

Factors Affecting Agribusiness Entrepreneurial Intention of Youths: A review.

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ABSTRACT: Entrepreneurship can be considered as a driving force for socioeconomic growth and it plays an essential role in the development of youths to become self-reliant. Unemployment of youths has become a global problem in both developed and developing countries, and severely affecting the developing countries. As Sri Lanka is a developing country, it also suffers from youth unemployment problem. Agribusiness entrepreneurship is one of the newest research areas in the entrepreneurship field and has played significant roles in poverty reduction, job creation, food production, and income generation. Therefore, investigating the factors affecting the agriculture entrepreneurial intentions of youths will provide insight for stakeholders (government, agencies, scholars, and entrepreneurs) to raise more agri-business entrepreneurs to support the economic growth of Sri Lanka in the form of employment opportunities, GDP, and poverty reduction. This research study aims to review recent articles on entrepreneurial intention (EI) in agri-business entrepreneurship mainly in developing Asian countries to identify the factor affecting the Agribusiness Entrepreneurial Intention of youths.

KEYWORDS : Entrepreneurship, Entrepreneurial intention, agricultural, agribusiness Entrepreneurial intention of youths.

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I. INTRODUCTION

Entrepreneurship's contribution to the economy and sustainable development had attracted many countries to entrepreneurship development. It contributes to growing the GDP of a nation, and the well-being of the people, and contributes big to society [1]. It's a driving force for socioeconomic growth and plays an essential role in the development of youths to become self-reliant [2]. It's a source of transformation and

innovation that increases economic competitiveness and increases productivity [3]. Entrepreneurship is about creating innovative businesses although it could occur in the existing business as well [4]. It contributes to reducing unemployment through new ventures, job creation, and increasing employment opportunities. Most developing countries can accelerate their socio-economic development process by promoting entrepreneurship [5].

The evaluation of the free-market economies led to the development of “Agripreneurship” and the enhanced need to run their own business [6]. Due to prevailing food security issues and high unemployment rates in most countries, agri-business entrepreneurship development is becoming an essential strategy and one of the newest areas in research [7]. The global changes in socioeconomic, political, cultural dimensions, and environmental changes had led all farmers and nations to change their economic environment for their survival [8]. Enhancing the profitability and productivity of agriculture through agribusiness entrepreneurship could help to increase agriculture growth and reduce unemployment and poverty [8].

The youth generation in a country is essential for the growth and development of its economy [9]. Unemployment of youths becomes a global phenomenon in both developed and developing countries around the world [9]. As a developing country, Sri Lanka also suffering from the problem of youth unemployment [9]. Youth unemployment refers to the labor force age between 15 to 24 without work but available and seeking employment [10]. From 2011 to 2021 the youth unemployment rate was showing continuous growth in Sri Lanka. If we check the last three years from 2019 to 2021 Sri Lanka’s youth unemployment rate has grown from 21.26% to 26.06%, an increase of 4.80% [10].

The Sri Lankan economy is based on agriculture since it’s a fertile tropical land with a high prospect for the cultivation and processing of a variety of crops [11]. Until its independence in 1948, it was an agriculture-based open economy characterized by a plantation sector and a subsistence agriculture sector with a fixed exchange rate regime [12]. Tea, Rubber, and Coconut were the three main plantation crops that contributed ninety percent of the total exports [12]. However, as of 2021 Seven percent of the national Gross Domestic Product (GDP) is contributed by the agriculture sector, which is the lowest contribution considering the other sectors’ industries (25.90%), and services (58.30%) [12].

These facts on the increase of youth unemployment and Agriculture’s lower GDP contribution shows youth contribution in the agriculture sector is lower than expected and it affects the national income, therefore creative youths are required to develop the agricultural sector through entrepreneurship activities [13]. Therefore, investigating the factors affecting the agricultural entrepreneurial intentions of youths will provide insight for stakeholders (government, agencies, scholars, and entrepreneurs) to nurture more agri-business entrepreneurs to support the economic growth of Sri Lanka in the form of employment opportunities, GDP, and poverty reduction. This research study aims to review recent articles on entrepreneurial intention (EI) in agri-business entrepreneurship mainly in developing Asian countries to identify the factor affecting the Agribusiness Entrepreneurial Intention in youths.

II. LITERATURE REVIEW

2.1 Definition of Entrepreneurial Intention and Agribusiness Entrepreneurship

2.1.1 Entrepreneurial Intention

Entrepreneurs can differentiate from their exceptional traits such as innovation, determination, problem-solving, leading, pragmatic, and goal-oriented and they identify the opportunity or desired goal and can take any risk to achieve it [8]. Entrepreneurs need to have the focus to recognize and utilize opportunities, have quick decision-making ability in any uncertain environment even with limited resources, be hardworking, and possess numerous skills, knowledge, and abilities [14]. Self-evaluation, leadership, market orientation, and innovation are the most important qualities to managing productivity and seeking out new businesses which will make a successful entrepreneur [8]. An entrepreneurial nature is reflected in an entrepreneur's ability to bring in capital, labor, and resources, to transform, and establish a successful business with higher profitability, even facing any challenges [15]. According to Peter Drucker, an entrepreneur is an individual with the attitude to change or innovate, reacts to it, and finds an opportunity to succeed, further, he visions an entrepreneurial society taking responsibility for their learning and career [16]. Previous studies show the reason for choosing entrepreneurs rather than employees remained to work with freedom, self-control, and the possibility to earn more wealth [17]. Entrepreneurs recognized qualities were the need for achievement, innovativeness, risk-taking, internal locus of control, and self-efficacy out of these qualities need for achievement or desire to advance plays a significant impact on an individual intending to become an entrepreneur [14].

According to many researchers, becoming an entrepreneur is a risky decision due to uncertainty in business, therefore the person who has the nerves to take risks could become an entrepreneur [18]. Risk can be defined as the outcomes of uncertainty and potential loss of a certain given behavior or set of behaviors [8]. Small time business entrepreneurs have a negative attitude toward risk-taking, in changing environment entrepreneurs take fewer risks, however, they take risks in certain temporary situations and when the objectives were achieved, they will stop taking risks [8]. Risk-taking is considered a predictor of EI [8].

Research on the formation of EI or factors explaining the desire of people to engage in entrepreneurial activities has been an interesting topic among scholars [19]. EI is a mindset to start a new business or new value driver inside an existing business and starting a new business is a process of planning rather than reckless choice however, even an individual who finds a business opportunity will not pursue it if that person doesn't have an entrepreneurial intention [18]. EI is the best predictor of entrepreneurs' behaviors in comparison with other factors such as trait variables and demographic variables [20]. The most popular theory used in the research based on EI is the Theory of Planned Behavior (TPB) by Icek Ajzen (1991) [19]. There are three main elements of TPB attitudes, subjective norms, and perceived behavioral control [21].

According to reference [21] attitude toward behavior refers to a person's willingness to take an action to engage in any behavior. Attitude toward behavior can be further elaborated as an individual's desire to start a business depends on that individual's perception and expectation of personal outcomes [22]. A more favorable attitude toward the behavior of creating a business will lead to stronger intentions on such activities [19]. According to reference [21] Subjective Norms refer to "the social pressure on a person to perform or not to

perform a specific behavior”. It means the amount of importance of the approval or disapproval of certain individuals or groups is affecting the intention of starting a new business [19]. Those individuals or groups could be family members, relatives, friends, etc. Accordingly, when a youth desires to start a business, the pressure given by his/her family members, friends, relatives, and instructors could influence the intention of starting the business either positively or negatively [22]. Finally, according to reference [21] perceived behavioral control refers to “the perceived ease or difficulty of performing a given behavior”. It means the control belief in gaining necessary resources and opportunities to perform a certain behavior such as starting a new business will affect the intention of the behavior [19].

Another theoretical model used in the research based on EI was Shapero’s Entrepreneurial Event Theory (SEET) or Entrepreneurial Event Model created by Shapero (1975) and developed further by Shapero and Sokol (1982) and it is widely recognized as an intention-based theory [23]. Reference [24] stated that human behaviors are directed by “inertia” unless interrupted by external forces and influence an individual to become an entrepreneur. Three elements that affect the EI of SEET are perceived desirability, perceived feasibility, and perception of readiness [24]. Reference [24] defined Perceived desirability as the motivation of an individual to develop a career based on entrepreneurship, Perceived feasibility as the extent to which an individual personally believes they are capable and confident to start a business, and Perception of readiness as the willingness of a person performs on the decision.

2.1.2 Agribusiness entrepreneurship

Entrepreneurship is a transformation consisting of identifying, reviewing, and making opportunities, a new setup that can be managed by facilitating producing and selling of new goods or services, and value creation [25]. Entrepreneurship is a mixture of innovation, solution, and risk-taking [15]. It involves complex human dynamics and complex human interaction to generate positive results in business [26]. The success of entrepreneurship arises when resources are directed to the right opportunities [26]. Entrepreneurship helps underdeveloped and developing countries to utilize their human resources effectively which makes those nations’ key agenda to address its prospects, sustainability, productivity, and develop youth entrepreneurial intention [27]. These will help those countries to overcome their poverty, utilize their capital efficiently, increase national income and production, redistribute income in rural and urban regions, and encourage entrepreneurial activities [27].

Agribusiness entrepreneurship is one of the newest research areas in the entrepreneurship field and a significant supporting factor for economic growth in the global market, especially for the rural market in developing countries [7]. Most people in developing countries live in poverty and their main source of income and livelihood is based on agricultural activities [15]. Agriculture entrepreneurship had played significant roles in poverty reduction, job creation, food production, and income generation [25]. Agriculture activities include growing crops, horticulture, animal husbandry, and dairying [25]. Business organizations involved in agribusiness use a mixed combination of labor, material, capital, and technology [26]. Three economically interdependent sectors of agribusiness are input supply, farm production, and the output (marketing) sectors

[26]. Agribusiness can be elaborated as the business of agriculture production which involves different economic agents who are involved in production processing, distribution, storage, marketing, financing, and regulation of goods of agricultural and livestock origin [28].

An Agribusiness entrepreneur can be defined as an individual involved in farming and non-farming activities with the characteristics of being change-oriented, value creation, risk taker, utilizing innovation, and concerned with productive resources, products, and markets, to exploit opportunities [29]. Agribusiness entrepreneurship can be defined as the creation of a new business in agriculture by taking risks to obtain rewards or returns [8]. Agriculture sectors wind up with limited entrepreneurs since the vital factors of agriculture production are limited land and transferring generation-to-generation agriculture farming activities [30]. Agribusiness entrepreneurship becoming more valuable in the agriculture sector which utilizes modern innovative ways to solve issues in farm management, farm systematization, investment obtainability, developing cultivars, environment-friendly pesticides and fertilizers, and the agriculture supply chain [31]. It helps the agrarians to increase their income and lifestyle, educate about agriculture to the society to support local economic growth, reduce the level of urbanization, promote local products, and create value editions [31]. Implementing entrepreneurship in the agriculture sector will benefit many economic activities such as increased production of agricultural products, product innovation, new job opportunities, opportunities to start new businesses, increase wealth, and rural area development [8]. Positive results can be produced in agribusiness by utilizing the managerial, technical, and innovative skills of entrepreneurship [8]. Agribusiness entrepreneurship can overcome many problems in a country such as reducing the obstacles of agriculture, generating job opportunities in rural areas, industrial development in rural areas, encouraging youths to move from rural areas to cities, and being the dominating sector for employment of youths [32].

2.2 Youth Contribution to Agriculture

Recent research studies have shown that youth's interest in agribusiness is declining globally, particularly in Asia and Africa even though their governments had positioned agribusiness as a profitable venture [33]. Most youths don't choose agribusiness as a professional option and they believe agribusiness entrepreneurship is a feasible alternative, therefore they mostly prefer office-based jobs that offer better rewards, and these factors challenge to address the food security of the next generation [22]. The difference in wages between the agricultural and non-agriculture sectors is an important barrier for youths and quality workers to enter the agriculture sector [34]. Most young graduates hesitate in choosing agribusiness, even the ones who are enrolled in agriculture-based courses also prefer to avoid Agri based careers [33]. Due to the certainty and low risk, agriculture graduates prefer to work in the non-agriculture sector [34]. Investing in agriculture is considered a high-risk investment and return, due to the significant constraints on lack of capital, skills, support, market opportunities, and risks that impede youth's agribusiness entrepreneurship [35]. Most youths leave rural areas without participation in agriculture due to the lack of resources for their self-development, however, agricultural activities can provide those resources which will stop youths' migration from rural areas [36]. Most of the agriculture sector is carried out by the older generation which makes productivity lower and decreases the

ability to work the land [34]. These problems become a research topic to determine whether agriculture is a way to increase the livelihood of youngsters [35]. Identifying youth perception of the desirability and feasibility of agribusiness entrepreneurship also becoming an important topic [37]. Therefore, promoting agribusiness entrepreneurship for youth will gradually form a mainstream business in rural areas and can respond to rural development [36].

2.3 Opportunities and Challenges in agri-business entrepreneurship

Countless areas of agriculture sectors encourage entrepreneurs to seek opportunities to establish their businesses in the agriculture sector. Many businesses are adapting to the changing demands of consumer habits, environment-friendly principles, need for quality products, supply change management, food safety, etc. and these changes helped new entrants and entrepreneurs to revolutionize the Agri-entrepreneurship skills and to respond to the changing environment of agriculture [38].

According to reference [8] five main areas of agriculture sectors display vital prospects to start up a new venture in agri-business. Those are:

1. Agro-produce processing units which process agriculture products. e.g., rice mills, Dall mills, decorticating mills, etc.
2. Agro produces manufacturing units that produce new products made by using agricultural raw materials. e.g., sugar, bakery, strawboard, etc.
3. Agro-inputs manufacturing units that produce goods to increase the productivity of the manufacturing plants. e.g., Fertilizer productions
4. Agro service centers which contain workshops for repairing and serving agricultural tools.
5. Miscellaneous areas which exclude above mention areas such as setting beehives, seed processing units, feed processing units, mushroom production units, commercial vermin-compose units, goat farming, sheep nurture, rabbit nurturing, fisheries, floriculture, organic vegetables and fruits retail outlets, bamboo plantation, and jatropa cultivation.

However, to start up agribusiness entrepreneurship many challenges need to be rectified. Limited land is a main factor that constrains reducing poverty by expanding farms [26]. Minimal support of the public sector for agriculture and inefficient services of the public sector for agriculture affecting farmers to link with the market are major challenges faced by farmers [26]. Youth participation to become entrepreneurs is affected by low-skill development, low income, job insecurity, rapidly changing climate, poor livelihood, lack of infrastructure in rural areas, lack of knowledge, lack of effective training programs, credit access, land ownership, and access [7]. The farmer's performance is affected by the members' inactive participation, lack of ownership, vastly dependent on government support, dispersed location, and people's complacent attitude toward agriculture [39]. Lower access to irrigation facilities and a lack of farm practices could affect earning a higher income in agriculture [39].

III. RESEARCH METHODOLOGY

Many research article was analyzed in executing this literature review paper. The article was found through Google Scholar and with the keywords of Entreprenioral intention, agricultural, agribusiness entrepreneurship, and youths. Since Sri Lanka is a developing country in Asia and therefore all the analyzed journal articles were chosen from Asian region developing countries within the last five to six years. Most articles used the theoretical framework based on the theory of planned behavior (TPB) (Attitude toward the behavior, Subjective norm, and Perceived behavioral control) developed by Ajzen (1991) as an extension to the theory of reasoned action (TRA) by Fishbein and Ajzen (1975) i.e [13], [22], [27], [28] and [34]. Some of the articles also used Shapero's Entrepreneurial Event Theory (SEET) model (Perceived desirability, Perceived feasibility, and Perception of readiness) i.e [23],[37], and [40]. Based on the analysis of the chosen relevant articles the conclusion on the factors affecting agribusiness EI of youths was identified through the findings and results of the articles.

IV. RESULT AND DISCUSSION

According to the detailed literature review conducted on the area of factors affecting Entrepreneurial Intentions among the young generation, graduates, university students, and young farmers relate to factors affecting youth's agribusiness EI. The factors affecting the Agribusiness EI of youths are identified and discussed in the following section.

The explanatory study conducted in Sri Lanka by reference [30] to investigate the role of capabilities in the context of Entrepreneurial Growth Intention (EGI) in the agribusiness sector and the results identified five capabilities as predictors for EGI in the agribusiness sector which organizational learning, technological, alliance formation, financial know-how, and process management. The result suggests that desperate action to be taken to build facilities to obtain advanced knowledge in new technological development and obtain professional services, especially in financial literacy, and enhance these abilities through education, training, experience, or peer-to-peer network [30].

The quantitative study conducted in Sri Lanka by reference [26] on the entrepreneurial attitudes of farmers investigated the characteristics of innovation, opportunity-seeking, and risk-taking, and consider their contribution to rural development. The result of the study found that entrepreneurial attitudes were mostly determined by educational background and farming experience than age, gender, the extent of farmland, type of farming, and ownership of farmland. Farming experience and educational background related positively with opportunity seeking and risk-taking, however only farming experience related positively with innovation other than farmers' educational background. The result suggests that experienced farmers are willing to take risks by obtaining credit facilities and are prepared to find sources for markets and other agricultural information. Therefore, providing entrepreneurial skills training rather than an agricultural extension program will enhance the entrepreneurial behaviors of farmers to enhance their business success in a rapidly changing business environment [26].

The quantitative study conducted in Indonesia by reference [13] on analyzing entrepreneurship characteristics and factors affecting entrepreneur intention in the agriculture sector of the young generation found that the characteristics of entrepreneurship have highly average trends on behavior belief, normative belief, motivation to comply, control belief, control belief power, and intention, and only evaluation of consequences have a medium average trend. Factors affecting the entrepreneurial intention of youths in agriculture are subjective norms and have no effect on the attitude toward the behavior and perceived behavioral control. Hence family, parents, friends, the role of the business team, and business consultants are the external factors affecting the entrepreneurial intention of youths in the agricultural sector. Therefore, strengthening of facilitating external factors through encouraging teamwork, socialization toward parents and community, and providing support from consultants will help to grow the entrepreneurial intention of youths in the agricultural sector [13].

The quantitative study conducted in Indonesia by reference [34] to analyze the factors affecting the entrepreneurial intention of students of agribusiness entrepreneurship found no significant effect between attitude toward behavior and student entrepreneurial intention to start agri-business and, subjective norms and perceived behavioral control have a significant effect between student entrepreneurial intention to start agribusiness. Mainly the family and parents' expectations are the effecting factors in subjective norms, and for perceived behavioral control the main effecting factors are obtaining financial institution support, entrepreneurial complexity, the ease of negotiation, and ease of overcoming fatigue [34].

The study conducted in Malaysia by reference [23] to examine the relationship between Realistic, Investigative, Artistic, Social, Enterprising, and Conventional (RIASEC), and Shapero's Entrepreneurial Event Theory (SEET) on the youth's intention to be involved in agribusiness entrepreneurship and the result identified the youths with realistic, investigative, enterprising interest are have the higher intention to become agribusiness entrepreneur, and perceived desirable and feasible of SEET plays a significant role in entrepreneur intention in agribusiness. However, SEET was the strongest predictor of agribusiness intention compared with the RIASEC. This study suggests the government and its agencies choose applicants based on the identified characteristics and assist them to participate in youth in the agriculture sector [23].

The quantitative study conducted in Malaysia by reference [33] examined the moderating role of entrepreneurial education on the relationship between perceived social status, job security, and Agribusiness EI and found that entrepreneurial education is not a moderating factor between perceived social status and Agribusiness EI, and it's a moderating factor between job security and Agribusiness EI. It suggests that entrepreneurial education should focus on promoting agribusiness entrepreneurship as a high-income earning career that will attract and increase the youths' Agribusiness EI [33].

The empirical study conducted in Malaysia by reference [22] examines the effect of graduate students' attitudes toward agro entrepreneurship, subjective norm, perceived behavioral control, acceptance of agribusiness, and agri-business knowledge on the Agribusiness EI and the moderating effect of gender and faculty on the relationship among the factors based on the TPB. The result shows attitudes toward agro entrepreneurship, perceived behavioral control, and acceptance of agri-business have a positive and significant

effect on Agribusiness EI, though subjective norm and agri-business knowledge had an insignificant but positive effect on Agribusiness EI of graduate students and further male graduates intention toward Agribusiness EI higher than female students and faculty diversity does not affect the relationship among TPB [22]. The study suggests implementing strategies to encourage young agro-entrepreneurs such as financial support, online support, start-up incubation, incentives, establishing young agro-entrepreneur networks, and implementing large-scale agro-entrepreneurship programs [22]. It also suggests the role of family, parent, friend, teachers, and government officials are crucial in attracting and inspiring young entrepreneurs to pursue careers in agriculture and students must be exposed to adequate education, expertise and knowledge, information, and competencies associated to agro-entrepreneurship education to develop entrepreneurial thinking and traits to become successful agro-entrepreneurs [22].

The quantitative study conducted in Malaysia by reference [28] analyzes the factors influencing undergraduate students to follow a career in the agriculture sector by examining the relationship between personality traits (risk-taking and innovativeness) and Agribusiness EI among Generation Y. It found that risk-taking and innovativeness have a positive relationship with Agribusiness EI and innovativeness is the highest predictor of Agribusiness EI [28]. It recommends emphasizing the university education program to develop personality traits, provide exposure and motivate students to follow agriculture as their main career choice [28]. Another quantitative study conducted by reference [32] to examine the factors influencing Agribusiness EI of Generation Y with perceived social status, job security, and perceived behavior control in the Malaysian context and identified only job security and perceived behavior control significant and positive relationship with Agribusiness EI excluding perceived social status.

The quantitative study was conducted in India by reference [31] to analyze student's intention toward the existing rural entrepreneurship and effort to study the problems and challenges in its growth and major objective of this study was identifying student's interests, scope, opportunities, and challenges in agricultural entrepreneurship to contribute to the rural economy of India. The finding shows that students' attitudes, perceptions, awareness, and intentions have a higher connection toward agricultural entrepreneurship, and among all those attributes students' attitudes have a higher significant relationship. Therefore, agricultural entrepreneurship is dependent on students' intentions developed based on their attitude, awareness, and perception [31].

The quantitative study conducted in India by reference [40] expanded the research on factors affecting the EI in the agriculture industry by using the determinant of entrepreneurial intentions (DEI) (only two components used individual background and entrepreneurial attitude) and entrepreneurial event model (EEM) (only two components used perceived desirability and perceived feasibility). The finding of the study shows that perceived desirability, perceived feasibility, individual background, and triggering events are positively related to entrepreneurial attitude, and the entrepreneurial attitude positively and significantly affects EI in the agricultural sector[40]. It explains the level of attraction, confidence in one's ability to execute, education, prior experience, family background, and external events that motivate will develop an entrepreneurial attitude and encourage an individual willingness to start agribusiness entrepreneurship [40]. It suggests that policymakers,

parents, and guardians can influence by encouraging and equipping the potential youths to engage in agricultural entrepreneurship [40].

The study conducted in Uttarakhand state of India by reference [41] investigated the role of gender and regional cultures on entrepreneurial intentions and perceived barriers to entrepreneurship in two diverse regions and the results predicted gender differences and regional culture significantly affect the perceived barriers to entrepreneurship and entrepreneurial intentions among youths. This study suggests developing separate entrepreneurship development policies for youth based on their genders and the basis of local cultural differences within the state and the countries [41].

The study conducted in Taiwan by reference [36] examined the effect of empathy, social responsibility, social capital and support, and social entrepreneurial self-efficacy with Social Entrepreneurial Intentions (SEI) among agriculture students and the associations between demographic variables and SEIs, and how these factors affect Taiwan students' SEIs. Results show that management efficacy, stakeholder perspectives, and communication efficacy were positively associated with a social entrepreneurial conviction, whereas management efficacy, stakeholder perspective, and affective empathy were positively associated, and cognitive empathy was negatively associated with social entrepreneurial preparation. This indicates that college students often have high levels of empathy, strong social responsibility, and high self-efficacy, which affect the development of agricultural SEI and social capital and support were found to have no association with SEI [36]. This study suggests developing programs for students considering entrepreneurial self-efficacy and long-term social benefits such as classroom-based education with practical work experience, instructors assist them in building their entrepreneurial self-efficacy (management and communication) and provide positive experiences and implant career flexibility (to develop self-efficacy) into their coursework design and placement experience planning [36].

The quantitative study conducted in the Philippines by reference [37] investigated the factors affecting the agribusiness EI of Generation Z from agricultural students, thus these factors are mediated by perceived desirability and perceived feasibility and the finding shows attitude toward agribusiness entrepreneurship, perceived behavioral control and perceived government support have a significant positive influence of perceived feasibility, however, only attitude toward agribusiness entrepreneurship has a significant positive influence on perceived desirability. The study suggests the mechanism should be placed on identifying the factors affecting attitudes toward agribusiness entrepreneurship and act accordingly and target the youths with a desire to agribusiness entrepreneurship to promote agribusiness [37].

The quantitative study conducted in Saudi by reference [2] to fill a research gap regarding the relationship between the dimensions of entrepreneurship orientation (i.e., risk-taking, pro-activeness, and innovativeness) and EI of university graduates found risk-taking had a positive impact on innovativeness and pro-activeness, and also it shows risk-taking, innovativeness, and pro-activeness have a positive impact with EI. Furthermore, the research confirms that both pro-activeness and innovativeness have a mediating effect on risk-taking and EI and also it found that the effect of risk-taking on EI increased with the availability of pro-activeness and innovativeness. These findings suggest the EI on agribusiness of the youths will increase by

being willing to take risks, think creatively, and be proactive in unveiling new ideas. Therefore the education curriculum and training program should be changed in universities by paying attention to developing the proactiveness and innovativeness of graduates [2].

The quantitative study conducted in Pakistan by reference [27] analyzed the factors affecting agricultural student's intentions to become an entrepreneur and identified that gender (male), entrepreneurial education, attitude, family support, mental acceptance, and perceived behavioral control were significantly (positively) related to entrepreneurial intentions among Agri students, all above entrepreneurial education was the strongest predictor of entrepreneurial intentions and age, attitude, background, and subjective norms were insignificantly related to entrepreneurial intentions of Agri students. Based on the findings reference [27] suggested that entrepreneurial intention among youths can be enhanced if they are provided with business wisdom, inspiration, and motivation, either through mentorship by entrepreneurs and experts or by emphasizing the importance of business opportunities in the curriculum and implementing supplementary short entrepreneurial courses.

The empirical study conducted by reference [18] investigated the differences in attitude towards EI of Pakistan and Chinese Agricultural graduates in agribusiness and the findings support the relationship between EI and individual attitude. EI of youths is significantly influenced by self-efficacy, perception of opportunity recognition, risk, entrepreneurial network, range of socio-cultural perceptions such as media motivation, respect, and status, and other control variables gender, age, educational background, and agricultural experience. The Pakistan graduates' age, agricultural experience, and risk perception significantly affect EI, and the Chinese graduates' entrepreneurial network, self-efficacy, need for achievement, and media attention significantly affect EI. However, the educational background of students significantly affects the EI of both countries' youths and gender remains substantial but the perception of opportunities recognition, and family income, represents nonsignificant in both countries' youths. The results suggest that public media motivation and attention, proper consultancy, a platform to provide a sense of security, easy access to initial capital, and entrepreneurship education could be essential means to enhance the EI of youths [18].

The empirical study conducted by reference [35] to evaluate personality traits that influence EI among China and Pakistan agriculture graduates to become agribusiness entrepreneur and the findings shows that agrarian students have a higher attitude towards agricultural entrepreneurship, while creativity and entrepreneurial alertness have a strong effect on students EI, though locus of control and need for achievement have moderate effect and, tendency to take the risk to have a weak stimulating effect on China and Pakistan students EI towards agriculture entrepreneurship. Also, the finding shows a significant difference in the EI of agricultural entrepreneurship between female and male students with business experience and agricultural experience. These results indicate that in both states agriculture students significantly intended to start their business because entrepreneurship has significant value and potential in agriculture for both economies to start their new business venture to achieve sustainable socio-economic growth and development [35].

The empirical study conducted in Wuhan China by reference [38] to determine the facts affecting students to incorporate sustainable agriculture in their business endeavors and identify the value placed in the

triple bottom line affects the sustainable EI. The results indicated sustainable attitude, subjective norms, control behaviors, adequate opportunity recognitions, and encouraging the triple bottom line had strong influences on the intention of promoting sustainability in agriculture entrepreneurship. Moreover, the attitudes, subjective norms, opportunity recognition, and sustainability values can also enhance youths’ significant positive intentions toward sustainable agriculture in entrepreneurship and the influence of the perceived sustainability behaviors control on the entrepreneurs is not significant [38]. This study emphasizes the need for sustainable work value and improves attitudes toward sustainable entrepreneurship to enhance the sustainable EI of youths [38].

The significant factors affecting related to Agribusiness EI were identified from the results from all the research journals discussed above and are summarized below in Table 1. The final column of Table 1 was summarized from the basis of research findings of all research journals discussed above which helps to conclude to identify factors affecting the Agribusiness EI of youths.

Table 1: Summary of Factors Affecting Agribusiness EI of Youths.

No	Source	Country	Researched Variables to identify factors affecting EI	Factors significantly affecting related to Agribusiness EI
1	[30]	Sri Lanka	Organizational learning capability, alliance formation capability, technological capability, process management capability, and financial know-how capability.	Organizational learning capability, alliance formation capability, technological capability, process management capability, and financial know-how capability.
2	[26]	Sri Lanka	Intrinsic variables - Innovation, opportunity seeking, and risk-taking. In addition, six other variables gender, educational background, experience in farming, the extent of farmland, farm record keeping, and farm planning	Innovation, opportunity seeking and risk-taking, educational background, and farming experience.
3	[13]	Indonesia	Attitude toward the behavior, Subjective norm, Perceived behavioral control	Subjective norms
4	[34]	Indonesia	Attitude toward the behavior, Subjective norm, Perceived behavioral control	Subjective norms and perceived behavioral control
5	[23]	Malaysia	Realistic, Investigative, Artistic, Social, Enterprising, Conventional, and Perceived desirable and feasible of SEET, Intention	Realistic, Investigative, Enterprising, perceived desirable, and perceived feasible
6	[33]	Malaysia	Perceived social status, Job security, and Moderating Variable - Entrepreneurial education	Entrepreneurial education and Job security
7	[22]	Malaysia	Attitude, subjective norm, perceived behavioral control, acceptance, and knowledge. Moderating Variable - gender and faculty	Attitude, perceived behavioral control, and acceptance, Male graduates’ intention
8	[28]	Malaysia	Risk-taking and innovativeness	Risk-taking and innovativeness
9	[32]	Malaysia	Perceived social status, job security, and Perceived behavior control	Job security and Perceived behavior control
10	[31]	India	Student’s Attitude, Awareness, Perception, and Behaviors	Attitude, awareness, and perception

11	[40]	India	Perceived desirability, perceived feasibility, individual background, triggering events, and Moderating Variable- Entrepreneurial attitude.	Perceived desirability, perceived feasibility, individual background, and triggering events
12	[41]	India	Gender, Cultural differences at the regional level, perceived barriers	Gender differences (male) and regional culture, and perceived barriers
13	[36]	Taiwan	Demographic variables, Empathy, Social Responsibility, social capital and support, and social entrepreneurial self-efficacy	Empathy, social responsibility, and self-efficacy,
14	[37]	Philippines	Attitude towards agribusiness entrepreneurship, subjective norm, perceived behavioral control, perceived government support. The mediating variables, taken from the SEET are perceived desirability and perceived feasibility.	Attitudes toward agribusiness entrepreneurship, perceived behavioral control, and perceived government support have a significant positive influence on perceived feasibility
15	[2]	Saudi	Innovativeness, Risk-taking, Pro-activeness,	Innovativeness, Risk-taking, Pro-activeness,
16	[27]	Pakistan	Gender, Age, Entrepreneurial education, Attitude, Background, Family support, Mental acceptance, Perceived behavioral control, Subjected norms	Gender (male), entrepreneurial education, attitude, family support, mental acceptance, and perceived behavioral control
17	[18]	Pakistan and China	Perception of opportunities, Perception of self-efficacy, Perception of fear of failure (risk), Perception of Entrepreneurial networks, Media Motivation, Desirable Career, Respect & Status, and Control variables - Gender, age, farming experience, agribusiness experience, family income, the status of education, expected degree	Perception of opportunities, Perception of self-efficacy, Perception of fear of failure (risk), Perception of Entrepreneurial networks, range of socio-cultural perceptions such as media motivation, respect, and status, and other control variables gender, age, educational background, and agricultural experience.
18	[35]	Pakistan and China	Entrepreneurial alertness, creativity, locus of control, risk-taking propensity, and need for achievement	Creativity and Entrepreneurial alertness
19	[38]	China	Sustainability attitude, Subjective norm, Sustainability behaviors, Opportunity recognition, Triple bottom line (TBL)	Sustainable attitude, Subjective norms, control behaviors, opportunity recognitions, and Sustainability values

V. CONCLUSION

This research study reviewed articles on EI in agri-business entrepreneurship mainly in developing Asian countries to identify the factor affecting the Agribusiness Entrepreneurial Intention in youths. The findings show the factors of TPB which are Attitude toward behaviors, subjective norms, and perceived behavioral controls significantly affect the Agribusiness EI of youths. It reflects the youth's willingness to start Agribusiness entrepreneurship, the social pressure given by the acceptance of the youth's closest persons such as family members, parents, relatives, friends, and instructors, and further gaining relevant resources to start agribusinesses such as land, obtaining financial institution support, entrepreneurial complexity, the ease of negotiation, and ease of overcoming fatigue affects the agribusiness EI of youths. Factors of SEET which are Perceived desirability and perceived feasibility also affect Agribusiness EI. It reflects the motivation of the

youth to develop their career towards agriculture and, the capability and confidence to start agribusiness affects the agribusiness EI of youths.

Other identified factors affecting the Agribusiness EI of youths are the capabilities of Organizational learning, alliance formation, technology, process management, and finances. Further, identified factors affecting the Agribusiness EI of youths were Innovation, opportunity seeking, risk-taking, educational background, farming experience, Realistic, Investigative, Enterprising, Entrepreneurial education, Job security, and Acceptance. Awareness, perception, Individual background, triggering events, Gender differences (male), regional culture, perceived barriers, Empathy, social responsibility, self-efficacy, perceived government support, Pro-activeness, family support, mental acceptance, Perception of Entrepreneurial networks, range of socio-cultural perceptions such as media motivation, respect, and status, and other control variables age, agricultural experience, and Entrepreneurial alertness.

This study recommends that desperate action be taken to build facilities to train and educate youths to motivate towards following agriculture as their main career choice which earns a high income. To develop Agribusiness EI of youths the policymakers of Sri Lanka should consider providing education based on gender and the basis of local culture, developing entrepreneurial thinking, developing personality traits, developing pro-activeness and innovativeness, building their entrepreneurial self-efficacy (management and communication), and implant career flexibility (to develop self-efficacy), encouraging teamwork, socialization toward parents and community, and providing business wisdom, inspiration, and motivation, either through mentorship by entrepreneurs and experts on agribusiness entrepreneurship. Furthermore, youths should be provided smooth access to initial capital to start agribusiness, public media motivation and attention to promote agribusiness, a platform to provide a sense of security in agribusiness, proper consultancy, provide advanced knowledge in new technological development based on agribusiness, and provide professional services, especially in financial literacy. These recommendations could assist Sri Lankan youths to participate in the agriculture sector and to become agri-business entrepreneurs to support the economic growth of Sri Lanka in the form of employment opportunities, GDP, and poverty reduction.

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