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Factors influencing youth participation in agriculture in Kenya.

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FACTORS INFLUENCING YOUTH PARTICIPATION IN AGRICULTURE IN KENYA

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DECLARATION

I declare that this work has not been previously submitted and approved for the award of a degree by this or any other University. To the best of my knowledge and belief, the thesis contains no material previously published or written by another person except where due reference is made in the proposal itself.

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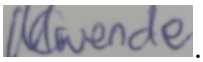
Signature : …  …… Date: 11/04/2025…….

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This research project has been submitted for examination with my approval as the university supervisor.

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ABSTRACT

The extent of youth involvement in agriculture in Kenya has been minimal. For instance, the statistical data highlights a troubling trend in Kenya, where youth participation in the agriculture sector is notably low, with only 10-15% actively involved. Therefore, this study was designed to examine and analyze the factors influencing youth participation in agriculture in Kenya. The study is guided by four objectives i.e., to identify the influence of perception of career in agriculture on participation by the youth in Kenya; to examine the influence of youth access to agricultural information on participation in agriculture to assess the influence of social-capital networks on participation in agriculture and to analyze the impact of economic factors on participation in agriculture by the youth in Kenya. This study is based on insights of the push–Pull Theory and the Theory of planned behavior to develop the arguments for the main relationships hypothesized. A descriptive survey design was used in the study. The study collected data from the registered Strathmore alumni youth. The research employed quantitative research data. The quantitative data was obtained using questionnaires. The descriptive statistics used by the study were mean, percentages and frequencies whereas correlation and regression analysis were the inferential statistics which the study adopted. Descriptive statistics provide an account of how the respondents responded to statements in the questionnaires using percentage, frequency, and mean response. The research utilized a binary planning model to examine the relationship between independent and dependent variables. It found that a considerable number of respondents were male, with the rest being female. Most participants were aged 25 to 35, while others were between 20 and 24, and a smaller group was aged 18 to 19. The results showed that the majority had completed primary education, followed by secondary school graduates, with equal numbers holding diplomas and degrees. In the regression analysis, with independent variables such as perception of a career in agriculture, youth access to agriculture information, social capital networks, and economic factors set to zero, participation in agriculture was recorded at 6.856. The data analyzed also showed that taking all other independent variables at zero, a unit increase in perception of career in agriculture, social capital networks, youths' access to agriculture information and economic factors would lead to a decrease in participation in agriculture. The study concludes that the variables under investigation have significant influences on the decision to participate in agriculture. Access to agriculture information impacts sector participation. Recently, youth engagement in agriculture has increased, due to strong social capital networks. Additionally, current economic conditions

present Kenyan youth with significant opportunities to actively engage in agriculture. The study recommends that stimulating youth involvement in agriculture necessitates a holistic policy package involving all stakeholders in the country, especially the youth who are currently under-represented. The country must actively engage the youth in the development of food systems and link any efforts with those aimed at achieving Sustainable development goals. The government also plays a key part in stimulating agriculture value creation by organizing more agricultural seminars and promoting benefit maximizing opportunities to those lacking the necessary skills to create value within the agriculture chain. The government engages the youth through agricultural extension programs organized through a self-help group framework that would see joint efforts at agriculture value creation, reduce risk and encourage diversification. They also call on the government to streamline financial regulations to increase the sector's development.

Key words: *Perception of career in agriculture, youths' access to agriculture information, social capital networks and economic factors*.

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LIST OF ABBREVIATIONS

GDP: Gross Domestic Produce

FAO: Food and Agriculture Organization of the United Nations

ICT: Information Communication Technology

IFAD: International Fund for Agricultural Development

ILO: International Labor Office

Molave: Ministry of Agriculture Livestock and Fisheries

NGOs: Non-Governmental Organizations

SDGs: Sustainable Development Goals

SSA: Sub-Saharan Africa

TPB: Theory of Planned Behavior

DEFINITION OF KEY TERMS

Agriculture: Agriculture refers to the sector of the economy that entails a sequence of interrelated activities involving agricultural input suppliers, producers, commodity buyers, food processors, food retailers and food consumers (Gunderson, et al., 2019).

Socioeconomic factors: Kilonzi (2021) defined socioeconomic factors as the various aspects arising from population demographics, social aspects, land access and farm inputs that impact involvement in agricultural activities.

Youth Participation in Agriculture: Youth participation in agriculture reflects the extent to which the youth participate in agriculture activities which include food production, breeding, farm machinery, distribution, marketing, and sales (Ahaibwe, Mbowa, & Lwanga, 2023).

Economic factors: These are factors that can affect and influence an individual's financial status. They include education, employment status and income (Claridge, 2018)

CHAPTER ONE

INTRODUCTION

1.1 Background to Study

Agriculture is the backbone of human civilization and is fundamental to poverty eradication and economic development in the 21st century. It is estimated that 75 per cent of the global population resides in rural areas and earns their livelihoods through farming and related activities (Iqbal, et al., 2021). In fact, agriculture is the backbone of developing countries' economies, contributing to between 20 and 30 per cent of the GDP of countries such as Nigeria, Egypt, and Kenya (Mutinda, 2023). However, despite the influence of agriculture on developing countries' economies, Mukembo et al. (2014) confirmed that attracting and retaining the youth in agriculture remains an African challenge. This is despite the youth forming most of the population and having a significant role to play in agricultural development as well as improving food security. In Kenya, the youth comprise 36.07% of the total population (KNBS, 2019), with 13.35% being unemployed (MoALF, 2022). However, while the agricultural sector1 offers a wonderful opportunity for youth employment1 creation and involvement1 in agriculture has been declining, from 60.72% in 1994 to 28.4% in 2020 (Mutinda, 2023). Agriculture comprises the application of science and technology in agriculture and, all business and management activities conducted by firms such as the provision of farm inputs, production processes, marketing, and transportation of produce (Edwards & Shultz, II, 2005). Agriculture is more than just the sale of farm produce but also involves all the economic activities related to agriculture, including chemicals, farm machinery, breeding, crop production/farming, distribution, marketing, and sales. More processes, such as value addition, mechanization, and vertical integration, offer diversification in the agriculture process (Clay & Feeney, 2019).

Globally, Youth populations in the Middle East are 20.5%, in Sub-Saharan Africa they are 20.3%, and in North Africa and South Asia they are 20.0% and 19.5%, respectively. According to these figures, one in five individuals living in developing nations is a young person, aged 10 to 24. It was predicted that the number of young people would continue to rise quickly. This suggests that there would be a proportionate increase in the youth unemployment rate. Dispelling the myths surrounding young people's involvement in agriculture is one strategy for tackling the rising prevalence of youth unemployment (International Labor Organization [ILO], 2022).

Encouragement of young people to work in agriculture is important since it would produce food and jobs for the world's expanding population (ILO, 2012).

In Africa, agriculture is estimated to provide opportunities to more than 51% of the economically active population (Tomsik, et al, 2021). Emphasis and attention on promoting agriculture and agriculture activities have been made a global development agenda which has seen many investors investing various resources in the value chain. The trend has been welcomed by governments and the economic, political world such as the Group of 20 Nations (G20) which echoes the importance of agriculture and agriculture in achieving the Sustainable Development Goals (SDGs) among African countries (Rooyen, 2020). Ng'atigwa, et al. (2020) confirm that along with women, governments continually develop various programs aimed at transforming the sector into a more vibrant and inclusive sector and encouraging the participation of the youth. Farmers pursue agriculture due to its potential as an income-generating activity, a source of food and a tool for empowerment and poverty eradication (Ogunmodede, et al., 2020). Governments recognize agriculture as a means of solving the problem of unemployment among the youth and food insecurity in developing countries (van Westen, et al., 2019) and have encouraged the adoption of innovative practices such as farmer clustering, agro-dealer, Information Communication Technologies (ICTs), diversification and strategic planning (Odame, et al., 2021).

Regionally, according to a Gemma et al., 2021 study conducted in Uganda, younger people are abandoning agriculture at a higher rate than older people. This trend is more noticeable in young people with education who move to cities in search of employment. The study also shows that a smaller proportion of young people use improved input, which drove them to turn to subsistence farming. Young people do not manage or control important agricultural production assets, such as land, over which they have no exclusive rights. A smaller proportion of young people employ improved inputs; as a result, production is expected to stay low and young people may be forced to engage in subsistence farming (Gemma et al., 2022).

Ikpea's research conducted in 2022 provides significant insights into the agriculture sector within the Democratic Republic of Congo. The study emphasizes various observations regarding the challenges and opportunities present in this field and explores the current state of agricultural practices, the role of local farmers, and the impact of governmental policies on agriculture development. Additionally, the research addresses issues such as market access, infrastructure

limitations, and the potential for sustainable agricultural practices to enhance productivity and economic growth in the region. Through these observations, Ikpea's work contributes to a deeper understanding of the dynamics influencing agriculture in the Democratic Republic of Congo.

Locally, Kenya is characterized as one of the countries experiencing the 'youth bulge,' which occurs when child mortality lowers rapidly. Despite this declining population, the World Bank (2023) reports that only 15% of more than 750,000 Kenyan youth who enter the job market annually get formal jobs. Concerns over the high youth unemployment have led the government to implement a series of programs, such as the nationwide Kazi Kwa Vijana (KKV) initiative and revamping the National Youth Service program (Langat, 2019). However, as of 2020, although the agriculture sector contributed directly or indirectly to 60% of the labor market, only 10% of the youth participated in agriculture (Muthomi, 2023). Most farmers in Kenya are above 55 years old, meaning that younger people must take the responsibility of securing the country's food sources. However, with a rapidly urbanizing population, there is an increasing gap between food consumption and food production (Momanyi, et al., 2023). It is, therefore, urgent that the country realigns the agricultural sector and increases the involvement of the youth in agriculture activities.

1.1.1 Youth Participation in Agriculture

Youth participation in agriculture is crucial since young individuals introduce fresh ideas and innovative approaches, facilitating the adoption of modern practices and technologies that address challenges like climate change and resource scarcity (Yami, Feleke, Abdoulaye, Alene, Bamba & Manyong, 2019). Geza, Ngidi, Ojo and Mabhaudhi (2021) observe that youth involvement in agriculture promotes food security by increasing food production and improving resource distribution, which is essential given the growing global population and rising food demand and nurtures a new generation of leaders equipped to face future agricultural challenges. Therefore, through education and practical experience, they develop skills in sustainable farming, business management, and environmental stewardship.

Zeewijk (2019) observe that countries like India in Asia are seeing a surge of young entrepreneurs entering the agriculture field. The government has introduced various initiatives, such as the Pradhan Mantri Kisan Samman Nidhi, which offers financial support to farmers. Young people are increasingly embracing modern farming techniques, such as organic and precision agriculture, to enhance yield and sustainability. Similarly, In Latin America, Lago, A., dos Santos Amorim

and Spanevello (2022) observe that Brazil is notable for its dynamic agriculture sector, where youth engage in agroecology and sustainable farming. Programs like the Young Farmers Program provide resources and training to help young individuals establish their own farms.

According to the Bureau of Statistics (NBS) (2019), youths make up approximately sixty-four million of Nigeria's population, or 34% of the total, and 1.6 million of them are unemployed or underemployed. According to Ojo et al. (2014) and Obot et al. (2022), among other things, the rise in youth migration, terrorism, cultism, kidnapping, prostitution, and cyber fraud were all consequences of Nigeria's high young unemployment rate. It is thought that increasing young employment could be crucial to solving these issues. This finding highlights the significant threat that youth unemployment presents to Nigeria's economy, but it also opens our eyes to the possibility that young people could be the catalyst for the development of new agriculture and agricultural ventures as well as the transformation of rural areas.

Moreda (2020) observe that the participation of young individuals in agriculture in Ethiopia is increasingly recognized as a vital component for the country's economic development and food security. With a huge portion of the Ethiopian population being youth, their engagement in agricultural activities presents an opportunity to harness their potential for innovation and entrepreneurship. Tarekegn, Kamaylo, Galtsa and Oyka (2022) observe that the Ethiopian government and various organizations within the Country are implementing programs aimed at empowering young entrepreneurs through training, access to finance, and technology. These initiatives are designed to equip them with the necessary skills and resources to thrive in the agriculture landscape.

Maritim (2020) observe that the involvement of young individuals in agriculture in Kenya is a critical aspect of the country's economic development and food security. As the agricultural sector remains a cornerstone of Kenya's economy, engaging the youth in this field presents numerous opportunities for innovation, job creation, and sustainable practices. According to Mullu (2023), the Kenyan government and various organizations are increasingly acknowledging the significance of youth involvement in agriculture and programs that provide financing, training, and mentorship can enhance young people's participation in agriculture. Therefore, Kenya can leverage its youth to drive agricultural innovation, resulting in a more resilient and prosperous sector through creating an environment that promotes entrepreneurship and skill development.

1.1.2 Factors Influencing Youth Participation in Agriculture

According to a study by Gichimu and Njeru (2014), several young people wanted to start their own agriculture but encountered various challenges, such as a shortage of land and loans to fund their ventures. The study suggested that one strategy to lower unemployment, crime, and achieve food security was to involve young people in agriculture. According to a United Nations assessment, the perception that has plagued the agriculture sector has disproportionately benefited and harmed young people. The young people are torn between making a special effort to pursue a career in agriculture or trying to fit in with the status quo (Lyson, 2012). Youth as a percentage of the world's total population is declining, but in developing nations, the opposite is true. According to estimates, young people still account for up to 5% of the population in emerging nations.

Young people make up 20.5% of the population in the Middle East, 20.3% in Sub-Saharan Africa, and 20.0% and 19.5% of the populations in North Africa and South Asia, respectively. According to these figures, one in five individuals in the developing world is a young person between the ages of 10 and 24. It was predicted that the number of young people would continue to increase rapidly. This suggests that the youth unemployment rate would rise proportionately. Dispelling the myths and misconceptions surrounding young people's involvement in agriculture is one strategy to combat the rising youth unemployment rate (International Labor Organization [ILO], 2012). To create jobs and produce food for the world's expanding population, young people should be encouraged to work in agriculture (ILO, 2012).

Even though majority of people rely on agriculture as a source of employment, the number of youths who depend on it is decreasing in all subregions of the world, and this decline has been particularly sharp in the last 20 years (Van der Geest, 2010). Insufficient youth involvement in agriculture, which is made worse by perception of a career, access to agricultural information, social-capital networks and economic factors are among the causes that has led to the reduction in agricultural production (World Bank, 2010). young involvement in agriculture is important for wealth generation, young financial security, and employment creation for the nation's growing youth population, but it is not important for food production (Nyoni, 2012).

Young people's cognitive frameworks can either motivate or discourage their participation in agricultural ventures. For example, a positive view of agriculture as a viable career can enhance

interest in agripreneurial activities, while negative stereotypes may deter them from exploring opportunities in this field (Magagula & Tsvakirai, 2020). Boye, Ghafoor, Wudil, Usman, Prus, Fehér and Sass, R. (2024) observe that programs that develop critical thinking, problem-solving, and entrepreneurial skills can empower youth to navigate agripreneurship's complexities. Therefore, by creating a supportive environment that fosters creativity and innovation, stakeholders can nurture a new generation of agri-preneurs ready to tackle modern agricultural challenges.

Yami, Feleke, Abdoulaye, Alene, Bamba and Manyong (2019) observe that access to agricultural information fosters a sense of confidence among young entrepreneurs, encouraging them to engage in agriculture activities and enables them to understand the complexities of the agricultural market, including supply chain dynamics and consumer preferences, which can lead to more strategic planning and execution of their business ideas. Magbondé, Mignouna, Manyong, Adéoti and Sossou (2023) observe that the availability of information can facilitate networking opportunities and collaboration with experienced farmers and industry experts. Therefore, access to agricultural information serves as a catalyst for youth engagement in the sector, promoting innovation, sustainability, and economic growth within the agricultural community.

Access to social-capital networks provide essential resources, including information, mentorship, and financial support, which are crucial for navigating the complexities of the agriculture sector and facilitate collaboration and partnerships, enabling young people to share knowledge and resources, which can lead to increased productivity and sustainability in their ventures (DeKrom, 2017). According to Mursid, Suharno and Priatna (2018), being part of a social-capital network foster a sense of community and belonging, motivating young individuals to pursue their agriculture aspirations with greater confidence which assist in mitigating the challenges and risks associated with starting and running a business, ultimately contributing to the growth and diversification of the agriculture sector.

Magagula and Tsvakirai (2020) observe that the involvement of young people in agriculture is significantly influenced by various economic factors. For instance, young individuals often face challenges in securing funding for agriculture ventures due to limited financial resources, lack of credit history, or insufficient collateral. This financial barrier can deter them from entering the agriculture field or limit their ability to expand existing operations. Similarly, Akrong and Kotu

(2022) observe that market demand plays a vital role in attracting young entrepreneurs to agriculture because when there is a strong demand for agricultural products, it creates opportunities for young people to engage in farming, processing, or distribution. Conversely, a decline in market demand can lead to uncertainty and discourage their involvement. Therefore, the purpose of this study was to investigate factors influencing youth participation in agriculture in Kenya with a specific focus on perception of a career in agriculture, agricultural information, social-capital networks, and economic factors.

1.2 Statement of the Problem

Agriculture is the main income-generating activity in Kenya despite being considered hard and unattractive work by the contemporary youth (Njeru & Gichumu, 2015). The World Bank (2016) reports that the country is experiencing an exodus from rural areas to urban areas as the youth search for more attractive income-generating options in the services sector. Due to insufficient youth participation, agriculture's promise as an economically viable sector to solve the issues of food security and youth unemployment has not been achieved (Fletcher & Kenney, 2011). Several elements have been found to affect young people's involvement in agriculture worldwide. Because they have a bad opinion of farming, lack access to land, and have limited financial resources, young people are especially reluctant to pursue a career in agriculture. Agriculture has been left to the old and ignorant in rural areas due to negative perceptions and attitudes, which has resulted in subpar agricultural sector performance (MoFA, 2011). The issue of youth unemployment has also contributed to the increase in rural-urban migration in search of white-collar jobs, pushing agriculture to the outskirts of economic activity and making Kenya's unemployment rate worse. This provided the impetus to conduct this study to assess the factors influencing youth participation in agriculture in Kenya.

The existence of conceptual, contextual, methodological, and geographic gaps in previous research pertaining to the study's issue served as further motivation for the investigation. For example, Maritim (2020) research focused on assessment of factors influencing youth participation in agri-business in Kericho County, Kenya and the result also indicated that access to land affect youth participation in Agri-business in Kericho County positively and significantly. However, the study presents a contextual gap. Mawia (2023) evaluated factors influencing youth participation in agricultural cooperatives in the semi-arid areas of Kenya a case study of Mwingi, Kitui County

and found a positive and statistically significant relationship between participation of youth in agricultural cooperatives (the dependent variable) and youth's awareness on the existence of agricultural cooperatives in Kitui County. However, the study presents both contextual gaps and methodological gaps. Giwu, Mdoda, Ntlanga and Loki (2024) research focused on evaluating factors influencing youth participation in agricultural enterprises: Implications for food security and agriculture and found the findings indicate male dominance in agriculture, with educational background positively correlating with participation. However, the study presents a contextual gap.

1.3 Objectives

1.3.1 Main Objective

The general objective of the study was to analyze the factors influencing youth participation in agriculture in Kenya.

1.3.2 Specific Objectives

i. To identify the influence of the perception of a career in agriculture influences youth participation in agriculture in Kenya
ii. To identify how access to agricultural information influences youth participation in agriculture in Kenya
iii. To assess the influence of social-capital networks on youth participation in agriculture in Kenya
iv. To analyze the effects of economic factors on participation in agriculture by the youth in Kenya

1.4 Research Questions

i. What is the influence of the perception of career in agriculture on the youth's participation in agriculture in Kenya?
ii. What is the influence of access to agricultural information on the youth's participation in agriculture in Kenya?
iii. What is the influence of social-capital networks on the youth's participation in agriculture in Kenya?
iv. What is the effect of economic factors on the youth's participation in agriculture in Kenya?

1.5 Scope of the Study

The aim of the research was to examine the factors influencing the participation in agriculture by the youth in Kenya. The study population was students who studied agricultural sciences at Strathmore University. The study collected data from these graduates of Strathmore University, young farmers and agricultural entrepreneurs and professionals engaged in agriculture-related fields aged between 15 to 35 years. There are an estimated six thousand graduates from Strathmore University on LinkedIn, which would form the study's population. This group was selected for the study as they meet the threshold for the cohort of interest in this research, This population would also be selected because it is the researcher has interacted with some of the youth alumni of SU, there are a good number of alumnae who have engaged in agriculture and thus the researcher saw it fit to select the population from the Strathmore university alumnae.. The methodological scope of the study is empirical with a time scope limited to November 2023 and March 2024.

1.6 Significance

The study generated valuable information for use by the Ministry of Agriculture Livestock and Fisheries, the Youth Department, other policy makers, Non-Governmental Organizations (NGOs), and private sectors implementing agricultural projects that seek to attract Kenya's youth to agriculture. Information on accessibility to agricultural information will assist the government in customizing projects or curriculums that provide agricultural information to the youth. In addition information on perceptions towards a career in agriculture will assist the institutions in providing more agricultural roles and career talks to motivate the youth. This study is significant since the agriculture sector is the backbone of the Kenyan economy. Youth engagement in agriculture activities is one of the ways through which the National and County governments can address the youth unemployment problem in the country.

The study generated knowledge within the agriculture sector which could be used by financial institutions, market players, and extension actors to develop tailor-made products and services that meet the needs and expectations of the youth in agriculture. This is precisely on impact of economic factors on youth participation in agriculture. Financial institutions will use this information in collaboration with agricultural institutions to provide affordable financial solutions to the youth based on economic times. The study findings would be useful to the development of partners and donors as it would help them know how to support youth in agriculture in the most

effective ways. Donors may want to find out why youth are not engaging in agriculture and provide projects that support and encourage youth to venture into agriculture.

1.7 Chapter Summary

This chapter was developed as the first chapter and it captured the background of the study, the statement of the problem, the main and specific objectives, the research questions, the scope, and the significance of the study. Under the background, the chapter highlighted youth participation in agriculture and the factors that influenced youth participation in agriculture.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

A review of the literature on the research variables' parameters was included in this chapter. It also includes the conceptual framework, research gaps, and a synopsis of each chapter, in addition to the theory that served as the study's foundation.

2.2 Theoretical Framework

This study looked at the push–Pull Theory and the Theory of planned behavior to develop the arguments for the main relationships hypothesized in the study. The push – pull theory was formed in the late 1980s. The theory aims to explain the motivational factors that influence individuals to pursue an opportunity. The theory of planned behavior illustrates that an individual's decision to pursue opportunities in entrepreneurship is dependent on the intention. The intention is influenced by personal attitudes, subjective norms, and perceived behavior controls. The Push-Pull Theory highlights the socioeconomic, technological, and market factors that either encourage or discourage participation in agriculture activities. The theory of planned behavior identified the factors that are unique among the youth and how these factors impact youth decisions to participate in agriculture activities.

2.2.1 Push-Pull Theory

Lee (1966) proposed the push-pull theory, and it highlights that there are various motivational factors that influence individuals to pursue an opportunity. The theory was developed around the classification of various motivational factors into push and pull factors. The push factors are influenced by personal or external aspects, while the pull factors draw an individual to pursue the opportunities realized (Hakim, 1989). However, it has been discovered that businesses that start due to push factors are less financially successful compared to those that start due to pull factors. Push factors occur due to circumstances, for example, when one loses one's job and decides to venture into business as an alternative while they look for a new job. With pull factors, business owners identify an opportunity they are interested in and pursue it (Niu, 2022).

Van Hear, et al. (2018) used this theory in examining the factors that fuel rural urban migration, while Kim, etb al. (2019) used the theory to develop a research model to investigate individuals' switching intention to AR/VR services. In business, Parveen, Kim. (2020) applied the theory to analyze women's intention to pursue entrepreneurship. Zidana, et al. (2020) applied the theory to examine youth engagement in agriculture projects in Malawi. The study found that the youth held positive perceptions in terms of profitability of agriculture, decent job creation in the agricultural sector and career development. Most of the respondents indicated that agriculture and agriculture is a profitable sector in the Malawian economy. Sunday, (2019) Using the theory to determine how youth participation in agriculture is impacted by land access, the study concluded that the government and farmers' organizations should develop financial support programs targeted at young farmers to encourage their hard work, creativity, and innovative spirit. Ninson and Brobbey (2023) applied the theory to evaluate how youth involvement in agriculture is impacted by limited access to land, capital, agrotechnology's, education, and skills. According to the study, getting young people involved in agriculture can help lower crime and other issues related to youth in society.

This theory is relevant in this study because it helps identify the reasons as to why only a few youths venture into agriculture opportunities, as it asserts that there are many factors that either push or pull the youth away or towards agriculture. The theory suggests that factors such as negative perception, lack of finances and access to markets, lack of information on agriculture, and poor infrastructure are among the factors pushing the youth away from engaging in agriculture (Ahaibwe, et al., 2013), while income generation, agriculture policies, technological availability, and financial support are pull factors that encourage agriculture development (Alavion, et al ,l, 2017; Kangai & Mburu, 2012). Hence this theory can enable the research to unearth the factors that either encourage or discourage youth participation in agriculture.

The push-pull theory plays a crucial role in comprehending the several factors that influence youth engagement in agriculture in Kenya because it helps to categorize the motivations and barriers that young individuals face when considering a career in agriculture. On one hand, the "push" factors refer to the elements that drive youth away from traditional employment opportunities, such as limited job prospects, economic instability, and urban migration. These challenges often compel young people to seek alternative avenues for livelihood, making agriculture an attractive option.

Conversely, the "pull" factors encompass the incentives that draw youth towards agriculture. These may include the potential for innovation, access to recent technologies, and the opportunity to contribute to food security and sustainable development.

2.2.2 Theory of Planned Behavior

The Theory of Planned Behavior (TPB) by Ajzen (1991) suggests that decisions such as whether to pursue opportunities in entrepreneurship are determined by the individual's intention. The intention is an outcome of the interaction of personal attitudes, subjective norms, and perceived behavior controls (Ajzen, 2015). The subjective norms highlight the probability of an individual taking up entrepreneurship opportunities (specifically in the agriculture sector) because of socio-cultural reasons that influence their decisions. The personal attitudes of an individual indicate the strengths of a person and their willingness to accept an opportunity in agriculture Ajzen (1991) is assertive that an individual's personal attitudes and their environment shape the perceived behavior controls and perceptions towards agriculture and the possible opportunities. Studies show that people form their attitudes from beliefs and perceptions of outcomes. Therefore, the more likely the possibility from the portrayed attitudes, the stronger the intention to pursue opportunities in the agriculture sector (Zakaria, Adam, & Afishata, 2014).

The theory of planned behavior has been used extensively to examine human decisions, with Ajzen (2015) using it to examine customers' food consumption decisions. Oztekin, Teksöz, Pamuk, Sahin, and Kilic (2017) examined gender perspectives and recycling behavior. In business, this theory was applied by Kautonen, et al., (2015) to predict entrepreneurial intention, while Alavion, et al., (2017) used the theory to examine agricultural e-marketing adoption factors. This theory was key in this study as it was used to predict the factors that influence agriculture involvement intentions. This theory is a base model for examining how attitudes, subjective norms, and perceived behavioral control predict the intention to engage in certain behaviors, and in this case, involvement in agriculture (Kim, et al., 2019). It supports the Push-Pull factors by examining the individual factors such as perceived ability, knowledge, or skills that push or pull the youth towards agriculture.

From the theory of planned behavior, societal influence on individual decisions about agriculture is extremely high. According to this theory, the perception of agriculture influences the youth's

intention to partake in the sector, as the youth are highly influenced by societal perceptions (Adeyanju, et al., 2020). These researchers asserted that agriculture education, training programs, technologies, and promotional activities alone might not increase the sector's attractiveness as long as its perception remains negative. It is important to educate society on the benefits agriculture education and agriculture have on the economy at large to increase the number of youths who pursue agriculture opportunities (Osti, et al., 2015). The TPB theory anchors the individual factors characteristic to the youth that have an influence over their decision to venture into agriculture.

The theory of planned behavior (TPB) posits that an individual's intention to engage in a specific behavior is shaped by three primary components: attitudes toward the behavior, subjective norms, and perceived behavioral control. In the context of agriculture, the attitudes of young people towards agricultural activities can significantly impact their willingness to participate. Subjective norms, which refer to the influence of social pressures and expectations from peers, family, and community, also play a vital role can enable young individuals to be more likely to engage in it if they are favorable. On the other hand, if there is a stigma associated with farming or a preference for urban employment, this can hinder youth participation. Furthermore, perceived behavioral control encompasses the youth's belief in their ability to engage in agriculture activities. Factors such as access to education, training, financial resources, and mentorship can enhance their confidence and capability to enter the agriculture sector.

2.3 Literature Review

This section covers the past literature that has been done by different scholars in line with this study. The section shows the past literature relation between dependent variables of this study and the independent variable in to breach the study gap.

2.3.1 Perception and Participation in Agriculture by the Youth

Regarding the agricultural industry, research has shown that many perspectives of young people in the agriculture sector exist. While some works have shown a positive reception, others have shown an opposing perspective of young people working in this field. Young people believe that those without formal education, the impoverished, and the elderly work mostly in agriculture. They also think that the sector is intended for households in rural areas. Young people are not drawn to the field because they have a pessimistic attitude and believe it to be a filthy, labor-intensive, and

highly devoted profession (Muthomi, 2017). For example, Magagula and Tsvakirai (2020) found that young people's opinions on agriculture affect their decision to participate. A five-point Likert scale indicated that youth enthusiasm in becoming agri-preneurs in Malaysia was positively and significantly correlated with attitudes and acceptability, which scored 4.3612 and 4.6725, respectively. Youth would always rank agriculture as their least desired job when it comes to work and job searching.

According to Sa, et al. (2019), one of the things that lowers young people's degree of participation in agriculture is low self-esteem. Consequently, a considerable portion of the educated and experienced young in rural areas—particularly those who are 20 years of age and older devote their energy to non-farming pursuits and work only few hours on the farm (Özaslan & Yıldırım, 2021). Agriculture's lesser profitability than formal sectors is one of the most frequently cited reasons for its unfavorable reputation (Yami et al., 2019). This has historically been linked to systemic hazards brought on by erratic weather patterns and lower returns relative to the initial investment (time and energy). Furthermore, social elements are crucial in either encouraging or discouraging young people to pursue careers in agriculture.

According to Abdullah and Swaumu (2022), these elements influence young people's attitudes and acceptability of becoming agriculture owners. Yami et al. (2019) noted that socio-cultural elements, including educational attainment, youth household duties, and expectations from family, community, and the media, are significant in influencing young people's aspirations when it comes to pursuing agriculture as a side gig. They also said that one of the things that lowers young people's interest in agriculture is the dearth of successful role models in the field. In this instance, a variety of elements impacting young people's perceptions of the agriculture sector have been empirically analyzed by literature. These elements fall into three categories: institutional considerations, economic factors, and socio-cultural or socioeconomic aspects, as was discussed in the previous paragraph. Environmental factors that have been linked to a decrease in youth involvement in agriculture in rural areas include inadequate land, poor harvests, and degraded soil (Giuliani, et al., 2017). One sociocultural component thought to affect how young people view agriculture is the degree of education received. For example, compared to primary and secondary graduates, degree holders had a lower participation rate in agricultural initiatives (Noonan, 2017;

Kisingu, 2016). Only 4% of the seventy-six respondents held a degree, compared to 38% and 33% of primary and secondary graduates, respectively (Kising'u, 2016).

In a related survey, Mwendwa (2016) found that out of 318 respondents, 11% had doctorate degrees and university degrees, 26% had just completed basic school, and 38% had completed secondary school. Graduates think that if they participate in and practice agriculturally related activities, their academic standing would be diminished in their communities (Yami et al., 2019). In contrast to their counterparts in the formal sectors, they feel that farmers are not as respected (Giuliani, et al., 2017; Twumasi et al., 2019). To encourage young people to pursue careers in agriculture, the Nigerian government also implemented integrated farming schemes and credit programs for recent graduates. But occasionally, their engagement and response rates decreased (Giuliani, et al., 2017). Furthermore, youngsters were less inclined to enter this industry despite the Kenyan government's efforts to encourage them to do so through loans and other incentives for young farmers (Özaslan & Yıldırım, 2021; Muthomi, 2017).

Using descriptive statistics, Athuman (2023) found that, in this regard, 54.8% of 292 students preferred self-employment over agriculture. After graduation, just 8.6% of respondents favored self-employment in agriculture. These results agree with those of Yami et al. (2019). One of the main obstacles seen to be preventing young people from pursuing agriculture ventures was the excessive cost of borrowing money, together with the difficulty of obtaining start-up financing. Furthermore, a statistically significant correlation was found using chi-square analysis between the characteristics of the students (age, marital status, place of residence, parental educational background, practical agricultural experience, and risk tolerance) and their intention to work in agriculture in the future (Athuman, 2023).

Using a binary logistic model, Cheteni (2016) found that program availability and resources had a statistically significant impact on youth participation in agriculture in the Nkonkobe Municipality of South Africa. Furthermore, out of the 140 teenagers surveyed, 58% had little interest in farming. They claimed that because their siblings were employed in the formal economy in the cities, it was difficult for them to pursue agricultural pursuits. Thus, this study concluded that young people thought farming was a bad career. Most young people have a bad attitude toward agriculture from the time they are in secondary school, and most of them want to work in formal, metropolitan sectors as white-collar workers. According to Xia (2021), for example, 72% of Nigerian university

agricultural students said they preferred self-employment over agriculture. According to this poll, 57% of participants said they would prefer to work for banks and international organizations in the future. But the youth Okojie (2003) find it difficult to find jobs in these formal sectors (public and private), therefore end up working in unstable non-formal sectors (Rogito, 2020). Using the Logit model, (Giuliani, et al., 2017) examined institutional factors and found that youth access to state-owned agricultural programs, years spent in social organizations, land ownership type, and availability of ICT services all positively influenced youth decision to participate in agricultural activities.

On the other hand, Nyabam et al. (2018) found different things about how young people perceived agriculture. They discovered, using descriptive statistics, that 94.2% of participants in the International Institute of Tropical Agriculture (IITA) agriculture model believed that farming is a lucrative endeavor. Furthermore, rather than seeing agriculture as a lower-status occupation as some did, 62% of the participants saw it as an essential source of revenue generating. The two biggest things preventing young people from effectively participating in agriculture were a lack of funding and government assistance. Furthermore, to strengthen the favorable perception of agriculture as a pathway for youth entrepreneurship, about 750,000 young farmers and agri-preneurs were given job opportunities through the Nigerian Youth Employment in Agriculture Programs (YEAP), which was founded in 2013 (Etela & Onoja, 2017). Through value addition on agricultural produce, this program altered young people's attitude of agriculture as a necessary career for raising their standard of life (Yami et al., 2019).

Analogously, to assess the Basic Student Entrepreneurial Program's (BSEP) efficacy for Malaysian entrepreneurship development. Chi-square analysis was employed by Swaumu (2022) to investigate the association between participant origin, the existence of family members who are already entrepreneurs, and educational background in encouraging young people to pursue agri-preneurship after graduation. Ninety-seven percent of participants said that the BSEP program had influenced their decision to pursue agri-preneurship, even though the program was unable to produce successful graduates who became successful entrepreneurs. This is consistent with the results of Bosompem et al. (2017), who found that 67% of 190 University of Cape Coast, Ghana agriculture students were prepared and eager to work for themselves in the agriculture industry. The mother's educational background, the students' residence in farming communities, the

accessibility of agriculture transportation facilities, and the availability of agriproduct markets were found to be the most reliable indicators of agricultural students' propensity to enter the agriculture sector. These findings were derived from the Logit model used in this study.

According to the study's theories, there are multiple reasons why employees can be let go from your company, including inadequate working environment, incompetent management, a lack of staff, and an excessive workload. Because of things like more flexible work schedules, desired jobs, and higher compensation and benefits, employees are drawn to other companies. The TPB predicts that behavioral intentions and perceived behavioral control predict whether workers would or would not engage in these actions.

2.3.2 Youth Access to Agriculture information and Participation in Agriculture by the Youth

The considerable number of young people in the population presents difficult obstacles for the planning, execution, assessment, and monitoring of youth empowerment initiatives like enterprise development. When such youth empowerment programs are implemented, a variety of obstacles arise that keep them from realizing their full potential. Concerns regarding accountability and transparency have been voiced by the public, and there has been a lack of local community awareness and involvement, inadequate funding, shoddy project identification and execution procedures, and poor monitoring and assessment of programs (Gulsia, & Yadav, 2022).

Along with criticism of the lack of youth awareness of these initiatives, there has also been a point made that these programs only help a small part of the youth in need of care (Roy, 2021). Furthermore, neither the precise recipient of these grants nor the effectiveness or efficiency of these programs are made clear. Studies have been conducted to assess youth awareness of agricultural support programs. According to most young people (56.6%) in one study, there were no local agricultural programs that they were aware of (Chipfupa, 2017).

Despite the efforts of the Women Enterprise Fund and the young Development Fund to provide coordinated support to promote young involvement and create awareness, many organizations have not received significant funding from these programs. According to Chipfupa (2017), a lot of people are not even aware that money exists. The consensus is that youth organizations are not getting organized assistance when they conduct agricultural projects. Young people's ignorance of

agricultural initiatives is a result of their lack of knowledge, education, and information access. It is well known that knowledge is necessary to overcome development barriers in rural areas. Research shows that basic reading and numeracy skills can improve farmers' livelihoods, and there is a definite correlation between food security and rural children's education (Valerie, 2019).

The national extension personnel to farmer ratio is 1:1,500, compared to the worldwide recommended ratio of 1:400. As a result, most farmers are oblivious to improved agricultural techniques since they are unable to keep up with the quick advances in technology (Olubandwa, 2021). The Internet and contemporary ICTs like cellphones are fascinating to young people in rural places. By facilitating information access, encouraging agricultural innovation, and providing them with access to markets and financial services, these gadgets have the potential to increase agricultural output (Kangai & Mburu, 2022). Modern ICT-based information delivery methods are drawing increasing attention as it becomes evident that they can be very helpful in many ways, including low-cost farmer education and training, the facilitation and strengthening of smallholder farm networks, the empowerment of farmers to bargain for better prices, and enhanced access to markets and agricultural credit. Despite the enthusiastic promotion of ICT tools by development organizations to provide farmers with agricultural information, little is known about their usage for agricultural transactions (Fitz-Koch et al., 2018).

Research has shown that young people from rural areas are more adept at utilizing new farming technology, and that they are eager to use these technologies to boost their output (Fitz-Koch, et al., 2018). Numerous initiatives have been created that include ICTs into the youth's access to agricultural information. M-farm, Mkulima-Young, and Farming Kenya are part of them. ICT and mobile applications have been created to provide farmers with services and information. The impact and engagement of these applications vary, notwithstanding their potential. Furthermore, although the Internet is not commonly used in rural regions, mobile technology is.

The Theory of Planned Behavior states that people behave logically in accordance with their attitudes, subjective norms, and perceived behavioral control. Although they are not always actively or consciously taken into consideration, these factors provide the framework for decision-making. Both sides of the same coin are employed in the push-pull theory. They work together to produce a constructive collaboration whereby pull marketing motivates customers to act and push marketing to raise brand awareness.

2.3.3 Social- Capital networks and Participation in Agriculture by the Youth

The networks and norms that allow individuals to act collectively are known as social capital (Claridge, 2018). According to Lin (2017), social capital is the interpersonal relationships that make up social networks where reciprocity and reliability norms are established. Claridge (2018) asserts that the networks are made up of social groupings that engage in direct, regular, and multifaceted interactions. This network is still an extremely useful resource, particularly in rural areas. Goodwill, camaraderie, sympathy, and social interactions among the individuals and families that comprise a social unit are examples of the intangibles that are most valuable in people's daily lives and are referred to as social capital. Personal interactions with neighbors result in the building of social capital, which may be used to instantly meet one's social needs and create a social potentiality large enough to significantly enhance living conditions for everyone in the community (Claridge, 2018).

The well-established social networks facilitate the emergence of systems for mutual insurance on their own. According to Rogito (2020), individuals who possess a varied array of social networks and civic groups are better equipped to address poverty and vulnerability compared to those who lack such networks. The same holds true for businesses that sell exclusive memberships to the owners of land or residential properties, demonstrating the value of social capital as an asset. According to Holzmann and Jorgensen (2019), the impoverished could possess a dense and tightly knit reserve of "bonding" social capital that they can use to "make ends meet" and obtain access to the social and economic resources that are readily available.

People with higher levels of social capital place more value on their friends, family, and associates, which encourages group activity. In addition to promoting economic activity at the micro level by lowering uncertainty and transaction costs, social capital also offers a novel analytical tool for understanding some macro phenomena, such as disparities in rural development (Okello et al., 2017). In rural communities, the degree of attachment, social relationships, and integration is extremely high. This may be partially explained by the degree of similarity among people's economic pursuits, familial relationships, and cultural practices. Investing in social capital is a significant prerequisite for obtaining financing in rural areas. Microfinance institutions prioritize organized groups over individuals, even if they attempt to lend money to individuals. In addition, because of the information asymmetry that exists between financial service providers and families,

rural households could be required to enlist the help of acquaintances to serve as guarantors when submitting a funding application. This illustrates how crucial social capital is in rural communities (Chipfupa, 2017).

Mwendwa's (2016) research investigated the influence of socio-economic factors on youth participation in agricultural projects in Yatta Sub-County, Machakos County, Kenya. Utilizing a descriptive survey design, the study focused on youth aged 15 to 34 engaged in farming. It was assumed that the data collection instruments were valid and that both the youth and local authorities would cooperate in the research. Data collection employed purposive sampling and survey questionnaires, which were pilot tested using the split-half method, yielding a Pearson's coefficient of 0.73. The validity and reliability of the tools were confirmed through expert consultation and pilot testing. Ethical considerations included respecting respondents and ensuring confidentiality. Data analysis was performed using SPSS, with results presented in tables, frequencies, and percentages. The findings revealed that limited land access significantly restricts youth engagement in agriculture, as many youths have land access but lack control, hindering long-term investments. Additionally, financial services were found to be more affordable and accessible to the youth.

Mwangi (2016) examined the socio-economic factors that shape youth attitudes towards farming in the Kuresoi sub-county of Nakuru County, Kenya. To achieve this, the research employed descriptive survey design. The study's target population consisted of youth from seven counties: Kitui, Tharaka Nithi, Kirinyaga, Isiolo, Nyeri, Embu, and Murang'a, totaling 385 individuals involved in agriculture within their respective counties. Data was collected using self-designed questionnaires. The analysis involved descriptive statistics to summarize the study variables through percentages, followed by inferential statistics utilizing One Way ANOVA (UNIVARIATE Analysis). The results indicated that demographic factors did not significantly influence youth participation in agriculture among the samples surveyed.

2.3.4 Economic Factors and Participation in Agriculture by the Youth

A sizable section of Kenya's population depends both directly and indirectly on the agricultural sector for their livelihood (Kogo et al., 2021). Youth have the potential to contribute significantly to Kenya's gross domestic product through agriculture, but numerous problems impede their

productivity and growth. In their attempt to take part in development, young people encounter several obstacles (Kogo, et al., 2021). The following major obstacles limit young people's ability to participate in economic development: underemployment and unemployment; pressure from the population to the point where resources, like land for agriculture, are scarce; rural residents migrating to cities in search of better jobs and a better life, thereby reducing the number of rural residents who would otherwise work in agriculture; developmental programs being marginalized; inadequate capital; and limited access to ICT (Kariuki, 2023).

Another socioeconomic element that has been identified as influencing youth engagement in agricultural initiatives is limited access to land (Falaye, 2020). According to a 2017 FAO report, inheritance is still the most current way to acquire land in most developing nations. According to Mundo (2019), life expectancy is rising everywhere. As a result, young people in rural areas frequently must wait a long time to receive their fair part of the family land. In Kenya, young people work on their families' land, often for little or no pay (Njeru and Gichumu, 2015).

For young people attempting to make a living in agricultural and rural areas, access to land is crucial. Not only is land access the most important prerequisite for beginning farming, but it can also improve household food security and be a source of income and employment. Even though having access to land is essential to beginning a farm, young people frequently struggle to get it (Mangoa, 2021). The transmission of land to young women is frequently challenging in developing nations due to inheritance laws and customs, which calls for their change. Land access in nations such as Kenya is by inheritance. Property transfers occur later in life, and young people must wait a long time to inherit their portion of the family land. Young people just have secondary land rights and labor on the family farm for little to no pay as they wait for their inheritance. Given the gender aspects of land ownership, the problem of gaining access to property is more severe for young women. In the past, women in Kenya were only granted user rights through male relatives; they were not allowed to inherit land. Equal property and inheritance rights are guaranteed by the present Kenyan Constitution, but because of concurrent customary law systems, it is still difficult to implement these formal regulations (IFAD/FAO, 2017).

The obstacles of youth land access continue to be a barrier to young involvement in agriculture. While young people may be able to purchase land, this may not be possible given the high rates of youth unemployment, low savings rates, poor incomes for most rural youth, and high land costs

(FAO, 2017a). Market accessibility has a significant impact on how farmers produce their goods. Farmers who lived near better highways and had more regular, direct market interactions seemed more eager to produce more systematically for the market, according to a study by Onoja et al. (2019). Conversely, farmers with limited market access had little incentive to plant crops other than those needed for local consumption. Stated differently, higher farmer earnings are contingent upon enhanced market access (Onoja et al., 2019).

Other empirical research tries to identify the variables affecting agricultural firms' market participation and intensity. In Kenya, for instance, peri-urban farmers sold higher percentages of their produce than their rural counterparts, as documented by Omiti et al. (2018), cited in Onoja et al. (2019). They found that increased sales were driven by better production prices and market awareness, but that the distance between the farm and the place of sale functioned as a major impediment to the level of market involvement. They concluded that Kenyan authorities needed to move swiftly to support market integration initiatives, to boost the production and trading of high-value commodities by rural farmers, it is proposed to upgrade highways in both rural and peri-urban areas, strengthen market information distribution systems, and build more retail outlets with better market facilities in the remote rural villages (Onoja et al., 2019).

Since young people living in rural areas represent the agricultural industry's future, gaining access to markets is essential to raising incomes, enhancing productivity, and lowering rates of hunger and poverty now and in the future. Even more so than smallholder farmers in underdeveloped nations confront, young people encounter numerous obstacles when attempting to enter markets. Like other small-holder farmers, young people lack experience and understanding of how markets operate. They also frequently lack marketing, managerial, and entrepreneurial skills. Finally, they lack access to price information (Giller et al., 2021). In comparison to urban areas, rural areas have less access to education and information. Moreover, impoverished young women have inferior ICT literacy (Dixon et al., 2021).

The TPB does not research this period or comprehend how it might affect the application of behavioral interventions. Furthermore, the theory ignores economic and environmental variables, which might be crucial in converting behavioral intentions into deeds. While push influences encourage people to leave their areas of origin and live elsewhere, pull forces entice migrants to

new locations. For example, availability of jobs is a strong pull factor, whereas high unemployment is a common push factor.

2.4 Research Gaps

This section provides a comprehensive overview of the research gaps that have been identified. . The reviewed literature reveals several research gaps in understanding youth participation in agriculture. While existing studies highlight various factors such as training, financial literacy, access to credit, land, and technological innovations, most are limited by contextual and conceptual gaps. These include a lack of focus on the broader economic environment's influence on youth perceptions (Dolma, 2020), omission of socioeconomic variables (Etela & Onoja, 2017), and insufficient consideration of government and social influences (Maritim, 2020). Moreover, some studies center on firm-level analysis (Mukundi, 2019) or specific value chains (Muhoma, 2024), neglecting the wider spectrum of agricultural engagement among youth. Others fail to integrate both social and economic dimensions (Nyabam et al., 2018) or to investigate youth participation across different agricultural value chain projects (Bezu & Holden, 2024). These gaps encompass various areas that require further investigation and exploration, which include contextual, methodological, and conceptual gaps This is presented in Table 2.1.

Table 2.1: Summary of Research Gaps

Author	Title	Key Findings	Knowledge Gap
Dolma (2020)	Factors affecting youths' decision to pursue agriculture and the challenges encountered by small scale young farmers in Bhutan	Variables affecting positively Youth participation: training on agriculture and financial literacy, market access, and availability of information such as taxation policies.	A contextual gap exists since the study does not show how the economic environment impacts the youth's perception and motivation towards agriculture.
Etela & Onoja (2017)	Impact of agriculture incentives and	The study determined that adopting a national agricultural policy that	A contextual gap exists since the study did not assess the impact of

	agriculture incubators on youth involvement in agriculture	promotes the establishment of agriculture and incubator development is key to incentivizing youth involvement in agriculture	socioeconomic factors on youth involvement in agriculture.
Maritim (2020)	Evaluation of the variables affecting young people's involvement in agriculture in Kenya's Kericho County.	Findings established that access to credit, access to adequate land, perceived benefits, and attitude affected the youth participation in Agri-business.	A contextual gap exists since the research, however, did not extend to government and social factors in identifying their effect on youth participation in agriculture.
Mukundi (2019)	Association between technological innovation and competitiveness of agriculture firms in Kenya	The study found that the cost of recent technologies, government regulations, standards, and lack of supportive trade agreements limited the competitiveness of agriculture firms	A conceptual gap exists since study was focused on firms, while the current study involves examining the effect of social & economic factors on youth participation in agriculture
Nyabam, *et al.,* (2018)	An examination of the IITA youth in agriculture model as a potential solution to Nigeria's youth	The study noted that appropriate policy changes to scale up and improve sustainable agriculture are vital to the involvement of youth in agriculture	A contextual gap exists since the research lacks integration of both social and economic factors in understanding the drive

	unemployment issue.		towards involvement in agriculture.
Bezu and Holden, (2024)	The abandonment of youth for agriculture in rural areas, Ethiopia	It was found that there was a sharp increase in youth outmigration in the past six years because of lack of access to land which forced the youth away from an agricultural livelihood.	A conceptual gap exists since the study did not investigate the factors influencing youth participation in agricultural value chain projects.
Muhoma (2024)	Factors influencing youth employment through involvement in the milk value chain: a case of Rongai/Nakuru subcounties, in Nakuru county Kenya	The study explored demographic characteristics, marketing, and economic factors, as well as youth awareness. The study found that majority of the youth involved in the milk value chain were married and had at least a secondary school level of education, they had low access to low interest funds limiting their capacity to invest. Land ownership was through inheritance and land sizes were small, thus limiting outputs	A contextual gap exists since the study limited itself to the milk value chain projects in Nakuru County
Mutua (2024)	Factors influencing implementation of	It was found that technological factors,	A contextual gap exists since the study limited

	agricultural projects funded by microfinance institutions in Central Division, Machakos County, Kenya, Unpublished MA project, University of Nairobi	socio economic factors, government policies, education factors impacted positively on the success of MFI funded agricultural projects in Central Division, Machakos County.	itself to the factors influencing implementation of agricultural projects.
Abdullah & Norhlilmatun, (2018)	Factors that influence the interest of young people in agricultural entrepreneurship	The study found that attitude and acceptance are the factors which significantly influenced the youth interest in agriculture entrepreneurship. The findings further revealed that knowledge factor is not significant in influencing interest of youth to become entrepreneurs.	A contextual gap exists since the study was done in a global set-up which is different from the local setting. The study also limited itself to agricultural. entrepreneurship.
Adekunle, Adefalu & Oladipo, (2019)	Constraints to youths' involvement in agricultural production in Kwara State, Nigeria	The study found that there are inherent causes that affect youth participation in agriculture empowerment as indicated in the psychology of the youth, environment, and	A conceptual gap exists since the study did not factor in the factors that influence youth participation in agriculture.

		government induced factor, and other youth empowerment programs.	

2.5 Conceptual Framework

The conceptual framework provided a diagrammatic interrelation between the study variables. The conceptual framework illustrated the direction of the relationships between the independent variables perception of career, youth access to agriculture information, social-capital networks and economic factors, and dependent variable, which was youth participation in agriculture. This conceptual framework was therefore presented in Figure 2.1 of this section.

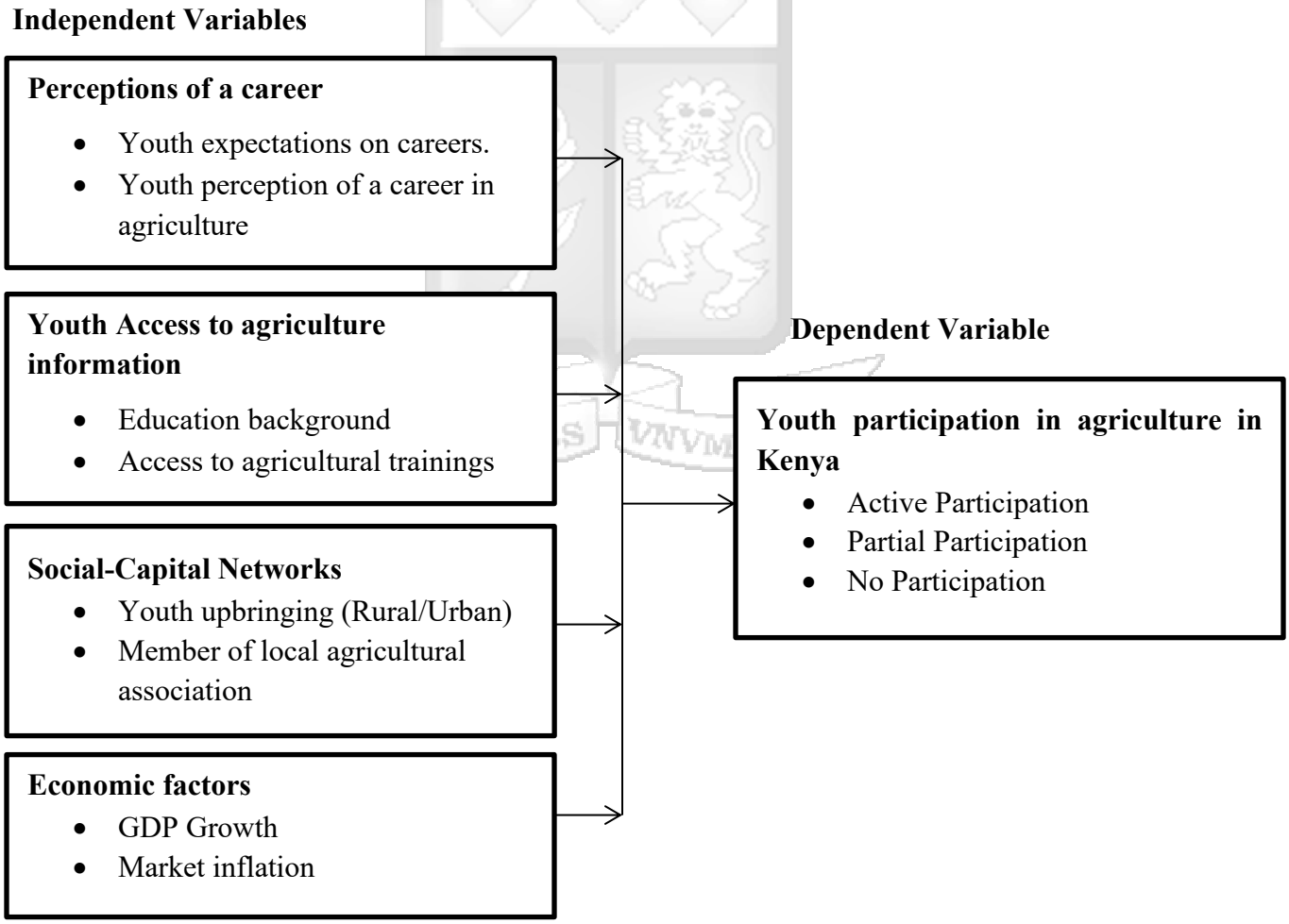

Figure 2.1: Conceptual framework.

Source: Researcher 2024

2.6 Operationalization of Variables

The operationalization of study variables is presented in Table 2.2 below.

Table 2.2: Operationalization of Variables

Independent Variable	Measure	Data-instrument	Data Analysis
Perceptions of a career	Number of youths involved in agricultural projects	Questionnaire	Descriptive statistics Correlation tests Regression tests
Social- Capital Networks	Youth Network Analysis	Questionnaire	Descriptive statistics Correlation tests Regression tests
Economic factors	GDP growth	Questionnaire	Descriptive statistics Correlation tests Regression tests
Youth Access to Agriculture information	Number of agricultural projects	Questionnaire	Descriptive statistics Correlation tests Regression tests
Youth participation in Agriculture	Level of youth participation	Questionnaire	Descriptive statistics Correlation tests Regression tests

Source: Researcher (2024)

2.7 Chapter Summary

The pertinent literature on the subject under investigation has been supplied in Chapter 2. The review has presented several authors' and researchers' points of view regarding the variables driving Kenyan youths' disinterest in crop farming. The relationship between The Push-Pull Theory and the Theory of Planned Behavior have been identified as a theory relevant to the study.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

A researcher's methodical technique to addressing the research topic is known as research methodology (Kothari, 2004). This chapter provided an explanation of the research design, population description, sampling strategy, data collecting, analysis, and presentation techniques, as well as the research quality and ethical guidelines that were followed throughout the project.

3.1 Research Philosophy

According to Saunders, et al. (2009), research philosophy is a framework that directs the conduct of research based on ideas about reality and the nature of knowledge. This research employed a positivist methodology, making a distinction between values and facts. Values are viewed as subjective and can be misleading, impeding the pursuit of truth, while facts are considered as the objective truth (Saunders et al., 2009). This approach is thought to be useful for evaluating the factors affecting young people in Kenya to participate in agriculture since it made the facts about the study variables and their relationships clearer.

3.2 Research Design

This study was guided by a descriptive research design encompassing quantitative data. One way to acquire data for descriptive studies is through interviews, which involve asking for a sample of the relevant population about a phenomenon under investigation (Gupta & Gupta, 2011). A descriptive research method was employed since the phenomenon under examination was looking at elements that influence youth participation in agriculture. This is because a descriptive research strategy identifies and describes issues like behaviors as they happen in the environment. Descriptive research asks respondents about their perceptions, attitudes, behaviors, and values to gather data. This approach was used in the study and statistics were used for data analysis once it was collected using a quantitative, closed-ended, open-ended questionnaire.

3.3 Population

Target population is what Mugenda and Mugenda (1999) call absolute population where the researcher ideally generalizes the results of the study. The study collected data from the graduates of Strathmore University. The study population comprised of ninety-six respondents who were drawn from alumni of Strathmore University on LinkedIn, which formed the study's population. Strathmore University was selected as the research population for this study due to its unique composition and relevance to the research objectives. The university hosts a predominantly youthful population, aligning well with the target demographic of the study. As an urban-based institution located in Nairobi, Strathmore provides insights into the perceptions and challenges faced by urban youth regarding agricultural involvement. The university also attracts students from diverse academic backgrounds including business, technology, and law, allowing the study to capture varied perspectives on agriculture as a career. Moreover, Strathmore promotes innovation and entrepreneurship, making it an ideal environment to explore how exposure to such values influences youth interest in agriculture.

3.4 Sampling Technique

Ritchie, Tennant, and Rahim (2022) noted that an effective sample is one that accurately reflects the population. As the study population is small, a census approach was used, and the sample consisted of ninety-six respondents as recommended by Mugenda and Mugenda (2003).

3.5 Data Collection Instrument

The process of recruiting participants and obtaining the information required for a study is known as data collection; the techniques used to collect data vary based on the study design (Kothari, 2004). A questionnaire was used to gather primary data and utilized to get feedback from the sample population. With the assurance of their anonymity, respondents were willing to provide pertinent information, and the researcher employed questionnaires to ensure data collection from respondents in a brief time (Mugenda & Mugenda, 2003).

3.6 Research Quality

The quality of the quantitative data that the researcher gathered from the field was measured in terms of its validity and reliability. This in turn showed how quality and valid the data was and if it was fit for the research analysis and findings.

3.6.1 Validity Tests

Internal validity refers to the ability of the identified data collection tool to measure what the researcher intends it to measure (Taherdoost, 2016). In this study, internal validity of the questionnaire was achieved by ensuring that all research questions can measure the intended variables of the research. Content validity refers to the extent to which the measurement device provides adequate coverage of the investigative question (Saunders, Lewis, & Thornhill, 2012). In this study the validity of the content of the questions was achieved by pilot evaluating the questionnaire with a panel of individuals before the data collection was done. The findings of the pilot test helped to ensure that the content of the questionnaire is relevant to the study. Piloting was conducted in the Ministry of Agriculture in Nairobi City County. In this pilot study, nine participants were engaged. This aligns with the recommendations of Mugenda and Mugenda (2003), who indicate that a pilot study includes approximately one-tenth of a population with similar characteristics. Furthermore, these participants were not part in the final study.

3.6.2 Reliability Tests

Reliability refers to not only the consistency of findings obtained from the data collection tool of the study but also the robustness of the data collection tool and, whether it produced consistent findings at contrasting times, conditions and with different samples (Taherdoost, 2016). After achieving internal validity and content validity of the questionnaire reliability was measured through internal consistency. Internal consistency refers to comparing responses to questions in the questionnaire with each other to establish if there is uniformity in the answers given by the respondents. Internal consistency can be measured by calculating Cronbach alpha. Cronbach alpha measures the consistency of responses to a set of questions. If the values of the alpha coefficient are 0.7 and above, this indicates that the answers to the questions in the questionnaire are consistent (Saunders, Lewis, & Thornhill, 2012).

Table 3.1: Reliability Test Results

Variable	Cronbach Alpha Value	Conclusion
Perception	0.785	Reliable
Social-capital networks	0.776	Reliable
Economic factor	0.708	Reliable
Youth access	0.802	Reliable
Participation in Agriculture	0.769	Reliable
Aggregate score	**0.768**	**Reliable**

Source: Research Data (2025)

The reliability of the questionnaire was evaluated using Cronbach's alpha, which yielded to an aggregate score of 0.768 above the acceptable threshold of 0.70, indicating an elevated level of internal consistency among the items according to Salmond (2021). Therefore, the study concluded that the questionnaire items were reliable.

3.7 Data Analysis and Presentation

Excel files and SPSS were used in the study's data analysis. The relationships of interest were assessed using regression analysis. Means, percentages, and frequencies were the descriptive statistics used in the study; correlation and regression analysis were the inferential statistics used. Using percentages, frequencies, and mean responses, descriptive statistics give an overview of how respondents answered the questionnaire's statements. The binary planning method was utilized in the study to forecast the correlation between independent and dependent variables. After using the SPSS statistical software to fit the regression model, the results analyzed were used to identify if the independent variable has a significant relationship with the dependent variable. The presentation of the results was done through pie charts, tables, and graphs. The regression analysis model was in the form:

$$Y = \alpha+\beta1X1 +\beta2x2 +\beta3X3 +\beta4X4 +\varepsilon$$

Were.

Y=Participation in agriculture (0/1)

$\beta_1 X_1$=Perception

$\beta_2 X_2$=Awareness

$\beta_3 X_3$=Social-Capital Networks

$\beta_4 X_4$= Economic Factors

β= Moderating Effects – specify them, in full consistency with the framework below

ε = represents the error term for the regression model

3.8 Ethical Considerations

The research adhered to all necessary ethical standards, ensuring that it is conducted with integrity and respect for all participants involved. This includes obtaining informed consent from participants, guaranteeing their right to privacy and confidentiality, and ensuring that their participation is voluntary and free from coercion. The study ensured confidentiality, anonymity and truthfulness are achieved during the research. All information obtained from the respondents during the research was kept confidential. The research questionnaires did not require the respondent to provide personal information such as name, gender, and identification details. After obtaining approval from the appropriate authorities, the researcher informed the participants of the study's goal. The study's data was kept private, and the researchers maintained their ethical standards. To prevent respondents from suffering any kind of bodily or psychological harm, the study requested their prior consent before engaging with them voluntarily.

CHAPTER FOUR

PRESENTATION OF RESEARCH FINDINGS

4.1 Introduction

In keeping with the goals of the investigation, this chapter offers a discussion of the study's findings. The study took a quantitative approach to data analysis, analyzing quantitative data using descriptive statistics. A frequency distribution table was utilized to compile and display the information.

4.2 Demographic Information

The demographic section of the analysis focused on the response obtained from the field work and the background profile of the respondents involved in the research.

4.2.1 Questionnaires Response Rate

76 (79%) of the ninety-six questionnaires that were distributed for the study were satisfactorily completed and returned. This indicates a 79% response rate. According to Frankfort Nachmias et al. (2008), a response rate of 50% or more is deemed sufficient for analysis; hence, a 79% return rate was deemed to be exceptionally good.

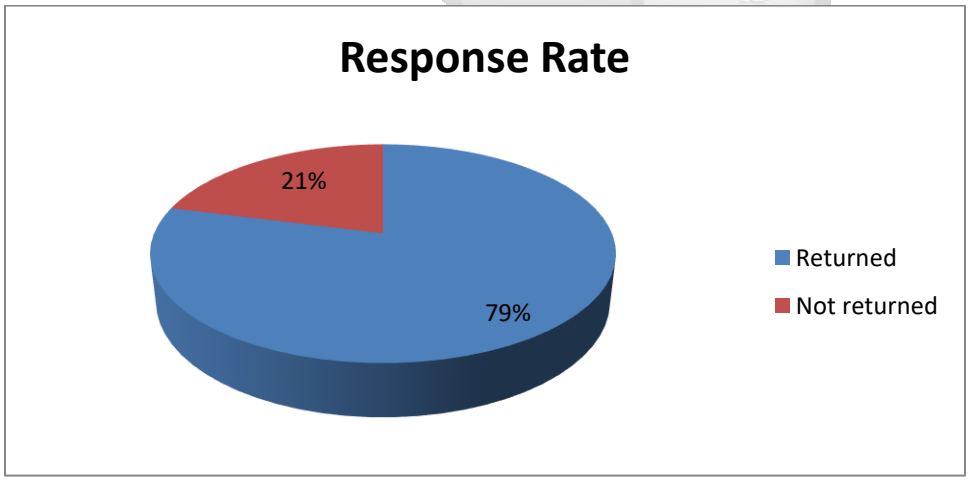

Figure 4.1: Questionnaires Return Rate (*Source: Research Data (2025)***)**

4.2.2 Name of Respondent

Majority of the respondents choose to remain anonymous due to privacy and thus the researcher decided not to include their names.

4.2.3 Gender of Respondent

For the success of this study, the researcher valued gender equality by seeking to understand the type of gender of the respondent who took part in this study. The figure 4.3 below elaborates that further.

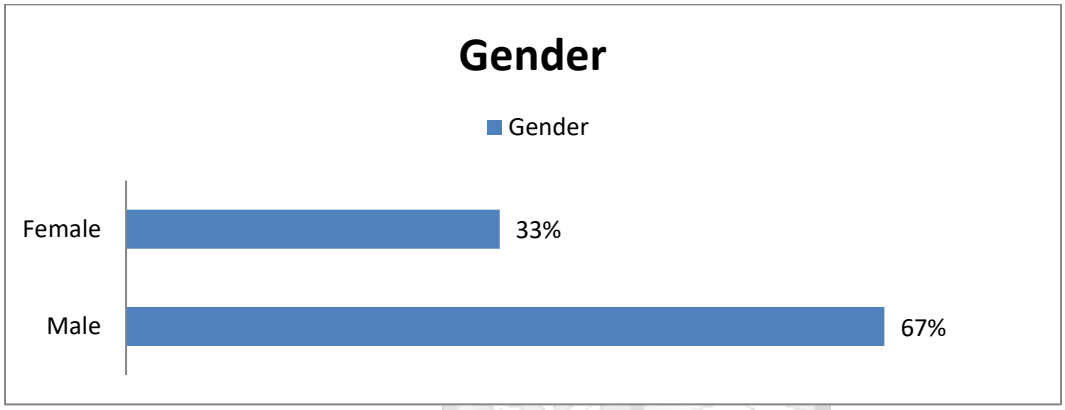

Figure 4.2: Genders of the Respondent (*Source: Research Data (2025***)**

From figure 4.3, from the findings, male 51(67%) were the majority respondents while 25(33%) were the minority respondents. As such, a higher percentage male respondents participated in the study thus indicating that most people who engage in Agri business are the male.

4.2.4 Age of Respondent

For the success of this study, the researcher took note of the age of respondents by seeking to understand the gender of the respondent who took part in this study. The figure 4.4 below elaborates that further.

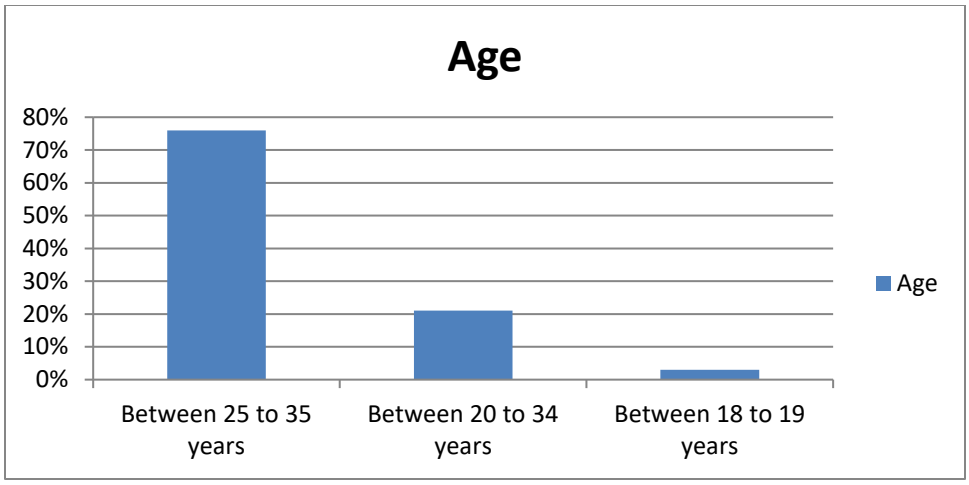

Figure 4.3: Age of the Respondent (*Source: Research Data (2025)***)**

58 (76%) of the respondents were between the ages of 25 and 35, 21 (21%) were between the ages of 20 and 24, and 2 (3%), or the youth, were between the ages of 18 and 19. These are the above-mentioned findings. This showed that most young people involved in agriculture were above 25, a time in their lives when they are highly active, looking for work, and most likely to select agriculture as a business to provide money and employment.

4.2.5 Educational Level of Respondent

For the success of this study, the researcher took note of the respondents' educational level by seeking to understand the education background of the respondents who took part in this study. The figure 4.5 below elaborates that further.

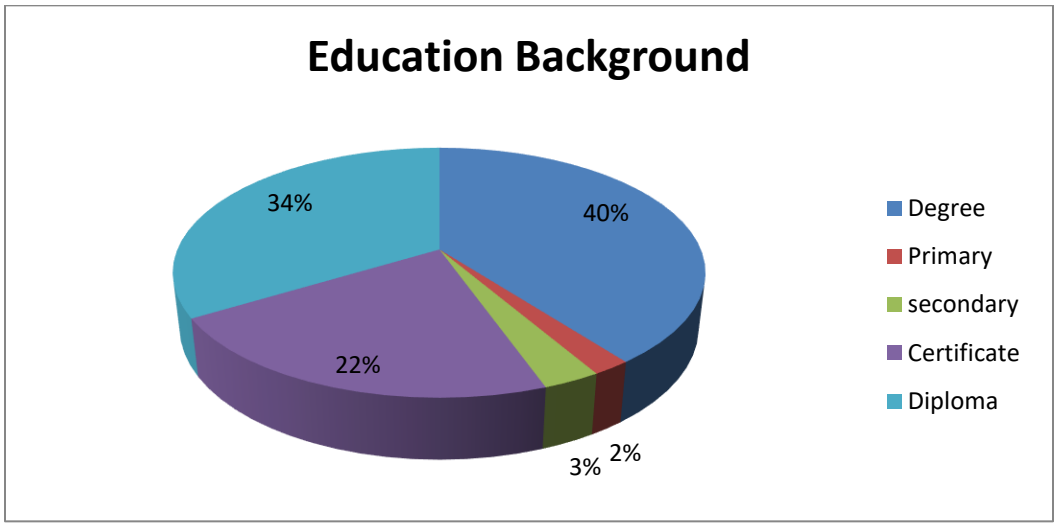

Figure 4.4: Education Level of the Respondent (*Source: Research Data (2025***)**

29 (40%) of the respondents had completed degrees, 25 (34%) had completed Diploma, 16 (22%) had certificates, (3%) had completed secondary and 2% had completed primary. These findings are displayed in Table 4.5. This showed that the majority of the twenty-nine young people (40%) who engaged in agriculture activities had completed their education from primary to college degree.

4.3 Factors Influencing Youth Participation in Agriculture

From this section, the study sought to understand how the variables indicated in the study affected participation of agriculture. This shows the findings on how the dependent variable affected the independent variable. Below are the findings on the same.

4.3.1 Perceptions of Careers in Agriculture

Perceptions of career in Agriculture was the first variable to be evaluated and how it affected the independent variable of this study that is on participation in agriculture. The results are shown in Table 4.1.

Table 4.1: Perceptions of Careers in Agriculture

	N	Means	Std. Dev
The perception of agriculture makes youth choose a different career other than agriculture	76	3.64	0.895
Career in agriculture is a challenge due to too many specifications and fields in agriculture	76	3.52	0.923
There are few employments in youths taking agriculture careers compared to other forms of jobs	76	3.29	1.21
Agriculture has become a better career in universities in Kenya due to lack of employments in other careers	76	3.23	1.2
Too much work on agriculture makes youth in various places choose other careers instead of agriculture	76	3.19	1.28

Source: Research Data (2025)

There was a strong agreement by the youth that the perception of agriculture makes youth choose a different carrier other than agriculture (mean=3.64), Carrier in agriculture is a challenge due to too many specifications and fields in agriculture (mean=3.52). to a moderate extent, the youth indicated that there are few employments in youths taking agriculture carriers compared to other form of jobs (mean=3.29), agriculture has become a better carrier in many universities in Kenya due to lack of employments in other careers (mean=3.23) and finally too much work on agriculture makes youth in different places choose other career instead of agriculture (mean=3.19). Youth agriculture's perceptions and challenges in field specifications were considered as the main issue on the perceptions of youth to agriculture. These findings concur with a study done by Muthomi, (2017) who indicated that young people believe that those without formal education, the impoverished, and the elderly work mostly in agriculture. They also think that the sector is intended for households in rural areas. Young people are not drawn to the field because they have a pessimistic attitude and believe it to be a filthy, labor-intensive, and highly devoted profession.

4.3.2 Youth Access to Agriculture Information

Youth Access to agriculture information was the second variable to be evaluated and how it affected the independent variable of this study that is on participation in agriculture. The results are shown in Table 4.2.

Table 4.2: Youth Access to Agriculture Information

	N	mean	Std. dev
Accessing information easily will lead to both youth and adults to participate in agricultural activities	76	3.72	0.685
Access to agriculture information has led to a fewer number of youths participating in agriculture	76	3.51	0.792
Availability of agriculture information will ensure more youths engage in agriculture and agriculture	76	3.06	1.03
Agriculture being a large part of the Kenyan economy, the government has made the access to agriproduct information available and cheap to access	76	2.48	0.958

Agriculture output shares enough information to the public hence making it a determination to participate in agriculture	76	2.42	1.12

Source: Research Data (2025)

There was a strong agreement by the youth that that accessing information easily will lead to both youth and adults to participate in agricultural activities (mean=3.72), they agreed that access to agriculture information has led to a fewer number of youth participating in agriculture (mean=3.51) to a moderate extent, the youth indicated that availability of agriculture information will ensure more youths engage to agriculture and agriculture (mean=3.06), they further indicated that agriculture being a large part of the Kenyan economy, the government has made the access to agriproduct information available and cheap to access (mean=2.48) and finally they pointed out that Agriculture output shares enough information to the public hence making it a determination to participate in agriculture (mean=2.42). the findings show that access to information is fundamental to agriculture in Kenya. The findings are in line with a study done by Valerie, (2019), who agreed that the lack of knowledge, education, and access to information among young people is the cause of their lack of awareness of agricultural programs. It is often known that overcoming development obstacles in rural areas requires knowledge. Not only is there a clear connection between food security and rural children's education, but research also indicates that farmers' livelihoods can be enhanced by having a basic understanding of reading and numeracy.

4.3.3 Social-Capital Networks

Social-capital networks was the third variable to be evaluated and how it affected the independent variable of this study that is on participation in agriculture. The results are shown in Table 4.3.

Table 4.3: Social-Capital Networks

	N	mean	Std. dev
Participation of youth in agriculture and agriculture has rocketed in the past few years due to good and dependable social-capital networks	76	4.01	0.976
Social-capital networks have made it easier for the youth to participate in agriculture in Kenya	76	3.96	1.01

Social capital networks presence has made more youths to be entrepreneurs in the recent past	76	3.88	0.678
The government has ensured that the social-capital networks are much simple to the youth participating in agriculture	76	3.85	0.876
More business has been created and enhancing youth employment due to active social-capital networks.	76	2.51	0.865

Source: Research Data (2025)

There was a strong agreement by the youth that participation of the youth in agriculture and agriculture has rocketed in the past few years due to good and reliable social-capital networks (mean=4.01) they also agreed that social-capital networks has made it easier for the youth to participate in agriculture in Kenya (mean=3.96) to a moderate extent, the youth indicated that social capita networks presence has made more youths to be entrepreneurs in the recent past (mean=3.88), they pointed out that the government has ensured that the social-capital networks are much simple to the youth participating in agriculture (mean=3.85). Lastly, they mentioned that more business has been created and enhancing youth employment due to active social-capital networks (mean=2.51). This study accomplishes that there have been more youth participating in agriculture and agricultural related activities nationally in the past few years. These findings are in line with research done by Okello et al., (2017) who pointed out that people with higher levels of social capital place more value on their friends, family, and associates, which encourages group activity. In addition to promoting economic activity at the micro level by lowering uncertainty and transaction costs, social capital also offers a novel analytical tool for understanding macro phenomena, such as disparities in rural development.

4.3.4 Economic Factors

Economic factors were the fourth variable to be evaluated and how it affected the independent variable of this study that is on participation in agriculture. The results are shown in Table 4.4.

Table 4.4: Economic Factors

	N	mean	Std. dev

The current economic factors give the youth a platform to engage in agriculture in Kenya	76	4.1	0.675
Participation of the youth in agriculture has elevated the economic activities in both the rural and urban areas	76	3.92	0.787
The government has put in place economic policies that ensures that all youth are included in agriculture activities	76	3.86	0.794
Economic factors affecting the youth participation in agriculture positively are crucial to Kenya as the fastest growing county in East and Central Africa	76	3.75	0.963
The GDP has been improving in the last ten years due to more youth being involved in agricultural activities	76	3.52	0.881

Source: Research Data (2025)

There was a strong agreement by the youth that the current economic factors gives the youth a platform to engage in agriculture in Kenya (mean= 4.1),they agreed that participation of the youth in agriculture has elevated the economic activities in both the rural and urban areas (mean=3.92) to a moderate extent, the government has put in place economic policies that ensures that all youth are included in agriculture activities (mean=3.86). Economic factors affecting the youth participation in agriculture positively are crucial to Kenya as the fastest growing county in East and Central Africa (mean=3.75) and lastly the GDP has been improving in the last ten years due to more youth being involved in agricultural activities (mean=3.52). Land, Capital, water and farm inputs were considered the most critical economic factors that influenced youth participation in agriculture value chain projects. These findings are in critic with a study done by Mangoa, (2021) who argued that for young people attempting to make a living in agricultural and rural areas, access to land is crucial. Not only is land access the most important prerequisite for beginning farming, but it can also improve household food security and be a source of income and employment. Even though having access to land is essential to beginning a farm, young people frequently struggle to get it.

4.3.5 Youth Participation in Agriculture in Kenya

The results on the level of agreement of the respondents on statements explaining the youth participation in agriculture in Kenya are shown in Table 4.5.

Table 4.5: Youth Participation in Agriculture

	N	mean	Std. dev
There is active participation of youth in agriculture in Kenya	76	3.11	1.890
There is partial participation of youth in agriculture in Kenya	76	4.29	0.710
There is no participation of youth in agriculture in Kenya	76	1.06	3.040

Source: Research Data (2025)

The results indicate that participants demonstrated a neutral perspective on two specific statements: first, concerning the active engagement of young individuals in agriculture within Kenya, which yielded a mean score of 3.11 with a standard deviation of 1.890; and second, regarding the lack of youth involvement in agriculture in the country, which produced a mean score of 1.06 accompanied by a standard deviation of 3.040. This suggests that there is a significant contradiction among respondents about the role of youth in the agriculture sector, indicating that opinions may vary widely, and that further investigation may be necessary to understand the underlying factors influencing these perceptions.

The respondents agreed that there is partial participation of youth in agriculture in Kenya (M=4.26, SD=0.710)

4.4 Inferential Statistics Analysis Results

The research conducted inferential statistics, utilizing both correlation analysis and regression analysis, as detailed in the subsequent sub-sections.

4.4.1 Correlation Analysis

Correlation analysis was utilized to identify whether changes in one variable were associated with changes in another. The results are presented in Table 4.5.

Table 4.5: Correlation Analysis

		Perception of careers	Social-capital networks	Economic factors	Youth access to agriculture information	Youth participation in agriculture information
Perception of careers	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	76				
Social-capital networks	Pearson Correlation	.338	1			
	Sig. (2-tailed)	.339				
	N	76	76			
Economic factors	Pearson Correlation	.384	.227	.339		
	Sig. (2-tailed)	.012	.152	.332		
	N	76	76	76		
Youth access to agriculture information	Pearson Correlation	0.321	0.125	0.119	1	
	Sig. (2-tailed)	0.211	0.308	0.227		

	N	76	76	76	76	
Youth participation in agriculture	Pearson Correlation	.778*	.790*	.699*	0.752	1
	Sig. (2-tailed)	.001	.002	.004	0.003	
	N	76	76	76	76	76

Source: Research Data (2025)

The information displayed in Table 4.5 indicates that the Pearson correlation coefficients, commonly referred to as r values, associated with various factors influencing youth participation in agriculture specifically perceptions of careers, social-capital networks, economic factors, and access to agriculture information are 0.778, 0.790, 0.699, and 0.752, respectively. Additionally, the significance levels corresponding to these correlations are 0.001, 0.002, 0.004, and 0.003, respectively. These results imply that there is a strong and statistically significant relationship between these factors and the level of youth engagement in agriculture activities. The high correlation coefficients suggest that as perceptions of careers, social networks, economic conditions, and access to relevant information improve, youth participation in agriculture is likely to increase correspondingly.

4.4.2 Regression Analysis

The study utilized multiple regression analysis as shown in table 4.11 below to find out the relationship between the predictor variables and youth participation in agriculture. The study utilized SPSS version 24 to generate output of the regression statistics after cleaning and coding data from the field. The coefficient of determination was used to explain how the change in the dependent variable can be explained by the change in the independent variables. The dependent variable was youth participation in agriculture while the independent variables were perception of career in agriculture, youths' access to agriculture information, social capital networks and economic factors.

Table 4.6: Regression Analysis

Model	R	R Square	Adjusted R Square

1		.807[a]		.651		.636
Model		Sum of Squares	Df	Mean Square	F-value	P-value
1	Regression	3.500	6	.583	2.782	.001[b]
	Residual	21.630	103	.210		
	Total	25.130	109			

	Unstandardized Coefficients	Standardized Coefficients	T-Value	P-value
	B	Beta		
(Constant)	6.856		4.078	.000
Perception of career	-.094	-.060	-.509	.002
Access to information	-.153	-.059	-.214	.001
Social capital networks	-.295	-.237	-.821	.004
Economic factors	.058	.046	.366	.000

(Source: Research Data (2025**)**

From table 4.6 the regression model summary shows 65.1% disparity in participation in agriculture is explained by the independent variables in the model. However, 34.9% unexplained difference in participation in agriculture is because of other unrepresented determinants in the regression model. This shows that the model is good and can be utilized for the purposes of estimation.

The significance value is 0.001 which is less than 0.05 thus the model is statistically significance in predicting how the factors (perception of career in agriculture, youths' access to agriculture information, social capital networks and economic factors) impact participation in agriculture. The F, which was critical at 5% level of significance was 2.782. Since F calculated is greater than F critical this shows that the overall model was significant.

The estimated linear regression model as per the SPSS generated was as follows; ($Y = \alpha + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4 + ẹ$) becomes: ($Y= 6.856 - 0.094 - 0.153 - 0.295 + 0.058 + \varepsilon$). From the regression taking the independent variables (perception of career in agriculture, youths' access to agriculture information, social capital networks and economic factors) constant at zero, participation in agriculture was 6.856.

The data analyzed also showed that taking all other independent variables at zero, a unit increase in perception of career in agriculture will lead to a 0.094 decrease in participation in agriculture, a unit increase in youths' access to agriculture information will lead to a 0.153 decrease in participation in agriculture, a unit increase in social capital networks will lead to a 0.295 decrease

in participation in agriculture, and a unit increase in economic factors will lead to a 0.058 increase in participation in agriculture.

CHAPTER FIVE

DISCUSSION, CONCLUSION AND RECOMMENDATION

5.1 Introduction

This is the study's last chapter, and it presents the study's summary of findings, the discussion and conclusion that emerges from the findings. The study then concludes with recommendations that can be implemented to increase the participation of youth in agriculture.

5.2 Summary of Findings

This study sought to investigate factors influencing youth participation in agriculture in Kenya. Specifically, the study sought the degree to perception of career in agriculture, youths' access to agriculture information, social capital networks and economic factors influence youth participation in agriculture. Towards this end, the study adopted a descriptive design that utilized a pragmatic approach in determining the relationship between the dependent and dependent variables. The study relied on regression analysis models in the analysis. The findings from the analysis were that.

Majority of the respondents 51(67%) were male while the rest 25(33%) were female. majority of the respondents 58(76%) were aged between 25 to 35years, 21(21%). This study also indicated that majority of the youth 29(38%) who took part in agriculture activities were graduates from primary and secondary schools. This was an indication that majority of the youth who participated in agriculture value chain projects were male.

Regarding perceptions of career in agriculture, the youth strongly agreed that the perception towards agriculture makes youth choose a different carrier other than agriculture, Carrier in agriculture is a challenge due to too many specifications and fields in agriculture and, the youth indicated that there are few employments in youths taking agriculture carriers compared to other form of jobs.

On youth access to agriculture information, accessing information easily will lead to both youth and adults to participate in agricultural activities, access to agriculture information has led to a fewer number of youths participating in agriculture and availability of agriculture information will

ensure more youths engage to agriculture and agriculture. This shows that access to information is fundamental to agriculture in Kenya.

Further on social-capital networks, the study indicated that participation of the youth in agriculture and agriculture has rocketed in the past few years due to good and reliable social-capital networks, and social-capital networks has made it easier for the youth to participate in agriculture in Kenya also social capita networks presence has made more youths to be entrepreneurs in the recent past. This shows that there have been more youth participating in agriculture and agricultural related activities nationally in the past few years.

Finally, on economic factors, the current economic factors give the youth a platform to engage in agriculture in Kenya, participation of the youth in agriculture has elevated the economic activities in both the rural and urban areas and, the government has put in place economic policies that ensures that all youth are included in agriculture activities. This shows that Land, Capital, water, and farm inputs were considered the most critical economic factors that influenced youth participation in agriculture value chain projects.

5.3 Discussions of Findings

The discussion of findings is done in the following sub-sections based on quantitative data results as follows.

5.3.1 Perceptions of Career in Agriculture and Participation in Agriculture

This study sought the influence of perceptions of career in agriculture on youth participation in agriculture, and the results revealed that there are few employments in youths taking agriculture careers compared to other forms of jobs. This finding contradicts the push and pull theory, which was developed by Lee, (1977) which asserts that Push factors occur due to circumstance, for example, when one loses their job and decides to venture into business as an alternative while they look for a new job. With pull factors, business owners identify an opportunity they are interested in and pursue it. However, the theory is relevant in this study because it helps identify the reasons as to why only youths venture into agriculture opportunities, as it asserts that there are factors that either push or pull the youth away or towards agriculture.

5.3.2 Access to Agriculture Information and Participation in Agriculture

This study sought the influence of access to agriculture information on youth participation in agriculture, and the results revealed that access to agriculture information has led to a fewer number of youths participating in agriculture and that availability of agriculture information will ensure more youths engage in agriculture and agriculture. These findings agree with the theory of push and pull. The theory suggests that factors such as negative perception, lack of finances and access to markets, lack of information on agriculture, and poor infrastructure are among the factors pushing the youth away from engaging in agriculture. In addition, enhanced access to information can significantly influence the level of youth involvement in agriculture, contributing to the growth and sustainability of the agricultural sector in Kenya.

5.3.3 Social-Capital Networks and Participation in Agriculture

This study sought the influence of social-capital networks on youth participation in agriculture, and the results revealed that social-capital networks has made it easier for the youth to participate in agriculture in Kenya and that social capita networks presence has made more youths to be entrepreneurs in the recent past. The findings are supported by the theory of planned behavior. The personal attitudes of an individual indicate the strengths of a person and their willingness to accept an opportunity in agriculture. The theory asserts that an individual's personal attitudes and their environment shape the perceived behavior controls and perceptions towards agriculture and the possible opportunities. Studies show that people form their attitudes from beliefs and perceptions of outcomes.

5.3.4 Economic Factors and Participation in Agriculture

This study sought the influence of economic factors on youth participation in agriculture, and the results revealed that the government has put in place economic policies that ensures that all youth are included in agriculture activities and that economic factors affecting the youth participation in agriculture positively are crucial to Kenya as the fastest growing county in East and Central Africa. These findings are in support of the theory of planned behavior. This theory was key in this study as it was used to predict the factors that influence agriculture involvement intentions. This theory is a base model for examining how attitudes, subjective norms, and perceived behavioral control

predict the intention to engage in certain behaviors, and in this case, involvement in agriculture in an economy of a particular country.

5.4 Conclusion

The study sought the factors that influenced the youth participation in agriculture and specified the influence of perception of career, access to agriculture information, social capital networks and economic factors. The study concludes that the variables under investigation have significant influences on the decision to participate in agriculture. Regarding the first objective, the study concludes that perception of career has an insignificant influence on the youth's participation in agriculture. Conclusions were that how the youth perceived agriculture career-wise significantly influences participation in agriculture.

The second objective sought after the influence of access to agriculture information on participation in agriculture, with the findings leading to the conclusion that the variables examined under access to agriculture information have the most significant impact on agriculture participation. The prevailing perception is that youth organizations are not receiving coordinated support in implementing agricultural activities. The lack of knowledge, education, and access to information among young people is the cause of their lack of awareness of agriculture programs. It is often known that overcoming development obstacles in rural areas requires knowledge and access to information.

Regarding the third objective, which was on social capital networks, the study concludes that they have significant influences on participation in agriculture ventures. The conclusions were that participation of the youth in agriculture and agriculture has rocketed in the past few years due to good and dependable social-capital networks and this has affected the participation of the youth in agriculture. Findings on social capital networks led to the conclusion that Youth upbringing and group membership significantly influence participation in agriculture. However, the size of the household and education level significantly influenced the participation in agriculture.

The fourth and final objective of this study was on economic factors, the study concludes that they have significant influences on participation in agriculture ventures. The conclusions were that the current economic factors give the youth a platform to engage in agriculture in Kenya significantly influence participation in agriculture. Findings on the economic factors led to the conclusion that

major obstacles limit young people's ability to participate in economic development: underemployment and unemployment; population pressure that exacerbates the shortage of resources, such as land for agriculture; migration from rural to urban areas in search of better jobs and a better life, which decreases the number of rural residents who would otherwise work in agriculture; marginalization of developmental programs; insufficient capital; and restricted access to ICT.

5.5 Recommendation

The study findings provide evidence that the youth are highly enthusiastic and motivated to participate in agriculture and that under the right conditions, more youth will get involved in the country's biggest income earner. However, stimulating youth involvement in agriculture necessitates a holistic policy package involving all stake holders in the country, especially the youth who are currently under-represented. These policies must address youth specific barriers, perception of career, information access, social capital networks barrier and economic barrier.

The first recommendation is for the country to position the youth at the epicenter of the drive towards the transformation of the agriculture sector. The country must actively engage the youth in the development of food systems and link any efforts with those aimed at achieving Sustainable development goals. The study calls on the national government to ensure proper coordination between the ministries and departments of agriculture and education in syllabus development and training, as well as foster and promote agriculture clubs in institutions of learning. Such initiatives will improve the perception of agriculture to the youth and encourage their participation in agriculture. Given that agriculture is a viable income-earning activity, the study recommends labor policies be developed to increase youth employability in agriculture through interventions such as training and skills development, job matching, entrepreneurship coaching and incubators.

Furthermore, the study recommends that the government also plays a key part in stimulating agriculture value creation by organizing more agricultural seminars and promoting benefit maximizing opportunities to those lacking the necessary skills to create value within the agriculture chain. The study also recommends that the government specifies that certain programs that deal with skill development in financial management and marketing be targeted towards the youths located in the rural regions of arid and semi-arid regions to ensure that these have adequate

knowledge on the best and up-to-date agricultural methods, technologies and machinery as well as can properly compete in the digital markets.

In addition, the study recommends that the government engages the youth through agricultural extension programs organized through a self-help group framework that would see joint efforts at agriculture value creation, reduce risk and encourage diversification. The government can demonstrate their support to the youth by creating competitions, initiatives and programs aimed at challenging the youth to become creative and, as a policy matter, provide awards to successful youth farmers. Such programs would increase awareness of the value of agriculture and increase the sector's competitiveness as an income-generating activity. In relation, this study recommends the creation of a supportive policy environment for youth-led start-up initiatives by instituting tax breaks and incubation hubs that would help youth build their capacity to better engage competitive marketplaces. Subsidy programs aimed at supporting the transition from school to work and labor-markets should also be instituted and provided to all youth regardless of their ethnicity, religion, or gender.

This also calls on the government to streamline financial regulations to increase the sector's development. The development of regulations on loan products designed specifically for the youth, for instance, would increase lenders' ability to design products tailored to meet the needs of young farmers as well as programs to aid youth projects. Further, the development of agricultural insurance for youth farmers will reduce the risk perception of agriculture that the youth have and encourage more youth to become involved in agriculture value creation. Policies on taxation and product innovation, seed varieties, fertilizers as well as resource utilization should also be streamlined to encourage the development of innovative products such as marketing platforms and e-payment platforms.

The study also recommends that the community be directly involved in encouraging the youth in agriculture. They can do this by donating parcels of land to youth, offering farm machinery and even financial assistance and training to ensure even those in urban areas have a grasp of agriculture-added activities such as food processing and packaging. The study also calls on the regular organization of workshops, training courses, seminars, and demonstration farms to motivate and spur interest in the youth currently disinterested in agriculture. Another recommendation is for increased marketing and financing of agriculture as a vital component of

the economy to increase its attractiveness to foreign investors who can bring in newer farming methods, technologies, and expertise.

5.6 Suggestion for Further Research

This study investigated the factors that drive the youth to participate in agriculture value creation in arid and semi-arid areas where agriculture may not be the main economic generating activity. However, there are many regions in the country with quality rainfall. This study recommends further analysis into the factors that motivate the youth to participate in areas whose primary economic activity is farming. Further, while the study observes that access to extension services influences the youth's participation in agriculture, it does not indicate the specific services that influence participation in agriculture. This study calls for further investigation into the diverse types of extension and training services, such as farming training, marketing training, strategic planning, financial literacy, and leadership management. In conclusion, this study did not assess the impact of youth participation in agriculture-on-agriculture productivity in the country. This study calls for further assessment of the effect of youth involvement in agriculture-on-agriculture productivity.

5.7 Limitations of the Study

This study was not without certain limitations. The study limited itself to an analysis of the youth from only one county. The study also limited itself to a descriptive design that collected primary data. The study further limited itself to components in the push-pull theory and the theory of planned behavior. The study could have considered psychological theories.

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APPENDICES

Appendix I: Questionnaire

Greetings respondent, as part of my studies at the Strathmore University, I am doing a study on the factors influencing youth participation in agriculture in Kenya. Your participation as a respondent is critical to the success of this study. The information you provide will be used solely for academic purposes and it will not be exposed to third parties. Please accept my heartfelt gratitude.

SECTION A: DEMOGRAPHIC INFORMATION

1. What is the title of your Name (Optional)? ……

2. Choose one of the following genders:

    a) Male []

    b) Female []

3. Please indicate your age bracket:

    a) Between the ages of 18 and 30 []

    b) Between the ages of 31 and 35 []

5. What is your highest educational level?

    a) Receipt of a certificate []

    b) Master's degree []

    c) Undergraduate degree []

    d) Diploma []

6. How long have you been at your current University?

    a) For less than 4 years []

    b) For 4 years and above []

7. Have you been at any other University for academic purposes?

    a) Yes []

    b) No []

SECTIONB: PERCEPTIONS OF A CAREER

Do you think the youth have different perception of careers when it comes to agriculture?

Yes []

No []

Please indicate with a tick the extent to which you agree with the statements on Perceptions of a career using the scale below. 1- Not at all, 2-To a small extent, 3-To a moderate extent, largely and 5- To a substantial extent.

Statement	**1**	**2**	**3**	**4**	**5**
The perception to agriculture makes youth choose a different carrier other than agriculture					
Too much work on agriculture makes youth in various places choose other careers instead of agriculture					
Agriculture has become a better career in universities in Kenya due to lack of employments in other careers					
There are few employments in youths taking agriculture careers compared to other forms of jobs					
Carrier in agriculture is a challenge due to too many specifications and fields in agriculture					

SECTION C: YOUTH ACCESS TO AGRICULTURE INFORMATION

Do you think youth have access to agriculture information?

Yes []

No []

Please indicate with a tick the extent to which you agree with the statements on Youth Access to Agriculture information using the scale below. 1- Not at all, 2-To a small extent, 3-To a moderate extent, largely and 5- To a substantial extent.

Statement	**1**	**2**	**3**	**4**	**5**
Access to agriculture information has led to a fewer number of youths participating in agriculture					
Availability of agriculture information will ensure more youths engage in agriculture and agriculture					
Accessing information easily will lead to both youth and adults to participate in agricultural activities					

Agriculture output shares enough information to the public hence making it a determination to participate in agriculture					
Agriculture being a large part of the Kenyan economy, the government has made the access to agriproduct information available and cheap to access					

SECTION D: SOCIAL-CAPITAL NETWORKS

Do social- capital networks influence the youth participation in Agriculture?

Yes []

No []

Please indicate with a tick the extent to which you agree with the statements on Social-Capital Networks using the scale below. 1- Not at all, 2-To a small extent, 3-To a moderate extent, largely and 5- To a substantial extent.

Statement	**1**	**2**	**3**	**4**	**5**
Social-capital networks have made it easier for the youth to participate in agriculture in Kenya					
Participation of youth in agriculture and agriculture has rocketed in the past few years due to good and dependable social-capital networks					
The government has ensured that the social-capital networks are much simple to the youth participating in agriculture					
Social capital networks presence has made more youths to be entrepreneurs in the recent past					
More business has been created and enhancing youth employment duet active social-capital networks.					

SECTION E: ECONOMIC FACTORS

Do the economic factors contribute to the county's GDP by the youth participation in agriculture?

Yes []

No []

Please indicate with a tick the extent to which you agree with the statements on Economic factors using the scale below. 1- Not at all, 2-To a small extent, 3-To a moderate extent, largely and 5- To a substantial extent.

Statement	**1**	**2**	**3**	**4**	**5**
The current economic factors give the youth a platform to engage in agriculture in Kenya					
Participation of the youth in agriculture has elevated the economic activities in both the rural and urban areas					
The GDP has been improving in the last ten years due to more youth being involved in agricultural activities					
The government has put in place economic policies that ensures that all youth are included in agriculture activities					
Economic factors affecting the youth participation in agriculture positively are critical to Kenya as the fastest growing county in East and Central Africa					

SECTION F: YOUTH PARTICIPATION IN AGRICULTURE

Please indicate with a tick the extent to which you agree with the statements on youth participation in agriculture using the scale below. 1- Not at all, 2-To a small extent, 3-To a moderate extent, largely and 5- To a substantial extent.

Statement	**1**	**2**	**3**	**4**	**5**
There is active participation of youth in agriculture in Kenya					
There is partial participation of youth in agriculture in Kenya					
There is no participation of youth in agriculture in Kenya					

Thank you!

Appendix II: Ethical Approval Letter

Ole Sangale Rd, Madaraka Estate,
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Email: info@sbs.ac.ke or vist www.sbs.strathmore.edu

Strathmore UNIVERSITY
BUSINESS SCHOOL

28th May 2024

To Whom It May Concern,

RE: FACILITATION OF RESEARCH – NG'ALU, CAROLINE MWENDE

This is to introduce Ng'alu, Caroline Mwende who is a Master of Commerce (MCOM) Student at Strathmore University Business School, admission number MCOM/056213/22. As part of our MCOM Programme, Caroline is expected to do applied research and undertake a project. This is in partial fulfilment of the requirements of the MCOM course. To this effect, Caroline would like to request appropriate data from your organization.

Caroline is undertaking a research paper on "**FACTORS INFLUENCING YOUTH PARTICIPATION IN AGRIBUSINESS IN KENYA.**" The information obtained shall be treated confidentially and shall be used for academic purposes only.

Our MCOM Programme seeks to establish links with industry, and one of these ways is by directing our research to areas that would be of direct use to industry. We would be glad to share our findings with you after the research, and we trust that you will find them of great interest and of practical value to your organization.

We appreciate your support and shall be willing to provide any further information if required.

Yours sincerely,

Njoki Kiagiri
Manager – Graduate Programmes
Strathmore University Business School.

Appendix IV: Research Permit

REPUBLIC OF KENYA

NATIONAL COMMISSION FOR SCIENCE,TECHNOLOGY & INNOVATION

Ref No: **173792**

Date of Issue: **04/June/2024**

RESEARCH LICENSE

This is to Certify that Ms.. Caroline Mwende of Strathmore University, has been licensed to conduct research as per the provision of the Science, Technology and Innovation Act, 2013 (Rev.2014) in Nairobi on the topic: FACTORS INFLUENCING YOUTH PARTICIPATION IN AGRIBUSINESS IN KENYA for the period ending : 04/June/2025.

License No: **NACOSTI/P/24/36700**

173792

Applicant Identification Number

Director General
NATIONAL COMMISSION FOR SCIENCE,TECHNOLOGY & INNOVATION

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See overleaf for conditions

THE SCIENCE, TECHNOLOGY AND INNOVATION ACT, 2013 (Rev. 2014)
Legal Notice No. 108: The Science, Technology and Innovation (Research Licensing) Regulations, 2014

The National Commission for Science, Technology and Innovation, hereafter referred to as the Commission, was the established under the Science, Technology and Innovation Act 2013 (Revised 2014) herein after referred to as the Act. The objective of the Commission shall be to regulate and assure quality in the science, technology and innovation sector and advise the Government in matters related thereto.

CONDITIONS OF THE RESEARCH LICENSE

1. The License is granted subject to provisions of the Constitution of Kenya, the Science, Technology and Innovation Act, and other relevant laws, policies and regulations. Accordingly, the licensee shall adhere to such procedures, standards, code of ethics and guidelines as may be prescribed by regulations made under the Act, or prescribed by provisions of International treaties of which Kenya is a signatory to
2. The research and its related activities as well as outcomes shall be beneficial to the country and shall not in any way;
    i. Endanger national security
    ii. Adversely affect the lives of Kenyans
    iii. Be in contravention of Kenya's international obligations including Biological Weapons Convention (BWC), Comprehensive Nuclear-Test-Ban Treaty Organization (CTBTO), Chemical, Biological, Radiological and Nuclear (CBRN).
    iv. Result in exploitation of intellectual property rights of communities in Kenya
    v. Adversely affect the environment
    vi. Adversely affect the rights of communities
    vii. Endanger public safety and national cohesion
    viii. Plagiarize someone else's work
3. The License is valid for the proposed research, location and specified period.
4. The license any rights thereunder are non-transferable
5. The Commission reserves the right to cancel the research at any time during the research period if in the opinion of the Commission the research is not implemented in conformity with the provisions of the Act or any other written law.
6. The Licensee shall inform the relevant County Director of Education, County Commissioner and County Governor before commencement of the research.
7. Excavation, filming, movement, and collection of specimens are subject to further necessary clearance from relevant Government Agencies.
8. The License does not give authority to transfer research materials.
9. The Commission may monitor and evaluate the licensed research project for the purpose of assessing and evaluating compliance with the conditions of the License.
10. The Licensee shall submit one hard copy, and upload a soft copy of their final report (thesis) onto a platform designated by the Commission within one year of completion of the research.
11. The Commission reserves the right to modify the conditions of the License including cancellation without prior notice.
12. Research, findings and information regarding research systems shall be stored or disseminated, utilized or applied in such a manner as may be prescribed by the Commission from time to time.
13. The Licensee shall disclose to the Commission, the relevant Institutional Scientific and Ethical Review Committee, and the relevant national agencies any inventions and discoveries that are of National strategic importance.
14. The Commission shall have powers to acquire from any person the right in, or to, any scientific innovation, invention or patent of strategic importance to the country.
15. Relevant Institutional Scientific and Ethical Review Committee shall monitor and evaluate the research periodically, and make a report of its findings to the Commission for necessary action.

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