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Assessment of Factors Influencing Youth Participation in Agri-Business in Kericho County, Kenya

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Abstract:

The purpose 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 influence of perceived benefits towards youth participation in Agri-business in Kericho County. 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 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 analysed using descriptive and inferential statistics. The study used SPSS version 23 as a tool for data analysis. 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.

Keywords: Credit facility, land, attitudes, perceived benefits, youth, agri-business, Kericho County

1. Introduction

1.1. Background of the Study

Globally, Agri-business accounts for 32% of total employment, (ILO, 2014). 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 the youths shy away from engaging in Agribusiness and this can be attributed to lack of information and misperceptions that has burdened agribusinesses (Cassim, 2014). 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 has 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 (White, 2012). 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.

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. This statistic implies 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 (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 (Van der Geest, 2010) especially from in last two decades though majority of the people in the world rely on agriculture as the main source of employment. 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. A study conducted in Nigeria has pointed out that 38.3 per cent were engaged in agricultural activities as a means of subsistence while 33.3 per cent were involved because it is a family activity. Only 29.8 percent were involved in agriculture because it gave them attractive financial returns. 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 tasks. 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 et al., 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 youths are not willing to take accept agribusiness as their career path because they have a negative perception about farming. Further, they view agriculture as an occupation with less prestigious, low income and less economic returns and perceive farmers as the uneducated and unskilled labourers (MoFA, 2011). 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 potential that lies in agriculture as 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). In acknowledging the existence of this research problem various studies have been conducted in this area. Mibey (2015) for instance sought to establish the determinants of youth's involvement in agriculture in Bomet Central Sub-county. The study focused on the relationship between skills and infrastructure on youth's involvement in agribusiness and established that lack access to agricultural infrastructure limits youth involvement in agribusinesses. Other includes Cheteni (2016) who conducted his study in S. Africa and revealed that youth programmes and resources affect youth participation in agricultural activities. A more recent study was conducted Nwaogwugwu and Obele (2017) was conducted in Nigeria and focused on socio-demographic characteristics of the youths and participation in agriculture and revealed a positive relationship. Studies such as Mibey, (2015), Cheteni (2016) and Nwaogwugwu and Obele (2017) demonstrate that some research has been done in this area. However, there still exist some contextual and conceptual research gaps that require attention. First studies that have focused in Kenya are very few (Mibey, 2015) and have not provided conclusive findings on how access to credit, land and youth attitudes affect their participation in agribusiness projects in Kenya. This study will therefore fill this research gap. Similarly, existing literature focused on different variables such socio-demographic characteristics of the youths, youth programmes and access to agricultural infrastructure. The current study will address this gap by focusing on attitudes, access to credit and access to land and how they affect youth participation in agribusinesses in Kericho County.

This study was therefore proceeded to address the highlighted problem which may provide insight on the role of agriculture in creating employment for the unemployed youths in Kenya and also contribute to the existing knowledge. The study was provided recommendation that may be significant to government and local NGO in enhancing youth participation in agribusiness

2. Literature Review

2.1. Theoretical Background

2.1.1. Push and Pull Theory

The Push and Pull theory of motivation proposes that there are factors that push or pull a person towards and end state. Sumberg (2012) noted that there exist some similarities in how young people related to agriculture is discussed in

the push and pull theory. This theory is applicable in this study in the sense that the youth face different factors that either push them towards involvement in agribusiness projects or pull them away from them. Some of the factors pulling away youth from engaging in agribusiness may be lack of land, high land prices, lack of starting capital, lack of information on agribusiness and poor infrastructure. This theory by Sumberg (2012) clearly shows the importance of having special requirements in order to allow youths participate in doing Agri-business. This theory links the relationship between access to capital and youth participation in agri-business. In this context, youth who have access to capital 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 capital is major pull and push factors for youth participation.

2.1.2. Theory of Reasoned Action

This study is based on the proposition of the theory of reasoned action proposed by (Fishbein, 1975). This theory 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 person behaviours 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). This theory links 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 used the information they have about agriculture being attributed to lack of education and for illiterate people to distance themselves

2.1.3. Utility Maximization Theory

According to Tenel (2001) theory, the decision to participate in Agri-business or not was a binary choice. 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. Among the factor that affect participation in agribusiness according to this theory is socio-demography which influences attitudes and acceptance of youths to agriculture

2.2. Empirical Literature Review

Among the many authors that have researched in this area include Bahaman (2010) argues that attitude about something is formed or constructed based on likes and dislikes about something. Based on these dislikes of likes one then developed either positive attitudes of negative attitude about something and is a significant factor in field of entrepreneurship since it contributes to success of failure of business ventures 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. 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 way of life of comfortable life is not easy to make. Hisrich (2008) on the other hand 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. 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.

According to Justine (2011) youths' access to the most critical asset of agricultural which is land is limited since majority of their 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.

Njeru, Gichimu, Lopokoiyit and Mwangi (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. The study findings showed that majority of the respondents agreed that perceived benefits influence their youth's participation in agribusiness. The study showed that there was a significant relationship between perceived benefits and participation in agribusiness.

2.3. Conceptual Framework

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

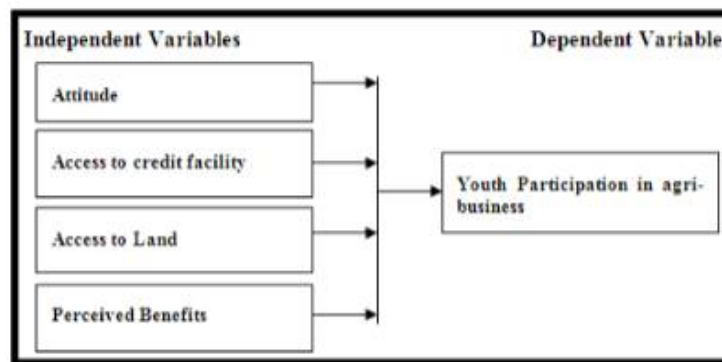


Figure 1: Conceptual Framework

3. Research Methodology

This study adopted a descriptive research design. 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. The program has a total membership of 7560 youths. Therefore, 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. Since the population of interest was large, the study adopted the formula recommended by Fisher (1998) to compute the sample size. 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. A simple random sample of size n consists of n individuals from the population chosen in such a way that every set of an individual has an equal chance to be the sample actually selected.

Primary data was collected using semi structured questionnaire that was administered by drop and pick methods. Self-administered drop and pick questionnaires were distributed among youths in the selected five Sub Counties of Kericho County. After the data was collected the research sorted and cleaned the data then data entry was done. The study used SPSS and excels worksheet in data analysis. Since the study was descriptive in nature, the study used both descriptive and inferential statistics in data analysis. 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 provides an account on how the respondents responded to statement in the questionnaires using percentage, frequencies and mean response. Inferential statistics on the other hand were used to test the relationship between study variables. A binary logistics regression model was used in determining the level of influence the independent variables have on dependent variable as shown below;

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

Where;

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

X_1 = Attitudes

X_2 = Access to Credit Facility

X_3 = Access to Land

X_4 = Perceived Benefits

In the model, β_0 = the constant term while the coefficient $\beta_i = 1 \dots 3$ was used to measure the sensitivity of the dependent variable (Y) to unit change in the predictor variables. μ is the error term which captures the unexplained variations in the model.

4. Results and Discussions

4.1. Introduction

The study targeted a total of 384 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.

4.2. Influence of Attitudes on Youths Agri-Business Participation

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 1. 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 majority 38.8% of respondents 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. On whether youth's in this region have positive perceptions about agribusiness, 50.2% of the respondents agreed, 22.0% disagreed while 27.8% of the respondents were not sure with the statement. Also, on willingness and ability plays a significant role for youth to engage in agribusiness, 71.9% of the

respondents agreed, 17.1% disagreed while 11.0% of the respondents were not sure with the statement. 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% respectively.

On average, the respondents agreed on statements youth attitudes towards youth participation in Agri-business in Kericho County. The standard deviation also indicates that there was a small variation in the responses given by the respondents. 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. An individual must have the right attitude towards something for them to positively approach something. 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.

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Youths in Kericho County have the ability and willing to engage in Agri-business.	11.0%	27.3%	5.7%	21.6%	34.3%
Youths in Kericho County have the innovative ideas required for Agri-business	0.0%	33.1%	28.2%	38.4%	0.4%
Youth's in this region have positive perceptions about agribusiness	5.7%	16.3%	27.8%	28.2%	22.0%
Willingness and ability play a significant role for youth to engage in agribusiness	5.3%	11.8%	11.0%	33.5%	38.4%
Youths have a positive perception on agribusiness as alternative career choice	11.0%	5.3%	21.6%	23.3%	38.8%
Overall attitude of the youth influences their engagement in agribusiness	5.3%	16.3%	10.6%	44.9%	22.9%

Table 1: Descriptive Results for Attitudes

4.3. Influence of Access to Credit Facility on Youths Agri-Business Participation

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 2. The findings showed that majority of the respondents, 55.9% 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. 57.6% of the respondents 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. On whether youths in Kericho County have access to social capital to finance their agri-business projects, 60.2% of the respondents, a total of 21.6% disagreed while 28.2% of respondents were not sure with the statement.

The respondents who agreed that access to credit influences their engagement in agribusiness were 72.3%, 11.0% were not sure while 16.7% disagreed. Lastly, 50.2% of the respondents also 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 collaterals could help ease the credit market for the youth.

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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%
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%
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%
Access to credit influences their engagement in agribusiness	5.3%	11.4%	11.0%	33.9%	38.4%
Youths are unable to borrow and strengthen their investment position in agricultural production process	5.3%	16.3%	28.2%	28.2%	22.0%

Table 2: Descriptive Access to Credit Facility

4.4. Influence of Access to Land on Youths Agri-Business Participation

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 3. 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.

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.

On average the respondents agreed with the statement on youth access to land and youth participation in Agri-business in Kericho County as indicated by mean average of 3.75. The variation in the responses was also small as indicated by the standard deviation. These results findings are consistent with a study by Ahaiabwe, Mbowa and Lwanga, (2013) that revealed youth access to the most crucial asset of agricultural production is limited as the parent holds the ownership of land.

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Land ownership is a major factor that influences youth engaged in agribusiness	11.0%	5.3%	21.6%	22.9%	39.2%
Majority of the youths in this region do not own land	5.7%	16.3%	5.7%	38.8%	33.5%
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%
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%
terrain and location of land far from road network influences youth's participation in agribusiness projects	11.0%	5.3%	26.9%	29.4%	27.3%
Land prices are high for youths to afford in the County	0.4%	0.0%	6.1%	54.7%	38.8%

Table 3: Descriptive Results Access to Land

4.5. Influence of Perceived Benefits on Youths Agribusiness Participation

The study sought to test the effect of perceived benefits on youth participation in Agri-business 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 majority of the respondents agreed as shown by the mean of 3.8. The study further sought to whether youths perceive agribusiness to costly ventures. The findings also showed that majority of the respondents agreed (44.9%) and strongly agreed (16.3%). 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 implied that perceived benefits clearly influenced youth participation in agribusiness. The results of this study concur with those of Njeru, Gichimu, Lopokoyit and Mwangi (2015) who showed that majority of the respondents agreed that perceived benefits influence their youth's participation in agribusiness. The study showed that there was a significant relationship between perceived benefits and participation in agribusiness. According to Baah (2015) youth perceive that farming is for the school drop outs and the illiterates, farming promote poverty and that farming is a bad business. Attitudes and perception by youths towards agriculture has led to less participation on agricultural sector. The perception that agriculture is a low-income earner contributes to the fact that most youth have not engaged in agribusiness.

The youth are not willing to take on agriculture as their main occupation because they have a negative perception about farming. Further, they view agriculture as an occupation with less prestigious, low income and less economic returns and perceive farmers as the uneducated and unskilled labourers (MoFA, 2011). 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).

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Revenue from agribusiness has impact on youth participation in agribusiness	21.2%	0.4%	11.0%	44.5%	22.9%
Youth perceive agribusiness as adequate source of income	11.0%	5.3%	26.9%	29.4%	27.3%
Youths perceive agribusiness to a costly venture	0.4%	26.9%	11.4%	44.9%	16.3%
Agribusiness elevates one social status	11.0%	5.3%	21.6%	22.9%	39.2%
Youths in Kericho County have a good perception about agribusiness	5.7%	16.3%	5.7%	38.8%	33.5%

Table 4: Descriptive Results Perceived Benefits

4.6. Level of Youth Participation in Agribusiness

The study sought to measure the level of youth participation in agribusiness in Kericho County in Kenya. 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.

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

Table 5: Level of Youth Participation in Agribusiness

4.7. Correlation Analysis

The study used Pearson correlation to ascertain the association between independent variables and dependent variables. Kothari (2014) further stated that the importance of correlation is to determine the extent to which changes in the value of an attribute is associated with changes in another attribute. The findings are presented in Table 6

		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

Table 6: Correlation Tests Results

* Correlation Is Significant at the 0.05 Level (2-Tailed)

The finding in Table 6 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 of this study concur with Othman and Ishak, (2009) study which revealed 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.

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). This implies that an improvement in the indicators of access to credit facility positively leads to an increase in youth participation in Agri-business in Kericho County. The study findings are similar to the findings of Brooks (2013) that revealed, allowing alternative forms of collaterals could help ease the credit market for the youth. Fortunately, this situation is beginning to change; the last few years have seen the emergence of agricultural financing and loan products that target agricultural communities whereby established commercial banks are increasingly interested in financing agriculture FAO (2014).

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). This indicated that an improvement in the indicators of access to land positively leads to an increase in youth participation in Agri-business in Kericho County. The

study findings are consistent with Ahaibwe, Mbowa and Lwanga, (2013) study that revealed youth access to the most crucial asset of agricultural production is limited as the parent holds the ownership of land.

The study findings also indicated that the correlation between perceived benefits and youth participation in Agri-business in Kericho County was positive and significant ($R=0.672$, $Sig = 0.000$). 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 findings implied that perceived benefits clearly influenced youth participation in agribusiness. The results of this study concur with those of Njeru, Gichimu, Lopokoiyit and Mwangi (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. Further, they view agriculture as an occupation with less prestigious, low income and less economic returns and perceive farmers as the uneducated and unskilled labourers (MoFA, 2011). 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).

According to Baah (2015) youth perceive that farming is for the school drop outs and the illiterates, farming promote poverty and that farming is a bad business. Attitudes and perception by youths towards agriculture has led to less participation on agricultural sector. The perception that agriculture is a low-income earner contributes to the fact that most youth have not engaged in agribusiness.

4.8. 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 youth's agribusiness participation.

		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				

Table 7: Multivariate Binary Logistics Regression

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 $Exp (B) = 30.504$ indicated that youths with positive attitude were 30.504 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.

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 $Exp (B) = 1.846$ indicated that youths with access to credit facility were 1.846 more likely to engage in agribusiness. The study findings are consistent with study by Brooks (2013) who revealed that allowing alternative forms of collaterals could help ease the credit market for the youths. 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 $Exp (B) = 2.185$ indicated that youths with access to land were 2.185 more likely to engage in agribusiness. These results findings are consistent with a study by Ahaibwe, Mbowa and Lwanga, (2013) that revealed youth access to the most crucial asset of agricultural production is limited as the parent holds the ownership of land. 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 $Exp (B) = 5.666$ indicated that youths with high perceived benefits were 66.866 more likely to engage in agribusiness. The results of this study concur with those of Njeru, Gichimu, Lopokoiyit and Mwangi (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

5. 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 youth attitudes positively and significantly associated with youth participation in Agri-business in Kericho County. This implies that an increase youth attitudes practices such as assisting the youths with the ability and willingness to engage in Agri-business, the county government tapping the innovative ideas required for Agri-business from the youth, 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 leads to a significant increase youth participation in Agri-business in Kericho County. The study lastly 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 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 as the Kericho County government ensuring that youths can access loans from commercial banks to finance their agri-business projects, Kericho County government ensuring that youths can access to loans from Saccos to finance their agri-business projects and Kericho County government ensuring that youth can access to social capital to finance their agri-business projects leads to a significant increase youth participation in Agri-business in Kericho County

6. Recommendations

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. 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.

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. 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 source of livelihood

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