FACTORS AFFECTING ATTITUDE OF STUDENTS TOWARDS AGRICULTURE BUSINESS

A Dissertation Submitted to the office of the Dean, Faculty of Management in partial fulfilment of the requirements for the Master's Degree

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Putalisadak, Kathmandu

June 2024

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ACKNOWLEDGEMENTS

I am delighted to present this dissertation entitled "Factors Affecting Attitude of Students Towards Agriculture Business" to the head of the research department, Shankar Dev Campus, in partial fulfillment of the requirement for the degree of Masters in Business Studies (MBS), Faculty of Management, Tribhuvan University. The completion of this dissertation would have been considerably difficult without the help, co-operation and suggestion of my supervisor Mr. Keshar Singh Khati. I am indebted to his for his kind support in spite of his business. Moreover, I would also like thank to Chair Person, Research Committee, Asso. Prof. Dr. Sajeeb Kumar Shrestha and Campus Chief, Asso. Prof. Dr. Krishna Prasad Acharya and campus administration, staffs of library and faculties of Shankar Dev Campus. Their cooperation and friendliness towards learner like me have always remained as a motivating factor.

Mingma Sherpa

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TABLE OF CONTENTS

CHAPTER II LITERATURE REVIEW

CHAPTER III RESEARCH METHODOLOGY

CHAPTER IV RESULTS AND DISCUSSION

CHAPTER V SUMMARY AND CONCLUSION

LIST OF TABLES

LIST OF FIGURE

ABBREVIATIONS

ADS	Agricultural Development Strategy
APP	Agriculture Perspective Plan
EU	European Union
FDI	Foreign Direct Investment
GDP	Gross Domestic Product
ICT	Information and Communication Technology
IT	Information Technology
LFA	Less Favored Area
MBA	Master of Business Administration
NARC	Nepal Agricultural Research Council
NPC	Nepal Planning Commission
SMEs	Small Medium Enterprises
SPSS	Statistical Package for Social Science
VIF	Variance Inflation Factor
WTO	World Trade Organization

ABSTRACT

The purpose of this research is to find out how young people in Nepal feel about agriculture and to investigate the ways in which financial resources, agribusiness knowledge, economic infrastructure, and government backing affect these sentiments. The main goals were to ascertain the degree of these elements' effect and to examine the relationship between them and views about agribusiness. 200 respondents in the Kathmandu Valley provided primary data for the research using a survey approach. A 5-point Likert scale was used in the poll to gauge respondents' sentiments toward agriculture and collect demographic data. Two-thirds of the sample's members were between the ages of 16 and 23, 71% were between the ages of 24 and 31, and 8% were between the ages of 32 and 40.

The results of this research show that financial accessibility, agribusiness knowledge, economic infrastructure, and government assistance all have a favorable impact on young people's views about agriculture in Nepal. A considerable segment of the participants recognized the influence of these variables in molding their perspectives about pursuing professions in agriculture. The most important component turned out to be knowledge of agribusiness, underscoring the importance of education and awareness in promoting favorable views toward the industry. Additionally, there was a strong positive association found between government backing, financial availability, economic infrastructure, and good perceptions of agriculture. This shows that promoting young involvement in agriculture requires extensive support networks and infrastructure upgrades. The research emphasizes the need of focused legislative actions and educational initiatives to improve these important domains, eventually endorsing agriculture as a feasible and alluring profession for young people in Nepal.

Key words: *Agribusiness, Youth Attitudes, Financial Availability, Economic Infrastructure, Government Support.*

CHAPTER I INTRODUCTION

1.1 Background of the Study

The most influential demographic in the nation is the youth. The hope for the future lies in today's young. It is common knowledge in Nepal that the two main pillars of our nation are youth and agriculture. The next generation is the nation's future and its vital force. The way that kids developed influenced the way that communities and the nation as a whole developed. Nepal is a developing nation with a complex economic environment that has seen decades of low rates for the majority of economic indicators. Agribusiness is widely acknowledged as a crucial component of economic dynamism and is increasingly acknowledged as a major generator of economic development, productivity, innovation, and employment. Agribusiness's contribution to social and economic advancement has been overlooked over time.

Every country looks on the younger generation to continue growing and developing. Youth represent a significant and essential portion of the human resource pool that will be required to assume leadership roles in the development of the rural and agricultural sectors both now and in the future. Youth therefore have a significant role to play in both the industrial and economic development processes. Recognizing the power of youth, the United Nations proclaimed 2011 to be the "International Year of Youth," a time when the topic of attracting young people to farming was actively discussed.

An individual's attitude is the primary factor in their development and greatly influences their thoughts, perceptions, and actions. It is what determines whether any vibrant undertaking succeeds or fails. Given that agribusiness is the main driver of national growth and development, it is imperative that the nation's young, full of promise, support the agricultural sector. Young people are a powerful force in the agriculture industry. They make up a sizable share of the innovative farmers of the future. Their lack of enthusiasm for agribusiness is a major problem and obstacle to the development of agribusiness in Nepal, even if their importance to achieving agriculture and security cannot be understated.

According to the Ministry of Agricultural Development (2014), agribusiness encompasses a broad range of enterprises, including cooperatives, small, medium, and large businesses engaged

in farming, processing, and marketing agricultural products. It also includes companies that offer products and services tailored specifically to the agricultural sector, like farm machinery, fertilizer, agro-veterinary products, and advisory services. Agribusiness might help break the cycle of poverty by increasing revenue, creating jobs, and generating employment prospects.

expansion in agriculture is seen to be more successful than expansion in industry at reducing poverty. Because agriculture offers less financial incentive and has led to a shift from rural to urban areas, people appear less interested in it these days. The majority of rural Nepalese household members have traveled overseas for work. Agriculture gave rise to agribusiness, which is now a broad, intricate system that encompasses everyone engaged in getting food and fiber to customers, even outside of the farm. Agribusiness encompasses not just landowners but also businesses that process agricultural products like milk, grain, and meat, manufacture food items like ice cream, bread, and breakfast cereals, transport and sell these goods to customers in stores and restaurants, and provide inputs like seeds, chemicals, and credit. The development of new industries and the expansion and specialization of existing agricultural activities have resulted in a fast transformation of the agribusiness system (Bairwa et al., 2014).

Youth continue to find agribusiness unappealing, which causes them to migrate to other economic sectors in search of better opportunities. In the framework of our families, parents are also very important in the formation of professional goals and vocational aspirations. Numerous pieces of data demonstrate that agriculture gives young people a practical means of achieving success and cultivating a sustainable future. Agribusiness has been hailed as an engine of any economy and is widely acknowledged as a solution to economic issues such as unemployment. Agribusiness produces several additional economic advantages in addition to job possibilities. It results in a new company that offers cutting-edge goods and services and eventually makes a significant contribution to the growth of the economy. Given the importance of agribusiness to the expansion and development of economies, it is crucial to comprehend how young people feel about pursuing a career in agribusiness.

1.2 Problem Statement

Young people are the future, and their importance cannot be understated. For young people, agribusiness is one possible professional path. Both rising migration and rising rates of youth unemployment are common. While some individuals manage to analyze the situation and opt for

the easy route of leaving the nation, others must suffer and miss out on chances within their own country. The number of young people traveling overseas is rising, and the nation is continuously facing a skilled labor shortage. One of the biggest obstacles to economic progress is unemployment. More poor nations than industrialized ones have been impacted by it. Nepal is not immune to this issue. Without tackling the problem of unemployment, Nepal would not be able to achieve its desired economic pace. Jobs and self-employment originate from agribusiness. In order to promote economic success, the nation should concentrate on enticing young people to work in agriculture. Selfemployment is becoming more and more popular among young people.

Anecdotal data suggests that Nepalese society expects its educated young to look for paid work in the conventional civil service, major private firms, or government agencies. The majority of Nepal's older population has the misconception that education is only necessary to obtain employment, and that those with little interest in learning would pursue careers in agribusiness. The younger generation appears to care more about advancing their careers than they do about their nation. Many people view agribusiness as a means of escaping poverty and advancing equality. However, in the past, agribusiness in a large portion of the developing globe has mostly been limited to unofficial ventures that help people and their families survive on a daily basis.

The purpose of the study is to evaluate young people's attitudes on the agricultural industry in Nepal, which employs around 65% of the country's workforce. The current researcher was primarily concerned in determining how young people felt about accepting agribusiness as their best career option. In a similar vein, the current researcher also took into account investigating the primary causes of both positive and negative attitudes on agribusiness as a career. The primary goal of this study is to look at the variables that affect young people's perceptions of agribusiness as a career.

i) How do students see government assistance, financial availability, agricultural expertise, and economic infrastructure?

ii) Is there a connection between government support and attitude toward agriculture, financial access, agribusiness knowledge, and economic infrastructure?

iii) iii) To examine how attitudes toward agriculture are influenced by government backing, economic infrastructure, agribusiness expertise, and financial availability?

1.3 Objectives of the Study

This study's main goal is to evaluate Nepalese students' attitudes on agribusiness. The following have been the specific goals:

i) To analyze the perception of students towards financial access, agribusiness knowledge, economic infrastructure and government support.

ii) To determine and analyze the relationship between financial access, agribusiness knowledge, economic infrastructure and government support and attitude towards agribusiness.

iii) To examine the impact of financial access, agribusiness knowledge, economic infrastructure and government support on attitude towards agribusiness.

1.4 Research Hypotheses

A rationally conjectured link between two or more variables presented as a testable assertion is known as a hypothesis. Based on the network linkages defined in the conceptual framework created for the research investigation, relationships are hypothesized. To determine how the dependent and independent variables in this study relate to one another, four different hypotheses have been developed.

H1: There is a significant relationship between financial access and attitude towards agribusiness.

H2: There is a significant relationship between agribusiness knowledge and attitude towards agribusiness.

H3: There is a significant relationship between economic infrastructure and attitude towards agribusiness.

H4: There is significant relationship between government support and attitude towards agribusiness.

1.5 Rationale of the Study

The most vital element of the economy is its youth. Knowledgeable people and a skilled labor force are essential to the nation's overall development and economic prosperity. Therefore, it is the nation's duty to consider the true thoughts and aspirations of our youth generation. They must

be fully aware of the opportunities we can provide the largest segment of the people as well as the ones we now lack.

The evaluation of young people's attitudes regarding agribusiness as a career in Nepal through this research has been extremely helpful in developing policies and initiatives that encourage and include youth in agro entrepreneurship. The purpose of this study is to determine how the nation's future workforce will feel about and approach agriculture. As a result, it can assist policymakers in developing strategies and policies aimed at managing the nation's young in order to promote entrepreneurship, self-employment, sustainability, and social wellness.

It has aided postgraduate students in gaining knowledge about better career options, opening doors for employment, generating money, and fostering new business ventures in the nation.

1.6 Limitations of the Study

The nature of the sample restricts the validity of any inferences that can be made from this study. The following are the study's main limitations:

i) The research mainly covers Kathmandu valley due to finance constraints. Therefore, future research should be conducted on a larger scale by considering outside the valley.

ii) The sample size of 200 considered for the study may not represent a larger proportion of the population.

iii) The data and information are totally relied on facts and information provided by respondents.

iv) The study was mainly conducted taking into account, only four independent variables. However, there could be other drivers which would have impacted the youth attitude towards agribusiness as a profession.

CHAPTER II LITERATURE REVIEW

2.1 Conceptual Review

The conceptual review is related to the factors affecting attitude of students towards agriculture business.

2.1.1 Agriculture

The foundation of the economies of many nations, especially emerging nations, is agriculture. In both the regular and unofficial sectors, it gives a large number of people a living and a job. The ability and availability of labor in a country's population is crucial to agriculture, especially in emerging nations. Since young people are the most productive segment of the population overall, they are essential to the advancement of the agriculture industry, especially in developing nations. This may be further enhanced by enticing young people to pursue careers in agriculture. In 2004Reymond et al.

According to Tripathi et al. (2018), specific measures may be implemented in light of the results to draw, educate, and retain young people from rural areas in agriculture farming as a whole by making it more profitable, gratifying, and sustainable through scientific interventions as a means of transforming agriculture into agribusiness enterprises.

According to Bello, Allajabou, and Baig (2015), agriculture has historically been limited to the cultivation of necessary food crops for human use alone. Currently, farming, forestry, fruit production, poultry, beekeeping, mushrooms, and arbitrary are all included in the category of agriculture. In many economies, agriculture is essential to all of the parts or sectors. A significant portion of the population finds work in agriculture in addition to it being a source of food and raw materials.

Rural youngsters are not drawn to careers in agriculture because of low production, high unpredictability, and low return. Young people from rural areas are forced to embrace farming not because it's their passion. Due to a number of socioeconomic variables, including the profitability of agricultural endeavors, it is currently difficult to keep young people engaged in agriculture. Reorienting farming techniques to make them more

economically and intellectually fulfilling for young people has become imperative (Jayapuria, 2015).

2.1.2 Perception of Youth on Agriculture

According to Man (2007), youth in Malaysia have a negative acceptance towards agriculture. Urban-based youth see agriculture as alienating from youth popular culture and of low status, offering little opportunity for making money and only reserved for the elderly and the poor in rural areas. Many young people are choosing not to pursue livelihoods in the agriculture sector, especially as farmers, since they find the sector unattractive, which may have implications for national and international efforts to drive economic growth through investments in agriculture. Young people see agriculture as an unsatisfactory employment option unless they see instant economic gains or are taking over a family business and youth rarely understand or appreciate the value of agriculture or the impact this industry can have on their immediate lives and future. Agriculture is regarded as an employer of the last resort to young people. New trends and ways to run the agriculture are required in order to attract the interests of youth and enhance their participation in agriculture.

According to Blackburn (1999), current generations of children and youth often see agriculture only in terms of narrow stereotypes - a farmer, a cow, and/or a tractor, with the stereotypical farmer only visualized as an old man that wears bib overalls and chew on straw

Nordstrom et al. (1999) found that students without agricultural experiences are having a perception that raising farm animals is harmful to the environment. They also showed negative responses to the facts that agricultural products are beneficial to society, that farmers try to keep the environment clean and free from residue and that there are adequate laws and regulations protecting the environment.

Akinwunmi (1997), in the studies conducted in Nigeria reported a lack of interest among today's youth towards agricultural careers and revealed that it was due to the perception that agricultural careers involved labor intensive work that yield low monetary returns. youths' interest in farming activities is diminishing; this particularly applies to female students in higher institutions. Female students naturally dislike farm work, because they consider farm

work as being laborious that involves a lot of drudgery; female students in their characteristic manner prefer works that are very easy, therefore, they would not like to engage in exercises or activities such as farm work. According to them, a major constraint is that most female students look at farming activities as the physical work, and that stress is involved in agriculture.

As per the studies conducted by Curtis, Stewart and Linhardt (1991) among the students of Colombia, it was found that inner city students believe that persons working in agriculture should have an agricultural background, has work outdoors, have opportunity for advancement, and can learn the skills needed for employment on the job.

Krueger and Riesenberg (1991), reported that students often have misperceptions of the agricultural industry and agricultural careers and farming as a profession. The students had a misunderstanding about agricultural careers, and they considered them risky and physically demanding. The students were found to prefer public service careers than agricultural careers as they perceived agriculture careers as being low-waged and mainly involving manual labor.

Hasiams and White (1991), conducted a survey among students of Oklahoma to determine their agricultural literacy and found that even the students enrolled in agricultural education were found to have lacked a basic understanding of the food and fiber system, its importance in everyday life, agricultural history and current economic, environmental and social issues in the field of agriculture.

Richardson (1990), as a part of the research conducted among American citizen's, reported that the students have little general knowledge of agriculture, social or economic impacts of agriculture, human health issues related to agriculture, or understanding of agriculture's relationship with the environment. Food comes from the supermarkets and clothes are made in a factory is the general mentality of the youth and they do not realize the value or the impact of agriculture on their daily life

Betts and Newcomb (1986), studied urban student perceptions about careers in agriculture. They concluded that students were only partially accurate in their perceptions of areas of

study and were generally uncertain as to what careers related to agriculture are like. The study indicated that students perceived agriculture as science oriented, but they lacked the knowledge of its importance as an industry and the career potential.

Mallory and Sommer (1986), conducted studies to assess perception of school students on agriculture and reported that many high school students, unaware of the prospects of agriculture, rate agricultural jobs low in terms of stability, a secure future, and earning power. They, through their studies, also found that the high school students equate agriculture with farming alone, or in some cases did not even know the meaning of the word.

As per the study conducted by Nwagwu (1976) among the school students of Nigeria, it was reported that despite being an agricultural country with, at the time, a strong 'back to the land' campaign by government, students expressed no desire to farming and the stated preference for any involvement in agriculture was as an agricultural officer. Agriculture remains unattractive to the youth leading to their movement to other sectors of the economy to grab better life and in recent times, migration of young and vibrant people to cities in search of greener pastures has reduced availability of labor force for agricultural production in Nigeria.

2.1.3 Factors Affecting Perception of Youth on Agriculture

Smith Park and Sutton (2009) claim that a teacher's preconceptions about agriculture might have an impact on their pupils. There are many of possibilities for social engagement in the communal setting. Compared to a city that thrives on the computer manufacturing business, one that is focused on local farming and agriculture may foster completely different agricultural perspectives. Students who pursue a future in agriculture and have a high agricultural perception score are shown to be highly connected with agricultural education programs and groups. They also contrasted the disparities in student preconceptions and agricultural literacy according to their location (rural versus urban) and level of education (whether or not the school offered an agriculture program). According to the pilot study, having an agriculture curriculum is linked to less conventional agricultural stereotypes.

Adisa and Adekunle (2007) found that students' engagement in agricultural activities was substantially correlated with the anticipation of material or financial rewards, parental factor, peer group impact, and school farm location.

Education has an effect on people's acceptance of farming, according to McLarty (2005). He pointed out that it was unexpected to see that college grads did not participate actively in agriculture.

Factors influencing the employment choices of graduates of urban agriculture education programs were identified by Esters and Bowen (2004). The biggest influences on profession choice, according to the researchers, were friends and parents. Graduates specifically stated that the biggest effect on their employment decision came from their mother or female guardian. Graduates who select jobs in agriculture reported that their most impactful experiences were their high school education and their work experiences. The primary reasons given by graduates who did not chose to pursue a career in agriculture were a lack of possibilities, a lack of enthusiasm in the field, and other professional interests.

According to Bryceson (1996), the investment in elementary and secondary education has resulted in a large number of adolescents who are better educated than their parents' age and are generally dissatisfied with a strictly agrarian job life. Constructs of knowledge, attitude support, and belief, according to Adrian, Norwood, and Mask (2005), are important in helping young people embrace farming.

Talbert and Larke (1995) suggested that in order to increase minority students' perspectives of agriculture and to develop their professional knowledge and selfconfidence, efforts could concentrate on biotechnology, communications, ecology, media depiction, and/or urban horticulture.

In measuring students' attitudes about pursuing careers in agriculture, Rawls et al. (1994) found that factors such as the type of work, location and availability of jobs, pay, and professional prestige also influence students' decision to choose agriculture as a profession.

The results of a study by Stewart and Sutphin (1994) on the effects of gender and ethnicity on students' perceptions of agriculture showed that neither gender nor ethnicity significantly

differed in how male and female students perceived the integration of agriculture and other academic courses.

Students frequently have false impressions of the agricultural sector and professions in agriculture, according to research by Krueger and Riesenberg (1991). Following six to eighteen weeks of agriculture-related training, middle school students in Missouri showed improvements in their knowledge and perspectives of the subject, according to Brown (1991).

Ellibee (1990) in a research involving American school children, found that, in comparison to their rural counterparts, urban pupils had less connection with agriculture, which limits their vision and understanding of the subject.

According to Townsend (1990), a pre-secondary agricultural education program may help students develop into positive leaders and choose agriculture as a career by creating a favorable perception of the industry.

According to Knight (1987), students are often discouraged from enrolling in agriculture-related courses due to the belief that success in life is linked to obtaining a college degree and that vocational courses are just for "less able" or "less academically talented" individuals.

Schuster and Costantino (1986) included radio broadcasts, TV shows, literature, relatives who worked in agriculture, and past experiences as sources of impact when it came to exposure to agriculture. They also stated that students' decisions to attend agriculture colleges and pursue careers in the field are frequently greatly influenced by parents with a history in agriculture.

In their study of schoolchildren, Washington and Rodney (1984) found that parents often discouraged their children from pursuing occupations in agriculture and natural resources. They also observed that there didn't seem to be any secondary school instruction about agriculture and natural resources. The status and respect that agriculture bestows, together with its financial advantages, greatly shape the ambitions of young people towards this field.

According to Sinclair and Lillis (1980), even the most persuasive teachers were unlikely to be able to overcome the significant wage gaps between the modern and traditional sectors of the workforce when it came to how people felt about agriculture.

Fishbein and Ajzen (1977) claim that the attitudes of students and parents towards agriculture are influenced by their own experiences, perceptions, knowledge, and values. These attitudes in turn impact the students' beliefs, intents, and participation decisions.

Parents are the most important factor in determining whether or not kids should pursue a profession in agriculture, according to research by Osborne and Dyer (2000). According to a survey they conducted with students in Illinois, parents of students enrolled in beginning agri-science courses expressed a positive attitude toward agricultural careers, but they were unsure if they would support their child in choosing agriculture as a career.

2.1.4 Agri-business

According to Behzadi et al. (2017), risk management for agriculture supply chains is more complex than risk management for standard industrial supply networks because agribusiness products have three distinct features. These qualities are perishability, supply spikes also known as "bulkiness" and seasonality. Planning is necessary when dealing with seasonality since growth is cyclical but consumption is constant throughout the year. Furthermore, it is difficult to change the lengthy lead periods for the majority of agricultural products against the laws of nature. Because of supply surges, harvesting and post-harvest tasks including packing, processing, storing, and shipping can be quite taxing. Furthermore, because the majority of agricultural goods are perishable, post-harvest operations sometimes face significant time constraints. Additionally, specific handling, storage, and inventory management are required due to the perishability. A significant loss in product value might result from a transportation delay that is not well handled.

Agricultural Development Ministry (2014) The term "agribusiness" refers to a broad category of small, medium, and large enterprises as well as cooperatives that are engaged in farming, product processing, and marketing. It also includes enterprises that offer goods and services tailored exclusively to the agricultural industry, like farm equipment, fertilizer, agro-veterinary supplies, and consulting services.

According to Baruah (2008), agriculture has developed into agribusiness and has expanded into a broad and intricate system that encompasses everyone involved in getting food and fiber to customers outside of the farm. Agribusiness encompasses not only land farmers but also individuals and businesses that process agricultural products like milk, grain, and meat, manufacture food products like ice cream, bread, and breakfast cereals, and transport and sell these goods to customers in establishments like restaurants and supermarkets. The development of new businesses and the expansion and specialization of existing farming activities have resulted in a fast transformation of the agribusiness system. The change was gradual and the result of several factors acting together, rather than happening all at once. It is simpler to comprehend how the agribusiness system functions now and how it is likely to change in the future if one has some understanding of its historical development.

The family farm served as the hub of agribusiness throughout the most of the 20th century, providing all directly important inputs for production, processing, and distribution. Typical agribusiness companies processed one product, such milk, grains, vegetables, or fruits, or they supplied a single input, like tractors or fertilizers. A dynamic, systemic, stakeholder emphasis, with multiple and integrated input, is present in the 21st century experience, in contrast, especially in the activities of production, processing, distribution, and marketing communications. Emerging needs include quick product innovation, taking advantage of scale economies, boosting sales, gaining market share, providing enough value, collaborating with rivals on marketing campaigns, and being mindful of environmental effects have taken center stage among management concerns. (Shultz & Edwards, 2005).

The agribusiness sector may be understood as a collection of interconnected subsectors that collaborate both formally and informally to create commodities and services (Sonka and Hudson, 1989). Agribusiness has historically been viewed as the operations that take place outside of the farm gate, such as:

- Generating genetic seedstock for cattle and crops
- The manufacturing and distribution of inputs used in the production of seed stock for commodities.

J.H. Davis coined the phrase "agribusiness" during a conference in Boston in October 1955. He released a paper titled "From Agriculture to Agribusiness" in January 1956 (Davis, 1956). Finally, a year later, in a Concept of Agribusiness (Davis & Goldberg, 1957), the idea of agribusiness was defined and clarified in full. They define agribusiness as the culmination of all activities related to the production and distribution of agricultural supplies, farm production activities, and the storage, processing, and distribution of agricultural commodities and products derived from them.

2.1.5 Role of Agribusiness

Sabanna and Hajgolkar (2017) India has historically relied heavily on agriculture, which is regarded as the foundation of the nation's economy and accounts for a sizeable portion of its GDP. Agriculture provides for the fundamental necessities of India's expanding population, with almost 70% of the country's population and more than 50% of the labor force still relying on it for their livelihood. Today, the agricultural industry has shifted from being import-oriented to export-oriented, supply-driven to demand driven, and so on. Agriculture has also gained economic importance. Agribusiness, which is essentially the commercialization of agriculture, has recently been given priority in a number of rural development programs and has significantly increased the country's marketable surplus of a variety of agricultural commodities, including fruits, vegetables, cash crops, and spices. Due to the significant rise in international trade and manufacturing, agribusiness has also become more popular worldwide.

Manning, Adenle, and Azadi (2017) African agribusiness is an unorganized industry made up mostly of little, dispersed agro-enterprises that operate in limited rural marketplaces without much coordination. In addition to being an issue for development, creating a viable and vibrant African agribusiness sector presents a financial opportunity for smallholders, who account for the majority of private agricultural investors in the continent. Agribusiness creates important connections and inspires investors in a way that may not only have a huge multiplier effect on growth but also solve food insecurity by raising the standard of living for rural communities and small scale farmers. By offering direct inputs like standard seeds, irrigation systems, suitable fertilizers, and improved post-harvest infrastructure like transport and refrigeration systems, targeted agribusiness investment may support

agricultural value chains. Additionally, value may be added by implementing branding strategies, certification programs, and infrastructure development to support small-scale farmers in adhering to quality and safety regulations. This will open up opportunities for producers who are typically shut out of international markets. Thus, if the right policy framework is created and implemented, agribusiness may significantly accelerate growth.

Since the turn of the 20th century, the field of agricultural economics has seen continuous change, according to Heiman et al. (2002). The formation of the farm management profession at that time resulted from the economic significance of agriculture and the high percentage of people employed in this field, which raised the value of research on farm management and agricultural economics. The field of agricultural economics is undergoing a transition. Students' interest in agribusiness and resource economics has shifted away from traditional agricultural economics, in part due to the decline in the relative size and employment opportunities of the farm sector and the growth and increased opportunities in the food, agribusiness, and resource sectors.

The advancement of agriculture was vital to the growth of the Chinese economy as a whole. The home responsibility system has superseded the popular communist system in China since the country's economic reform was initiated in 1978. Over a 20-year period, there was a tenfold rise in rural per-capita earnings, accompanied by fast development in agricultural productivity. China's urban and rural growth began a new phase in the early 2000s. The 2000 reform of rural taxes and fees aimed to lessen and streamline the burden on farmers as part of the reform for the national economy and farmers. For example, a single agriculture tax took the role of several other levies and taxes (Zhao & Tang, 2018).

Stanton, 2000 Local agribusiness businesses provide a chance to realize value added and raise revenue in the community. Abbade (2014) Brazil's high productivity in agriculture has made it well-known globally as a food producer and made significant contributions to the country's economic growth. Research indicates that Brazil's agricultural production characteristics have a major impact on productivity and, in turn, GDP growth. Furthermore, capital investment is thought to have the most influence on agricultural production in Brazil, with fertilizer usage coming in second. Analysis is done on agricultural production as a precursor to GDP growth. Research indicates that Brazil's agricultural production

characteristics have a major impact on productivity and, in turn, GDP growth. Agribusinesses created more secondary effects also referred to as the multiplier effect by increasing their level of in-state purchases despite directly employing fewer individuals.

2.1.5 Nature of Successful Agribusiness

According to Baruah (2008), today's business is extremely complicated and competitive. This is mostly because to two factors: the emergence of cheaper, more competitive items as a substitute, and shifting consumer tastes and fashions. Over time, the old adage "produce and sells" gave way to "produce only what customers want." It's seldom easy to figure out what customers want, in actuality. However, in order to make his firm effective, a farmer operator/farmer management needs to give this topic due attention. The following are crucial requirements for success in a modern business:

2.1.6 General Trend of Agribusiness Operations at Global Levels

According to Cainglet (2009), there are five main patterns in the international activities of agribusiness:

- Continuing agribusiness concentration along the agro-food supply chain
- Changing power relationships along the supply chain
- Shift in production to the less developed countries
- Growth in consumer concerns/issues and
- The financialization of food and agriculture

2.1.7 E-agribusiness

Mohapatra and Dash (2017) Any type of business transaction in which parties engage electronically instead of via direct physical touch or tangible transactions is referred to as e-agribusiness. Electronic agribusiness is the broad term for conducting agricultural commerce online. It's known as "E-agribusiness" in short. Another name for it is "ecommerce application in agribusiness." This agriculture is built on information technology (IT). As a result, the use of the internet and associated technologies to the agricultural value chain makes e-agriculture a viable field. The term "application of agriculture" refers to all agricultural and infrastructure initiatives where Information and Communication Technology (ICT) can potentially empower the community. Examples of these initiatives

include: Using ICTs to provide Internet-based demand based agriculture information, which enables farmers to access commodity price information. In order to provide their produce higher value, such approaches are used for crop maintenance and in developing direct ties with prospective purchasers.

According to Dash and Mohapatra (2017), e-agribusiness has the following unique characteristics:

- Organized and centralized trading
- Widely dispersed buyers and sellers with remote access.
- Merchandising based on product description.
- High trading volume.
- Use of reliable grades and standards.

2.1.8 Ongoing Initiatives in Nepal to Attract Youth towards Agribusiness

The Government of Nepal's Policies Regarding The foundation of agriculture is the Nepalese Constitution (Article 51-e), which places a strong emphasis on the development of agriculture. This includes planning for agricultural tools and gaining access to markets where produce can be sold for a price that is fair, as well as safeguarding and advancing the rights and interests of peasants and using land use policy to increase agricultural productivity and production. Modern agriculture development was started for the nation's economic growth with the first five-year plan in 1956. 95% of the population was employed in agriculture at the time (Chaudhary, 2018).

Agriculture, including irrigation, earned second priority in the First Five-Year Plan with around 20 percent of budget expenditures, while transportation and communications got over 36 percent (NPC, The Fifth Plan (1975-1980), 1975). Following that, despite several attempts being made in the field of agriculture, industrialization was given precedence. The government of Nepal has placed a strong emphasis on the agriculture sector since the Fifth Plan (1975–1980) in order to achieve greater economic growth and the eradication of poverty. It is the highest priority assigned by the Fifth Plan, which has increased its

allotment from 29.8 percent to 30.2 percent of the total expected expenditure in the public sector.

There are a total of 20 policies related to the agriculture sector that were created in 2013 by the Ministry of Agriculture Development's Planning Division and Agriculture Policy Section. Periodically, the Nepalese government does an agricultural sector census. When creating agricultural action plans, agricultural research projects, and policy inputs, economists, agriculturists, and environmentalists are consulted. The Ministry of Agriculture and Livestock is the source of the information at the policy level. The Government of Nepal uses this ministry as the focal point for all development and policy related to agriculture and cooperatives. The primary agricultural research institution in Nepal is the Nepal Agricultural Research Council (NARC), which is in charge of studying better breeding, productivity, and nutrient-rich fish and animal nutrition (Chaudhary, 2018).

The Nepal Agriculture Perspective Plan (APP) (1995-2015) held significant importance in the development of agriculture. Its primary goals were to boost factor productivity and accelerate the growth rate of agriculture. Additionally, the APP placed emphasis on the use of technology to bring about a green revolution in agriculture that ensures regional balance (NPC & ADB, 1995).

In addition, the Ministry of Agricultural Development created the Agricultural Development Strategy (ADS) 2014 report, which outlines the overall plan for the program and includes a 10-year action plan and roadmap along with a justification based on an evaluation of the agricultural sector's historical and present performance. "A self-reliant, sustainable, competitive, and inclusive agricultural sector that drives economic growth and contributes to improved livelihoods and food and nutrition security" is the objective outlined in the Agriculture Development Strategy (ADS) 2014.

NPC, 1975

The Ministry of Foreign Affairs' (MOFA) official website states that the government of Nepal has a good policy on foreign direct investment (FDI) in agriculture:

In an effort to draw FDI into the nation, Nepal has been adopting a liberal foreign investment policy and working to establish an atmosphere that is conducive to business. We

have among of the lowest tax slabs and a very business-friendly environment. Hydropower, industrial manufacturing, services, tourism, building, agriculture, minerals, and energy are all profitable investment sectors. (MOFA, 2018)

4- In 2016, H Nepal hosted the country's first-ever national symposium on agro entrepreneurship. The aim of the conference was to facilitate the mobility of the youth agro-entrepreneurial environment in Nepal by bringing together policy makers and young entrepreneurs on a forum to address topics and difficulties related to youth engagement in agriculture. Two programs, "Future Farmers: Smart Farmer" and "Youth Volunteers with Farmers," were introduced at the 2nd Youth Agro Entrepreneurship Symposium 2018 in an effort to engage young people in agriculture and, presumably, help them hone their agro-entrepreneurship abilities over time (Awasthi, 2019).

2.2 Empirical Review

According to Jordan et al. (2024), educational efforts at land grant universities in the United States of America to globalize their courses may be hampered by sociocultural, Eurocentric conceptions about agriculture. The current American agriculture economy depends on contributions from a variety of agricultural sources, despite the fact that many Americans have historical and/or cultural links to Europe. Teachers may design curriculum and instruct students in a way that is egalitarian, inclusive, and promotes the objectives of the 2030 Agenda for Sustainable Development by having a solid understanding of the ideological underpinnings of agriculture. This study examined the Eurocentric views on agriculture held by faculty members and postsecondary students at a major land grant university in the southern United States. The research population was composed of random sampling and a cross-sectional design. The majority of professors and undergraduate students have Eurocentric viewpoints. Those with at least one prior overseas experience, those enrolled in agricultural schools, and those whose families were actively involved in agriculture all had higher levels of Eurocentric viewpoints. Postsecondary education must take steps to reduce Eurocentric viewpoints on agriculture. In order to modernize antiquated notions and achieve cognitive coherence in our comprehension of the world's agricultural sector, more research into the foundations of belief systems and the variables influencing the formation of attitudes might yield insightful information.

According to Fazeli et al. (2023), the transition from fossil fuels to renewable energy is a global issue, especially for exporting countries like Iran that possess substantial fossil fuel reserves. This study looks at agricultural students' perceptions, attitudes, and understanding regarding renewable energy in Iran's Guilan Province. The study was conducted using a structured questionnaire consisting of three parts: (i) questions regarding the socio demographics of the respondents; (ii) questions regarding the relevance and applicability of course materials and curricula; and (iii) questions regarding the knowledge, attitudes, and views of the respondents regarding renewable energy in agriculture. The results demonstrated that students' attitudes toward renewable energy sources were highest and their views of them were lowest. The results demonstrated a positive and substantial correlation between the respondents' knowledge, age, marital status, and level of education. In addition, the respondents' age and level of education had a significant impact on their beliefs. With cluster analysis, the students' behavior was divided into three categories. The main factor affecting these clusters was attitude. When students' attitudes regarding using renewable energy sources were grouped, 38.5%, 33.5%, and 28% of the respondents belonged to the first, third, and second clusters, respectively. This innovative study looks at how Guilan Province agricultural students in Iran act when it comes to employing renewable energy sources in their fields. The results of this study might aid in the promotion of sustainable energy in Guilan Province by local governments, politicians involved in the energy sector, and agricultural organizations.

Zaremohzzabieh et al. (2022) looked at the moderating effects of gender and geography while analyzing the factors influencing tertiary students' propensity to pursue jobs linked to agriculture. Structural equation modeling (SEM) was utilized to evaluate quantitative data from 488 students in five agricultural universities located in Malaysia. Attitudes toward agriculture, perceived behavioral control, agricultural knowledge, and perceptions of sustainable agriculture techniques were important indicators of students' career plans. With the exception of resource facilitation circumstances, gender and location of residence mitigated these correlations. The study expands on the notion of planned behavior in the context of agriculture and offers insights for educational decision-makers to customize recruiting and retention tactics. This study identifies opportunities for efficient program

improvement and advances our knowledge of the factors influencing students' decisions to pursue careers in agriculture.

In December 2019, Khanal, Dhital, and Christian (2021) carried out research to find out how enthusiastic young people in Nepal were about using farming to change the country's economy. A pretested questionnaire was used to identify 320 respondents for interviews spread across four towns and three regions. We used descriptive statistics to examine the information. The majority of young people had good opinions and were enthusiastic about farming, but many also thought that farming was "burdensome," mostly because it was seen to only yield a little salary. It was discovered that almost half of the respondents (45%) contributed little to the development of the economy through their engagement in farms, although high (34%) and medium (21%) respondents contributed much to the economy. Youth involvement in agriculture and overall agro-economic development is hampered by a number of factors. Access to loans and markets is the main barrier, which is followed by the public's negative opinion of farmers, the government's and extension services' insufficient resources, the availability of contemporary technology, and other issues. The authors of the study advise that by improving agricultural education, extension, financial assistance, and other initiatives, the government and non-governmental organizations should promote young involvement in agriculture. Policymakers and employees of extension programs need to have a deeper understanding of how young people play a part in community development.

According to Gaire and Rana (2020), this led to social marginalization, loneliness, and eventually, the mistreatment and dehumanization of the elderly. From August 12 to September 7, 2018, a cross-sectional study approach was utilized to evaluate the youth's attitude toward the elderly in the chosen community of Lalitpur, Nepal. A total of 380 youngsters were questioned utilizing structured questions and a modified version of Kogan's Old People Scale. The method for gathering data was systematic random sampling. Sixty-one percent of the young people had a good view about the elderly. Regarding attitudes on caring for the elderly, nearly all young people (97.9%) expressed good attitudes toward this. At the 95% significance level, there was a significant correlation between gender and attitudes toward the old ($p=0.04$) and between occupation and attitudes toward caring for the

elderly (p=0.02). Even though the majority of young people have a positive attitude toward the elderly, awareness programs about the physical, physiological, and psychological changes that come with aging are still necessary. These programs can help to improve the positive attitude of young people toward the elderly and, in turn, improve their overall quality of life.

According to Khanal and Shrestha (2019), Nepal has enormous potential for the growth of both agriculture and tourism since it is an agrarian nation with a diversified topography. Furthermore, an integrated strategy to both agriculture and tourism would have produced a synergistic effect on national income. With this in mind, a research was conducted to identify the agro-biological components of tourism, as well as its possibilities, significance, destinations, difficulties, and recommendations for improving the current state of disarray in Nepal's agro-tourist industry. The main conclusions of a collection of literary works from various government agencies, journals, and other pertinent reports were compiled. The majestic and ancient Hindu architecture of the Kathmandu Valley, the peaceful and serene natural beauty of Pokhara, the high mountains covered in snow and home to a diverse range of flora and fauna, Ghandruk, Illam, national parks and conservation areas across various ecological zones, Mustang, Dolakha, Solukhumbu, traditional communities, and so forth are just a few of the many tourist destination hubs in Nepal. Since "Nepal Tourism Vision2020" is quickly approaching, it is imperative that the numerous flaws, obstacles, and dangers that impede the growth of agrotourism in Nepal, where it is still in its infancy, be resolved. Despite having enormous potential, the tourist sector's contribution to the GDP has remained meager. In an effort to make significant strides in the tourist industry, homestay and agrotourism have since begun in various regions of the nation. Following an analysis of agrotourism's significance in Nepal, potential marketing approaches have been recommended.

Yami et al. (2019) discovered that, in spite of some obstacles, the interventions carried out by governments and development partners throughout Africa have been successful in yielding positive results. Youth participation in agribusiness has been successfully increased via interventions that incorporate capacity building, funding for startups, and ongoing mentoring on the technical and financial elements of youth-run agribusiness businesses.

This implies that future interventions should be planned and carried out using an integrated strategy that takes into account the diversity of young people's goals, as well as their shared capacities, interests, and expectations, as well as the difficulties in gaining access to resources and taking part in group activities. For greater impact on improving livelihoods, future intervention designs should also be based on solid collaborations between rural communities, academia, research, and the commercial sector. Positive results like improved market access, higher bargaining power, expanded business networks, and enhanced agricultural mobilization were also generated by the interventions designed to support juveniles' involvement in collective action. Furthermore, the political economy of global agriculture and the development of global supply chains into African nations should be taken into consideration when designing future initiatives to encourage young involvement in agribusiness in Africa.

Yadav (2018) found out what new graduates in agriculture thought about the industry as a whole. The G.B. College of Agriculture served as the research site. Pant University of Agriculture and Technology is located in Udham Singh Nagar, Pantnagar, in the Uttarakhand district. The responses of fifty students to a pre-test questionnaire were collected. It was found that most respondents had dads in the service sector, with business and agriculture coming in second and third, and that most had good academic standing and a moderate family income. The report also reveals that most students were male and that most of them were from rural regions.

According to a 2018 study by Tripathi et al., young people in rural areas showed a somewhat positive opinion toward farming. A noteworthy and affirmative correlation was noted between their attitude toward farming and their age, family size, amount of land owned, number of herd, and degree of engagement in farm operations. It is suggested that extra efforts be made to draw in, educate, and keep young people from rural areas interested in farming in general by changing agriculture to become more agribusiness-oriented, scientifically appealing, and economically viable. Based on the results, further measures may be used to educate, train, and encourage young people in rural areas to pursue careers in agriculture by making farming more profitable, efficient, and attainable by scientific interventions. This will help transform agriculture into agribusiness ventures. The majority

of students in the sample under examination (64%) had an indifferent impression toward agriculture as a vocation, according to the study. However, just 12% of students thought favorably of a future in agriculture, while 24% of respondents thought negatively of it. Young people are the best catalysts for transforming the unfavorable impression of individuals in the agricultural industry because of their increased inclination and desire to accept new ideas, concepts, and technology all of which are necessary to change the way agriculture is done and seen.

The study conducted by Douglas, Singh, and Zvenyika (2017) sought to determine the obstacles that young people in farming encounter as well as how young people see farming and what socioeconomic factors affect that perspective. The study's findings showed that the majority of respondents, who were on average 20 years old and unmarried, lacked access to or ownership of property for initiatives intended to generate extra money for themselves. Most of them have never farmed before, and their primary source of income comes from non-farm pursuits. The results also showed that youth attitudes of farming are strongly influenced by socioeconomic factors, such as gender, years of agricultural experience, land ownership, guardian occupation, and income source. The average results showed that young people had a poor opinion of farming and were less interested in it due to ignorance and a belief that the sector was not very appealing. Therefore, in order to facilitate youth participation in agriculture, the government and other stakeholders should support the widespread use of modern technologies, create infrastructure that appeals to youth, help arrange profitable markets for youth-produced goods, develop agribusiness programs in schools, and spearhead pro-youth land policy reforms to facilitate youth access to agricultural land.

According to a 2017 study by Pelzom and Katel, high school students from rural backgrounds with farming parents believe that agriculture may be a viable career path. However, the principle components analysis shows that crop loss, resource scarcity, parental pressure, and comparatively limited access to financial and technical support are some of the reasons discouraging young people from pursuing careers in agriculture. Young people's comments indicate that successful and sustainable farming may be made appealing to aspiring young entrepreneurs with the right kind of financial and technical assistance.

Encouraging youth to support agriculture in rural regions can significantly improve Bhutan's food security. A shift in perspective is required in relation to agriculture. People often think that farming is just a lot of filthy work and excrement outside in the heat. There is a widespread misperception that educated individuals should only work in fields like banking, teaching, engineering, medical science, and so on. Agriculture includes science and art as well as more than just tilling soil in the sweltering heat.

Devkota (2015) discussed the difficulty of keeping young people in the nation and recommended agriculture as a useful instrument to generate new chances for youth retention. Due to a severe labor shortage, population profit has remained simply a pipe dream in Nepal. This article also argues that instead of sending young people abroad to develop other countries, the government should encourage them to work for the growth of their own country by including them in the policy-drafting process. The essay focuses on igniting young people's passion in the national sector because migration is an ongoing process and remittances are only the nation's seasonal source of revenue. It has been shown that young people view agriculture as a neglected field and are deterred from pursuing it as a career because of the potential hazards. This academic has advocated for the professionalization and commercialization of traditional agriculture and has brought attention to the necessity of establishing an agricultural university. This academic has issued a warning, stating that it is crucial to direct young people toward agriculture, which accounts for one-third of Nepal's GDP, as this will provide new possibilities and aid in keeping young people in the nation.

The findings of Fathima's (2015) study showed that pupils from rural to urban backgrounds differ significantly in their degree of awareness. The pupils from rural areas showed the highest level of agriculture awareness. The children from urban schools had the lowest level of awareness. Teachers from different schools differ statistically significantly in their degree of knowledge; those from rural state schools are the most aware, while those from metropolitan schools are the least aware. Agriculture tends to be overlooked or avoided by individuals while offering a wide range of job options. According to popular thinking, farming would result in an outdated way of life and little chances for young people in the future. A plethora of data indicates that agriculture offers young people a realistic means of

achieving success and cultivating a sustainable future. Agriculture has added this scholar with emphasis on bringing more agricultural research with young brainpower and the trend of youth choosing agriculture. Agriculture matters to the future of development because it can reduce poverty and be a gold mine for a young entrepreneur. With innovations, agriculture is definitely not outdated.

Uddin, Rashid, and Akanda's (2008) study examined the youth in coastal rural areas' attitudes on a few particular contemporary agricultural methods. While some coastal adolescents had less favorable and very positive attitudes about the chosen agricultural methods in nearly equal measure, the majority of them had moderately favorable attitudes. A positive and significant relationship was found between education, innovativeness, and agricultural knowledge among the selected variables and attitude change. Conversely, non-significant relationships were found between attitude change and age, family farm size, aspiration, media contact from extension, and time spent in agricultural activities.

Hyytia and Kola (2006) evaluated Finnish individuals' views towards multifunctional agriculture and further, the links among these attitudes, consumer has ingresses to pay, and various socio-economic aspects. Factor analysis was used in the execution of the attitude dimensions. Support for home agriculture as a source of wholesome, safe food is widespread. Nonetheless, a noteworthy segment of the Finnish populace maintains a favorable outlook toward the mutual benefits and byproducts of farming. The highlighted multifunctional qualities can have significant effects on agricultural companies when making decisions about where to locate plants, for example, and on World Trade Organization (WTO) talks over the planned elimination of export subsidies. The primary reason why the people of Finland support domestic agriculture is that it produces and supplies food that is both safe and of good quality. Agriculture's other purposes remain secondary. Nonetheless, the results show that a surprisingly large percentage of Finnish consumers see the combined goods and externalities of agriculture favorably. The ramifications for agricultural management are evident in addition to these characteristics and repercussions linked to demand and consumer behavior. First off, farming and agricultural production may become significantly more divided than in the past due to the strong regional distinctiveness of the multifunctional aspects of agriculture, particularly in Finland

but also throughout the European Union (EU). While a minority of farms in some locations focus on large-scale, profit maximizing production, the majority of farms in terms of quantity but a minority in terms of output volumes utilize multifunctional support measures. The availability of raw materials and the demand for production inputs have changed upstream in the food chain, most likely significantly, particularly in Finland and other EU less favored producing regions (LFA). This has an effect on where food processing facilities and input suppliers choose to locate.

2.3 Research Gap

Yadav (2018) and previous studies on the subject focused on the opinions of those involved in the agricultural industry across a variety of age brackets, with a particular focus on individuals in the 16–24 age range. Yadav (2018) used a simple random sample technique to gather data. Unfortunately, little research has been done to extend the study's focus to a wider age range within the young population that is, those between the ages of 16 and 40. This research intends to narrow this gap by focusing on the opinions of young students in the Kathmandu Valley toward agriculture, with a wider age range of 16–40 years. Moreover, convenience sampling was employed in this work to collect data instead of Yadav's simple random sample approach (2018). While nonrandom participant selection may result in bias, this sampling technique provides a practical means of efficiently and expeditiously gathering data from the target population. This study uses a variety of sampling techniques and a larger age range to examine the views of young people in Nepal with the goal of filling a major vacuum in the literature on youthful attitudes about agribusiness.

CHAPTER III

RESEARCH METHODOLOGY

A methodical approach to the research topic is known as research technique. Stated differently, research methodology delineates the procedures and techniques utilized across every facet of the investigation. As a result, the purpose of this chapter is to describe the research techniques employed to achieve the study's stated goals. This chapter provides a comprehensive overview of the research methodology. This research paper attempts to look into the provided subject in a methodical manner and discover all of the answers leading up to a conclusion.

3.1 Research Design

To effectively address the objectives of the study, a combination of descriptive and causal-comparative research designs is employed. The aim of this descriptive research is to offer a thorough understanding of the attitudes that Nepalese students hold toward agriculture, as well as their opinions on government support, financial accessibility, agribusiness knowledge, and economic infrastructure. A representative sample of students will be given self-administered questionnaires to complete in order to gather primary data for the study. To summarize and explain the findings, descriptive statistics like means and standard deviations have been employed.

In addition to descriptive research, the causal-comparative study approach makes it easier to explore potential relationships and impacts among a wide range of factors on students' perceptions of agribusiness. Using statistical tests like regression analysis and correlation, the research examines how variations in financial availability, agricultural competence, economic infrastructure, and government support may alter students' perceptions. This technique ensures a thorough investigation of the causal relationships, achieving the objectives of the study and providing important insights into the factors affecting students' opinions of agribusiness.

3.2 Population and Sample and Sample Design

The research focuses on Nepal's youth, namely those between the ages of 16 to 40, which is population for this study since they are a critical age group with a high potential for engagement in agriculture.

This age group includes students, young professionals, and entrepreneurs transitioning from youth to maturity. Understanding their perspectives on the industry is crucial since they will most likely be the ones to represent Nepal's agriculture in the future. Additionally, this age group is seen to be more receptive to new ideas and innovative farming techniques, which might promote industry growth and transformation.

Convenience sampling, a non-probability selection method, was used in this study to pick 200 respondents based on their availability and desire to participate. This method is a suitable match since it makes data collection efficient, especially considering the time and resource constraints of the study. Focusing on demographics that are widely accessible, such as college students, community members, and social media users, enables the study to gather a wide variety of viewpoints from those who are likely to become future leaders or engaged participants in the agribusiness. Even though it may introduce some bias since participants are not picked at random, convenience sampling is a helpful strategy that supports the aims of the study and offers informative information on the viewpoints of Nepalese teenagers falling within the desired age range. t tests - Linear multiple regression: Fixed model, single regression coefficient

Analysis:	Sensitivity: Compute required effect size		
Input:	Tail(s)	=	One
	α err prob	=	0.05
	Power (1-β err prob)	=	0.95
	Total sample size	=	200
	Number of predictors	=	2
Output:	Noncentrality parameter δ	=	3.3010751
	Critical t	=	1.6526252
	Df	=	197
	Effect size f^2	=	0.0544855

The use of G*Power for sample size computation is supported by empirical data found in the literature on statistical power analysis. For example, Faul et al. (2007) discuss how important it is to select the appropriate sample size for various research designs to ensure that the study has enough power to detect the desired effect size. This process improves the validity of study findings and assists researchers in avoiding studies that are either overpowered or underpowered.

3.3 Nature of the Study

Because the facts and features of the population under study are described using just statistics and no modification, the research is descriptive in nature. It doesn't provide an explanation for how, when, or why the traits happened. Instead, it responds to the "what" query. Explanatory research typically comes after descriptive research. Because the study examines the cause-and-effect connection, it is also explanatory. The purpose of this study is to investigate the link between independent and dependent variables. The primary goal of the survey was to determine how young people in Nepal felt about a career in agriculture. Data were gathered by creating a series of questionnaires and distributing them to young people in Nepal, ages 16 to 40. The information and facts supplied by the respondents are the only sources used in the conclusions.

3.4 Sources of Data

The primary sources make up the majority of the data sources, however secondary sources are also included. Relevant questionnaires were created and given to respondents in Nepal who are between the ages of 16 and 40 in order to get accurate and genuine data. Inorder to get the necessary data, this study also employed a number of secondary data sources. Books, literature, statistics from official and nonprofit sources, online searches, articles, and journals are some of the sources of the secondary data. This has made it easier to see how other people have defined and quantified important ideas, as well as their conclusions and the data sources they consulted. Utilizing these resources has also made it easier to find pertinent material and demonstrated the connections between our study effort and other studies.

3.5 Instrumentation of Data Collection

The term "instrumentation" refers to the instruments used in data collecting and analysis. Questionnaires are the primary instrument utilized in survey research. A set of questions and additional prompts make up the questionnaire, a research tool used to collect data from participants. The purpose of the questionnaire is to collect various kinds of primary data from the participants. The questionnaire asked respondents to rate themselves on a five-point Likert scale. The most popular scale in survey research is the Likert scale, which is frequently used in questionnaires. There are two sections to the questionnaire. Section 1: The respondents' demographic information Section 2: The findings from the studies

The demographic characteristics of the respondents were questioned in the first segment. It included the respondents' age, gender, monthly household income, level of education, and family history. In order to satisfy the requirements and objectives of the study, the second segment included a dependent and independent variables program in five rating scales. The data was organized using MS-Excel, and the analysis was done using SPSS software. Information about the study topic is gathered with the aid of the research question. Every question has a closed-ended answer.

3.6 Data Collection Procedures

Since the sole goal of this research is academic, an appropriate protocol was followed in order to perform the research. Both primary and secondary data were used in this investigation. The identification process (literature research and expert opinion), the preliminary questionnaire development and approval, the finalization of the questionnaire, and the data collecting via a printed questionnaire comprise the complete data collection technique. The demographic profile and the declarations of dependent and independent variables made up the two sections of the questionnaire. Numerous books, journals, studies, and institutional publications have provided the secondary data and information that was gathered. The modes of administration for the surveys were electronic and personal techniques. In the personal approach, the researcher gave the respondents the printed questionnaire in person. With the electronic approach, survey questions were distributed to respondents via the internet.

3.7 Methods of Analysis

The use of statistical tools is crucial to the analysis and interpretation of the information obtained from the respondents in the study on young people's views about agriculture in Nepal. To achieve its objectives, the research employs a range of statistical techniques, including regression analysis, descriptive statistics, and inferential statistics, in addition to employing SPSS (Statistical Package for the Social Sciences) to collect and process the data. The specific analyses and their aims in relation to the study's goals are described below.

The data collected from the self-administered questionnaires were analyzed using SPSS. The responses were classified and assigned numerical values as part of the coding process using the predefined coding scheme and the unique features of the questions. This phase ensures that the information is arranged to facilitate accurate and efficient analysis.

The demographic data of the respondents, such as their age, gender, level of education, and employment status, are presented in the research using percentage and frequency tables. These tables give the researchers a clear overview of the composition of the sample and help them understand the backgrounds of the participants. This information is necessary to contextualize the study's findings and identify any patterns or trends in the sample.

Descriptive Analysis

Descriptive statistics, including mean and standard deviation, are calculated to capture the essence of the data and offer insights into the fundamental patterns and variability of the responses. This research adds to the body of knowledge about the impact of independent and dependent factors on the attitudes of agribusiness among youth in Nepal. The research is able to identify the variables that most influence attitudes and perceptions by comparing means and standard deviations.

Inferential Analysis

The relationships between dependent and independent variables are examined using correlation analysis. This statistical approach evaluates the strength and direction of correlations between variables, providing valuable insights into the associations between students' perceptions of agriculture and resources such as government support, financial accessibility, agricultural knowledge, and economic infrastructure. Positive correlation

suggests that as one variable grows, the other must also climb, whereas negative correlation indicates an opposite relationship.

Regression Analysis is Used for Hypothesis Testing

The study's hypotheses are assessed using regression analysis, which also determines the relationship between independent and dependent variables. Multiple linear regression is especially used to study the combined effects of financial availability, agricultural competence, economic infrastructure, and government backing on students' perspectives toward agriculture. By isolating the impacts of each independent variable while controlling for others, the researchers may utilize this method to fully understand the interactions between variables.

3.8 Theoretical Framework and Definition of Variables

A theoretical framework offers a certain viewpoint for analyzing a subject. Various variables are specified on the basis of many literature reviews. While there isn't a set methodology for assessing attitudes about agriculture, Yadav (2018) served as inspiration for the conceptual model that is presented in the image below. The independent variables are displayed on the left, while the dependent variables are displayed on the right.

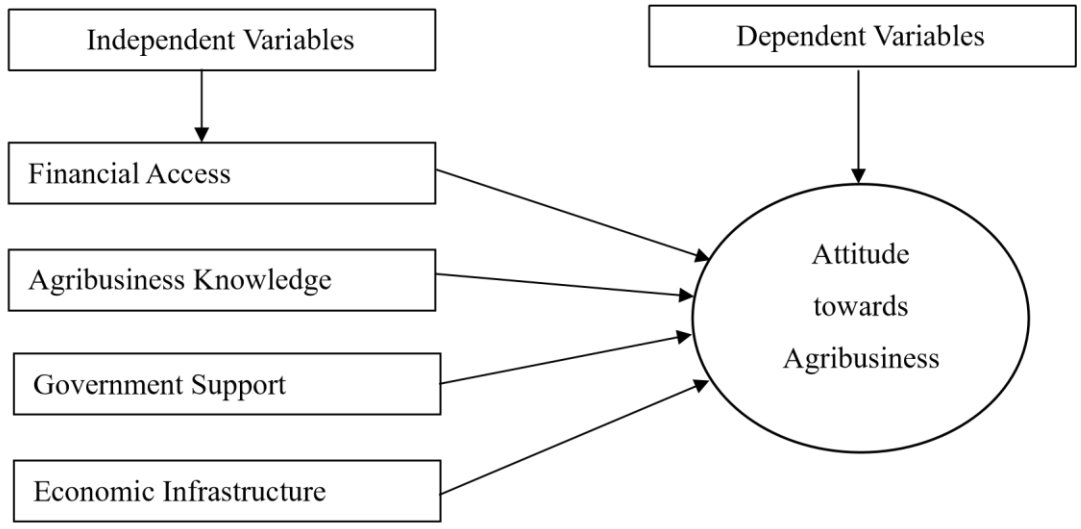

Figure 1: Theoretical Framework

Source: Yadav (2018)

Attitude towards Agribusiness

According to Sheikh, Singh, and Devarani's (2018) research, young people showed a positive attitude about choosing farming as a career. To fully utilize the potential of graduates and agriculture, efforts must be made to transform the hidden mindset into overt action, so that graduates choose to become farmers.

According to Uddin, Rashid, and Akanda (2008), young people have a good attitude toward inventive and technologically sophisticated agriculture.

According to Blankson (2007), attitude is a multifaceted mental state that includes your values, beliefs, and propensity to act in particular ways. Young people are powerful.
They would be able to take the lead in fostering global development and food security. Unfortunately, a lot of young people have not had the opportunity to reach their full potential due to the development of negative attitudes. Without proper education, training, and organizational structure, they become ineffective. The future of agriculture lies with the next generation. It is crucial to comprehend how young people react to agriculture and how the industry fulfills their ambitions. Therefore, it's critical to look at rural youth's aspirations in relation to agriculture for the sector's future growth.

It has been demonstrated that in many contexts, individuals' views that they deem personally significant have a greater influence on how others are seen, how much they like other people, and how they behave in social situations than irrelevant opinions. The degree to which attitudes influence cognition and behavior varies, and personal significance appears to be a regulating element in their psychological potency. Important attitudes are ones that people genuinely care about and attach personal significance to. These attitudes have been demonstrated to have greater influence than insignificant attitudes in a variety of contexts when it comes to influencing social conduct, liking of others, and perceptions of others' attitudes. There are differences in the accessibility of attitudes, and more accessible attitudes have greater power to inhibit thought and behavior. Because they are easier to recall, important attitudes have greater consequences (Krosnick, 1989).

Financial Access

It is impossible to overstate the significance of macroeconomics and how it influences the growth of agriculture in Africa. Some of the most significant macroeconomic factors influencing the potential for agribusiness development in Africa are macroeconomic instability supported by low institutional quality, such as weak governance, interest rates, exchange rates, capital flows, investment, and exchange-rate policies (Oluwatoyese, Applanaidu, & Razak, 2016).

Financial services organizations are crucial to the mobilization of resources needed to grow and maintain Africa's agriculture. A key challenge to agricultural investors, however, is the absence of trustworthy financial service providers and the brittleness of their business connections to international capital markets and financial systems. The biggest obstacle to conducting business in the area has been determined to be access to financing. Recent data about the potential financial risks and limitations connected to agriculture in Africa is scarce. (Martin, Brende, & Schwab, 2013).

The study by Pelrine, Besigye, and Schuster (2010) identifies some of the barriers impacting financial services with relation to agriculture and underlines the significance of financial services as a catalyst for agribusiness growth in rural regions. Because smallholder farmers in East Africa, which includes Kenya, Uganda, and Tanzania, frequently lack sufficient collateral and maintain opaque records, financial institutions are hesitant to lend money to them. Another obstacle is the unpredictability of inflation, investment returns, and irregular cash flows.

Agribusiness Knowledge

According to Boleman and Burrell (2003), the majority of today's youth are raised in environments far removed from the principles of production agriculture. These same youth will also be our future leaders, legislators, and businesspeople, and they will deal with issues related to agriculture that have already been discussed as well as those that may arise in the future as a result of the development of new technologies. As a result, the requirement that today's youth possess agricultural literacy is growing.

According to Terry and Lawver (1995), students who study agriculture at schools that provide agricultural education programs know more about the subject. Accurate perceptions and understandings of agriculture, as well as its effects on the environment, the economy, and society, are crucial for the younger generation. In the end, encouraging young people to be interested in agriculture can result in a workforce that supports agricultural methods that make civilization possible as well as a society that is more conscious of agriculture.

Frick and associates (1995) The definition of agricultural literacy is having knowledge and comprehension of our food and fiber system. A person with this kind of expertise would be able to combine, evaluate, and explain fundamental agricultural knowledge. A population with a strong agricultural education helps guarantee that people make thoughtful, well-informed judgments on agribusiness policies that are advantageous to society.

In their research, Hasiams and White (1991) noted that daily curriculum must incorporate facts about agriculture if agricultural educators want for our country's kids to comprehend American agriculture. agricultural education is too vital to be limited to students enrolled in practical agricultural courses; it should be available to all students. Teachers must include parents, school staff, and policy makers in the educational process to encourage young interest in agriculture.

The National Research Council (1988) states that attaining the objective of agricultural literacy has resulted in knowledgeable individuals who are able to take part in the creation of policies that promote a competitive agricultural sector both domestically and internationally.

In his research done in the United States, Mawby (1984) observed that we may expect more informed agricultural decision-making in the future if individuals are educated about the prudent management of food supply and related renewable resources.

Economic Infrastructure

Kaur and Singh (2014) It was discovered that the expansion of Punjab's agri infrastructure, the adoption of high-variety seeds, and the well-known "Green Revolution" were all strongly linked to the growth of the agriculture sector. The fundamental economic processes

of production, marketing, and consumption are all impacted by agriculture infrastructure in different ways. For the agricultural community to flourish, there is an urgent need to upgrade the rural infrastructure. Punjab's agricultural growth depends critically on an appropriate agri-infrastructure strategy.

Agribusiness growth requires an economic infrastructure that includes irrigation, transportation, energy, and information and communication technology. Infrastructure limitations affect both local and foreign investors, especially when it comes to the price and dependability of actual physical transportation of raw materials and completed goods, the effectiveness of processing activities, and other crucial supply chain components. The state of the infrastructure can also have an impact on how quickly and to what extent the agriculture industry evolves from unorganized to organized systems. Power is by far the biggest infrastructure concern in Africa, according to a World Bank and Africa Development Bank report on the continent's infrastructure. Up to 30 nations have frequent power outages, and many of them pay exorbitant prices for emergency power. Having a well-functioning transportation infrastructure is essential for promoting agricultural completeness. For instance, poor roads, high transportation costs, and inadequate logistical support prevent much of Tanzania's agricultural harvest from reaching the market (Garmendia & Foster, 2010).

Government Support

According to Ntiamoah, Li, and Kwamega (2016), other institutions' support for and performance of small and medium-sized enterprises (SMEs) was directly and statistically significantly impacted by government funding. The findings also show that, through the partial mediation effect of assistance from other institutions, government funding has a favorable and substantial impact on the performance of SMEs. The study's conclusions could be useful to academics and managers in putting the findings into practice in a way that will improve SME performance and other institutions' support. Even though the majority of responders got government assistance, it primarily in the form of loans. Due to high interest rates, collateral requirements, and convoluted procedures, small and medium-sized businesses have also found it extremely difficult to obtain loans. Of those that were able to obtain government support, some used it to expand their businesses, while others acquired

the skills and knowledge needed to manage their operations. Although the government has made an effort to assist SMEs, the study shows that this support is little. A key factor in the expansion of the Ghanaian economy is the development of the SME sector. Effective policies must be put in place by the government to boost the industry's expansion and productivity. In order to significantly contribute to economic growth, SMEs must be properly structured, which may be achieved with the establishment of an enabling environment.

The government supports small-scale dairy farmers, according to a study by Mokeira (2014), by providing subsidized rates for fertilizer and pesticides, assigning agricultural extension officers, setting up a center for collecting milk, conducting research and development to enhance hybrid cattle, providing reasonably priced processing and marketing, and creating policies that permit the private sector to open milk processing facilities. The government was helpful in lowering poverty, the report also found. This study also showed that farmers experienced difficulties that adversely impacted the industry's appeal; as a result, cooperation between farmers and the government was required.

According to the research's findings, the government may assist the nation's small-scale dairy farmers through a variety of means to make sure that their labors provide the greatest possible return. The study also indicates that encouraging agribusiness ventures like small-scale dairy farming is one strategy the government may employ to fight poverty in rural areas.

CHAPTER IV RESULTS AND DISCUSSION

The findings of the data analysis with reference to the study questions and hypothesis were compiled in this chapter. The study attempted to determine the significance of financial access, agricultural expertise, economic infrastructure, and government assistance in the attitude of youth toward agriculture as a vocation based on primary data collected from the respondents. This chapter includes the respondents' demographic profile, testing of hypotheses, descriptive statistics of variables, and a discussion of the analytically-derived results.

4.1 Demographic Profile of Respondents

Data interpretation and demographic analysis are covered in this section. Only 200 respondents all Nepali citizens between the ages of 16 to 40 were chosen for this poll. The purpose of this part was to gather information on the respondents' age, gender, family income per month, educational attainment, and family history.

Table 1

Age of the Respondents

Age	Frequency	Percentage

16-23	44	22
24-31	140	70
32-40	16	8
Total	200	100

Source: Survey, 2024

The respondents' age distribution is displayed in Table 1. It was discovered that the age range of 24-31 years was represented by the majority of responders. Of the 200 responders, 44 represented the 16–23 age group, 140 the 24-31 age group, and 16 the 32–40 age group. The proportion of respondents in the 16–23 age group was 22%; the proportion of respondents in the 24-31 age group was 70%; and the proportion of respondents in the 32–40 age group was 8%.

Table 2

Gender of the Respondents

Gender	Frequency	Percentage
Male	123	61.5
Female	77	38.5
Total	200	100

Source: Survey, 2024

The respondents' gender breakdown is displayed in Table 2. It has been discovered that there are more male responses than female responders. There were 123 male responses and 77 female replies out of 200 total respondents. 38.5% of respondents were female, while 61.5% of respondents were male.

Table 3

Monthly Family Income of the Respondents

Monthly Family Income	Frequency	Percentage
Less than 40,000	72	36

40,000-80,000	68	34
More than 80,000	60	30
Total	200	100

Source: Survey, 2024

The respondents' monthly household income distribution is displayed in Table 3. There were 72 respondents out of 200 who reported having a monthly family income of less than Rs. 40,000, 68 who reported having a monthly family income between Rs. 40,000 and Rs. 80,000, and 60 who reported having a monthly family income beyond Rs. 80,000. 36% of respondents reported having a monthly family income of less than Rs. 40,000, 34% reported having a monthly family income between Rs. 40,000 and Rs. 80,000, and 30% reported having a monthly family income over Rs. 80,000.

Table 4

Educational Level of the Respondents

Educational Level	Frequency	Percentage
High School	8	4
Bachelors	86	43
Masters	106	53
Total	200	100

Source: Survey, 2024

The respondents' educational attainment is displayed in Table 4. Eight of the 200 respondents had only completed high school, 86 had completed a bachelor's degree, and 106 had completed a master's degree. High school graduates made up 4% of the respondents,

followed by bachelor's degree holders (43%), master's degree holders (53%), and those with no formal education at all (four percent).

Table 5

Family Background of the Respondents

Family Background	Frequency	Percentage
Agriculture Background	58	29
Non-agriculture Background	142	71
Total	200	100

Source: Survey, 2024

The respondents' familial backgrounds are displayed in Table 5. There were 58 respondents out of 200 who had an agricultural background, and 142 respondents did not. Of the respondents, 29% had a background in agriculture, while 71% had no such background.

4.2 Descriptive Statistics

The descriptive analysis of the information gathered throughout the study process via the questionnaires is covered in this part. The computation of statistical measures like mean, median, and standard deviation was the main emphasis of descriptive statistics. Researchers can assess data in relation to statistical measures with the use of descriptive statistics. The attitude toward agriculture is a dependent variable, while financial availability, agricultural knowledge, economic infrastructure, and government assistance are independent factors.

People in Nepal who were between the ages of 16 and 40 were given "Five Point Likert Scale" questions for this study. The scale ranged from

1 – Strongly Disagree

2 – Disagree

3 – Neutral

4– Agree

5– Strongly Agree

4.2.1 Financial Access

There were five inquiries about financial access. The respondents' rating scale for the next five questions is displayed in the table.

Table 6

Financial Access

Statements	N	Mean	Std. Deviation
I have full support from my family and relatives financially.	200	3.82	1.374
I get loans and finances easily from Nepalese banks and financial institution.	200	3.48	1.463
I get financial investment from venture capitals easily in Nepal.	200	3.35	1.465
I have opportunity to compare among the alternatives for cheap sources of fund.	200	3.77	1.337
I get loan at low rate of interest compared to other business.	200	3.96	1.374
Weighted Average Mean/Std. Deviation	200	3.676	1.4026

Source: Survey, 2024

The mean and standard deviation of Nepalese adolescents' financial access are displayed in Table 6. The statement "I have gotten a loan at a lower interest rate than other businesses" has the greatest mean (3.96, standard deviation: 1.374), while the statement "I have received financial investment from venture capitals in Nepal with ease" has the lowest mean (3.35, standard deviation: 1.465).

A mean greater than 3.5 suggests a positive relationship between financial availability and attitudes toward agriculture. Conversely, a mean score of less than 3.5 suggests that they disagree that having access to money influences one's perspective on agriculture.

In a similar vein, a mean of 3.5 denotes a neutral opinion among the respondents.

4.2.2 Agribusiness Knowledge

There were five questions about knowledge of agribusiness. The respondents' rating scale for the next five questions is displayed in the table.

Table 7

Agribusiness Knowledge

Statements	N	Mean	Std. Deviation
I believe in an idea and no obstacle has prevent me from making it happen.	200	4.00	1.441
It provides opportunities to place local product on the global market.	200	4.53	1.160
Agribusiness contributes to economic development of the country.	200	4.91	1.302
It is acceptable for me to be employed in and seek opportunities in agribusiness.	200	4.68	1.203
There are immense possibilities offered by agribusiness.	200	4.53	1.371
Weighted Average Mean/Std. Deviation	200	4.53	1.2954

Source: Survey, 2024

The mean and standard deviation of Nepalese adolescents' agribusiness knowledge are displayed in Table 7. "Agribusiness contributes to the economic development of the country" has the greatest mean (4.91, standard deviation: 1.302), while "I believe in an idea and no obstacle has prevented me from making it happen" has the lowest mean (4.00, standard deviation: 1.441).

A mean greater than 3.5 suggests that attitude toward agriculture is positively impacted by knowledge about agribusiness. On the other hand, a mean score of less than 3.5 suggests that they disagree that knowledge of agriculture influences attitudes toward it.

In a similar vein, a mean of 3.5 denotes a neutral opinion among the respondents.

4.2.3 Economic Infrastructure

There were five inquiries on economic infrastructure. The respondents' rating scale for the next five questions is displayed in the table.

Table 8

Economic Infrastructure

Statements	N	Mean	Std. Deviation
There is proper marketplace for agribusiness.	200	3.69	1.406
There is proper transportation facility.	200	3.35	1.366
There are sufficient irrigation facilities for agriculture.	200	3.34	1.508
There is sufficient electricity.	200	3.53	1.487
People have access to information and communication technologies.	200	3.60	1.595
Weighted Average Mean/Std. Deviation	200	3.502	1.4724

Source: Survey, 2024

The mean and standard deviation of economic infrastructure are displayed in Table 8. "There is a proper marketplace for agribusiness" has the highest mean, 3.69, with a standard deviation of 1.406; "There is sufficient irrigation facilities for agriculture" has the lowest mean, 3.34, with a standard deviation of 1.508.

A mean greater than 3.5 suggests that attitudes about agriculture are positively impacted by economic infrastructure. On the other hand, a mean score of less than 3.5 suggests that they disagree that attitudes about agriculture are influenced by economic infrastructure. In a similar vein, a mean of 3.5 denotes a neutral opinion among the respondents.

4.2.4 Government Support

In regard to government assistance, five questions were posed. The respondents' rating scale for the next five questions is displayed in the table.

Table 9

Government Support

Statements	N	Mean	Std. Deviation
I have got subsidy, tax waiver, and other facilities from government.	200	3.72	1.43
I have been benefited from favorable Nepalese laws for engaging in agribusiness.	200	3.89	1.325
I have got basic trainings and development facilities from government.	200	3.8	1.419
I have not had lot of administrative hassle and barrier from government for engaging in agribusiness.	200	3.59	1.547
There is policy stability in government laws and regulations.	200	3.31	1.679
Weighted Average Mean/Std. Deviation	200	3.662	1.48

Source: Survey, 2024

The government support's mean and standard deviation are displayed in Table 9. With a mean score of 3.89 and a standard deviation of 1.325, "I have benefited from favorable Nepalese laws for engaging in agribusiness" has the highest mean, while "There is policy stability in government laws and regulations" has the lowest mean, 3.31 with a standard deviation of 1.679.

A mean greater than 3.5 suggests that attitudes about agriculture are positively impacted by government assistance. Conversely, a mean score of less than 3.5 suggests that they disagree that government backing affects people's perceptions of agribusiness. In a similar vein, a mean of 3.5 denotes a neutral opinion among the respondents.

4.2.5 Attitude towards Agribusiness

Four inquiries on attitudes about agriculture were made. The respondents' rating scale for the next four questions is displayed in the table.

Table 10

Attitude towards Agribusiness

Statements	N	Mean	Std. Deviation
The availability of loan with minimal interest rate has been beneficiary for agribusiness.	200	5.02	1.313
The knowledge about agribusiness has enable me to create agricultural products or services.	200	4.93	1.143
The proper economic infrastructure makes agribusiness more attractive.	200	5.03	1.205
The support of government has encouraged me to engage in agribusiness.	200	5.18	1.154
Attitude towards agribusiness	200	5.04	1.20375

Source: Survey, 2024

The mean and standard deviation of the attitude toward agriculture are displayed in Table 10. The statements "The support of the government has encouraged me to engage in agribusiness" and "The knowledge about agribusiness has enabled me to create agricultural products or services" have the highest and lowest means, respectively, at

5.18 and 4.93 with a standard deviation of 1.154 and 1.143, respectively.

4.3 Inferential Analysis

This section's goal is to outline the methodology for evaluating the empirical data and testing the hypotheses developed in the preceding chapter. Through the application of inferential statistics, researchers can draw conclusions or extrapolate findings from sample data to the entire population. It makes it possible to infer population values from one or more observational samples. To ascertain whether observed differences between groups or variables are true or the result of random variation, inferential analysis tests hypotheses. It generates new data by extrapolating generalizations and predictions from samples. There are two analytic tools in this section, which are:

4.3.1 Correlation Analysis

To determine the relationships between the variables, correlation analysis was used. The relationship between the many independent and dependent variables related to the research is ascertained using Pearson's Correlation analysis. Any two variables' linear correlation is measured.

Table 11

Correlation Analysis

Independent Variables		Attitude towards Agribusiness
Financial Access	Pearson Correlation	.274**
	Sig. (2-tailed)	.0001
Agribusiness Knowledge	Pearson Correlation	.512**
	Sig. (2-tailed)	.0001
Economic Infrastructure	Pearson Correlation	.268**
	Sig. (2-tailed)	.0001
Government support	Pearson Correlation	.202**
	Sig. (2-tailed)	.004

**. Correlation is significant at the 0.01 level (2-tailed)

The dependent and independent variables' correlation analysis is displayed in Table 11. It displays the correlation between the four independent variables financial availability, agricultural expertise, economic infrastructure, and government support and the attitude toward agriculture.

Relationship Between Financial Access and Attitude Towards Agribusiness

The Pearson Correlation Coefficient between financial access and attitude toward agriculture is 0.274, according to the correlation analysis findings shown in the above table, suggesting that there is less link between the two variables. Furthermore, this value suggests that attitudes about agriculture and financial access are not highly correlated. At the 1% level of significance, the correlation is considered significant since the p-value is smaller than alpha, or $0.0001 < 0.01$.

Relationship Between Agribusiness Knowledge and Attitude Towards Agribusiness

According to the correlation study results displayed in the above table, there is a modest link between the two variables agribusiness knowledge and attitude with a Pearson Correlation Coefficient of 0.512 between them. Furthermore, this value suggests that attitudes about agribusiness and understanding of it are somewhat correlated. At the 1% level of significance, the correlation is considered significant since the p-value is smaller than alpha, or $0.0001 < 0.01$.

Relationship Between Economic Infrastructure and Attitude Towards Agribusiness

The Pearson Correlation Coefficient between economic infrastructure and attitude toward agriculture is 0.268, according to the correlation analysis findings shown in the above table, suggesting that there is less association between the two variables. Furthermore, this value suggests that attitudes regarding agriculture and economic infrastructure have nothing in common. At the 1% level of significance, the correlation is considered significant since the p-value is smaller than alpha, or $0.0001 < 0.01$.

Relationship Between Government Support and Attitude Towards Agribusiness

The government support and attitude toward agriculture have a Pearson Correlation Coefficient of 0.202, according to the correlation analysis findings displayed in the above table. This suggests that there is less association between the two variables. Furthermore, this value suggests that attitudes about agriculture and government support are not highly correlated. At the 1% level of significance, the correlation is considered significant since the p-value is smaller than alpha, or $0.0001 < 0.01$.

4.3.2 Regression Analysis

Regression analysis makes the assumption that there is a causal link between two or more variables, whereas correlation analysis makes no such assumption. The effects of one independent variable on one dependent variable are displayed by simple linear regression, but the effects of several independent factors on one dependent variable are displayed by multiple linear regression. The degree of association between two variables is all that

correlation analysis can reveal. Regression analysis is therefore performed in order to gain a deeper comprehension of the degree of correlation between two or more variables. The influence of several independent factors on a single dependent variable is examined using multiple regression analysis. Consequently, the influence of several independent factors on attitude toward agriculture is examined using multiple regression analysis.

The equation for Impact of independent variables is expressed in the following equation: $\hat{Y} = \alpha + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4 + ej$

Where,

$\hat{Y}$ = Attitude Towards Agribusiness (dependent variable) X1 = Financial Access
X2 = Agribusiness Knowledge X3 = Economic Infrastructure X4 = Government Support α = Constant $\beta 1$, $\beta 2$... $\beta 4$ = Regression coefficients of Factor 1 to Factor 4 respectively

The following tables show the findings from the regression model summary, analysis of variance (ANOVA), and beta coefficients of influence of independent variables.

Table 12 *Model Summary*

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate
Dimension	1	.527	.277	.262	3.50589

a. Predictors: (Constant), Government Support, Agribusiness Knowledge, Economic Infrastructure, Financial Access.

The coefficient of determination, or adjusted R^2, shows us how government backing, financial availability, agribusiness expertise, and economic infrastructure all influenced the dependent variable of attitude toward agriculture (independent variables).

According to table 12, the summary of the regression model, the modified R2 value is 0.262, meaning that 26.2% of the variance in attitudes toward agriculture business is explained. Still, this analysis leaves the remaining 73.8% unexplained. To put it another way, this research has not taken into account any other variables. The standard error of the estimate,

which is 3.50589 points in the model summary, illustrates the variability of the observed value of attitude toward agriculture from the regression line.

Table 13

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	919.277	4	229.819	18.698	.0001
	Residual	2396.803	195	12.291		
	Total	3316.080	199			

a. Predictors: (Constant), Government Support, Agribusiness Knowledge, Economic Infrastructure, Financial Access.

b. Dependent Variable: Attitude Towards Agribusiness

ANOVA is used to determine whether the regression model is suitable for producing dependable findings. When the confidence level is 95% or above, the regression model is considered suitable.

Table 13 demonstrates that the regression model's p-value is smaller than alpha, or ($0.0001 < 0.01$), indicating that the model is acceptable and the outcome is dependable. As a result, the connection between the dependent and independent variables may be accurately predicted by the model.

Therefore, financial availability, agribusiness expertise, economic infrastructure, and government support the independent variables are important in understanding the variation in attitudes on agriculture.

Table 14

Regression Coefficient Analysis

Model	Unstandardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error			ɔlerance	VIF
(Constant)	10.647	1.186	8.974	0.001		
Financial Access	0.073	0.061	1.199	0.232	0.545	1.834
Agribusiness Knowledge	0.363	0.053	6.868	0.001	0.783	1.277
Economic Infrastructure	0.084	0.055	1.524	0.129	0.578	1.73
Government Support	-0.082	0.062	-1.331	0.185	0.442	2.262

a. Dependent Variable: Attitude Towards Agribusiness

Financial Access: Here p-value is 0.232 which is greater than α(0.05).Therefore, financial access has insignificant on attitude towards agriculture business.

Agribusiness Knowledge: Here p-value is 0.001 which is less than α(0.05). Therefore, agribusiness knowledge has significant impact on attitude towards agribusiness knowledge.

Economic Infrastructure: Here p- value is 0.129 which is greater than α(0.05). Therefore, economic infrastructure has insignificant impact on attitude towards agriculture business.

GOVERNMENT SUPPORT: Here p- value is 0.185 which is greater than α(0.05). Therefore, government support has insignificant impact on attitude towards agriculture business.

The variance of a model with many terms divided by the variance of a model with a single term is known as the variance inflation factor, or VIF. It measures how severe multicollinearity is in a regression study using ordinary least squares. There is no multicollinearity as Table 14 demonstrates that the VIF of each independent variable is less than 5, or VIF < 5.

4.3.3 Hypothesis Testing

The process of using statistics to ascertain the likelihood that a certain hypothesis is true is known as hypothesis testing. To test hypotheses, inferential analysis is employed. To ascertain whether observed differences between groups or variables are true or the result of random variation, inferential analysis tests hypotheses.

Analyzing the complete population is the best method to find out if a statistical hypothesis is correct. Because it is frequently not feasible, researchers usually look at a random sample of the population. The hypothesis is rejected if sample data do not support the statistical hypothesis.

Every hypothesis is independently evaluated and examined, and the analysis is carried out using a statistical analysis system (SPSS). In order to determine the link between the dependent and independent variables in this study, five different hypotheses were generated. On the basis of the regression analysis shown in Table 15, each hypothesis is put to the test.

The next section discusses tests on each of these theories:

Table 15

Table of Estimates

Variables	Unstandardized Estimates	p-value
Financial Access	0.073	0.232
Agribusiness Knowledge	0.363	0.001
Economic Infrastructure	0.084	0.129
Government Support	-0.082	0.185

H1: Access to capital and perceptions of agriculture are significantly correlated. Table 4.15's regression analysis reveals that the p-value for financial access is greater than alpha, or 0.232 > 0.05, indicating that there is no meaningful correlation between financial access and agricultural attitudes. H1 is therefore rejected.

H2: The attitude towards agribusiness and agribusiness knowledge are insignificantly correlated.

According to the regression analysis shown in Table 15, there is a substantial correlation between agribusiness knowledge and attitude toward agribusiness, as indicated by the p-value of agribusiness knowledge being less than alpha, or (0.001< 0.05).

H2 is therefore approved.

H3: The attitude toward agribusiness and the economic infrastructure are significantly correlated.

Table 15's regression analysis reveals that the p-value of economic infrastructure is greater than alpha, or 0.129 > 0.05, indicating that there is no meaningful correlation between economic infrastructure and agribusiness attitudes. H3 is therefore rejected.

H4: The way the government views agriculture and its support are significantly correlated.

Table 15's regression analysis reveals that the government support's p-value is more than alpha, or 0.185 > 0.05, indicating that there is no meaningful correlation between the government's backing and the public's perception of agriculture. H4 is therefore rejected.

It is clear from the study above that attitudes regarding agribusiness are significantly influenced by one's understanding of the industry. On the other hand, attitudes on agriculture are not significantly correlated with government backing, economic infrastructure, or financial availability.

Table 16

Summary of Hypothesis

Statement	Decision
H1: There is a significant relationship between financial access and attitude towards agribusiness.	Rejected (insignificant)
H2: There is a significant relationship between agribusiness knowledge and attitude towards agribusiness.	Accepted (Significant)
H3: There is a significant relationship between economic infrastructure and attitude towards agribusiness.	Rejected (insignificant)
H4: There is significant relationship between government support and attitude towards agribusiness.	Rejected (insignificant)

4.4 Discussion

The research looked at how young people saw employment in agriculture and how financial accessibility, agribusiness expertise, economic infrastructure, and government backing affected their opinions. Survey results, which were gathered from 200 respondents in the Kathmandu Valley, showed that the majority were male, mostly between the ages of 16 and 31, and most had either a bachelor's or master's degree. Key results showed that attitudes toward agriculture were considerably impacted by knowledge of agribusiness, as demonstrated by a high mean score of 4.53 on a Likert scale. The research also demonstrated the beneficial effects of government support, agriculture knowledge, financial accessibility, and economic infrastructure—all of which had average scores higher than 3.5. The substantial influence of these factors on attitudes toward agriculture was validated by correlation and regression analyses, highlighting the significance of all-encompassing support systems for encouraging youth interest in the field (Pelrine, Besigye, & Schuster, 2010; Terry & Lawver, 1995; Singh & Kaur, 2014; Mokeira, 2014).

Additionally, the research echoed Terry and Lawver's (1995) results by emphasizing the crucial role that educational initiatives have in influencing young people's attitudes of agriculture. The importance of infrastructure was emphasized, as shown by Punjab's agricultural development as a result of upgraded agri-infrastructure (Singh & Kaur, 2014), as well as government assistance initiatives like those for dairy farmers that have been successful in spite of obstacles (Mokeira, 2014). In order to ensure sustainable development and societal awareness of agricultural practices, it is generally necessary to improve economic infrastructure, bolster government support, and increase agribusiness knowledge in order to cultivate a positive perception of agriculture among young people (Pelrine et al., 2010; Terry & Lawver, 1995; Singh & Kaur, 2014; Mokeira, 2014).

CHAPTER V SUMMARY AND CONCLUSION

The study's summary of findings and conclusion are presented in this chapter. Results and the study's conclusion are predicated on the data analysis and hypothesis testing carried out

in the preceding chapter. The study has been further generalized by interpreting the results further.

5.1 Summary

The purpose of this study was to ascertain how young people in Nepal felt about agribusiness. The primary survey serves as the foundation for this study's conclusions. A series of questions was given to the respondents in order to collect the data. The information supplied by the survey respondents serves as the only basis for the conclusions. A survey with 200 participants was done. Two-thirds of the 200 respondents belonged to the 16–23 age group, seventy–one percent to the 24-31 age group, and eight percent to the 32-40 age group. The study discovered that there were more male respondents (61.5%) than female respondents (38.5%). Comparably, among the survey participants, 36% of them reported having a monthly family income of less than Rs. 40,000, 34% reported having a monthly family income between Rs. 40,000 and Rs. 80,000, and 30% reported having a monthly family income exceeding Rs. 80,000. High school graduates made up 4% of the respondents, followed by bachelor's degree holders (43%), master's degree holders (53%), and those with no formal education at all (four percent). Finally, 29% of respondents reported having a background in agriculture, whereas 71% reported not having.

The descriptive analysis revealed that there is a positive correlation between the independent variables and the dependent variable, with the aggregate means of financial access, agricultural expertise, economic infrastructure, and government backing being more than 3.5. This explains why respondents concur that attitudes about agriculture and independent factors are related.

The link between independent and dependent variables has been ascertained by correlation analysis. Because the p-value for each of the following is less than alpha, or
(0, 0, 0, 0.004 < 0.05), it has been determined that government support, financial availability, agricultural expertise, and economic infrastructure all have an influence on attitudes toward agriculture.

The concept has been tested using regression analysis. The corrected R2 value is 0.262, meaning that government backing, financial availability, agribusiness expertise, and

economic infrastructure account for 26.2% of the variation in attitudes toward agriculture. Still, this analysis leaves the remaining 73.8% unexplained. To put it another way, this research has not taken into account any other variables.

In order to show and quantify its influence on the dependent variable attitude toward agribusiness as number of independent factors were found in this study. Attitude toward agriculture was measured using financial availability, agricultural expertise, economic infrastructure, and government backing.

5.2 Conclusion

Based on the available research, it is evident that students' attitudes regarding agribusiness are positive and satisfying. Similar to this, there is a notable influence on students' attitudes about agriculture from government backing, economic infrastructure, agricultural expertise, and financial availability. Furthermore, governmental backing, financial availability, agribusiness expertise, and economic infrastructure all favorably and significantly correlate with students' attitudes toward agriculture.

Our cultures undervalue and rely heavily on the youth as a resource. They comprise a sizable share of the labor force in both urban and rural areas. Given that the government frequently targets youngsters with various initiatives, there is no question about the youth's relevance to the society and to the prosperity of the country. Youths often require appropriate guidance in order to retain a trustworthy and respectable standing within their community. According to the study's findings, young people are the main customer base required for the nation's agricultural transformation. It is anticipated that addressing young attitudes toward agriculture as a career and offering pertinent solutions will address workforce shortages in Nepali agribusiness as a whole. The study examined the variables influencing young people's perceptions of agribusiness and made actionable and policy suggestions to increase agribusiness's productivity and appeal to Nepal's youth.

The data demonstrates that attitudes toward agribusiness are influenced by government backing, economic infrastructure, agricultural expertise, and financial availability. A questionnaire with two sections the research variables and the demographic profile was used to gather data for the study. The respondents' age, gender, educational attainment, family

history, and monthly family income made up their demographic profile. Factors like government backing, economic infrastructure, agricultural expertise, and financial availability are examples of research factors. The Cronbach's alpha was used to conduct the reliability test, and the results indicated that the questionnaire was deemed reliable for the study since the alpha was more than 0.7. The Pearson's Correlation Coefficient was used to test the variables. The impact test results show that the independent variable has a significant and positive association with the dependent variables, with a p-value of significant at the 5% level of significance. Regression analysis has also been used in order to evaluate the idea. It is discovered through hypothesis testing that attitudes regarding agribusiness are significantly influenced by one's understanding of the industry.

5.3 Implications

Based on the research findings of this study, the following recommendations are prescribed.

i) Given that agricultural knowledge was a key predictor of attitude change, various governmental and non-governmental groups ought to launch a variety of educational initiatives, such as adult literacy, mass education, and vocational training.

ii) Giving young people the creative knowledge and enhanced agricultural skills they need to embrace new technologies, technical packages, and to provide viable alternatives for those who choose to stay in agribusiness is empowering them.

iii) For secondary school pupils, Agricultural Science should be required in order to increase young awareness of agribusiness. To increase youth's understanding of agriculture, policy makers should start youth clubs, implement various training programs, etc.

iv) To encourage creativity among young people in Nepal, communication medium should provide agricultural technologies that are economically feasible.

Suggestions for Future Research

i) A portion of these recommendations have been made in light of the difficulties encountered in conducting this study and are intended to act as a framework for comparable future research projects.

ii) The information gathered via the questionnaire approach forms the basis of the outcome. To further grasp the youngsters' perceptions, more research can gather responses by using a thorough interviewing approach.

iii) Just 200 respondents made up the limited sample size used for this investigation. Convenience sampling was used to choose a sample of each responder. Since the sample size for this wide-ranging topic is tiny, it is impossible to generalize the results. As a result, I recommend that data be collected using a bigger sample of people from around Nepal.

iv) This study gives promising opportunities for future research in various other areas while also successfully examining the factors.

v) Just four factors that affect people's attitudes about agriculture have been taken into account in this study. Therefore, other significant characteristics that were overlooked in this study can be used in other research projects.

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APPENDIX

SURVEY QUESTIONNAIRE

Dear Respondents

I am conducting a research in partial fulfillment of the requirement of MBS degree on "STUDENTS ATTITUDE TOWARDS AGRICULTURE BUSINESS". The focus respondents of this questionnaire are Nepalese youth of age between 16-40 years. I would really appreciate your valuable inputs and I assure you that all the information received has been highly confidential and has been used for research purpose only.

Part 1. Respondent Profile (Please tick [ ] in the box that which best describe you) 1.

Name (optional) ……..

2. Age:

I) 16-23 [ ]

II) 24-31 [ ]

III) 32-40 [ ] 3. Gender:

I) Male [ ]

II) Female [ ]

III) Other [ ]

4. Monthly Family Income(Rs.):

I) 40000 and less [ ]

II) 40000-80000 [ ]

III) 80000 and more [ ]

5. Educational level

I) High School [ ] II) Bachelor [ ]

III) Master [ ]

IV) Others [ ]

6. Family Background

I. Agriculture Background [ ]

II. Non-Agriculture Background [ ]

Part 2. Likert Scaling Questionnaires

Please indicate the level of agreement with the following statements. Mark with Tick (√) in the preferred boxes given below.

1. Strongly Disagree; 2. Disagree; 3. Neutral; 4. Agree; 5. Strongly Agree

Likert Scaling Questions		1	2	3	4	5
Attitude towards Agribusiness						
1	The availability of loan with minimal interest rate has been beneficiary for agribusiness.					
2	The knowledge about agribusiness has enable me to create agricultural products or services					
3	The proper economic infrastructure makes agribusiness more attractive					

	The support of government has encouraged me to engage in agribusiness					

Financial Access (I want to engage in agri- business because)						
1	I have full support from my family and relatives financially.					
2	I get loans and finances easily from Nepalese banks and financial institution.					
3	I get financial investment from venture capitals easily in Nepal.					
4	I have opportunity to compare among the alternatives for cheap sources of fund.					
5	I get loan at low rate of interest compared to other business.					
Agribusiness Knowledge (I want to engage in agribusiness because)						
6	I believe in an idea and no obstacle has prevent me from making it happen.					
7	It provides opportunities to place local product on the global market.					
8	Agribusiness contribute to economic development of the country					
9	It is acceptable for me to be employed in and					
	seek opportunities in agribusiness					
10	There are immense possibilities offered by agri business					
Economic infrastructure (I want to engage in agri-business because)						
11	There is proper marketplace for agribusiness					
12	There is proper transportation facility					
13	There is sufficient irrigation facilities for agriculture.					
14	There is sufficient electricity.					
15	People have access to information and communication technologies					
Government Support (I want to engage in agri-business because)						

16	I have got subsidy, tax waiver, and other facilities from government.					
17	I have been benefited from favorable Nepalese laws for engaging in agribusiness.					
18	I have got basic trainings and development facilities from government.					
19	I have not have lot of administrative hassle and barrier from government for engaging in agribusiness.					
20	There is policy stability in government laws and regulations.					

FACTORS AFFECTING ATTITUDE OF STUDENTS TOWARDS ...

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ABSTRACT The purpose of this research is to find out how young people in Nepal feel about agriculture and to investigate the ways in which financial resources, agribusiness knowledge, economic infrastructure, and government backing affect these sentiments. The main goals were to ascertain the degree of these elements' effect and to examine the relationship between them and views about agribusiness. 200 respondents in the Kathmandu Valley provided primary data for the research using a survey approach. A 5-point Likert scale was used in the poll to gauge respondents' sentiments toward agriculture and collect demographic data. Two-thirds of the sample's members were between the ages of 16 and 23, 71% were between the ages of 24 and 31, and 8% were between the ages of 32 and 40. The results of this research show that financial accessibility, agribusiness knowledge, economic infrastructure, and government assistance all have a favorable impact on young people's views about agriculture in Nepal. A considerable segment of the participants recognized the influence of these variables in molding their perspectives about pursuing professions in agriculture. The most important component turned out to be knowledge of agribusiness, underscoring the importance of education and awareness in promoting favorable views toward the industry. Additionally, there was a strong positive association found between government backing, financial availability, economic infrastructure, and good perceptions of agriculture. This shows that promoting young involvement in agriculture requires extensive support networks and infrastructure upgrades. The research emphasizes the need of focused legislative actions and educational initiatives to improve these important domains, eventually endorsing agriculture as a feasible and alluring profession for young people in Nepal. Key words: Agribusiness, Youth Attitudes, Financial Availability, Economic Infrastructure, Government Support. i

CHAPTER I INTRODUCTION 1.1 Background of the Study The

most influential demographic in the nation is the youth. The hope for the future lies in today's young. It is common knowledge in Nepal that the two main pillars of our nation are youth and agriculture. The next generation is the nation's future and its vital force. The way that kids developed influenced the way that communities and the nation as a whole developed. Nepal is a developing nation with a complex economic environment that has seen decades of low rates for the majority of economic indicators. Agribusiness is widely acknowledged as a crucial component of economic dynamism and is increasingly acknowledged as a major generator of economic development, productivity, innovation, and employment. Agribusiness's contribution to social and economic advancement has been overlooked over time. Every country looks on the younger generation to continue growing and developing. Youth represent a