



Influence of Agripreneurship Awareness and Perceived Viability on Undergraduates' Readiness for Agro-Business Agribusiness in Federal Tertiary Institutions in Ogun State, Nigeria

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Introduction

This study examines the impact of agripreneurship awareness and perceived viability on undergraduates' readiness for agro-business in federal tertiary institutions in Ogun State, Nigeria. Agribusiness is crucial for both economic expansion and food security. However, many undergraduates do not consider agribusiness to be a viable career option because of a lack of understanding and concerns about its profitability. Two hypotheses were formulated and a 4-point Likert type questionnaire was developed and administered on 200 randomly selected students from the three (3) federal tertiary institutions in Ogun State, which are Federal Polytechnic Ilaro, Federal College of Education, Osiele, Abeokuta and Federal University of Agriculture (FUNAAB) Ogun State Nigeria.

Methodology

Descriptive data were analyzed and the hypotheses were tested with regression analysis at 0.05 level of significance on SPSS Version 25. The sampling process involved multiple stages to ensure representation across gender and institution. The demographic data and questionnaire responses of the respondents were described using descriptive statistical techniques like frequencies, percentages, means, and standard deviations. Inferential statistics were applied to test the hypotheses of the study. Specifically, a Chi-square test of independence was employed to analyze the influence of impact of agripreneurship awareness and perceived viability on undergraduates' readiness for agro-business in federal tertiary institutions in Ogun State. A 95% confidence interval and a significance level of $p < 0.05$ were used.

Results and discussion

The results showed that agripreneurship awareness has a significant impact on students' readiness for agro-business (T-value = 7.160; P-value = $0.001 < 0.05$) and that students' perceived viability (profitability, sustainability and feasibility) of agripreneurship contributes significantly to their readiness for agro-business engagement (T-value 5.375; P-value = $0.000 < 0.05$). The results of this study demonstrated that a number of characteristics, such as agripreneurship knowledge, entrepreneurial experience, agripreneurship experience, marketing experience, and perceived risk knowledge, affect the perception of agripreneurship as a feasible employment and job development alternative.

Conclusion

The study concludes that awareness creation and institutional policy support are essentially needed in stimulating readiness and promoting agripreneurship engagement among students in tertiary institutions. The idea that agripreneurship is a feasible alternative was greatly enhanced by each of these elements. Youths' perceptions of agripreneurship as a means of creating jobs and engaging in constructive activities will be relatively negative in the absence of a concerted awareness and education campaign. However, young people's knowledge and awareness of agribusiness as a feasible means of making a living will determine the possibility that they will show interest in it. The study recommends, among others that the Federal Government at all levels, through economic and social development agencies and initiatives as well as management of tertiary institutions should foster more agripreneurship tailored-awareness to spur students' interest in agripreneurship and provide access to arable land, credit facilities, and modern tools to support agribusiness startups and growth of agripreneurial ventures among the youths.

Keywords: Agripreneurship, Agribusiness, Awareness, Perceived Viability, Undergraduates' Readiness.