

DEVELOPING A RESEARCH FRAMEWORK FOR YOUTH ENGAGEMENT IN AGRIPRENEURSHIP: APPLICATION OF THE THEORY OF PLANNED BEHAVIOUR

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ABSTRACT

Africa has a huge youthful population. This important part of the demography is facing high rates of unemployment, underemployment and poverty. The agriculture and rural economy sector has the potential of providing the required employment, improving the livelihood of agripreneurs, turning around the rural economy and engendering national development. While indicators show that young people are less inclined to get involved in agribusiness activities, few formal studies have been conducted to theoretically and inferentially understand why this is so. A robust research should be designed to assess the predictors of agripreneurship intention and behaviour of youth in Africa. The findings of such would highlight the important factors for consideration in youth and rural development efforts and policymaking from the viewpoint of the youth. The central thesis of the Theory of Planned Behaviour (TPB) is that attitudes, subjective norms and behavioural control – which are derivatives of behavioural, normative and control beliefs, respectively – determine behavioural intention. The intention, in turn, influences actual behaviour. In addition to the three established predictors, this study will extend the theory to enhance its explanatory power. The qualitative aspect of the study would explore the challenges faced by established and successful agripreneurs in Africa and add such to the conceptual model in the form of perceived lack of facilitating conditions. This is because literature has shown that issues such as land tenure system, infrastructure, and access to credit could affect agripreneurship engagement. Another construct relevant to this study is the aspiration of youth. These two would be assessed by induction and added to extend the TPB for better parsimony in explaining youth agripreneurial engagement. Based on this theoretical background and review of empirical literature, this study proposed a framework for studying African youth engagement in agripreneurship.

Keywords: Agripreneurship; intention; theory of planned behaviour; youth

INTRODUCTION

Africa, being the youngest continent (Filmer and Fox, 2014) with a median age of 18, has a large youth population trooping into the labour market. In Sub-Saharan African (SSA) alone, a whopping 800 million new entrants into the labour force is expected by 2050 (Losch, 2016). In addition to huge (unskilled and low skilled) human capital, limited infrastructure and facilities and high poverty levels stimulate concern over the prospects of youth in SSA finding decent work (AU, 2015; Losch, 2016; Proctor and Lucchesi, 2012). Having 186 million people, Nigeria is the most populous African country (World Bank, 2017) with a youth bulge expanding in absolute terms and high rates of unemployment, underemployment and poverty (Adesugba and Mavrotas, 2016a; Filmer and Fox, 2014; Moore, 2015). Africa's improving agricultural and food systems are expected to present the largest livelihood opportunities for much of the young population. Agricultural development is also key to youth emancipation and national development (Hagblade *et al.*, 2015; Losch, 2016). The large population presents a huge, fast growing market complemented with natural resources endowment, geographical size and diverse ecosystems (Losch, 2016). SSA is experiencing fast economic growth. Its GDP grew at an average of 4.5% between 2000 and 2012, more than double the rate in the prior two decades. This denotes a higher purchasing power for value-

added goods and services (Filmer and Fox, 2014). However, agricultural and rural economy sector is not attracting enough youths. Those that found themselves in agriculture are always looking for alternative often-non-existing "good" formal jobs. This growing disinterest in agricultural activities has been attributed to many reasons including low productivity, meagre returns, negative perception of agriculture in the society and decent work deficit (Filmer and Fox, 2014). Hence, the need to understand the factors influencing the willingness of young people to engage in profitable agribusiness activities and device ways of promoting and easing engagement.

Many youth initiatives exist. But they are often too generalized, top-down, and without involvement of (especially rural) youths (Losch, 2016). Youth participation is increasingly recognized as having an important role in decision-making, and policy-makers are urged to work not only for but with youth (FAO, IFAD, and CTA, 2014). For agribusiness development policies and programmes to succeed, youth should be considered as partners right from planning stage (FAO *et al.*, 2014; Valliere and Gedeon, 2015). This study would assess the behaviour and intention of young people with regards to engagement in agripreneurship, and develop a model of what drives such engagement behaviour using qualitative and quantitative approaches.

Theoretical framework



The theory of planned behaviour (TPB) is arguably the most popular and influential theory used in predicting human behaviour (Ajzen, 2011). It is a psychometric theory that was derived and advanced from the theory of reasoned action, TRA (Fishbein and Ajzen, 1975). The TRA postulated that humans are rational beings whose attitudes, beliefs, intention and behaviour are determined by the information available to them. Meanwhile, the central thesis of TPB is that attitudes, subjective norms (SN) and behavioural control (which are derivatives of behavioural, normative and control beliefs, respectively) determine behavioural intention. The intention, in turn, influences actual behaviour (Ajzen, 1991). It implies the person's willingness and readiness to perform the said behaviour. In human psychology, intention is seen as the most accurate predictor of behaviour (Taha, Ramlan, and Noor, 2017). Multitudes of studies support the effect of intention in predicting behaviour (Kaiser, 2006) agreeing with earlier postulations that intention is the immediate determinant of behaviour (Ajzen, 1991; Fishbein and Ajzen, 1975; Kaiser and Scheuthle, 2003). The TPB supposes that people decide to perform (or not to perform) certain behaviour after rationally examining the information available to them in a systematic way. The theory successfully predicted entrepreneurial intentions (EI) among youths in several studies in various contexts such as among university students in Spain (Robledo, Arán, Martin-Sanchez, and Molina, 2015); comparative study of Chinese and Indonesian youth (Kaijun and Ichwatus Sholihah, 2015); intention to youth ICT among rural entrepreneurs (Zaremohzzabieh *et al.*, 2016); entrepreneurship readiness West Bengali youth (Jafar, Ghosh, and Jafar, 2015); and among Malaysian students (Chuah, Ting, Run, and Cheah, 2016). It was observed that despite its efficiency in determining entrepreneurship behaviour and intention, very few studies (Ridha and Wahyu, 2017), used the TPB to specifically explain agricultural entrepreneurship or agripreneurship behaviour. This absence of empirical studies is more glaring in the African context.

In addition to the three established predictors (Ajzen, 1991, 2011), this approach extends the theory to enhance its explanatory power; as Ajzen (1991) supports the addition of predictors that could explain more variance in the intention or behaviour of interests. The qualitative aspect of the study would explore the challenges faced by established and successful agripreneurs in the study area and add such to the model in the form of perceived lack of facilitating conditions. This is because literature has shown that issues such as land tenure system, infrastructure, and access to credit could affect agripreneurship engagement (Elder, de Haas, Principi, and Schewel, 2015; Filmer and Fox, 2014; Moore, 2015). Another

construct relevant to this study is the aspiration of youth (Adesugba and Mavrotas, 2016a; FAO *et al.*, 2014; Langevang, Namatovu, and Dawa, 2012; Proctor and Lucchesi, 2012; Uneze, 2013). These two would be assessed by induction and added to extend the TPB for better parsimony in explaining youth agripreneurial engagement.

Conceptualisation of Relevant Terms

Agripreneurship engagement: Entrepreneurship has been on the forefront of discourse on economic development and poverty reduction in the past decade. It promotes feasible and sustainable economic development among developing countries (Chuah *et al.*, 2016; Emerhirhi, Nnadi, Chikaire, Anyoha, and Ejiogu-Okereke, 2017). Meanwhile, agripreneurship is a relatively new concept, with little presence in literature, which is derived from agriculture and entrepreneurship. It denotes the ability of a person to recognize viable business opportunity in or related to the agricultural industry, gather resources, establish and manage the resulting agribusiness successfully (Otache, 2017). Agripreneurship opportunities abound in all parts of Nigeria from the rural agrarian economies to the industrial urban and peri-urban areas (Emerhirhi *et al.*, 2017). However, youth are not embracing agripreneurship. Many essential internal and external factors influence entrepreneur engagement (Agapitou *et al.*, 2008). As engagement is behavioural, this study would investigate how this class of factors affect the intention of youth to engage in agripreneurship.

Intention: refers to a person's readiness to perform a behaviour (Ajzen, 1991). An individual's entrepreneurial intention (EI) reflects his/her level of interest in starting a business and therefore a subsequent positive influence in employment creation. An entrepreneurial event is best described by intention towards it (Chuah *et al.*, 2016). EI is found to be linked to the entrepreneurial growth aspirations, denoting how entrepreneurs anticipate the number of jobs they think they will have in the future. Furthermore, EIs are related to behaviour, attitudes, SN and PBC (Ajzen, 1991; Robledo *et al.*, 2015).

Attitude: according to the TPB, behaviour is determined by three sets of beliefs: behavioural, normative and control. The behavioural beliefs refer to the subjective probability that if the behaviour is carried out, certain expected outcome would be produced. Behavioural beliefs are the precursors of attitude (favourable or unfavourable) towards the behaviour of interest (Mabbutt, 2014). Youth perceive agriculture as a poor man's job with a lot of hard work for meagre returns (IITA, 2014). This mind-set shapes their attitude towards the profession and scares them from engaging in agribusiness unless when necessary (Sanginga, 2015). According to participants in several studies "good jobs" are those that command respect and

high payment (Filmer and Fox, 2014); and are less risky (Losch, 2016). Formal wage jobs in urban areas are considered lucrative and secured, hence preferred by the youth (Filmer and Fox, 2014). Empirical studies have established that attitude influences EI among youth (Shah and Ali, 2013).

Subjective norms: Normative beliefs are concerned with the perceived appropriate behaviour as expected by important individuals or groups such as family, colleagues and friends, also known as reference people. Normative beliefs produce SN which refer to the social pressure to engage or not in certain behaviour considering the expected approval or disapproval from important others (Hyde and Knowles, 2013; Mabbutt, 2014; Ridha and Wahyu, 2017). SN are proposed to affect EI (Shah and Ali, 2013) and to be significantly effective in determining agripreneurship intention in Indonesia (Ridha and Wahyu, 2017). It was found to be the strongest determinant of entrepreneurship among agricultural services providers (Alavion *et al.*, 2017).

Perceived behavioural control and facilitating conditions: Control belief is the degree of perception of the availability of factors that could enhance or inhibit the performance of a given behaviour (Chuah *et al.*, 2016). Control beliefs produce PBC. It implies the ease or difficulty of performing a behaviour (Hyde and Knowles, 2013). PBC is directly related to behavioural intention as it reflects external conditions (such as facilities) and internal volition of the individual (Vermeir and Verbeke, 2008). It has also been found to influence EI (Shah and Ali, 2013). FC is the degree to which an agripreneur believes that technical and institutional infrastructure exists and is accessible to support engagement (Venkatesh *et al.*, 2008). Some of the most important FCs include access to credit and information (Chuah *et al.*, 2016; Sanginga, 2015); power supply, irrigation and transportation (Elder *et al.*, 2015); IT support and infrastructure (Qin and Juan, 2003). FC is a predictor of behaviour and also PBC (Ibrahim *et al.*, 2016).

Aspirations: Disparity between youth aspiration and the reality of agriculture (including uncertainties, limited opportunities, and harsh work conditions) leads to disinterest in the sector (Losch, 2016). As youth grow, they observe and assimilate what is happening in their immediate environment. Youths are not interested in the status and type of employment traditional agriculture provided their parents (Filmer and Fox, 2014; Moore, 2015). Apart from the economic wellbeing, youth aspire for high social status (Proctor and Lucchesi, 2012). Former UN secretary general, Kofi Annan, told the 34th session of IFAD governing council that progress in agri-food systems around the globe depends on making the system attractive to youth in line with their drive and aspirations. However,

there is a poor and incomprehensive understanding of the aspiration of (rural) youth in developing countries coupled with their marginalization in the policy process (Proctor and Lucchesi, 2012). There is shortage of empirical studies assessing the influence of aspiration on youth engagement in agripreneurship. Hence, this study will explore the aspirations of Nigerian youth agripreneurs in a qualitative approach. This will follow the method of previous Africa-wide and regional studies (Hagblade *et al.*, 2015; Namatovu *et al.*, 2012), and provide a deeper analysis of the Nigerian situation.

Competency: refers to the individual's ability to apply or use knowledge, skills, behaviours and attributes to effectively perform tasks, specific functions, or operate in a specified role (Chouhan and Srivastava, 2014; Filmer and Fox, 2014). Competence is the ability or capability (Boyatzis, 2008) to do something efficiently and effectively. It is associated with high performance and "demonstration of particular talents in practice and application of knowledge required to perform a job" (McClelland, 1973). It is an omnibus term covering education, knowledge, ability, proficiency, efficacy and skills to perform a job effectively (Venkatesh *et al.*, 2008). Apart from low level of education and training, there is a profound issue of mismatch between the education obtained by the youth and the skills required by the potential employment (Elder *et al.*, 2015; Proctor and Lucchesi, 2012). The youths entering African labour market are the most educated ever. But they are facing similar challenges in employment and earnings as their predecessors (Filmer and Fox, 2014). Entrepreneurship education, skills and abilities are requisite for entrepreneurial engagement among Nigerian youth (Michael, Inyang, and Ojeka, 2016) and are significantly related to EI among Greek youth. Agripreneurs need modern entrepreneurial skills and competencies to engage in agribusiness (Otache, 2017).

Gender: roles and expectations are different between young men and young women, with the females mostly at the receiving end of socio-cultural norms (Filmer and Fox, 2014). For instance, the most important reason why women are involved in agripreneurship in Nigeria was reported to be to reduce family poverty (Emerhirhi *et al.*, 2017). Also, female entrepreneurs are suggested to be more process-oriented (Venkatesh *et al.*, 2008). They are expected to show higher significant effect of PBC on agripreneurship behaviour. Therefore:

H9: Gender moderates the relationship between SN and intention to engage in agripreneurship;

H10: Gender moderates the relationship between PBC and agripreneurship engagement intention,



such that the effects will be stronger among females.

Location of residence (LoR): Residing in urban vs. rural areas have different influence on agripreneurship and its determinants (attitude), hence, may moderate attitude (Haggblade *et al.*, 2015). High poverty rates, low educational expectations and low socioeconomic status in rural communities, negatively impact on the aspiration levels of rural young people relative to their urban

counterparts (Proctor and Lucchesi, 2012). Therefore, the study will test the hypotheses:

H11: LoR moderates the relationship between attitude and agripreneurship intention.

H12: LoR moderates the relationship between aspiration and agripreneurship intention.

The conceptual model and the hypotheses are represented in Figure 1.

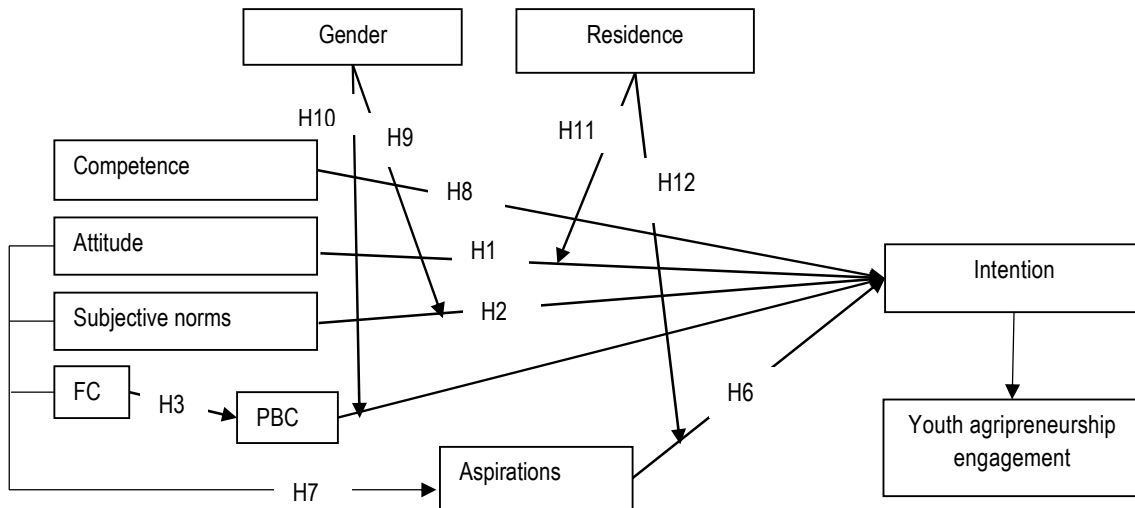


Figure 1: The research model depicting the extended TPB as adopted from Ajzen (1991)

Youths

There are varying definitions of what constitutes the youth. Major international bodies such as the United Nations and the International Labour Organisations pegged the age 15 to 24 years as youth duration. However, the African Union considers people aged 15 to 35 years as youth. Even among SSA countries the age bracket varies from 15 - 30 in Kenya; and 18 - 35 in Nigeria; to 15 - 40 in Mali (FGN, 2009; Filmer and Fox, 2014). The delineation is often determined by the end use of the measurement (Proctor and Lucchesi, 2012). For instance, although individuals up to 35 years old are considered youth according to the national policy, graduates above 30 years old are not eligible for National Youth Service Corps (NYSC) scheme in Nigeria. Youth are a heterogeneous group (FGN, 2009), as diverse as the general population they come from. The Nigeria National Youth Policy acknowledged that youth are the most important and valuable resource of the nation. Therefore, the Government “shall recognize, discover and understand their conditions, needs, interests, issues, aspirations, ideas and capacities and make appropriate provision for their growth and development”. Furthermore, the policy added that the youth are “the most active, the most volatile, and yet the most

vulnerable segment of the ... population” (FGN, 2009). Priority target and vulnerable youth include young women, disabled youths, those in rural areas and urban slums, and the unemployed (Moore, 2015). Youth require viable economic opportunities for their – and their households’ – immediate income needs, but also to support their lifelong wellbeing. Such opportunities enable young people build financial assets, competencies, social networks, resilient livelihoods and overall social and economic wellbeing (Moore, 2015). In the case of Nigerian youth, these opportunities could be found in agribusiness and rural economy in the form of agripreneurship. With rising income and growing markets demanding high value products, commercialization of agricultural sub-sectors is pertinent (Maillu, Mukulu, and Kahiri, 2016).

Agripreneurship and benefits of engagement

Agripreneurship is simply entrepreneurship in agriculture. It has been described by the Global Forum for Rural Advisory Services (GFRAS) as the “adaptive and dynamic process of business development within the agricultural sector that brings innovation and value addition, accelerates value creation, and provides for sustainable systems that support equitable social impact” (Ferris, Chander, and Ernst, 2017). It denotes sustainable, market-oriented, socially-reasonable

business initiatives at all levels of operation in agricultural system (Uneze, 2013). Agripreneurship can help youth be more effective actors in the agri-food value chain, not only by raising their livelihood options, but also providing new job opportunities and sources of empowerment. Agripreneurs can be found adding value at any part of the agricultural value chain: upstream and downstream (Losch, 2016). Some examples include: farmers, traders, processors, retailers, and business services providers such as agro-input dealers, production services, equipment maintenance services, market information services, and financial service providers that facilitate the value chain (Ferris *et al.*, 2017; Proctor and Lucchesi, 2012). They are also found in all sub-sectors of agriculture and rural economy including horticulture, arable farming, aquaculture, forestry, and livestock (Emerhirhi *et al.*, 2017; IITA, 2014; Maillu *et al.*, 2016; Sanginga, 2015; Uneze, 2013). Hence, small and medium enterprises (SMEs) opportunities in agribusiness abound at each stage of the value chain.

Youth and agripreneurship

Various studies have assessed youth willingness to engage in agripreneurship in Nigeria (Adesugba and Mavrotas, 2016b; Akintayo and Lawal, 2015; Saliu, Onuche, and Abubakar, 2016). However, some of these studies used primarily descriptive forms of analysis (Akintayo and Lawal, 2015; Saliu *et al.*, 2016) and, therefore, could not make inferences; others were limited in scope (Saliu *et al.*, 2016). Moreover, some of the studies used secondary data and/or desk reviews, therefore, did not look at the issues from perspective of the youth. This study will fill these gaps by using inferential statistics, covering wider area and sample size, using mixed method approach, and combining primary data collection and desk review.

Agriculture is not just the highest employer of labour in SSA, it holds the potential of triggering economic growth for the region and the desired employment for the youth (Filmer and Fox, 2014). The youth-agripreneur nexus in developing countries is not gloomy in all cases. There are initiatives that have succeeded. For instance, the International Institute for Tropical Agriculture (IITA) established its youth agripreneurship programme (IYA) in 2012 at Ibadan, Nigeria. The programme was effective in changing the mind-set of youths in favour of agribusiness (IITA, 2014; Sanginga, 2015). It was dynamic in the continuous training and re-training of youths and its use of social media platforms for widespread communication and attracting youth (IITA, 2014), and value addition. It recorded so much success that the programme was replicated in Congo DR (2013), Tanzania (2014), Kenya (2015), and Uganda (2015). The Federal Government of

Nigeria (FGN) also implemented its Youth Employment in Agriculture Programme (YEAP) in collaboration with FAO; and Youth and Women in Agribusiness Investment Programme (YWAIP) in 2013 and 2014 respectively, with certain levels of success (Adesugba and Mavrotas, 2016a). Red Fox, Ethiopia is an expansive horticultural outfit owned by German entrepreneurs. It supplied 1300 employment opportunities to mostly youth and women. Another example involves vegetable production in Madagascar, where thousands of small-scale agripreneurs are organised to produce for export (Filmer and Fox, 2014).

Scales and Instruments

This is a mixed method study involving both qualitative and quantitative aspects. An interview guide should be used for the in-depth interview in the qualitative part of the study. The outcomes could be ratified in a Delphi process and incorporated as a scale in the questionnaire to be used in the quantitative part of the study. The questionnaire will be designed based on validated scales, rigorous literature review and the Delphi technique.

Data collection

Data collection will employ the use of mixed research methods including in-depth interview with key informants, Delphi technique and survey. In-depth interview will be conducted with the identified successful agripreneurs to establish the challenges and aspirations of youth agripreneurs (Hsu and Sandford, 2007; Kumar, 2011). Structured questionnaire will be designed for the survey part of this study. This will be self-administered by the selected respondents with the help of trained research assistant(s) whom would provide clarifications when required.

Data analysis

To explore the terrain of youth engagement and aspirations in agripreneurship, the data obtained from interview will be subjected to theme analysis (Creswell, 2007) using NVIVO software. Research question number one will be answered using descriptive statistics such as mean, standard deviation, and percentage. The second research question will be answered using multiple regression analysis. The third and fourth will be answered using structural equation modelling (SEM). The data will be analysed using IBM SPSS and AMOS softwares. Assumptions such as normality, presence of outliers and multicollinearity will be assessed and treated (Samah, 2016). Factor analysis will be employed as a data reduction technique (Pallant, 2011). Measurement model will be used to test for model fit, convergent and discriminant validities, normality, and reliability. Finally, a structural model will be formed to show the levels and strengths of inter-relationships, test the hypotheses and contribute evidence to decision and policy



making (Gaskin, 2016; Hair, Babin, and Krey, 2017; Hair, Black, Babin, and Anderson, 2014).

Policy Implications

Whatever efforts are aimed at engaging youth to wholeheartedly embrace agribusiness and rural economy as means of livelihood need to encompass understanding and transformation of the psychosocial image of agriculture in the mind of the target youth and the society. This is because studies (Proctor and Lucchesi, 2012; Sanginga, 2015; SPC, 2010) have shown that youth prefer office jobs in the city and consider career in agri-food systems as condescending, last resort and, in some cases, a stop-gap stint (Proctor and Lucchesi, 2012). Also, as SSA remains predominantly agrarian, youth employment and overall social and economic policies need to understand the entire landscape, taking into consideration what people do, what they think, and where they live (Losch, 2016). However, behavioural change policies targeted at promoting youth engagement in agripreneurship have been tested and found effective elsewhere. For instance, Pacific region's ministers of agriculture met in 2008 to discuss, among other issues, the problem of difficulties faced by youth in their struggle to find formal employment after school (Proctor and Lucchesi, 2012). Hence the Secretariat of the Pacific Community (SPC) was directed to investigate what had to be done to make agro-based careers more attractive. SPC involved young people in its quest for answers. For example, youth were surveyed in order to explore their participation in the rural economy and how to encourage and empower them to realize the full potentials of career in agribusiness. That survey contributed to the policy drafted into the Pacific Youth in Agriculture Strategy 2011–2015 (SPC, 2010). Similarly, in SSA, Ethiopia has shown commitment to youth in agribusiness. Model farmers were identified and engaged to mentor agripreneurs (Proctor and Lucchesi, 2012). The current study will follow suit and assess the factors determining the engagement behaviour of youth in agripreneurship. Among the major constraints to youth engagement in agripreneurship activities is the lack of appropriate youth policies and/or non-inclusion of youth voices in policy making (Proctor and Lucchesi, 2012). The study also aimed to contribute to policy by identifying potential model agripreneurs in the study area, factors determining their engagement behaviour and how to improve such behaviour among other youth.

It is also noteworthy that while several policy dimensions – such as investment and sectoral policies; education and training policies; labour market policies and social protection; youth entrepreneurship and financial inclusion (Elder *et al.*, 2015) – are vital when it comes to youth engagement in agripreneurship; youth must play

their vital role in the African equation (Losch, 2016). Hence, the African Union at its CAP has reiterated its recognition of the essential need of children, youth and women engagement and development in the region post-2015 plans for a people-centred development (AU, 2015). At their assembly in Addis Ababa, 2014, the African Heads of State and Government, acknowledged youth empowerment as a catalyst for development and aimed to put in place, policies that invigorate entrepreneurship skills and business advisory services, and increase financial services and accessibility with emphasis on gender equality and youth empowerment. Furthermore, the Union also expressed support toward modernizing the agro-industry sector and linkages.

Understanding youth behaviour and its predictors would help in designing policies aimed at promoting engagement in agripreneurship and subsequently the agricultural and economic development of the youth in particular and the society in general. Contemporary agricultural development policies in Nigeria should pay attention to demographic stratifications for effective contribution of various age and gender groups to overall national development (Proctor and Lucchesi, 2012). The role of youth, particularly in agribusiness, can no longer be overlooked. Existing policies are known to be formulated using the top-down method. This study will employ bottom-up approach to youth engagement by presenting the determinants of engagement from the perspectives of the youth. Policies should be guided by evidence-based research. This study will use the powerful structural equation modelling (SEM) techniques to arrive at its findings. For example, this study will use gender as a moderator in the relationships in TPB. Therefore, it will dissect the gender differentials in the youth engagement and determine the cause(s) of such disparities. Hence, the study will be able to make gender-smart recommendations to be included in youth employment drives in agribusiness.

Contribution to the field

Contributions to knowledge – this framework is unique in its approach to knowledge in at least three ways. First, it will use the theoretical approach so that its findings could find and fill a gap in the global knowledge in the field. Second, its use of advanced and robust statistical analysis that enhances prediction by taking care of measurement errors (SEM) is unprecedented in the study area. Third, the findings will be published in some of the most reputable peer-reviewed journals and archived for future references in the academic community.

Contributions to practice – this framework would fashion out a pro-social model of youth engagement in agripreneurship. The factors identified as significant determinants of the

agriprenurship engagement behaviour would be prioritized in youth, agribusiness and rural development efforts. Interested youths would know what to work on for effective agriprenurial engagement based on evidence from this study.

Contributions to policy – this approach will be situated in the context of Nigeria’s national youth and employment policies. The findings could lead to evidence-based recommendations for informed policy.

Future research direction

Future studies should subject this proposed framework to empirical studies. Real life data collected from the field would facilitate the acceptance or otherwise of this model.

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