out that the issues surrounding land ownership are so critical and youths do not have the rights of ownership of land. According to the report by World Bank (2014), majority of youths are unemployed and cannot afford to pay high prices attached to buying land. This lack of access to lands has led to majority of the young people to shy away from engaging in agribusinesses and resort to seeking white collar jobs in urban centres which are not forthcoming.

Globally, youth access to crucial Agri-business assets is at a disadvantaged position when it comes to ownership of land and other agribusinesses resources to increase their participation in agribusiness (Herbel, 2010). According to Ahaibwe et al., (2013) land tenure systems in Africa have disenfranchised and marginalized most youths leaving them without exclusive rights to own land which is the main ingredients to youth participation in agribusiness. Some areas criminalize division of inherited land which implies that there must be communal land ownership structure and joint farming activities (Cotula, 2011).

Gichimu and Njeru (2014) studied the relationship between access to land and finances and youth participation in Agribusiness in Kenya. The study was informed by the high level of unemployment in Kenya and the need for engage youths in agribusiness to create employment. The study sampled youths from Muranga, Kiambu and Nyandarua Counties and used stratified sampling techniques. The findings of the study showed that many youths were willing to engage in agribusiness activities but faced a lot of obstacles which include lack of land and credit to finance their startups. The study recommended that engaging youths in agribusiness by ensuring that they have enough land and finance was among the ways of reducing employment, crime rates and achieving food security.

2.3.4 Perceived Benefits

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 costs. According to proponents of theory of perceived benefits, the behavioural intention to engage in some activities is highly influenced by the perceived benefits from such engagement (Soane et al., 2010).

Perceived benefits are among the factors majority of youths take into consideration before engaging in agribusiness. Njeru et al., (2015) carried out a research to investigate how the perception of youth influences their participation in agribusiness. The study included youths in agribusiness groups as the study population and used questionnaires to collect data. Poor perception towards young people who engage in agricultural activities lack motivation to acquire the skills of agribusiness for reasons of not having lands of their own hence settling for working for other farmers (Carolan, 2006). Young women are further marginalized since majority of the training programmes reach young men and leave out young women.

Maina and Maina (2012) study used data collected during the national census survey of 2009 and documents the employment of youths in various sectors and challenges affecting youth participation in Agribusiness in Kenya. The study findings showed that youth participation in agribusiness is influenced by youth's perception in agriculture. 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 (MoFA, 2011).

United Nations (2015) reported that young people represent the largest beneficiaries and victims of the perception that has burdened the agriculture sector. The youths are divided into seeking to integrate into existing order of going out of their way to engage in agribusiness as an alternative career choice (Lyson, 2012). The population of the youth in the overall population globally is shrinking but in the developing countries the reverse is the case. It is estimated that youths in developing countries still make up to a fifth of the population.

2.3.5 Youth Participation in Agri-Business

Young people should be encouraged to engage in agribusinesses which will lead to job creation and food production for the ever growing population (ILO, 2012). Considering agriculture dependent youths, it is a matter of concern because their population in all the sub regions of the world is declining and in the last few years the decline has been drastic. Among the factors that have contributed to declines in agricultural productivity is lack of youth participation in agribusiness aggravated by lack of access to credit and land as the main challenges affecting agricultural productivity (World Bank, 2010). The participation of youth in agribusiness is not significant in terms of production of food to feed the country, but also in terms of wealth creation, financial security of the youths and creation of jobs for the ever increasing youth population (Nyoni, 2012). 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 (2014) found that the important activities in which the youth participated were land clearing and marketing of farm produce

Majority of the youths living in rural country who 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 other 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. The number of young people that access the improved inputs for agricultural productivity is very low which and this will ensure productivity remains low the restrict young people to subsistence farming (Gemma, 2013)

A study by Torimiro and Oluborode (2006) found that marketing, storage and processing were the activities more in consonance with their interest compared to other agricultural task. These activities could be classified as having little drudgery and may be the cause of their comparatively higher satisfaction (Torimiro & Oluborode, 2006). 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, 2010). Similarly, youth involved in crop production and farm labour was also found out by (Gwary et al.,2011). Both the above studies have shown 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 also they considered livestock sector as labour intensive (Aphunu & Atoma, 2010).

Clearly opportunity exists for directing youths toward agribusiness, and if done in an inclusive manner, to profound societal and economic benefit. This figure shows that, one out of every four Nigerians is unemployed. The report also claimed that, Nigeria has one of the worst youth unemployment rate in Africa sub-Sahara at 37.7%. By further analysis, it means that, among every five Nigerian youth, two are unemployed. This condition can be traced to over dependent on white collar job, oil boom, rural-urban migration, etc. while 60% to 70% farming population are left old people. The overall effect of this situation is that, Nigerian 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 has caused 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 2015 is far from being achieved. The high unemployment rates among youths makes 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.

2.3.6 Research Gaps

Analysis of literature review and empirical review showed that there exist various research gaps in the existing literature on factors that affect young participation in agribusinesses. First there is conceptual research gaps where existing literature such as Bahaman (2010) ; Hisrich (2008) ; Othman and Ishak (2009); Robinson (2004); Salleh (2005); focused on only attitude of the youth and access to credit as the main factor affecting youths' participation in agribusiness. The scope of these studies and others analyzed was very narrow and failed to cover other factors such as access to land which is critical components in agriculture. The studies further did not focus on role perceived benefits in agribusiness. The study sought to address this research gaps by widening the scope and establishing the effect of access credit, land, perceived benefits and attitude on youth participation in agriculture in Kericho County, Kenya.

Similarly, the study identified contextual gaps where majority of the existing literature has been conducted in other regions with different social cultural factors. For instance, rights to land ownership in Kericho county Kenya is different to those in Europe and Asia and similarly the benefits from agribusiness in developing countries are different from the

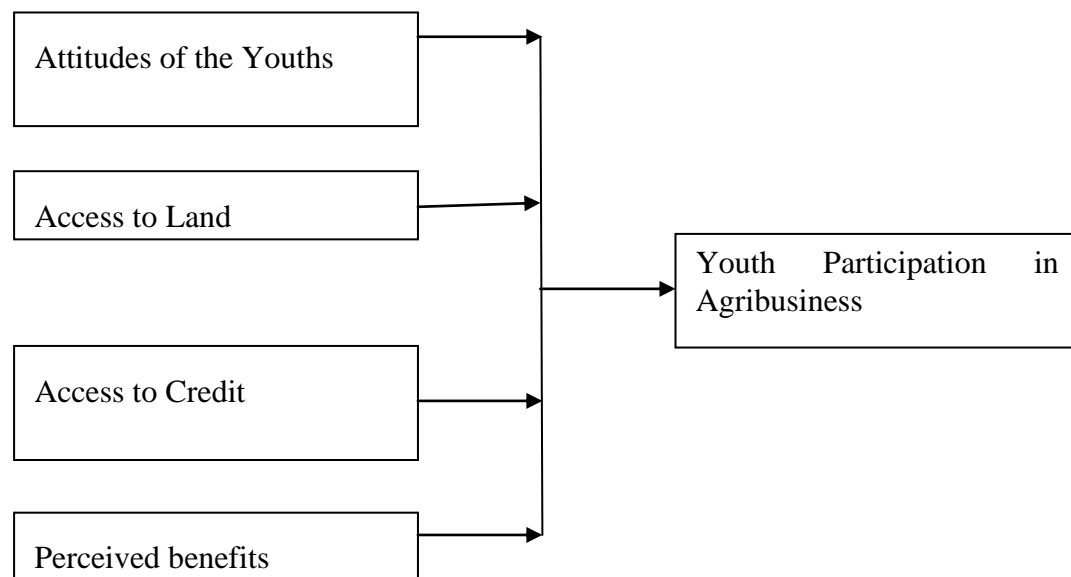
benefits in developed countries. The level of unemployment among the youths in Kericho County is different compared to other regions.

2.4 Conceptualization

In this study, the independent variables were factors that included attitudes, access to credit facility, access to land and perceived benefits while the dependent variable was youth participation in agribusinesses. Based on the theoretical and empirical review, the study hypothesized that all the independent variables of attitudes, access to credit facility, access to land and perceived benefits significantly affected the dependent variables which is youth participation in agribusinesses.

Figure 2.2:

Conceptual Framework



Independent Variables

Dependent Variable

Source: Author (2018)

2.4.1 Attitudes

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 hypothesizes that youth must have the right attitude towards agribusiness to increase their participation. Change in perception among the youths on agribusiness and potential employment opportunity may go a long way in ensuring more youth participate in agribusiness.

According to Baah (2015), 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, 1999). Young people who had higher self-belief attribute their success to hard work rather than luck also have higher aspirations (Leavy & Smith, 2010). Prestige too has an important effect on the aspirations. The lower prestige associated with agriculture might be a reason for lower aspiration (Leavy & Smith, 2010).

Attitudes according to the definition of Eagly and Chaiken (2007) 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 (Eagly & Chaiken, 2007). Whatever be their precise origins, attitudes are important aspect of the social thought and they often (though not always) influence overt behaviour (Breckler, 1984). The intention to participate in an activity could be predicted based upon knowledge, observation and other information about the issue. Greenwald (1989) supported this theory reporting that individual with positive attitude towards the subject/situation tends to evaluate them positively. Role of attitude in motivating people to take up agriculture was also reported by (D'silva et al.,2010).

A study on determinants of participation in Youth-in-Agriculture Programme in Ondo State, Nigeria was conducted by Adesina and Favour (2016). The study sample was 128 which was derived from a population of 1789 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 involved 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). 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 high lightened by their willingness to marry a more entrepreneurial farmer who enjoys more social prestige (Hari, 2014).

2.4.2 Access to Credit Facility

Access to credit can develop small business producer groups in any society. Despite many financial policies and strategies to ensure easy access to credit, many loan packages, access to loans and utilization still remains a nightmare to many small business producer groups. Inadequate agricultural finance limits production, investments and value chain addition activities in the sector. Lack of capital has limited many young people from engaging in agribusiness ventures and agriculture production as a career alternative (Abdulla, 2013). According to FAO (2010) young people lack collateral and their venture

are viewed as risk by majority of the lenders which make them very unlikely recipients of credit from these financial institutions. This lack of ability to borrow and support their agribusiness venture them majority of the youths to shy away from engaging in agricultural production (Gemma, 2013). According to Gemma (2013) availability of credit improve the chance of the young people engaging in business activities as alternative source of livelihood.

These assertions have been supported by Fletcher and Kenney (2011) who argued by lack of credit among the young people is the hindering factors that prevent many of them to engage in agribusiness activities. According to the author institutions that are supposed to finance young people see them as risks and their lack of adequate collateral further worsens the situation. Brooks (2013) contributed to this discourse by arguing that financial institutions should allow for many forms of collaterals to solve the problem of youth being unable to access credit from commercial banks. A report by FAO (2010) showed that financial institutions are increasing showing interest in supporting agricultural activities. According to Muthomi (2017) study finding also showed that majority of the youth were considering venturing into agribusiness but were hindered by lack of credit among other things. The study showed that access to credit and agricultural input was the major challenge of youth participation in agribusiness in Kenya.

2.4.3 Access to Land

Many youths have no access to land and they lack the huge amount required to land in Kenya hence their participation in agribusiness activities is limited by lack of access to land (FAO, 2010). According to Justine (2011) youths access to land still remains the ownership of their parents. Some of them that have been subdivided land by their parents end up with very small pieces of land that cannot support any meaningful investments. Sharma (2010) argues that practicing agriculture is small farm is very expensive and most

times the produce from small farm are usually very small that cannot help the farmers to make their needs meet. Gichimu and Njeru (2014) study showed that many youths were willing to engage in agribusiness activities but faced a lot of obstacles which include lack of land and credit to finance their startups. The study recommended that engaging youths in agribusiness was among the ways of reducing employment, crime rates and achieving food security.

The youth have access to small portions of land that cannot sustain any meaningful agribusiness investment (Food and Agricultural Organization [FAO], 2010). According to Muthomi (2017) farming in large farm is the only way to market a profitable venture since it allows one the capacity to adopt modern technologies in agricultural production (Muthomi, 2017). Young people find it unprofitable to venture into agribusiness on small piece of land making them shift their focus on other alternative career choices hence remaining unemployed (Brooks, 2013). According to proponents of theory of perceived benefits, the behavioral intention to engage in some activities is highly influenced by the perceived benefits from such engagement (Soane et al.,2010).

Aphunu and Atoma(2010) argues that this lack of access to productive lands is one of the major hindrances of youths' participation in agribusinesses. Traditional systems in this country place all the rights of ownership of the land into the head of the household who also rely on the same land for agricultural productivity and often cannot relinquish the land to the youths to further their agribusiness enterprises. Tafere and Woldenhanna (2014) also pointed out that the issues surrounding land ownership are so critical and youths don't have the rights of ownership of land. According to the report by World Bank (2014) majority of youths are unemployed and cannot afford to pay high prices attached to buying land. This lack of access to lands has led to majority of the young people to shy

away from engaging in agribusinesses and resort to seeking for white collar jobs in urban centres which are not forthcoming

Youths are at disadvantaged position when it comes to ownership of land and other agribusinesses resources to increase their participation in agribusiness (Herbel, 2010). According to Ahaibwe et al., (2013) land tenure systems in Africa has disenfranchised and marginalized leaving them without exclusive rights to own land which is the main ingredients to youth participation in agribusiness. Some areas criminalize division of inherited land which implies that there must be communal land ownership structure and joint farming activities (Cotula, 2011). According to FAO (2010) young people lack collateral and their venture are viewed as risk by majority of the lenders which make them very unlikely recipients of credit from these financial institutions. This lack of ability to borrow and support their agribusiness venture them majority of the youths to shy away from engaging in agricultural production (Gemma, 2013). According to Gemma (2013) availability of credit improve the chance of the young people engaging in business activities as alternative source of livelihood.

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Role of prestige and status was found to influence the attitude of the youth towards farming (Nyoni, 2012). 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). 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.

Njeru et al.,(2015) carried out a research to investigate how the perception of youth influences their participation in agribusiness. The study included youths in agribusiness groups as the study population and used questionnaires to collect data. Poor perception towards young people who engage in agricultural activities lack motivation to acquire the skills of agribusiness for reasons of not having lands of their own hence settling for working for other farmers (Carolan, 2006). Young women are further marginalized since majority of the training programmes reach young men and leave out young women.

2.4.5 Youth Participation in Agri-business

Lack of recognition of potential agribusiness as career choice among the youth has negatively impacted on their participation in agribusiness. This study will seek to investigate how access to capital and land and attitude influenced the youth participation in agribusiness. Majority of the youths living in rural country who 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 other 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.

The number of young people that access the improved inputs for agricultural productivity is very low which and this will ensure productivity remains low the restrict young people to subsistence farming (Gemma, 2013). Clearly opportunity exists for directing youths

toward agribusiness, and if done in an inclusive manner, to profound societal and economic benefit. According to the report unemployment rate in Nigeria has risen from 21.1% in 2010 to 23.9% in 2012. This figure shows that, one out of every four Nigerians is unemployed. The report also claimed that, Nigeria has one of the worst youth unemployment rate in Africa sub-Sahara at 37.7%. By further analysis, it means that, among every five Nigerian youth, two are unemployed. This condition can be traced to over dependent on white collar job, oil boom, rural-urban migration, etc. while 60% to 70% farming population are left old people. The overall effect of this situation is that, Nigerian 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 has caused 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 2015 is far from being achieved. The high unemployment rates among youths makes 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] (2013) 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 (2014) 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 (2006) found that marketing, storage and processing were the activities more in consonance with their interest compared to other agricultural task. These activities could be classified as having little drudgery and may be the cause of their comparatively higher satisfaction (Torimiro & Oluborode, 2006).

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, 2010). Similarly, youth involved in crop production and farm labour was also found out by (Gwary et al., 2011). Both the above studies have shown 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 also they considered livestock sector as labour intensive (Aphunu & Atoma, 2010). Majority of the youths living in rural country who 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 other 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. The number of young people that access the improved inputs for agricultural productivity is very low which and this will ensure productivity remains low the restrict young people to subsistence farming (Gemma, 2013). The report also claimed that, Nigeria has one of the worst youth unemployment rate in Africa sub-Sahara at 37.7%. By further analysis, it means that, among every five Nigerian youth, two are unemployed. The overall effect of this situation is that, Nigerian 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 has caused 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 high unemployment rates among youths makes 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.

Traditionally, the agricultural sector in Kericho County has been an important sector of the Kenyan economy in terms of its contribution to GDP, export of tea and creation of employment. Kericho County depends largely in agriculture and according to the statistics agriculture is the significant contributor of economy and majority of the people depends on agriculture for their livelihood according International Labour Organization (2010).

2.4.6 Summary of the Literature Review

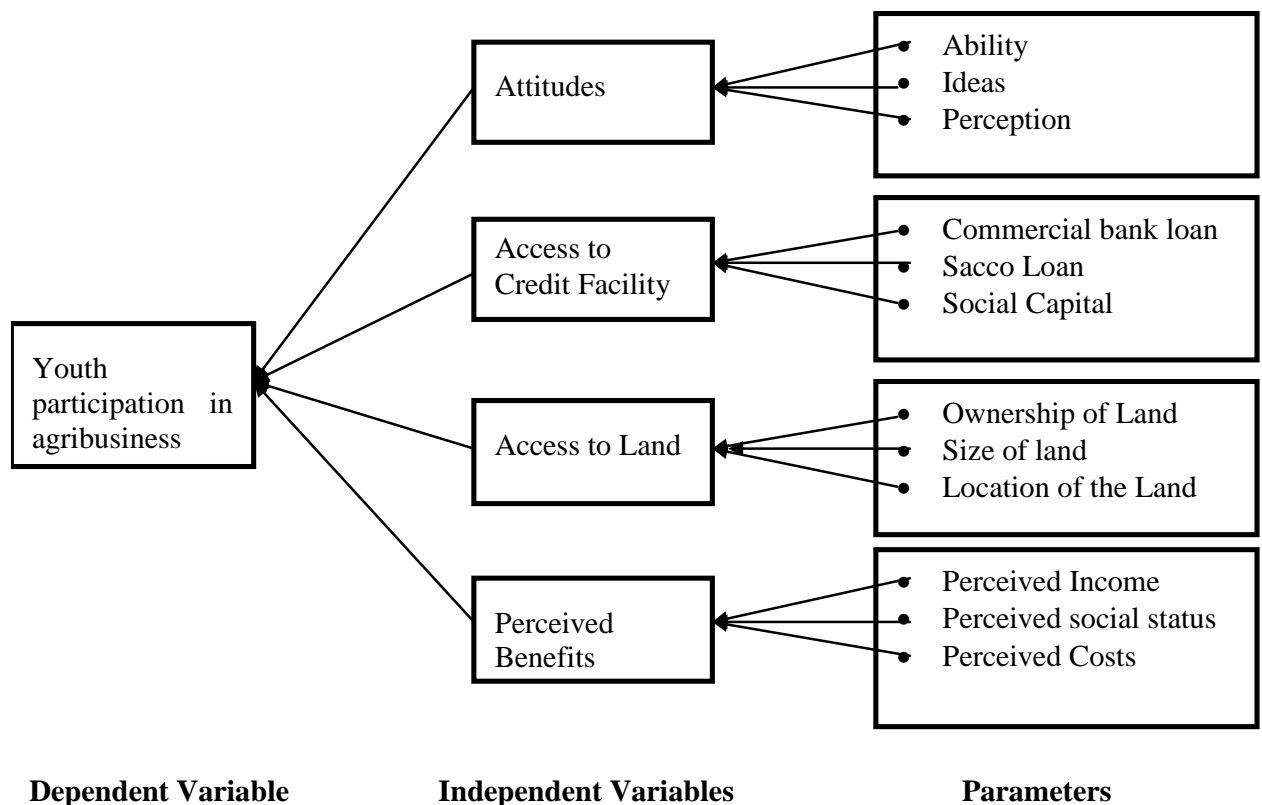
The study adopted utility maximization theory whose proponents argue that individuals' choice of career path is highly influenced by the utility maximization. These theories enable association between study variables. The empirical review showed that previous studies revealed that attitudes of the youth greatly influenced the level of youth participation in agribusiness. Some of the studies that revealed a positive relationship between attitudes and youth participation in agribusiness include (Bahaman, 2010; Othman & Ishak, 2009; Hisrich, 2008). Studies that showed a negative relationship between attitudes and youth participation were very few. Similarly, review of previous studies such as Justine, (2011), Sharma, (2010) and Aphunu, (2010) showed that access to land also enhanced the youth participation in agribusiness. Empirical review generally revealed that the selected factors affected the youth participation in the context they were conducted.

2.5 Operationalization

The main independent variables for this study were attitudes, access to capital and access to land. Attitudes were operationalized in terms of ideas about agribusiness, ability to invest in agribusiness and perception of the youth about agribusiness. Access to credit facility was operationalized in terms of access to commercial banks loan, Sacco loans and social capital while access to land was operationalized in terms of ownership of land, size of accessible land and location of the land. On the other hand, the dependent variable was youth participation in agribusiness which is operationalized in terms of number of youth participating in agribusiness and number of agri-business projects owned by the youth as shown in figure 2.3.

Figure 2.2

Operationalization Framework



Source: Author (2020)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter comprises of the research methods used by the study a provide answers to research questions. The chapter further documented the type of data, instrument used in gathering the data required and methodology for both data collection and analysis. The chapter basically demonstrated the procedures the study used in achieving the study objectives.

3.2 Research Design

The study sought to determine the current situation on the factors that affect youth participation in agribusiness, the best research design was descriptive research design. Under this design, a questionnaires based on the research question is developed to measure the phenomenon in its current form without interfering (Mugenda & Mugenda, 2014).

3.3 Target Population and Sample

Kothari (2009) define target population as the objects of interests from which the researcher compiles research information. The target population of the study included registered youths under Kericho Agri-business Youth program. The study focused on Kericho County due to recently emergence of agriculture as a source of livelihood for youths facing unemployment in county and the huge potential the region has in terms of supporting agribusiness activities. According to Kericho County Integrated Development Plan 2018, the program has a total membership of 7560 youths. Therefore, population

was 7560 youths who are registered with youth groups that currently engage in various agribusinesses in the Kericho County.

Table 3.1:
Target population

Sub Counties	Total Membership in Agribusiness Youth Group
Belgut	1890
Ainamoi	1620
Kipkelion East	1470
Sigowet	1410
Kipkelion West	1170
Total	7560

Source: Kericho County Integrated Development Plan 2018

3.4 Sampling Design

Since the population of interest was large, the study adopted the formula recommended by Fisher (1998) to compute the sample size. A more heterogeneous population requires a large sample size to obtain the most desired precision level whereas a homogeneous population requires a small sample size. This study used the maximum variability which will be 0.5. Using the formula below, a sample size is determined as follows:

$$n = \frac{Z^2 * p * (1 - p)}{d^2}$$

$$n = \frac{(1.96)^2 * (0.5)(0.5)}{(0.05)^2} = 384$$

Hence, the sample size for this study was 384. Stratified and random sampling was used where 384 were sampled from a population of 7560 youth that currently engage in agribusinesses groups in the Kericho County.

Table 3.2:

Target Population and Sample Size

Sub Counties	Population	Sample Size	Percentage (100%)
Belgut	1890	96	25
Ainamoi	1620	82	21
Kipkelion East	1470	75	20
Sigowet	1410	72	19
Kipkelion West	1170	59	15
Total	7560	384	100

Source: Kericho County Integrated Development Plan 2018

3.5 Data Collection

Sell-administered drop and pick questionnaires were distributed among youths in the selected five Sub Counties of Kericho County. The questionnaire in the form of a five point Likert scale. The likert scale reported negative or positive effects of assessment of factors influencing youth participation in Agri-business in Kericho County.

3.6 Measurement of Variables

The independent variables are; attitudes, access to credit facility and isolation while the dependent variable is youth participation in Agri-business and were measured using nominal scale

3.7 Pilot Testing

The main purpose of the pilot study was to test the reliability and validity of the research instruments since they were newly constructed for the purpose of this study. According to Kiss and Nikolov (2005), a pilot study entails detection of any inadequacy which could result in the course of carrying out the research and is considered obligatory before the main study as it confirms reliability in addition to validity of the research instrument. As a

rule of thumb, Connelly (2008) recommended a pilot sample size of between 5-10% with 20 to 30 items/individuals to assess the reliability and validity of the questionnaire. For the purpose of this study, before the main study, a pilot investigation was conducted on 8% of the sample size translating to 30 respondents in accordance with the recommendations of Connelly (2008). These respondents were randomly selected from the target population of the study but were excluded from the final study to avoid bias. This was necessary to guarantee validity as well as reliability of the questionnaire.

3.7.2 Validity of Instruments

Validity is the very crucial aspects of the research instrument. This is the ability of the research instrument to collect the data that intended. Validity is divided into content and constructs validity. Content validity is the ability of the research instrument to test the exact information needed in this case flexible work practice and employee performance. The study ensured content validity through rigorous literature review hence the entire indicator used in the questionnaires have been identified as measures of various flexible work practices adopted by the study. Construct validity on the other hand is the ability of the questions to have adequate constructs based on various indicators used in the conceptual framework. This was ensured through use of expert reviews and incorporation of the reviews into the final questionnaire.

3.7.2 Reliability of Instruments

Reliability of the questionnaires on the other hand is the ability of the scale used to maintain the internal consistency. Reliability is usually dependent on the scale used in the measurement of the study variables. The methods for measuring reliability include split half method and Cronbach's method of internal consistency. This study adopted the Cronbach's Alpha since it is reliable and statistical in nature. Cronbach's Alpha provide

a correlation between items used to measure variables in the questionnaire. The threshold of 0.7 is considered the desirable measure of reliability hence variable with Cronbach's Alpha of above 0.7 were considered reliable for data collection.

3.8 Data Analysis and Presentation

The study used SPSS and excels worksheet in data analysis. Since the study was descriptive in nature descriptive data analysis was used. The descriptive statistics adopted by the study was mean, percentages and frequencies whereas correlation and regression analysis were the inferential statistic the study adopted. Descriptive statistics major provide an account on how the respondents responded to statement in the questionnaires using percentage, frequencies and mean response. The study used the binary logistics mode presented below to predict the effect of access to land, credit, perceived benefits and attitudes on participation in agribusiness.

$$Y (\text{Yes/No}) = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \mu$$

Where;

Y = (Yes/No) Youths participation in Agri-business (Dependent Variable)

X1 = Attitudes

X2 = Access to Credit Facility

X3 = Access to Land

X4 = Perceived Benefits

In the model, β_0 = the constant term

β_i = 1...3 sensitivity of the dependent variable (Y) caused by predictor variables.

μ is the error term

3.9 Research Ethics

Before the process of data collection all the necessary authorization letters was obtained. The researcher first obtained authorization from the KEMU University which was used to obtain research permit from NACOSTI. The researcher further sought permission from the management of Electricity generating firm to enable easy access to the Nairobi Offices for data collection. The researcher sought the informal consent from the individuals before the questionnaires were administered. Throughout the data collection process the researcher ensured that privacy, confidentiality and anonymity aspects of ethic research were adhered to. For instance no respondent was required to write their name on the questionnaire and also the researcher assured the respondents that information they provide would not be shared with third parties for other purpose besides academics. Only respondents that provided informal consent were allowed to carry on with the survey.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

4.1 Introduction

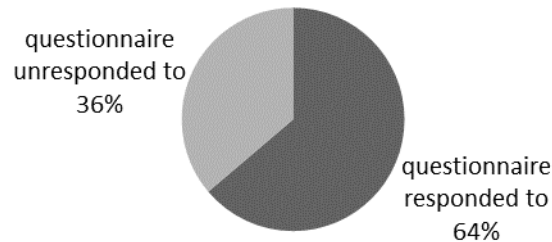
In this chapter, all the findings, analysis and presentation of the finding were done. The chapter first gave a feedback on the number of the respondent that the study achieved. This was followed by the finding on pilot study and all the Cronbach's alpha for all the variables were presented. The next section presented the demographic characteristics of the respondents and finally the effect on each independent variable on dependent variables was analyzed using descriptive statistics, correlation and regression and presented using tables.

4.2 Response Rate

The study administered 384 questionnaires to the selected respondents out of which 245 respondents were reached and they filled the questionnaire and returned. This was a response rate of 64% which according to Mugenda and Mugenda (2003) is adequate for a descriptive study. The busy schedule and high mobility of the targeted youths was behind the unreached respondents.

Figure 4.1

Response Rate



4.3 Results of Reliability analysis

This study adopted the Cronbach's Alpha since it is reliable and statistical in nature. Cronbach's Alpha provides a correlation between items used to measure variables in the questionnaire. The threshold of 0.7 is considered the desirable measure of reliability; hence, variables with Cronbach's Alpha of above 0.7 were considered reliable for data collection. All the variables were reliable according to the threshold adopted as shown in table 4.1.

Table 4.1:
Pilot Test Results

Variables	Cronbach's alpha	Number of Items	Comment
Attitudes	0.840	6	Reliable
Access to Credit Facility	0.795	5	Reliable
Access to Land	0.786	6	Reliable
Perceived Benefits	0.723	6	Reliable
Youth participation in agribusiness	0.843	5	Reliable

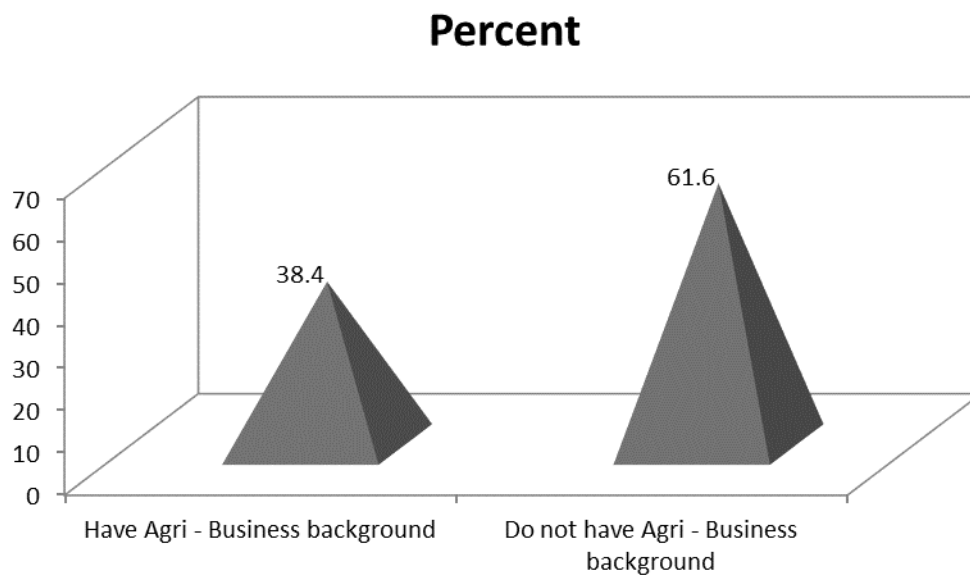
4.4 Demographic Characteristics of the study population

4.4.1 Agribusiness Background

The study findings on the agribusiness background showed that majority 61.6% of the respondents did not have agribusiness background while only 38.4% indicated to have agribusiness background.

Figure 4.2

Agribusiness Background

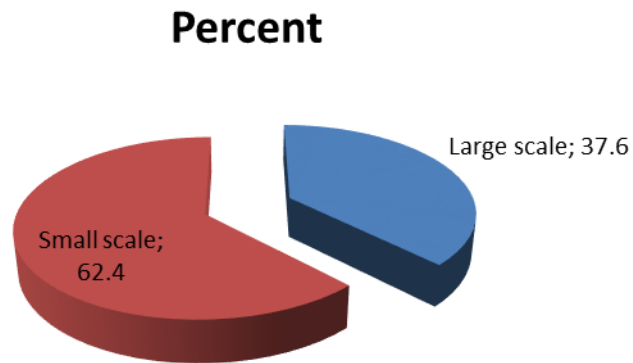


4.4.2 Type of Agri-Business

The study findings on the type of Agri-business showed that majority 62.4% of the respondents indicated a small scale Agri-business type while 37.6% indicated to have large agribusiness type.

Figure 4.3

Type of Agri-Business

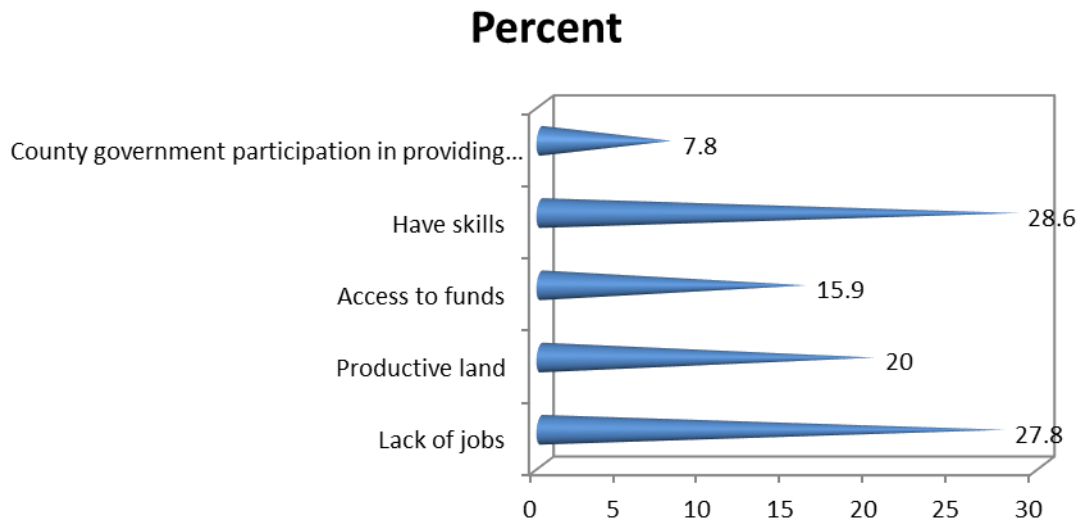


4.4.3 Reason for Engaging In Agri-Business

The study sought to establish the reason for respondents engaging in Agri-business. The study findings indicate that of 28.6% the respondents had skills, 27.8% indicated lack of job, 20.0% of respondents availability of productive land, 15.9% of the respondents indicated access to fund while only 7.8% of respondents indicated county government participation.

Figure 4.4

Reasons for Engaging In Agri-Business

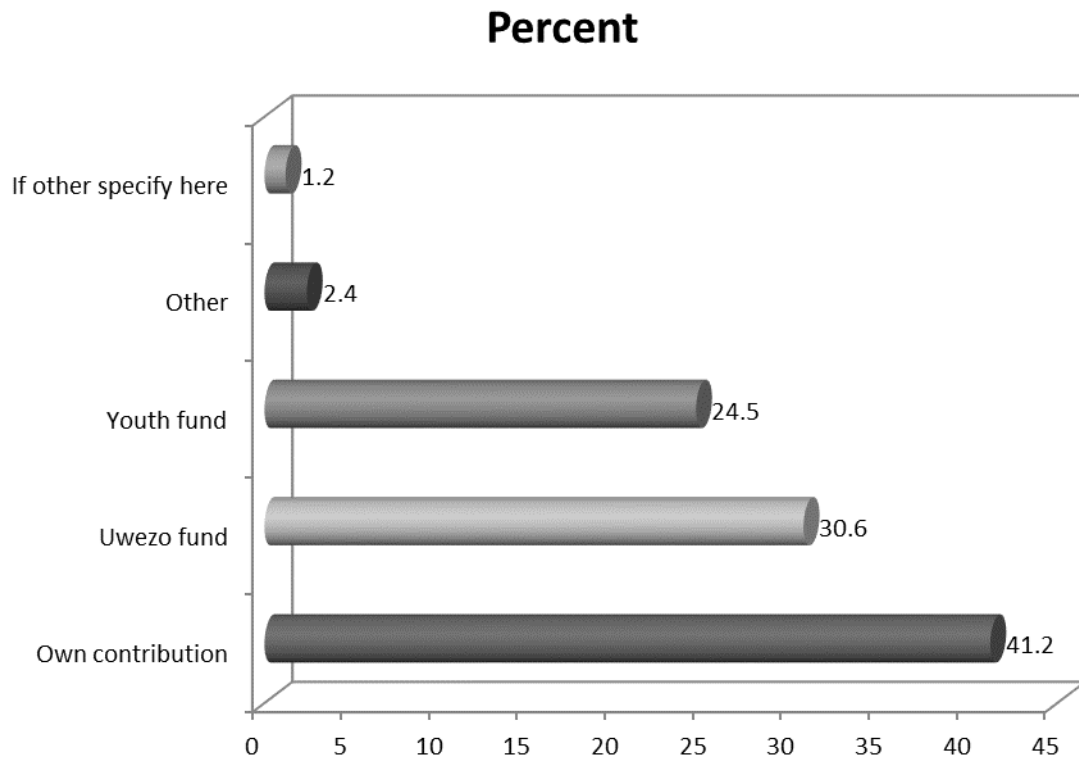


4.4.4 Source of Funds

The findings on the source of funds of the respondent showed that majority 41.2% of the respondents indicated own contribution, 30.6% indicated Uwezo fund, 24.5% indicated youth fund, 2.4% of the respondents indicated other source of fund. Those who specified their source of fund were only 1.2%. The results agree with those of Muthomi (2017) who showed that majority of the youth were considering venturing into agribusiness but were hindered by lack of credit among other things. The study showed that access to credit and agricultural input was the major challenge of youth participation in agribusiness in Kenya.

Figure 4.5

Source of Funds

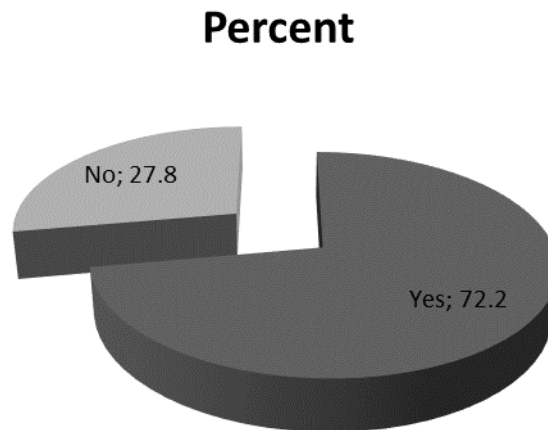


4.4.5 Attend Seminar to Increase the Skills

The study findings on whether the respondent had attended seminar to increase the skill showed that majority 72.2% of the respondents indicated to have attended agri-business seminars increase the skill while 27.8% indicated to have not attended any agri-business seminars.

Figure 4.6

Attend Seminar to Increase the Skills



4.5 Descriptive Analysis Results

4.5.1 Descriptive Results on Attitudes

The study sought to assess influence of youth attitudes towards youth participation in Agri-business in Kericho County. The descriptive results are presented in Table 4.2. The findings indicate that a total of 55.9% of the respondents agreed that youths in Kericho County have the ability and willing to engage in Agri-business, 28.3% of the respondents disagreed while only 5.7% of respondents neither disagreed nor agreed with the statement. The mean value of 3.81 generally indicated that majority of the respondents agreed with this statement while a standard deviation of 1.46 shows low variation in responses.

The largest proportion of the sample, 38.8% and mean of 3.06 agreed that youths in Kericho County have the innovative ideas required for Agri-business, 28.2% were not sure while 33.1% disagreed with the statement. There was low variation in the responses

to this statement as confirmed by a standard deviation of 0.85. On whether youth's in this region have positive perceptions about agribusiness, 50.2% of the respondents with a mean value of 3.44 agreed, 22.0% disagreed while 27.8% of the respondents were not sure. Moreover, on whether willingness and ability plays a significant role for youth to engage in agribusiness, 71.9% of the respondents backed with a mean value of 3.88 agreed, 17.1% disagreed while 11.0% of the respondents were not sure with the statement. The standard deviation value of 1.2 is an indication that there was a small variation in the responses given by the respondents. According to Salleh (2005), one must have a positive attitude before choosing to engage in certain entrepreneurial activities since the decision to abandon a certain ways of life of comfortable life is not easy to make.

Those who agreed that the youths have a positive perception on agribusiness as alternative career choice and Overall attitude of the youth influences their engagement in agribusiness were 72.1% and 67.8% with mean values of 3.73 and 3.64 respectively. These results support those of Adesina and Favour (2016) whose analysis found that 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 involved youths in agriculture must start by changing their attitude towards farmings.

On average, as shown by a mean value of 3.59, respondents agreed on statements on youth attitudes towards youth participation in Agri-business in Kericho County. This implies that respondents generally agreed that attitudes influence youth participation in Agri-business in Kericho County. The standard deviation of 1.19 serves to show a small variation in the responses given by the respondents. The results also agreed with Othman and Ishak (2009) who found that attitude is an important determinant of an individual's success in entrepreneurship. Similarly, Salleh, (2002) found that youth attitude in

selecting a career have an impact on the unemployment issues. Robinson (2004) further argues that the study of attitudes is the best ways and approach of analyzing entrepreneurial ventures because it links individual's characteristics and the ever changing people demands.

Table 4.2:
Descriptive Results for Attitudes

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std Dev
Youths in Kericho County have the ability and willing to engage in Agri-business.	11.0%	27.3%	5.7%	21.6%	34.3%	3.81	1.46
Youths in Kericho County have the innovative ideas required for Agri-business	0.0%	33.1%	28.2%	38.4%	0.4%	3.06	0.85
Youth's in this region have positive perceptions about agribusiness	5.7%	16.3%	27.8%	28.2%	22.0%	3.44	1.17
Willingness and ability plays a significant role for youth to engage in agribusiness	5.3%	11.8%	11.0%	33.5%	38.4%	3.88	1.20
Youths have a positive perception on agribusiness as alternative career choice	11.0%	5.3%	21.6%	23.3%	38.8%	3.73	1.32
Overall attitude of the youth influences their engagement in agribusiness	5.3%	16.3%	10.6%	44.9%	22.9%	3.64	1.16
Average						3.59	1.19

4.5.2 Descriptive Results on Access to Credit Facility

The study sought to establish the influence of access to credit facility towards youth participation in Agri-business in Kericho County. The descriptive results are presented in

Table 4.3. The findings showed that majority of the respondents, 55.9% and mean value of 3.7 agreed that the youths in Kericho County have access to loans from commercial banks to finance their agri-business projects, 28.7% disagreed while only 5.3% were neutral with statement. A standard deviation of 1.47 shows relatively small variation on the responses provided to the statement. Similarly, 57.6% of the respondents supported by a mean of 3.94 agreed that the youths in Kericho County have access to loans from Saccos to finance their agri-business projects, 19.0% were not sure with the statement while 23.5% of the respondents disagreed. The results agree with those of Muthomi (2017) who showed that majority of the youth were considering venturing into agribusiness but were hindered by lack of credit among other things. The study showed that access to credit and agricultural input was the major challenge of youth participation in agribusiness in Kenya.

On whether youths in Kericho County have access to social capital to finance their agri-business projects, 60.2% of the respondents representing mean value of 3.75 agreed, a total of 21.6% disagreed while 28.2% of respondents were not sure with the statement. These assertions have been supported by Fletcher and Kenney (2011) who argued by lack of credit among the young people is the hindering factors that prevent many of them to engage in agribusiness activities. According to the author institutions that are supposed to finance young people see them as risks and their lack of adequate collateral further worsens the situation.

The respondents who agreed that access to credit influences their engagement in agribusiness were 72.3% with a mean value of 4.89, 11.0% were not sure while 16.7% disagreed. Lastly, 50.2% of the respondents and a mean of 3.75 agreed that youths are unable to borrow and strengthen their investment position in agricultural production process while 21.6% disagreed. Those who were neutral were 28.2%. The mean average

of 4.01 indicates that respondents agreed on most statements of access to credit facility. The variation in the responses was also small as indicated by standard deviation of 1.16. The study findings are consistent with study by Brooks (2013) who revealed that allowing alternative forms of collateral's could help ease the credit market for the youth. According to Gemma (2013) availability of credit improve the chance of the young people engaging in business activities as alternative source of livelihood. These assertions have been supported by Fletcher and Kenney (2011) who argued by lack of credit among the young people is the hindering factors that prevent many of them to engage in agribusiness activities. According to the author institutions that are supposed to finance young people see them as risks and their lack of adequate collateral further worsens the situation.

Table 4.3:
Descriptive Access to Credit Facility

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	mean	Std Dev
Youths in Kericho County have access to loans from commercial banks to finance their agri-business projects	11.4%	27.3%	5.3%	21.6%	34.3%	3.70	1.47
Youths in Kericho County have access to loans from SACCOS to finance their agri-business projects	10.0%	13.5%	19.0%	37.6%	20.0%	3.94	0.84
Youths in Kericho County have access to social capital to finance their agri-business projects	5.3%	16.3%	28.2%	28.2%	22.0%	3.75	1.16
Access to credit influences their engagement in agribusiness	5.3%	11.4%	11.0%	33.9%	38.4%	4.89	1.19
Youths are unable to borrow and strengthen their investment position in agricultural production process	5.3%	16.3%	28.2%	28.2%	22.0%	3.75	1.16

4.5.3 Descriptive Results for Access to Land

The third objective of the study was to examine influence of access to land towards youth participation in Agri-business in Kericho County. The descriptive results are presented in Table 4.4. The findings indicated that the respondents who agreed that land ownership was a major factor that influences youth engaged in agribusiness were 72.1%, 16.3% disagreed while 21.6% were not sure with the statement. On whether the Majority of the youths in this region do not own land, 64.3% of the respondents agreed with statement while 5.7% of the respondents were not sure and 22.0% disagreed. 61.2% of the respondents agreed that because of land subdivision youths in this region are unable to engage in meaningful agribusiness projects, 27.3% of the respondents disagreed with the statement while 11.4% were not sure. Sharma (2010) also argues that practicing agriculture is small farm is very expensive and most times the produce from small farm are usually very small that cannot help the farmers to make their needs meet.

The majority 67.4% of the respondents agreed that youths have small or no piece of land which influences their participation in agribusiness projects, 21.6% of the respondents disagreed with the statement while 11.0% were not sure. On whether terrain and location of land far from road network influences youth's participation in agribusiness projects, 66.7% of the respondents agreed while only 16.3% disagreed and 26.9% of the respondents were not sure. Lastly on whether land prices are high for youths to afford in the county, the majority 93.5% of the respondents agreed while 6.1% of the respondents were not sure. Gichimu and Njeru (2014) study also showed that many youths were willing to engage in agribusiness activities but faced a lot of obstacles which include lack of land and credit to finance their startups. The study recommended that engaging youths

in agribusiness was among the ways of reducing employment, crime rates and achieving food security.

According to Justine (2011) land still remains the ownership of their parents. Some of them that have been subdivided land by their parents end up with very small pieces of land that cannot support any meaningful investments. Sharma (2010) argues that practicing agriculture in small farm is very expensive and most times the produce from small farm are usually very small that cannot help the farmers to make their needs meet. Tafere and Woldenhanna (2014) also pointed out that the issues surrounding land ownership are so critical and youths don't have the rights of ownership of land. According to the report by World Bank (2014) majority of youths are unemployed and cannot afford to pay high prices attached to buying land. This lack of access to lands has led to majority of the young people to shy away from engaging in agribusinesses and resort to seeking for white collar jobs in urban centres which are not forthcoming.

Table 4.4:
Descriptive Results on Access to Land

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std Dev
Land ownership is a major factors that influences youth engaged in agribusiness	11.0%	5.3%	21.6%	22.9%	39.2%	3.74	1.32
Majority of the youths in this region do not own land	5.7%	16.3%	5.7%	38.8%	33.5%	3.78	1.23
Because of land subdivision youths in this region are unable to engage in meaningful agribusiness projects	0.4%	26.9%	11.4%	44.9%	16.3%	3.50	1.07
Youths have small or no piece of land which influences their participation in agribusiness projects	21.2%	0.4%	11.0%	44.5%	22.9%	3.47	1.41

terrain and location of land far from road network influences youths participation in agribusiness projects	11.0%	5.3%	26.9%	29.4%	27.3%	3.57	1.25
Land prices are high for youths to afford in the County	0.4%	0.0%	6.1%	54.7%	38.8%	4.31	0.62
Average						3.73	1.15

4.5.4 Descriptive Results on Perceived Benefits

The study sought to test the effect of perceived benefits on youth participation in Agribusiness in Kericho County. The study asked the respondents whether revenue from agribusiness has impact on youth participation in agribusiness, the statement had a mean of 3.7 which implied that respondents agreed and strongly agreed. On whether youth perceive agribusiness as adequate source of income, the results showed that respondents agreed as shown by the largest proportion of the sample, 44.5% and mean of 3.88. There was a small variation in the responses that were provided to this statement as denoted by a standard deviation of 0.89.

The study further sought to find out whether youths perceive agribusiness to be costly ventures. The findings showed that the largest percentage of respondents agreed (44.9%) and strongly agreed (16.3%) with a mean value of 3.81. There was also a small variation in the responses that were provided to this statement as denoted by a standard deviation of 1.25. The findings also showed that respondent as shown by mean of 3.5 agreed that agribusiness elevates one social status and finally majority agreed that youths in Kericho County have a good perception about agribusiness.

The findings on average as represented by a mean of 3.79 implied that perceived benefits clearly influenced youth participation in agribusiness. The results of this study concur

with those of Njeru et al.,(2015) carried out a research to investigate how the perception of youth influences their participation in agribusiness. The study included youths in agribusiness groups as the study population and used questionnaires to collect data.

Table 4.5:

Descriptive Results Perceived Benefits

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std Dev
Revenue from agribusiness has impact on youth participation in agribusiness	21.2%	0.4%	11.0%	44.5%	22.9%	3.88	0.89
Youth perceive agribusiness as adequate source of income	11.0%	5.3%	26.9%	29.4%	27.3%	3.74	1.12
Youths perceive agribusiness to a costly ventures	0.4%	26.9%	11.4%	44.9%	16.3%	3.81	1.25
Agribusiness elevates one social status	11.0%	5.3%	21.6%	22.9%	39.2%	3.5	0.91
Youths in Kericho County have a good perception about agribusiness	5.7%	16.3%	5.7%	38.8%	33.5%	4.02	0.82
Average						3.79	0.99

4.5.5 Level of Youth Participation in Agribusiness

The study sought to determine whether youths participate in agribusiness in Kericho County in Kenya. Binary outcomes of participation and non-participation were thus obtained as shown in table 4.6. The result indicated 92.7% of the interviewed youths indicated they participated in agribusiness in one way or the other. These results findings are inconsistent with a study by Shamah et al (2010) that revealed lack of recognition of

potential agribusiness as career choice among the youth has negatively impacted on their participation in agribusiness.

Table 4.6:
Level of Youth Participation in Agribusiness

Agribusiness Participation	Frequency	Percent
Not Participating	18	7.3
Participating	227	92.7
Total	245	100

To measure the level of youth participation in agribusiness in Kericho County in Kenya, respondents were required to respond to various statements based on a scale of 1-5. The descriptive results are presented in Table 4.7. Out of the 245 respondents who took part in the study, those who indicated that majority of youth in the region engage in agribusinesses to high extent were 39.8%, 28.2% indicated to moderate extent while 22.0% indicated to a low extend. The majority 34.5% indicated that the number of agribusiness owned by youth has been increasing in the recent past to high extent, 33.5% indicated moderate extend while 32.2% indicated to a low extend.

The respondents who indicated that youths in this region consider agribusiness as a viable employment opportunity to high extend were 39.2%, 27.8% indicated to moderate extent while 33.0% indicated to low extend. Those who indicated that the majority youth in the region aspire to venture into agribusiness to high extend were 50.3%, 22.4% indicated to moderate extent while 27.3% indicated to low extend. Lastly on whether the youth in the region have a positive perception about agribusiness, 55.5% indicated to high extend, 22.0% indicated low extend while 22.5% also indicated to moderate extent.

The overall mean of 3.27 indicated a moderate extent with on statements of youth participation in agribusiness in Kericho County in Kenya. The variation in the responses was also small as indicated by the standard deviation of 1.12. Most of the youth are unaware that agriculture is a viable business. These results findings are consistent with a study by Shamah et al. (2010) that revealed lack of recognition of potential agribusiness as career choice among the youth has negatively impacted on their participation in agribusiness.

Table 4.7:

Descriptive Results on Youth Participation in Agribusiness

	Very Low Extent	Low Extent	Moderate Extent	High Extent	Very High Extent	Mean	Std Dev
Majority of youth in this region engage in agribusinesses	15.3%	16.7%	28.2%	27.8%	12.0%	3.24	1.16
Number of agribusiness owned by youth has been increasing in the recent past	10.0%	22.2%	33.5%	28.6%	5.7%	2.98	0.81
Youths in this region consider agribusiness as a viable employment opportunity	11.0%	22.0%	27.8%	17.2%	22.0%	3.17	1.30
Majority of region in this aspire to venture into agribusiness	15.3%	12.0%	22.4%	44.5%	5.7%	3.23	1.03
Youth in this region have a positive perception about agribusiness	11.0%	11.4%	22.0%	16.7%	38.8%	3.72	1.20
Average						3.27	1.10

4.6 Correlation Analysis

4.6.1 Correlation Results on Attitudes and Youth Participation in Agribusiness

The findings showed that attitude and youth participation in agribusiness had Pearson correlation of value $r=0.625$, $p=0.000$ which revealed that attitudes had a strong and

positive association with youth participation in agribusinesses. The findings are consistent with an argument by Baah (2015) who argued that attitude plays a significant role in determining individuals' excellence in any fields and all other walks of life. The study finding supports those of Salleh (2005) further argues that one must have a positive attitude before choosing to engage in certain entrepreneurial activities since the decision to abandon a certain ways of life of comfortable life is not easy to make. Hisrich (2008) on the other hand also argues that it requires huge sacrifices to educated people to venture into agribusiness since they need to think about the future of their dependence and the society at large before making their choices. These results support those of Adesina and Favour (2016) whose analysis found that attitude of the youths was one of the key factors that significantly influenced youth engagement in agricultural activities.

Table 4.8:

Correlation Results on Attitudes and Youth Participation in Agribusiness

		Attitude	Youth Participation In Agribusiness
Attitude	Pearson Correlation	1	.625**
	Sig. (2-tailed)		.000
	N	245	245
Youth Participation In Agribusiness	Pearson Correlation	.625**	1
	Sig. (2-tailed)	.000	
	N	245	245

** . Correlation is significant at the 0.01 level (2-tailed).

4.6.2 Correlation Results on Access to Credit Facility and Youth Participation in Agribusiness

The findings showed that access to credit facility and youth participation in agribusiness had Pearson correlation of value $r=0.630$, $p=0.000$ which showed that access to credit facility had a strong and positive association with youth participation in agribusinesses. The study findings are consistent with study by Brooks (2013) who revealed that allowing

alternative forms of collateral's could help ease the credit market for the youths. According to Gemma (2013) availability of credit improve the chance of the young people engaging in business activities as alternative source of livelihood. These assertions have been supported by Fletcher and Kenney (2011) who argued by lack of credit among the young people is the hindering factors that prevent many of them to engage in agribusiness activities. According to the author institutions that are supposed to finance young people see them as risks and their lack of adequate collateral further worsens the situation. The results agree with those of Muthomi (2017) who showed that majority of the youth were considering venturing into agribusiness but were hindered by lack of credit among other things. The study showed that access to credit and agricultural input was the major challenge of youth participation in agribusiness in Kenya.

Table 4.9:

Correlation Results on Access to Credit Facility and Youth Participation in Agribusiness

		Access to Credit Facility	Youth Participation In Agribusiness
Access to Credit Facility	Pearson Correlation	1	.630**
	Sig. (2-tailed)		.000
	N	245	245
Youth Participation In Agribusiness	Pearson Correlation	.630**	1
	Sig. (2-tailed)	.000	
	N	245	245

** . Correlation is significant at the 0.01 level (2-tailed).

4.6.3 Correlation Results on Access to Land and Youth Participation in

Agribusiness

The findings showed that access to land and youth participation in agribusiness had Pearson correlation of value $r=0.602$, $p=0.000$ which established that access to land had a strong and positive association with youth participation in agribusinesses. These results findings are consistent Justine (2011) who found that youths access to land still remains

the ownership of their parents. Some of them that have been subdivided land by their parents end up with very small pieces of land that cannot support any meaningful investments. Sharma (2010) argues that practicing agriculture is small farm is very expensive and most times the produce from small farm are usually very small that cannot help the farmers to make their needs meet.

The study finding agrees with those of Tafere and Woldenhanna (2014) also pointed out that the issues surrounding land ownership are so critical and youths don't have the rights of ownership of land. According to the report by World Bank (2014) majority of youths are unemployed and cannot afford to pay high prices attached to buying land. This lack of access to lands has led to majority of the young people to shy away from engaging in agribusinesses and resort to seeking for white collar jobs in urban centres which are not forthcoming. Gichimu and Njeru (2014) study showed that many youths were willing to engage in agribusiness activities but faced a lot of obstacles which include lack of land and credit to finance their startups. The study recommended that engaging youths in agribusiness was among the ways of reducing employment, crime rates and achieving food security.

Table 4.10:

Correlation Results on Access to Land and Youth Participation in Agribusiness

		Access to land	Youth Participation In Agribusiness
Access to land	Pearson Correlation	1	.602**
	Sig. (2-tailed)		.000
	N	245	245
Youth Participation In Agribusiness	Pearson Correlation	.602**	1
	Sig. (2-tailed)	.000	
	N	245	245

** . Correlation is significant at the 0.01 level (2-tailed).

4.6.4 Correlation Results on Perceived Benefits and Youth Participation in Agribusiness

The findings showed that perceived benefits and youth participation in agribusiness had Pearson correlation of value $r=0.649$, $p=0.000$ which indicated that perceived benefits similarly had a strong and positive association with youth participation in agribusinesses. 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 (MoFA, 2011). Carolan (2006) also found that poor perception towards agriculture by the youth can also be attributed to the fact that most young people who engage in agricultural activities lack motivation to acquire the skills of agribusiness for reasons of not having lands of their own hence settling for working for other farmers.

Table 4.11:

Correlation Results on Perceived Benefits and Youth Participation in Agribusiness

		Perceived Benefits	Youth Participation In Agribusiness
Perceived Benefits	Pearson Correlation	1	.649**
	Sig. (2-tailed)		.000
	N	245	245
Youth Participation In Agribusiness	Pearson Correlation	.649**	1
	Sig. (2-tailed)	.000	
	N	245	245

** . Correlation is significant at the 0.01 level (2-tailed).

4.6.5 Overall Correlation Analysis

The study also carried out correlation analysis for all the independent variables to establish their association with dependent variable (youth participation in agribusiness) at 5% level of significance. The findings are presented in table 4.13.

Table 4.12:***Correlation Tests Results***

		Attitudes	Access To Credit Facility	Access to land	Perceived Benefits	Youth participation
Attitudes	Pearson Correlation	1				
Access To Credit Facility	Pearson Correlation	.470**	1			
Access to land	Pearson Correlation	.389**	.234**	1		
Perceived Benefits	Pearson Correlation	.581**	.438**	0.252**	1	
Youth participation	Pearson Correlation	0.528*	0.444*	0.502**	0.672**	1
	N	245	245	245	245	245

* Correlation is significant at the 0.05 level (2-tailed).

The finding in Table 4.13 indicated that the correlation between attitudes and youth participation in Agri-business in Kericho County was 0.528 with a corresponding p value of 0.000. The results implied that attitudes had a positive and significant correlation with youth participation in Agri-business in Kericho County. This implies that an improvement in the indicators of attitudes positively leads to an increase in youth participation in Agri-business in Kericho County. The findings further indicated that the correlation between access to credit facility and youth participation in Agri-business in Kericho County was positive and significant (R=0.444, Sig = 0.002). The study findings also indicated that the correlation between access to land and youth participation in Agri-business in Kericho County was positive and significant (R=0.502, Sig = 0.000). The study findings also

indicated that the correlation between perceived benefits and youth participation in Agribusiness in Kericho County was positive and significant ($R=0.672$, $Sig = 0.000$).

4.7 Uni-variate Binary Logistics Regression

The study employed uni-variate binary logistics regression to test the effect of attitudes, access to credit, access to land and perceived benefits on the extent on youth participation in agriculture. The choice of this model was based on the fact that the dependent variables were categorical.

4.7.1 Uni-variate Binary Logistics Regression on Attitudes and Youth

Participation in Agribusiness

This section presents the findings of uni-variate binary logistics regression analysis between attitudes and youth agribusiness participation in agriculture. According to the findings in table 4.13, attitudes accounted for 79.9% (Nagelkerke R Square = 0.799) of the variation in youth agribusiness participation. The regression coefficients of $\beta = 8.182$, $p=0.000$ established that attitudes had a positive and significant influence on youth agribusiness participation. The study further revealed that positive attitude would result to increase in youth agribusiness participation. The odds ratio of $Exp(B) = 35.763$ indicated that youths with positive attitude were 35.763 more likely to engage in agribusiness. The findings are consistent with an argument by Baah (2015) who argued that attitude plays a significant role in determining individuals' excellence in any fields and all other walks of life.

The study finding supports those of Salleh (2005) further argues that one must have a positive attitude before choosing to engage in certain entrepreneurial activities since the decision to abandon a certain ways of life of comfortable life is not easy to make. Hisrich (2008) on the other hand also argues that it requires huge sacrifices to educated people to

venture into agribusiness since they need to think about the future of their dependence and the society at large before making their choices. These results support those of Adesina and Favour (2016) whose analysis found that 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 involved youths in agriculture must start by changing their attitude towards farming.

Table 4.13:

Uni-variate Binary Logistics Regression on Attitudes and Youth Participation in Agribusiness

		B	S.E.	Wald	Sig.	Exp (B)
Coefficients	Attitude	8.182	1.961	17.417	0.000	35.763
	Constant	31.132	7.988	15.19	0.000	0.000
Model Summary						
	-2 Log likelihood	31.854a				
	Cox & Snell R Square	0.326				
	Nagelkerke R Square	0.799				

a Variable(s) entered on step 1: Attitude.

4.7.2 Uni-variate Binary Logistics Regression on Access to Credit Facility and Youth Participation in Agribusiness

This section presents the findings of uni-variate binary logistics regression analysis between access to credit facility and youth agribusiness participation in agriculture. According to the findings, access to credit facility accounted for 53.1% (Nagelkerke R Square = 0.531)of the variation in youth agribusiness participation. The regression coefficients of $\beta = 5.111$, $p=0.000$ indicated that access to credit facility had a positive and significant influence on youth agribusiness participation. The study further revealed that increase in access to credit facility would result to increase in youth agribusiness

participation. The odds ratio of $\text{Exp}(B) = 16.57$ indicated that youths with access to credit facility were 16.57 more likely to engage in agribusiness.

The study findings are consistent with Fletcher and Kenney (2011) who argued by lack of credit among the young people is the hindering factors that prevent many of them to engage in agribusiness activities. According to the author institutions that are supposed to finance young people see them as risks and their lack of adequate collateral further worsens the situation. Brooks (2013) contributed to this discourse by arguing that financial institutions should allow for many forms of collaterals to solve the problem of youth being unable to access credit from commercial banks. A report by FAO (2010) showed that financial institutions are increasing showing interest in supporting agricultural activities. The results agree with those of Muthomi (2017) who showed that majority of the youth were considering venturing into agribusiness but were hindered by lack of credit among other things. The study showed that access to credit and agricultural input was the major challenge of youth participation in agribusiness in Kenya.

Table 4.14:

Uni-variate Binary Logistics Regression on Access to Credit Facility and Youth Participation in Agribusiness

		B	S.E.	Wald	Sig.	Exp(B)
Coefficients	Access to Credit Facility	5.111	0.998	26.207	0.000	16.57
	Constant	18.767	4.092	21.031	0.000	0.000
Model Summary						
	-2 Log likelihood	68.748a				
	Cox & Snell R Square	0.217				
	Nagelkerke R Square	0.531				

a Variable(s) entered on step 1: Access to Credit Facility.

4.7.3 Uni-variate Binary Logistics Regression on Access to Land and Youth

Participation in Agribusiness

This section presents the findings of uni-variate binary logistics regression analysis between access to land and youth agribusiness participation in agriculture. According to the findings, access to land accounted for 59.2% (Nagelkerke R-Square = 0.592) of the variation in youth agribusiness participation. The regression coefficients of $\beta = 5.106$, $p=0.000$ demonstrated that access to land had a positive and significant influence on youth agribusiness participation. The study further revealed that increase in access to land facility would result to increase in youth agribusiness participation. The odds ratio of Exp (B) = 16.039 indicated that youths with access to land were 35.763 more likely to engage in agribusiness. This study supports those of Justine (2011) youths access to land still remains the ownership of their parents. Some of them that have been subdivided land by their parents end up with very small pieces of land that cannot support any meaningful investments. Sharma (2010) argues that practicing agriculture is small farm is very expensive and most times the produce from small farm are usually very small that cannot help the farmers to make their needs meet.

Similarlry Tafere and Woldenhanna (2014) pointed out that the issues surrounding land ownership are so critical and youths don't have the rights of ownership of land. According to the report by World Bank (2014) majority of youths are unemployed and cannot afford to pay high prices attached to buying land. This lack of access to lands has led to majority of the young people to shy away from engaging in agribusinesses and resort to seeking for white collar jobs in urban centres which are not forthcoming. Gichimu and Njeru (2014) study showed that many youths were willing to engage in agribusiness activities but faced a lot of obstacles which include lack of land and credit to

finance their startups. The study recommended that engaging youths in agribusiness was among the ways of reducing employment, crime rates and achieving food security.

Table 4.15:

Uni-variate Binary Logistics Regression on Access to Land and Youth Participation in Agribusiness

		B	S.E.	Wald	Sig.	Exp (B)
Coefficients	Access to land	5.106	0.956	28.535	0.000	16.039
	Constant	18.87	3.955	22.767	0.000	0.000
Model Summary	-2 Log likelihood	60.825a				
	Cox & Snell R Square	0.242				
	Nagelkerke R Square	0.592				

a Variable(s) entered on step 1: Access to land.

4.7.4 Uni-variate Binary Logistics Regression on Perceived Benefits and Youth Participation in Agribusiness

This section presents the findings of uni-variate binary logistics regression analysis between perceived benefits and youth agribusiness participation in agriculture. According to the findings, perceived benefits accounted for 63.9% (Nagelkerke R-Square = 0.639) of the variation in youths agribusiness participation. The regression coefficients of $\beta = 5.106$, $p=0.000$ revealed that perceived benefits had a positive and significant influence on youth agribusiness participation. The study further revealed that increase in perceived benefits would result to increase in youth agribusiness participation. The odds ratio of $\text{Exp (B)} = 66.866$ indicated that youths with high perceived benefits were 66.866 more likely to engage in agribusiness. The results of this study concurs with those of Njeru and Carolan (2006) also found that poor perception towards agriculture by the youth can also

be attributed to the fact that most young people who engage in agricultural activities lack motivation to acquire the skills of agribusiness for reasons of not having lands of their own hence settling for working for other farmers.

Table 4.16:

Uni-variate Binary Logistics Regression on Perceived Benefits and Youth Participation in Agribusiness

		B	S.E.	Wald	Sig.	Exp(B)
Coefficients	Perceived Benefits	6.505	1.274	26.073	0.000	66.866
	Constant	24.664	5.236	22.186	0.000	0.000
Model Summary						
	-2 Log likelihood	54.487a				
	Cox & Snell R Square	0.261				
	Nagelkerke R Square	0.639				

a Variable(s) entered on step 1: Perceived Benefits.

4.7.5 Multivariate Binary Logistics Regression Analysis

This section presents the findings of multivariate binary logistics regression analysis between attitude, access to credit facility, access to land, perceived benefits and youth agribusiness participation in agriculture. According to the findings, attitude, access to credit facility, access to land, perceived benefits accounted for 82.0% (Nagelkerke R-Square = 0.820) of the variation in youths agribusiness participation.

Table 4.17:

Multivariate Binary Logistics Regression on Perceived Benefits and Youth Participation in Agribusiness

		B	S.E.	Wald	Sig.	Exp (B)
Coefficients	Attitude	5.720	2.06	7.709	0.005	30.504
	Access to Credit Facility	0.613	1.687	3.132	0.021	1.846
	Access to land	0.782	1.415	3.305	0.016	2.185
	Perceived Benefits	1.734	1.656	3.097	0.029	5.666
	Constant	34.268	8.449	16.449	0.000	0.000

Model		
Summary	-2 Log likelihood	28.746a
	Cox & Snell R Square	0.335
	Nagelkerke R Square	0.82

a Variable(s) entered on step 1: Attitude, Access to Credit Facility, Access to land, Perceived Benefits.

In the multivariate binary logistics regression model, attitudes had regression coefficients of $\beta = 5.720$, $p=0.005$ indicated that attitudes had a positive and significant influence on youth agribusiness participation. The study further revealed that positive attitude would result to increase in youth agribusiness participation. The odds ratio of $\text{Exp}(B) = 30.504$ indicated that youths with positive attitude were 30.504 more likely to engage in agribusiness. The failed to reject H_{A1} : Youth attitudes significantly influence youth participation in Agri-business in Kericho County.

The findings are consistent with an argument by Baah (2015) who argued that attitude plays a significant role in determining individuals' excellence in any fields and all other walks of life. The study finding supports those of Salleh (2005) further argues that one must have a positive attitude before choosing to engage in certain entrepreneurial activities since the decision to abandon a certain ways of life of comfortable life is not easy to make. Hisrich (2008) on the other hand also argues that it requires huge sacrifices to educated people to venture into agribusiness since they need to think about the future of their dependence and the society at large before making their choices. These results support those of Adesina and Favour (2016) whose analysis found that 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 involved youths in agriculture must start by changing their attitude towards farming.

Credit facility had regression coefficients of $\beta = 0.613$, $p=0.021$ showed that access to credit facility had a positive and significant influence on youth agribusiness participation. The study further revealed that increase in access to credit facility would result to increase in youth agribusiness participation. The odds ratio of $\text{Exp (B)} = 1.846$ indicated that youths with access to credit facility were 1.846 more likely to engage in agribusiness. The study failed to reject **H_{A2}**: Access to credit facility significantly influences youth participation in Agri-business in Kericho County.

These assertions have been supported by Fletcher and Kenney (2011) who argued by lack of credit among the young people is the hindering factors that prevent many of them to engage in agribusiness activities. According to the author institutions that are supposed to finance young people see them as risks and their lack of adequate collateral further worsens the situation. Brooks (2013) contributed to this discourse by arguing that financial institutions should allow for many forms of collaterals to solve the problem of youth being unable to access credit from commercial banks. A report by FAO (2014) showed that financial institutions are increasing showing interest in supporting agricultural activities. The results agree with those of Muthomi (2017) who showed that majority of the youth were considering venturing into agribusiness but were hindered by lack of credit among other things. The study showed that access to credit and agricultural input was the major challenge of youth participation in agribusiness in Kenya.

Access to land had regression coefficients of $\beta = 0.782$, $p=0.016$ demonstrated that access to land had a positive and significant influence on youth agribusiness participation. The study further revealed that increase in access to land would result to increase in youth agribusiness participation. The odds ratio of $\text{Exp (B)} = 2.185$ indicated that youths with access to land were 2.185 more likely to engage in agribusiness. Study failed to reject **H_{A3}**: Access to land significantly influences youth participation in Agri-business in

Kericho County. According to Justine (2011) youths access to land still remains the ownership of their parents. Some of them that have been subdivided land by their parents end up with very small pieces of land that cannot support any meaningful investments. Sharma (2010) argues that practicing agriculture is small farm is very expensive and most times the produce from small farm are usually very small that cannot help the farmers to make their needs meet. Gichimu and Njeru (2014) study showed that many youths were willing to engage in agribusiness activities but faced a lot of obstacles which include lack of land and credit to finance their startups. The study recommended that engaging youths in agribusiness was among the ways of reducing employment, crime rates and achieving food security.

The perceived benefits had regression coefficients of $\beta = 1.734$, $p=0.029$ revealed that perceived benefits had a positive and significant influence on youth agribusiness participation. The study further revealed that increase in perceived benefits would result to increase in youth agribusiness participation. The odds ratio of $\text{Exp (B)} = 5.666$ indicated that youths with high perceived benefits were 66.866 more likely to engage in agribusiness. The study failed to reject H_{A4} : perceived benefits significantly influence youth participation in Agri-business in Kericho County. The results of this study concurs with those of Njeru et al. (2015) who showed that majority of the respondents agreed that perceived benefits influence their youth's participation in agribusiness. The youth are not willing to take on agriculture as their main occupation because they have a negative perception about farming. Carolan (2006) also found that poor perception towards agriculture by the youth can also be attributed to the fact that most young people who engage in agricultural activities lack motivation to acquire the skills of agribusiness for reasons of not having lands of their own hence settling for working for other farmers.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of the findings, conclusion made based on the finding and recommendation for practice and policy formulation. The summary of the findings was done based on the specific objectives while conclusion and recommendations were specifically derived from the findings.

5.2 Summary of Findings

The study sought to analyze the assessment of factors influencing youth participation in Agri-business in Kericho County. This section presents the summary of findings. The summary has been presented per objectives of the study. Both the descriptive and inferential results have been indicated.

5.2.1 Youth Attitudes and Youth Participation in Agri-Business

The first objective of the study was to assess influence of youth attitudes towards youth participation in Agri-business in Kericho County. Descriptive findings indicated that majority of the respondents agreed that youth attitudes influence youth participation in agribusiness in Kericho county. In this regard, respondents agreed that having the ability and willingness to engage in Agri-business, having the innovative ideas required for Agri-business and having positive perceptions about agribusiness influence youth participation in agribusiness. Inferential statistics of correlation analysis revealed a positive and significant correlation between youth attitudes and youth participation in Agri-business in Kericho County. The regression results also revealed a positive and significant relationship youth attitudes and youth participation in Agri-business in Kericho County.

5.2.2 Access to Credit Facility and Youth Participation in Agri-Business

The second objective of the study was to establish the influence of access to credit facility on youth participation in Agri-business in Kericho County. From descriptive results, majority of the respondents agreed with various statements on access to credit facility hence implied that access to credit facility influences youth participation in agribusiness in Kericho county. Correlation analysis results showed that there was a positive and significant correlation between access to credit facility and youth participation in Agri-business in Kericho County. The regression results further revealed that access to credit facility affect youth participation in Agri-business in Kericho County positively and significantly. Accordingly, positive change in access to credit facilities by youth through access to loans from commercial banks, access to loans from SACCOs and access to social capital to finance agri-business projects would increase participation in agribusiness.

5.2.3 Access to Land and Youth Participation in Agri-Business

The third objective of the study was to examine influence of access to land towards youth participation in Agri-business in Kericho County. Descriptive findings indicated that majority of the respondents agreed that access to land influence youth participation in agribusiness in Kericho county. In this regard, respondents agreed that land ownership, suitable land terrain and location and affordable land prices influence youth participation in agribusiness in Kericho County. Correlation findings of the study also indicated that there was a positive and significant correlation between access to land and youth participation in Agri-business in Kericho County. The regression result further showed access to land affect youth participation in Agri-business in Kericho County positively and significantly.

5.2.4 Perceived Benefits and Youth Participation in Agri-Business

The fourth objective of the study was to establish the influence of perceived benefits on youth participation in Agri-business in Kericho County. From descriptive results, majority of the respondents agreed with various statements on perceived benefits hence on average perceived benefits was found to influence youth participation in agribusiness in Kericho County. Correlation analysis results showed that the association between perceived benefits and youth participation in Agri-business in Kericho County was positive and significant. This implies that an improvement in the indicators of perceived benefits positively leads to an increase in youth participation in Agri-business in Kericho County.

5.3 Conclusions

The study made conclusions per objective based on the summary findings. The conclusions enabled the study to come up with the recommendations. The study concluded that attitudes positively and significantly influence youth participation in Agri-business in Kericho County. In this regard, the study concluded that there is a favourable tendency of youth in Kericho County to participate in agribusiness activities if they perceive them to be economical, more remunerative as well as profitable with better interventions to make agribusiness enterprises more lucrative. Moreover, the study concluded that youth's ability and willingness to engage in Agri-business, innovative ideas, driving youth to have positive perceptions about agribusiness would lead to a significant increase in youth participation in Agri-business in Kericho County.

The study also concluded that access to credit facility had a positive and significant effect on youth participation in Agri-business in Kericho County. This shows that an increase in

access to credit facility practices such access to loans from commercial banks, access to loans from SACCOs to finance their agri-business projects and access to social capital to finance their agri-business projects leads to a significant increase youth participation in Agri-business in Kericho County.

The study further concluded that access to land was positively and significantly related with youth participation in Agri-business in Kericho County, which implies that an increase in access to land leads to a positive and significant influence on youth participation in Agri-business in Kericho County. The available land was found to be inadequate for the youth to participate in profitable agricultural activities, with the size of land limited due excessive fragmentation. This had a negative effect on youth participation in agricultural activities. Accordingly, an improvement in laws allowing youth to own their own land and affordable land prices would increase the youth participation in agribusiness in Kericho County.

The study finally concludes that perceived benefits positively and significantly influences youth participation in Agri-business in Kericho County. Accordingly, youth in Kericho county were generally found to have positive perception on agribusiness venture. In this regard, an improvement in the indicators of perceived benefits positively would increase youth participation in Agri-business in Kericho County. The positive perception of benefits was indicated by the youth considering venturing into agriculture as being profitable as well as the perception that agriculture constitutes an important sector in Kenya's economy.

5.4 Recommendations of the Study

5.4.1 Attitudes

The study recommends that Kericho County government to invest more in campaigns to change the youth attitudes towards agribusiness to enhance the ability and willingness of young people to engage in Agri-business, tapping youths' innovative required Agri-business ideas, ensuring the youths in the study region have positive perceptions about agribusiness and ensuring that youths have a positive perception on agribusiness as alternative career choice as they increase youth participation in Agri-business in Kericho County.

5.4.2 Access to Credit Facility

The study further recommends that Kericho County government to increase their investment in youth access to credit facility activities such as ensuring that youths can access loans from commercial banks to finance their agri-business projects, ensuring that youths can access to loans from Saccos to finance their agri-business projects easily and ensuring that youth can access to social capital to finance their agri-business projects as these activities increases youth participation in Agri-business in Kericho County.

5.4.3 Access to Land

The study established that Youths have small or no piece of land which influences their participation in agribusiness projects. The study therefore recommended County Government and all other stakeholders in youth programs should start initiative to ensure youth have access to land to start and run their agribusiness activities. The study further established that because of land subdivision youths in this region are unable to engage in meaningful agribusiness projects. The study recommended that programs should be

initiated to campaign against land subdivision so that land is available for agriculture purposes where youth can lease and engage in agribusiness.

5.4.4 Perceived Benefits

The study established that perceived benefits play a significant role in enhancing youth participation in agribusiness in Kericho County. The study therefore recommends that the county government should invest in activities that will enable change in perception among the youths on agribusiness and potential employment opportunity which may go a long way in ensuring more youth participate in agribusiness. The study further recommends that youths already in agribusiness should be assisted in terms of finance and inputs and used as good example of the potential benefits of agribusiness in changing the perception of the majority that are reluctant to venture into agribusiness as an alternative sources of livelihood.

5.5 Study Limitations

The study experienced a number of limitations and challenges but care was taken to ensure that the limitations faced did not affect the final results and conclusion. Kericho county is wide and the target population was sparsely distributed across the entire county hence covering the entire county was impossible within the time limits of the research. However, this limitation was mitigated through sampling, use of emails and use of research assistants from the within the area where the respondents resided. Similarly, some of the selected respondents were so busy hence accessing them was a challenge. This limitation was mitigated through booking appointment and constant follow-ups on the respondent to ensure all the selected respondents were reached.

5.6 Recommendations for Further Studies

The study recommends future research studies to look at other assessment of factors influencing youth participation in Agri-business since youth attitudes, access to credit facility access to land and perceived benefits account for only 50.5% of the variation youth participation in Agri-business in Kericho County. Further studies should also be conducted to analyze the assessment of factors influencing youth participation in Agri-business in other counties other than Kericho County.

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APPENDICES

APPENDIX I: Questionnaire

Introduction

I am an MBA (Entrepreneurship) student at Kenya Methodist University. The purpose of this questionnaire is to gather information on the assessment of factors influencing youth participation in agri-business in Kericho County, Kenya. The information provided for this research was purely for academic purposes and was treated with utmost confidentiality. The research was carried out from March 2019 to June 2019.

Section A: Respondents Characteristics.

Please fill and tick the appropriate box for the questions that follow below:

1. Name of Sub county
2. Agribusiness background
 - Have agri-business background []
 - Do not have agri-business background []
3. Type of agri-business
 - Large scale []
 - Small scale []
4. Reason for engaging in agri-business
 - Lack of jobs []
 - Productive land []
 - Access to funds []
 - Have skills []
 - County government participation in providing fund []
5. What is your source of funds?

Own contribution []

Uwezo fund []

Youth fund []

Other []

If other specify here

.....

6. Attend seminar to increase the skill

Yes []

No []

SECTION B: QUESTIONS BASED ON OBJECTIVES

Please indicate the extent to which you agree with the following points on a scale of 1-5;

Where (1=strongly disagree, 2=Disagree, 3=Neutral, 4=Agree and 5=strongly agree)

		1	2	3	4	5
Attitudes						
	Youths in Kericho County have the ability and willing to engage in Agri-business.					
	Youths in Kericho County have the innovative ideas required for Agri-business					
	Youth's in this region have positive perceptions about agribusiness.					
	Willingness and ability plays a significant role for youth to engage in agribusiness					
	Youths have a positive perception on agribusiness as alternative career choice.					
	Overall attitude of the youth influences their engagement in agribusiness.					
Access To Credit Facility						
	Youths in Kericho County have access to loans from commercial banks to finance their agri-business projects					

	Youths in Kericho County have access to loans from Sacco to finance their agri-business projects					
	Youths in Kericho County have access to social capital to finance their agri-business projects					
	Access to credit influences their engagement in agribusiness					
	Youths are unable to borrow and strengthen their investment position in agricultural production process					
Access to Land						
	Land ownership is a major factors that influences youth engaged in agribusiness					
	Majority of the youths in this region do not own land					
	Because of land subdivision youths in this region are unable to engage in meaningful agribusiness projects					
	Youths have small or no piece of land which influences their participation in agribusiness projects					
	terrain and location of land far from road network influences youths participation in agribusiness projects					
	Land prices are high for youths to afford in the County					

Perceived Benefits					
1	Revenue from agribusiness has impact on youth participation in agribusiness				
2	Youth perceive agribusiness as adequate source of income				
3	Youths perceive agribusiness to a costly ventures				
4	Agribusiness elevates one social status				
5	Youths have a good perception about agribusiness				

SECTION C: YOUTH PARTICIPATION IN AGRIBUSINESS

1. This section intends determine whether youths participate in agribusiness in Kericho County in Kenya and to what extent.

No	Statement	Yes	No
	Do you participate/engage in agribusinesses		

2. Please indicate the extent to which the following has been achieved based on a scale of 1-5; Where (1=very low extent, 2=low extent, 3=moderate extent, 4=high extent and 5=very high extent)

Statement	1	2	3	4	5
Majority of youth in this region engage in agribusinesses					
Number of agribusiness owned by youth has been increasing in the recent past					
Youths in this region consider agribusiness as a viable employment opportunity					
Majority of region in this aspire to venture into agribusiness					
Youth in this region have a positive perception about agribusiness					



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May 16, 2018

Executive Secretary
National Council for Science and Technology
P.O Box 30623 – 00100
NAIROBI

Dear Sir/ Madam,

RE: KALYA DENNIS MARITIM -- BUS-3-5649-3/2015

This is to confirm that the above named is a bona fide student of Kenya Methodist University pursuing a Master of Business Administration.

Dennis is undertaking a research study on "Assessment of Factors influencing Youth Participation in Agri-Business in Kericho County Kenya". To successfully complete his research work, he requires relevant data in his area of study.

In this regard, we kindly request your office to issue him a research permit to enable him collect the data for his academic research work.

We thank you in advance for your cooperation.

Yours faithfully

Dr. Evangeline Gichunge
Associate Dean, Research Development & Board of Postgraduate Studies



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NAIROBI-KENYA

Ref. No. **NACOSTI/P/19/33754/29059**

Date: **22nd March, 2019**

Dennis Kalya Maritim
Kenya Methodist University
P.O. Box 267- 60200
MERU.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on “*Assessment of factors influencing youth participation in agri-business in Kericho County*” I am pleased to inform you that you have been authorized to undertake research in **Kericho County** for the period ending **22nd March, 2020**.

You are advised to report to **the County Commissioner and the County Director of Education, Kericho County** before embarking on the research project.

Kindly note that, as an applicant who has been licensed under the Science, Technology and Innovation Act, 2013 to conduct research in Kenya, you shall deposit **a copy** of the final research report to the Commission within **one year** of completion. The soft copy of the same should be submitted through the Online Research Information System.

**GODFREY P. KALERWA MSc., MBA, MKIM
FOR: DIRECTOR-GENERAL/CEO**

Copy to:

The County Commissioner
Kericho County.

The County Director of Education
Kericho County.

National Commission for Science, Technology and Innovation is ISO9001:2008 Certified

THE SCIENCE, TECHNOLOGY AND INNOVATION ACT, 2013

The Grant of Research Licenses is guided by the Science, Technology and Innovation (Research Licensing) Regulations, 2014.

CONDITIONS

1. The License is valid for the proposed research, location and specified period.
2. The License and any rights thereunder are non-transferable.
3. The Licensee shall inform the County Governor before commencement of the research.
4. Excavation, filming and collection of specimens are subject to further necessary clearance from relevant Government Agencies.
5. The License does not give authority to transfer research materials.
6. NACOSTI may monitor and evaluate the licensed research project.
7. The Licensee shall submit one hard copy and upload a soft copy of their final report within one year of completion of the research.
8. NACOSTI reserves the right to modify the conditions of the License including cancellation without prior notice.

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