International Scientific Journal of Engineering and Management (ISJEM) ISSN: 2583-6129
Volume: 04 Issue: 03 | March – 2025 DOI: 10.55041/ISJEM02567
An International Scholarly || Multidisciplinary || Open Access || Indexing in all major Database & Metadata

A Critical Analysis of Factors Influencing University Students Intention Towards Agro-Entrepreneurship

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Abstract

Agro entrepreneurship is vital not only for generating employment but also for utilising the natural harvest for agriculture. The agriculture is lubricative in terms of employment and funds. it is needed that we incorporate entrepreneurship in agriculture. the primary data of two hundred and twenty-five students was collected. in this study based on literature survey four elements like desire to innovate, financial and technical knowledge, ability to take calculated risk are tested. After the analysis it is found that all these four factors are significant.

Keywords: - like desire to innovate, financial and technical knowledge, ability to take risk, agro entrepreneurship.

Introduction

Since it assists the government in promoting economic growth and development, entrepreneurship is the hub of economic development (Marchyta et al., 2025). Conferring to (Ntale et al., 2015) agro-entrepreneurship is the process of adding value either forward or backward, whereby farmers engage in agro-industry activities or employ innovative methods to increase the quantity and quality of agricultural products. (Chaudhari, 2013) stated that entrepreneurs are critical for economic development. In entrepreneurship, new business opportunities are found and developed. By combining innovative thinking, bold actions, and efficient resource allocation, the idea promotes the development of new goods, services, and industries, ultimately strengthening the economy itself (Hasan Emon & Nisa Nipa, 2024). According to (Favour Oluwadamilare Usman et al., 2024) Entrepreneurs are taking part in international business initiatives more frequently, using global networks and technical improvements to overcome obstacles and take advantage of opportunities. This landscape's progress shows the increasing role that entrepreneurship plays in promoting innovation, economic growth, and societal advancement. (Chaudhari, 2024) entrepreneurship in rural India is low. (Shehrawat, 2006) observed that The Green Revolution phenomenon in the 1960s and 1970s caused significant changes in Indian agriculture, which led to the accumulation of agrarian surpluses in many areas. (Tripathi & Agarwal, 2015) described that a person who engages in a range of activities related to agriculture and its related fields is known as an agripreneur. An agripreneur can launch an agricultural company, alter the course of an existing company, buy a company, or engage in value-adding innovation. (Hikmah Politeknik Balekambang Kepel et al., 2021) pointed out that the elimination of the slum can be achieved in part through agrobusiness and agroindustry. The agribusiness industry in the majority of African and Asian economies is still finding it difficult to take advantage of the many opportunities presented by globalisation and keep up with the trends in both developed and emerging markets (Kwasi Bannor & Kofi Arthur, 2024). (Bachmann et al., 2024) has revealed that Starting a business is becoming a different process. Future-focused skills are actually essential for those who want to pursue entrepreneurship.

Review of literature

(Shehrawat, 2006) findings indicate that Government in developing countries are not providing sufficient support and incentives regarding finance, management, marketing and export related to entrepreneurs which badly affect the economic viability of their units, further if there are provision for support and incentives then the procedures are so complicated and time consuming, and ultimately entrepreneurs failed to avail these facilities Research on agro financing by (Orajaka et al., 2023) as a gauge of agro entrepreneurship revealed that entrepreneurs with high

ISSN: 2583-6129
DOI: 10.55041/ISJEM02567

levels of each of these factors also outperformed those with low levels. In order to stay ahead of the competition, an entrepreneur needs to be able to constantly scan the market and look for new business opportunities. They also need to become highly innovative in order to improve processes and products in order to stay appealing and foster customer loyalty. An agro-entrepreneur must introduce new products and processes to the market, and small and medium-sized businesses must take small amounts of risk in order to succeed.

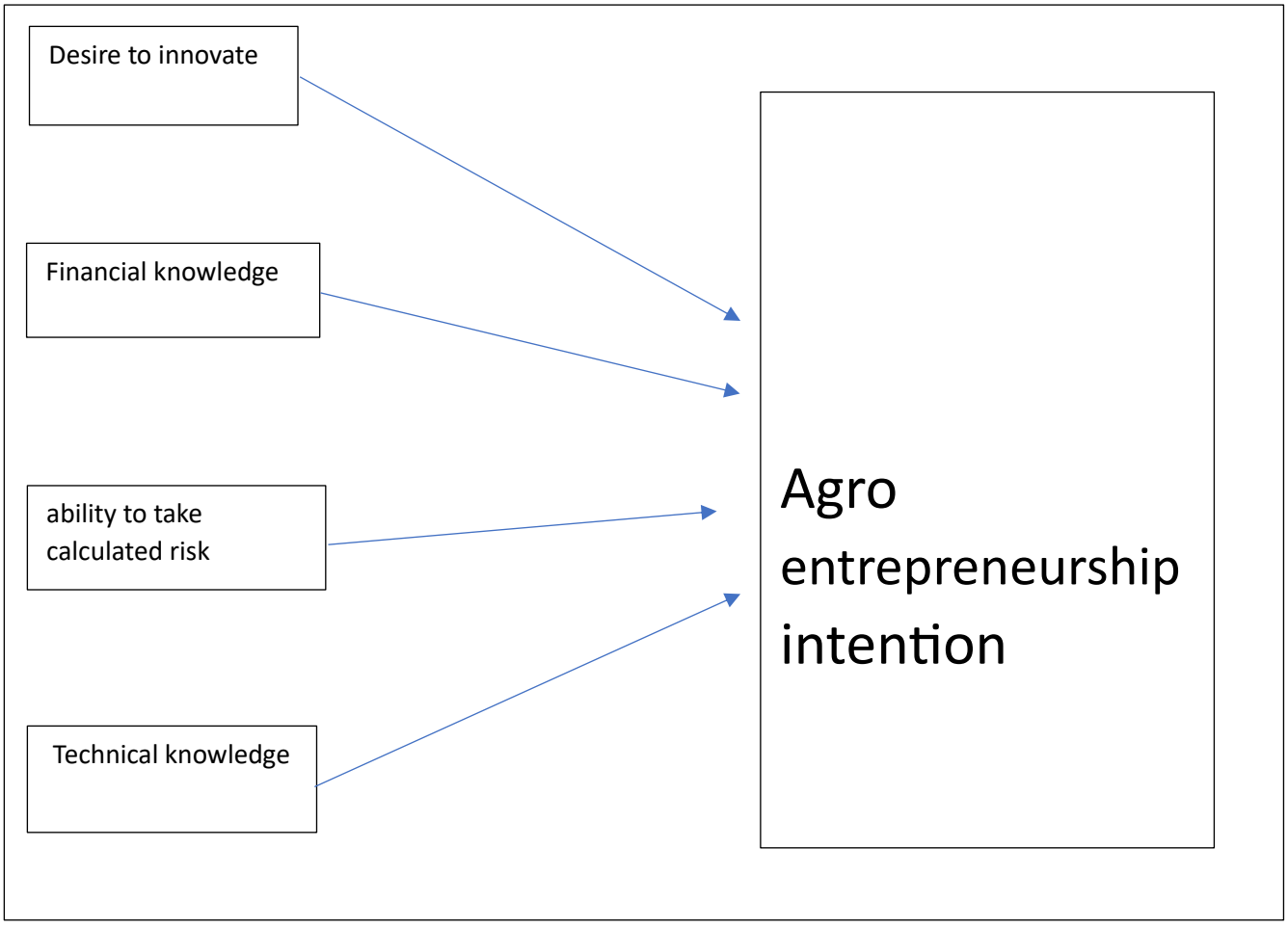
The findings of (Mu'az Mahmud et al., 2011) indicate that young graduates' perceptions of the Basic Student Entrepreneurial Program as a means of fostering their entrepreneurial intention are favourable. Participants also thought that the Basic Student Entrepreneurial Program may help them grow their entrepreneurial ambitions, teach them good business methods, and assist the government in reducing unemployment and increasing agro-entrepreneurs. While some participants disagreed with the beneficial effects of the Basic Student Entrepreneurial Program course, the curriculum's thoughtful design, which incorporates diversity, creativity, quality, and equality, will help young graduates develop their entrepreneurial abilities and qualities.

In the opinion of (Mu'az Mahmud et al., 2011) in terms of agribusiness in general, Bangladesh's agro-industrial sector is still basic, underdeveloped, and mainly devoid of substantial institutional, technical, and financial support.

In conclusion, from the information gathered from the respondents in research paper (Iva Ilyana Mohamad Najid et al., 2024) demonstrates that the entrepreneurs in the Young Agropreneur Program are able to operate agro-enterprises thanks to both external (support from peers, family, program implementers, and the influence of entrepreneurial networks) and internal (positive identity, positive values, and commitment to learning) youth development assets.

(Chaudhari, 2022) has demonstrated the ability to take risks, innovation, and technical skills are found significant for successful entrepreneurship

Figure 1 :- Hypothesis development



Research Methodology

The questionnaire's design was informed by the theoretical framework mentioned above. The pilot study was conducted in the initial phase. A sample of thirty people was chosen for the pilot study. After carefully evaluating the responses and incorporating some crucial suggestions, the final questionnaire was created. The core data was gathered by having people complete out questionnaires in person. 250 was the final sample that was collected. Following examination, the responses from 225 people were deemed to be legitimate. Every primary piece of information was gathered from Nagpur City's college students. This was accomplished through the use of convenience sampling.

Demographic profile

Variables	Categories	Frequency	Percentage
Gender	Male	157	70
	Female	63	30
Age	18 to 20 years	36	16
	20 to 25 years	150	69
	Above 25 years	34	15
Education Level	Graduate	104	46
	Post Graduate	36	16
	Others	85	38
Monthly Family income	0 to 20,000	74	33
	20,001 to 40,000	43	20
	40,001 to 60,000	95	42
	Above 60,001	04	05

Source:- Primary data

Reliability

The first step in determining composite reliability is to assess internal consistency. Cronbach's alpha is an appropriate measure of internal consistency. in opinion of (Afthanorhan et al., 2008) Cronbach's alpha should be no less than 0.7. Table 2 shows that the outcome exceeds the criterion of 0.7. Table 4 includes convergent reliability results. The loading of each indicator with a latent variable was computed and compared to the initial value in the assessment model. Only when the indication reliability exceeds 0.7 is it judged satisfactory. The table shows that most indicators have loadings greater than 0.7 for each latent variable. Additionally, paradigm dependability is assessed using the CR coefficient, which must be greater than 0.7.

Table 2 Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
DI	0.892	0.894	0.925	0.758
FK	0.822	0.833	0.882	0.652
RT	0.801	0.802	0.871	0.63
SE	0.806	0.817	0.874	0.635
TK	0.875	0.881	0.915	0.731

Fornell-Larcker criterion

(Rasoolimanesh, 2022) To establish discriminant validity using the Fornell-Larcker criterion, it is recommended that the square root of AVE is greater than the correlation with any other construct in the framework.

Table number 3

	DI	FK	RT	SE	TK
DI	0.87				
FK	0.408	0.808			
RT	0.471	0.687	0.794		
SE	0.531	0.948	0.693	0.797	
TK	0.699	0.623	0.756	0.731	0.855

HTMT

It was explained (Siyal et al., 2020) that in HTMT, all constructions must have higher loadings than all other constructs, and factor loading should not exceed 0.85. Recently released guidelines articles also emphasise the significance of establishing if the HTMT values are significantly lower than a set threshold, such as 0.85 or 0.90.

Table number 4

	DI	FK	RT	SE	TK
DI					
FK	0.469				
RT	0.533	0.853			
SE	0.636	0.843	0.857		
TK	0.756	0.746	0.894	0.897	

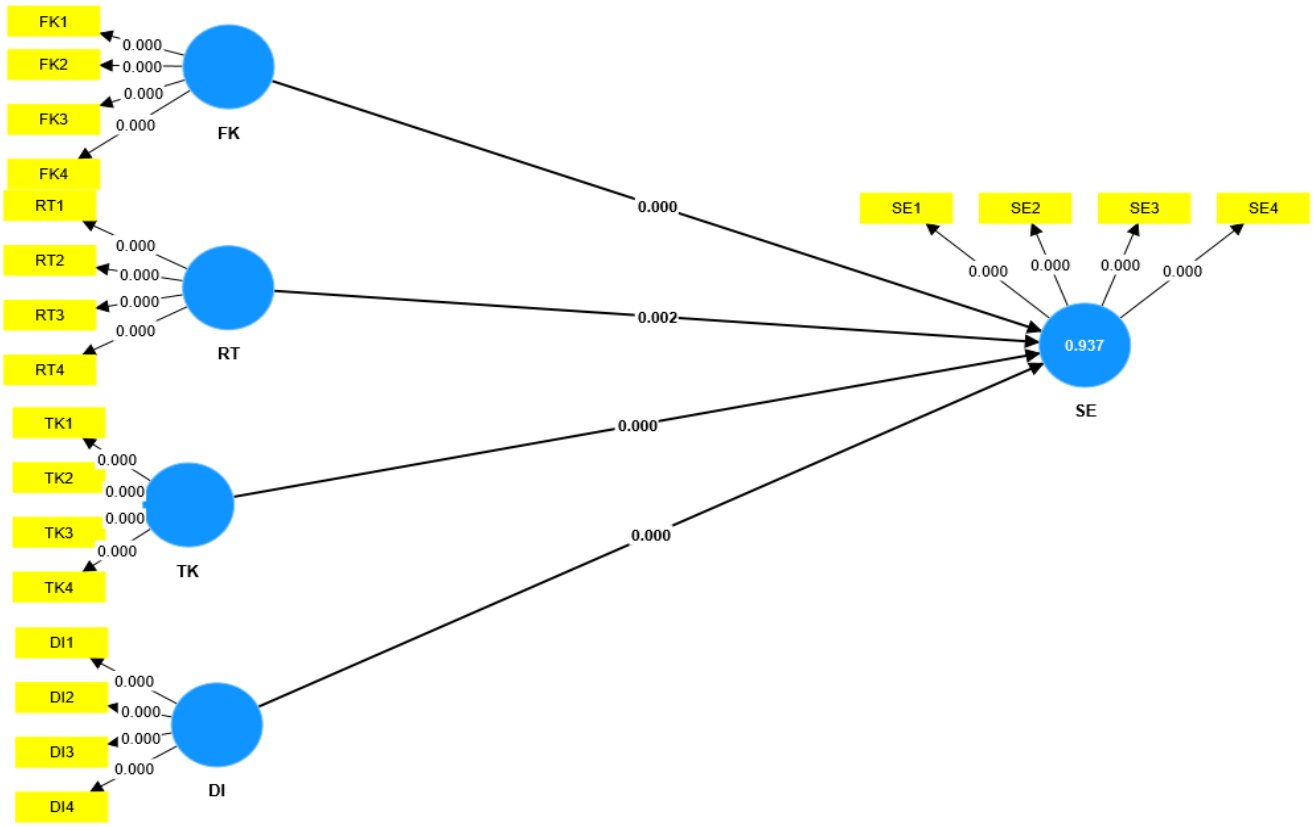
Hypothesis testing

Table 5

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
DI -> SE	0.075	0.076	0.016	4.702	0
FK -> SE	0.839	0.841	0.029	29.08	0
RT -> SE	-0.083	-0.084	0.026	3.169	0.002
TK -> SE	0.218	0.216	0.033	6.66	0

1) It is evident that the hypothesis viz there is no significant relationship between desire to innovate and agro entrepreneurship intention is rejected. Hence based on (β=.016, t=4.702, p<.05) it is concluded that there is significant relationship between DI and SE.
2) It is evident that the hypothesis viz there is no significant relationship between financial knowledge and agro entrepreneurship intention is rejected. Hence based on (β=.029, t=29.08, p<.05) it is concluded that there is significant relationship between FK and SE.

3) It is evident that the hypothesis viz there is no significant relationship between ability to take risk and agro entrepreneurship intention is rejected. Hence based on (β=.026, t=3.169, p<.05) it is concluded that there is significant relationship between RT and SE.
4) It is evident that the hypothesis viz there is no significant relationship between technical knowledge and agro entrepreneurship intention is rejected. Hence based on (β=.033, t=6.66, p<.05) it is concluded that there is significant relationship between TK and SE.



Findings and conclusion

This study agrees with (Rosli et al., 2021) which states that the scope of fostering agro-entrepreneurship needs to be expanded in order to create more agribusiness opportunities through product, marketing, and information transfer, as well as to give smallholders jobs. There is strong relationship between financial knowledge and agro entrepreneurship intention which agrees with (Elnath Aldi et al., 2019). the ability to take risk is significant with agro bases entrepreneurship which was found in (Singh et al., 2019). This study has yielded similar result that of (Chaudhari Tushar, 2024) where technical knowledge is significant relationship with entrepreneurship intention. (Gazi et al., 2024) demonstrate how entrepreneurship education can raise entrepreneurial intentions and hence improve employment results. This study also put the same emphasis on entrepreneurship education. Thus, it is need of the hour that agro entrepreneurship intention among the students must increase. Also, the practical training in academic curriculum is the need of the hour.

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