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Agriculture Industry Workers Perspective: The Attractiveness of Agribusiness as a Place to Work

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ABSTRACT

This descriptive comparative research examined agribusiness as an attractive place to work from the perspective of agriculture industry professionals, intending to increase youth motivation, particularly among many newly graduated students, to join the field. Eighty (80) workers responded to the Survey Questionnaire with indicators of Job Content, Economic Benefits, Career Opportunities, Social Relations, and Reputation. Also compared were moderating variables such as sex, educational attainment, and industry engagement. Results showed that the level of appeal of industry workers to Agribusiness was 3.56, indicating that Agribusiness is exceptionally desirable across all metrics. The result further shows that there is no significant difference in the level of attractiveness as perceived by the industry workers when grouped according to sex (p -value=.230), educational attainment (p -value=.511), and industry engagement (p -value=.057). This value implies that Agribusiness is equally attractive across all groups. This study recommends that the college, particularly the Bachelor of Agriculture Technology department, focus on improvement and programs that would usher the graduates to their full potential. It was suggested that agribusiness courses be designed to equip graduates with knowledge and skills in managerial and decision-making capacities.

INTRODUCTION

Preparing graduates for employment and starting their businesses is vital in educating human resources to support the economy. Agribusiness is one of the industries that will support that claim. It is a complex social process and a market structure comprising numerous independent economic entities that generate labor demand. Many problems in agribusiness confront people and youth. Youth involvement and advancement in agribusiness were hampered by restricted access to land, inadequate financial services, gender or sex, outdated agricultural technology, and attitudinal problems. The function of it was regarded as those whose activity is directly or indirectly associated with the production of food items, the acquisition of resources, and the processing and manufacture of ready food (Kozera-Kowalska & Uglis, 2021).

In Africa, although the agri-food sector has a vast potential to offer attractive employment opportunities for burgeoning youth, a negative perception of agriculture persists among them (Mkong, Abdoulaye, Dontsop-Nguezet, Bamba, Manyong & Shu, 2021). A better understanding of what motivates youths and what guides their choices and preferences to engage in education related to the agricultural sector is critical. Students are conscious and rational in making decisions about their educational and career choices. Their perception of inherent strengths, weaknesses, opportunities, and threats informs their educational/career choices in agribusiness. The same scenario also happens in Euthopia, where although agriculture employs many people, several issues confront young people in agriculture. Some barriers to youth engagement and progress in agribusiness include limited access to land, insufficient access to financial

services, gender or sex, the backwardness of agricultural implements, and attitudinal issues (Moreda, 2020).

In the Philippines, the Department of Agriculture (DA) included inclusiveness of agribusiness and youth engagement in the agriculture sector as a priority of 2020 and beyond. The number of agri-related industries and the interested youth working in agribusiness has been declining through the years. The role of the youth is critical, especially given that the government has adopted sustainable development goals (SDGs). It stands to reason that preserving the country for future generations is essential. It would include the development of future leaders - the youth- especially when discussing the country's food supply and agriculture. With an aging, less educated, and declining agricultural workforce, with a limited labor supply, difficult on-farm circumstances, bias against the agricultural profession, and readily available career alternatives, it raises the question: what factors influence the youth's decision to engage in agriculture, i.e., education, jobs, and how can the agricultural industry and its stakeholders encourage or persuade young people to choose careers in agriculture (Lumen, 2020).

Food and agribusiness are part of a \$5 trillion global industry that is only growing. If present trends continue, by 2050, caloric consumption will climb by 70 percent, and crop demand for human consumption and animal feed will increase by at least 100 percent. Meeting this demand will be challenging: For example, 40% of water demand in 2030 is unlikely to be met, and more than 20% of arable land has already been degraded (Rephann *et al.*, 2013). This also demands considerable human resources necessary. However, scholars agree that many young people, particularly farmers' children, leave rural areas

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for more attractive career or lifestyle opportunities in urban areas (Manalo *et al.*, 2013; Punch & Sugden, 2012; Jayarathna & Hettige, 2010).

To train young people for the finest work prospects in agriculture, Monkayo College of Arts, Sciences, and Technology established and offered the Bachelor of Agricultural Technology (BAT). Although Monkayo, Davao de Oro, is renowned for its mining business, it also produces many agricultural goods. Contrarily, it is also true that young people are not drawn to the program or may need to be made aware of its advantages, and some participants in the program may be compelled to participate. In order for the study's findings to be a valuable source of information about young people's expectations in the labor market, both for managers working in agribusiness companies and for those involved in recruitment for this sector, it is essential to collect descriptive data on agribusiness as an exciting place to work through the lens of the industry. The study will result in recommendations encouraging more exploration into the labor market, particularly in the agricultural sector, in line with the Job Placement Office of MonCAST.

Purpose of the Study

In this descriptive-comparative study, respondents' perceptions on whether the agribusiness sector is an attractive place to work will be measured and compared descriptively by industry. Based on job content, economic benefits, career opportunities, social connections, and reputation, agribusiness will be considered an attractive workplace. The attractiveness of the various agribusiness industries, such as government employment, farming, feed mills, and agri-vet, will be compared.

LITERATURE REVIEW

Agribusiness Job Opportunities

Agribusiness is the industry that deals with agriculture, agricultural operations, and the goods they produce. Farm production and operation, the production and distribution of agricultural supplies and equipment, and the processing, storage, and distribution of agricultural products are all included in the agribusiness industry. The manufacturing and service sectors serve the agricultural sector, which is the industry's core. The Agribusiness industry is highly varied, including input production, farm operations, and management, equipment and supply manufacture, food/non-food processing, trade, and retailing (Bugador, 2011).

As expounded by Chandrashekar (2016), agriculture is a major contributor to a country's economy. Hence, the increased demand for professional labor to perform diverse duties in the agriculture industry has highlighted the significance of agribusiness development and management programs. Agribusiness is a complex system that includes the input sector, the production sector, the processing and manufacturing sector, and the transport and marketing sector. It is reliant on a good interaction with many elements of society. The process of building

this mutual interaction between agribusiness farms and other interest groups starts with recognizing the presence of managerial duties. Farming to commodity broker, commodity buyer, food broker, supply planner, supplier manager, purchasing executive, procurement officer, loan officer, marketing researcher/specialist, product analyst, purchase agent, statistician, and wholesaler are all possible career paths in agriculture. Agri-business management is both a rewarding and hard professional path. Agri-business management is quickly becoming a prominent career path.

According to Pugador (2011), due to the dynamic of the operations and the interrelated sectors that comprise it, it has not been easy to define the extent of the Agribusiness sector. The Agribusiness sector, by definition, is involved in farm production and operations, the manufacture and sale of agricultural equipment and supplies, and the processing, storage, and distribution of farm commodities. Agriculture (agricultural production and management) is unquestionably at the heart of Agribusiness. It encompasses all agricultural operations (as inputs) as well as some elements of the industrial/manufacturing and service sectors (for processing, distribution or consumption, and financing). As a result, the type of labor in agribusiness ranges from input production through farm operations and management, food/non-food processing, equipment and supplies manufacture, trade, and retailing.

Agribusiness, input supply and services, trade, processing, storage, and distribution, are among the industries with the most job prospects on the continent. Agriculture is no longer appealing to young people; unless we can entice them to enter agriculture through agribusiness, the outlook of people toward agriculture is still a one-way ticket to poverty because even farmers would advise their children not to follow in their footsteps, but rather to study hard and go abroad to get a better job, then send money back home. Agribusiness-focused agriculture is vital for everyone to understand that there is money in farming, but production-focused agriculture is not attractive to young people. Despite the sector's significant development opportunities, many parts of Africa's young still need to be more mindful of agriculture and uninterested in agriculturally related employment. Approximately 40% of African adolescents entering the labor force in the future decades will be raised in cities, with little knowledge or enthusiasm for developing prospects in commercial agriculture and agribusiness. Rural kids, despite their expertise in agriculture, frequently need a broad awareness of the food system shifts that are taking place and the variety of opportunities available in growing agribusinesses (Haggblade *et al.*, 2015).

This paradigm expanded, giving rise to "Agribusiness Systems Analysis," which is based on two elements: first, agriculture, which was previously considered an independent sector, became part of a specialized interdependent system of agents operating in related sectors. The second important point raised by Goldberg

is that value contributed at the farm level tends to drop with time as a percentage of the overall value of output, which has severe strategic implications. He was the first to emphasize the fact that margins increase as the product reaches its final market destination. Goldberg developed the Agribusiness Systems Model based on sector analysis, emphasizing inter-sectoral relationships. In his analyses, the premise of costless market functioning and frictionless interactions among sectors is implicit, with institutions missing (Zylbersztajn, 2017).

Additionally, Yami *et al.* (2019) explained that making youth engage in agriculture has emerged as a critical method for creating job possibilities in Africa. For numerous years, governments and development partners have attempted several initiatives to encourage young participation in agriculture. However, there is a scarcity of information on what worked and what did not, making evidence-based policymaking challenging. A systematic literature evaluation of the results of interventions linked to youth participation in agribusiness was undertaken using a deductive coding technique in order to address this information gap. Despite certain limitations, the results demonstrated that interventions conducted by governments and development partners across Africa were successful in achieving positive effects (Yami *et al.*, 2019).

According to Liu (2014), agriculture can reduce poverty up to four times more effectively than other industries. Agriculture is increasingly being relied on to provide more nutritious food for — and enhance the livelihoods of — a burgeoning population, particularly the impoverished. Additionally, increasing the level of human capital in rural regions is feasible through the deepening of entrepreneurial activities, namely through the formation of a cooperation cluster. The aims for agricultural development will be completely realized at the cost of cooperative forms of engagement amongst rural inhabitants as well as the revival of local governments in support of entrepreneurial efforts.

Agricultural groups participate in cooperative operations by utilizing vacant production facilities and land. The participation of the educational module and business incubator in the relationship system will ensure collaboration with information and consulting services and competent individuals and will also assist in the implementation of new processes in the agro-industrial complex (Koloskova, Dalisova, & Shapороva, 2019).

Attitudes Towards Agriculture

Agriculture attitudes are already shifting. According to Félix Nkapemin, an agricultural expert working with local farmers in Cameroon, where agriculture is becoming more competitive, “young educated Cameroonians have decided to become farmers, acquire land, grow maize professionally for trade, and manage their enterprises in order to earn a living.” Other nations, such as Armenia, Brazil, Malawi, and Senegal, are investing in youth and agriculture with the assistance of the World Bank

Group and other development agencies. Young people are also increasingly speaking out about why they chose agriculture. The tendency is accelerating. Agriculture is receiving more attention. The causes are numerous (Liu, 2014).

Today’s youth are increasingly teachable, with a keen curiosity about how ICTs may help them earn more money. They provide chances for farmers to link more directly to markets, providing them with information on pricing and demand that was previously the domain of the much-maligned middleman. Partnerships between tech-savvy younger farm family members and their elderly parents - today’s farmers - are a starting point for engaging youngsters in farming. The younger generation may assist their parents in adopting and reaping the benefits of modern information technology, putting farms on a more business-like footing while also developing an understanding and appreciation of farming as a potentially successful and pleasant way of life (Afere *et al.*, 2019).

In West Java, Harniati and Anwarudin (2018) investigated the engagement of young entrepreneurs in agribusiness. The results suggest that the average of young agripreneurs’ interest and action in agribusiness is high. Non-formal education level, motivation, community support, source of information assistance, and entrepreneurial capacity all impact young agripreneurs’ interests. Non-formal education, motivation, community support, information support, entrepreneurial capacity, and the young agripreneur’s interests in the agribusiness industry all affect the actions of young agripreneurs.

Theoretical and Conceptual Framework

This study is anchored to the Rational Choice Theory of Philosopher Adam Smith (1776). According to this theory, as explained by Coleman, J. S., Coleman, J. S., and Farraro, T. J. (1992), people utilize their self-interest to make decisions that benefit them the most. People analyze their alternatives and select the option they believe will best suit them.

According to rational choice theory, individuals rely on logical calculations to make reasonable choices resulting in results in their best interests. Rational choice theory is predicated on rational actors’ participation. Individuals in an economy who make logical decisions based on calculations and information accessible to them are referred to as rational agents. The rational actors are the foundation of rational choice theory. The rational choice theory believes that individuals, or rational actors, actively seek to maximize their advantage in each scenario and, as a result, continually seek to maximize their advantage. Engaging rural adolescents in agriculture has become critical for creating job possibilities. Regarding job options, many young people in developing countries avoid agriculture. Agriculture in the developing world has become a thriving field brimming with practical inventions, increasing production through information and communication technology and other innovative

solutions. However, it is still how they choose to engage in it, however job possibilities it may offer. Figure 1 shows the interplay of the variables of the study. The independent variable is the Agricultural Industries, categorized as government, farming, feed mill, and agri-vet. The dependent variable is the Attractiveness of Agribusiness as a Place to Work, which includes indicators such as job contents; economic benefits; career opportunities; social relations; and reputations.

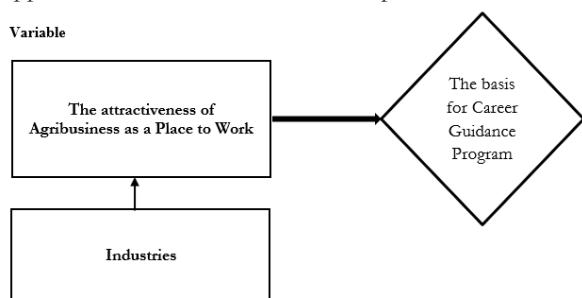


Figure 1: Conceptual Framework

Research Objectives

This study aims to descriptively investigate Agribusiness as an Attractive Place To Work through the lens of agribusiness industry workers. Specifically, this seeks to answer the following questions:

1. What is the profile of the respondents in terms of:
 - 1.1. Sex;
 - 1.2. Educational Attainment;
 - 1.3. Agribusiness Industries.
2. What is the level of attractiveness of agribusiness as a place of work in terms of:
 - 2.1. Job contents;
 - 2.2. Economic benefits;
 - 2.3. Career Opportunities;
 - 2.4. Social Relations;
 - 2.5. Reputation.
3. What is the level of attractiveness of agribusiness industries as a place of work in terms:
 - 3.1. Sex;
 - 3.2. Educational Attainment; and
 - 3.3. Agribusiness Industry.
4. Is there a significant difference between the level of attractiveness of agribusiness as a place of work according to the:
 - 4.1. Sex
 - 4.2. Educational Attainment
 - 4.3. Agribusiness Industry.
5. What career guidance program can be proposed based on the study?

Significance of the Study

This study's result would benefit the following group of people. Further, this study brings significance to the following:

Students

They are considered the end recipients of the results of this study since the results of this investigation might give

them accurate guidance as agribusiness is an attractive workplace. This may improve their academic performance and engagement in pursuing agribusiness careers.

Instructors

Instructors are the immediate beneficiary of this study. The research would serve as a pressing mechanism to encourage students to pursue agribusiness as an attractive place to work.

College Career Guidance Officer

This study is beneficial to the institution in crafting the Entrepreneurship program and Career Guidance related to Agribusiness. This will give them a concrete basis for encouraging students to pursue agribusiness careers.

Definition of Terms

The following terms and phrases were defined conceptually and operationally for common understanding in the study:

Agribusiness

It refers to the sum of all farm supplies manufacturing and distribution activities, farm production operations, and farm commodity storage, processing, and distribution (Zylbersztajn, 2017).

Attractiveness

Attractiveness is the ability to pique someone's interest or pleasure and draw them towards you by the attributes you possess, outstanding and praiseworthy ones (Cambridge Online Dictionaries).

MATERIALS AND METHOD

This chapter deals with the discussion of the methods and procedures used in the study. It includes the research design, research locale, respondents, research instruments, research procedures, data analysis, and statistical data treatment.

Research Design

This quantitative study was a descriptive-comparative research design. Descriptive design was used to describe the level of attractiveness of industry workers to Agribusiness. In contrast, the comparative design was utilized to find the difference between the level of attractiveness to agribusiness as a place to work according to agribusiness industries. Descriptive research is founded on the notion that by observation, analysis, and description, issues may be solved and practices improved. The survey is the most frequent descriptive research approach, comprising questionnaires, personal interviews, phone surveys, and normative surveys (Koh & Owen, 2000). In contrast, comparative design involves comparing two variables based on attributes comparison (Patidar, 2018).

Research Locale

The research study was conducted in the Philippines,

participated by industries from Davao Region; National Capital Region; Central Visayas Region; Zamboanga del Sur Region; and Misamis Oriental Region. The Philippines has 30 million hectares of land, of which 47% is used for agriculture, making it an agricultural nation. It boasts plenty of land, natural resources, devoted farmers, and agri-research organizations. It also has many resources but needs to give agriculture, the foundation of our economy, enough attention. The Philippines, a nation abundant in natural resources, heavily relies on agriculture to feed its citizens and support its economy. Over 32% of the total land area is used for agriculture and agricultural activities, with permanent croplands and arable lands accounting for 51% and 44% of the total. This makes the size and significance of the agriculture industry quite evident.

The Philippine agribusiness sector comprises agriculture (including aquaculture), forestry and logging, livestock and poultry production, agriculture (including aquaculture), agriculture-support services, and manufacturing. The agricultural production sector's farms produce fruits and vegetables later turned into food and fiber. With a 49 percent share of total output, it remains the most significant activity for the sector.

Fisheries, which contribute 25% of overall production, come next after crop production. Examples of fishing activities include small-scale and industrial fishing, fish cage/pen operations, and seafood processing. The third

largest industry is animal production, accounting for 21% of all economic activity (11% for cattle and 10% for poultry). Figure 2 shows the map of the Philippines highlighting the biodiversity of the more than 7,100 islands, including the cropland where agricultural products were derived as primary sources.

Research Respondents

The study's respondents were 80 agribusiness industry workers from different parts of the Philippines. They were selected randomly and voluntarily participated in the study.

Table 1 shows the total number of agribusiness industry workers voluntarily participating in the study. It showed

Table 1: Respondents of the Study

Industry	Respondents	
	Number of Respondents	Percentage
Government	27	34%
Farming	21	26%
Feed Mill	16	20%
Agri - Vet	16	20%
Total	80	100%

that the most participating industry is the government which is 34% of the respondents, followed by the farming industry, with 26% of the total respondents. Lastly, Feed Mill and Agri-Vet industries have an equal number of respondents, with 20% each.

Research Instruments

In this study, the researcher used an adapted-modified survey questionnaire for the attractiveness of agribusiness as a place to work by Magdalena Kozera-Kowalska and Jaroslaw Uglics in their study "Agribusiness as an Attractive Place to Work—A Gender Perspective 2021" with five (5) Indicators such as Job Contents, Economic Benefits, Career Opportunities, Social Relations, and Reputations. The set of questionnaires dealt with the level of attractiveness of agribusiness as perceived by industry workers to benefit the students of Monkayo College of Arts, Sciences, and Technology. The original questionnaire was modified to contextualize the setting and was simplified or paraphrased to gain a better understanding from the respondents. It was content validated by the panel of experts. It underwent the validity and reliability test and was measured using Cronbach Alpha.

For each item, the respondents were asked to rate the level of attractiveness to agribusiness using the four-

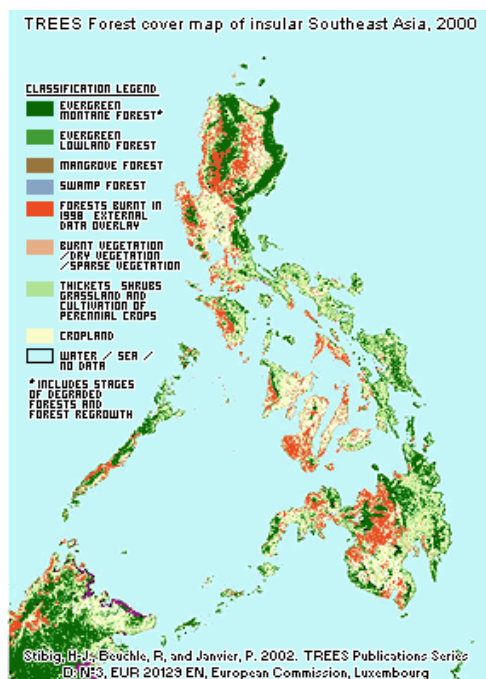


Figure 2: Location Map

Table 2: Table of Interpretation

Range of Means	Descriptive Equivalent	Interpretation
3.30 - 4.00	Strongly Agree	This means that agribusiness is extremely attractive.
2.50 - 3.29	Agree	This means that agribusiness is attractive.
1.70 - 2.49	Disagree	This means that agribusiness is not attractive.
1.00 -1.69	Strongly Disagree	This means that agribusiness is extremely not attractive.

point Likert Scale anchored at (4) Strongly Agree, (3) Agree, (2) Disagree, and (1) Strongly Disagree. The four orders of gradation with their respective range of means and descriptions were considered in evaluating the level of perceived attractiveness in agribusiness.

Pilot Testing of The Instruments

Before the study, the validated quantitative survey

instrument was pilot tested on 30 industry workers from Compostela, Davao de Oro.

Reliability Test

After the pilot testing of the instrument, it was analyzed to determine its reliability index. The result of the reliability index on the instrument for the attractiveness of agribusiness was 0.87, described as good. The

Kappa	Reliability	Cronbach alpha	Reliability
0 - <0.2	None to slight	0 - <0.4	Poor
0.2 - <0.4	Fair	0.4 - < 0.7	Moderate
0.4 - <0.6	Moderate	0.7 - <0.90	Good
0.6 - <0.8	Good	>0.90	Good reliability but may have redundant items in the questionnaire
0.8 - 1.0	Excellent		

Cohen's kappa – 2 observers, Fleiss – 3 or more observers

Poor alpha can be due to:

- low number of items
- poor inter-relatedness of items (heterogeneous constructs)

(Tavakoli, 2011)

Figure 3: Reliability Table

interpretation of the reliability of the instrument was based on the above figure.

Nunnally (1978), as mentioned by Bernardi (1994), recommended the calculation of coefficient alpha (also known as Cronbach alpha) in order to assess the reliability of a multiple-item variable.

Churchill and Peter (1984) suggested an acceptable level for the alpha coefficient. According to them, a value of alpha below 0.60 is undesirable. Meanwhile, Nunnally (1988) indicated that newly developed measures could be accepted with an alpha value of 0.60; otherwise, 0.70 should be the threshold.

Data Collection Procedure

The following steps were taken into consideration by the researcher in the conduct of this study.

Permission

The researcher made a letter asking permission to conduct the study to the Administrator of Monkayo College of Arts, Sciences, and Technology and the Managers/ Owners of different participating industries.

Data Collection

The survey questionnaire was administered to the respondents through a google form. Communication was done through constant follow-up through messenger, phone calls, and video conferencing.

Interpretation of the Data

Quantitative data was interpreted and analyzed using appropriate tools and was presented in tabular form, interpreted, and analyzed. The quantitative result was thoroughly examined and analyzed by the statistician.

Interpretation of the Results

The quantitative data were analyzed using suitable data analysis. Mean and Independent t-tests were utilized as the data analysis tool.

Statistical Treatment

The formula for the finding of means, independent t-test, and ANOVA were used for the data analysis. The mean formula was used to identify the mean scores of the indicators in the survey questionnaire. An Independent t-test was used to compare the difference in the level of attractiveness to agribusiness according to participating industries. Analysis of Variance will be utilized to compare the difference of means of respondents' attractiveness to agribusiness according to their educational attainment and agribusiness industry. In all cases, the level of significance was 95%. Analysis of the data was done using the SPSS student version.

RESULTS AND DISCUSSION

This chapter presents the analysis, interpretation, and findings of the data gathered from the research instruments used in the study to describe the attractiveness of agribusiness as a workplace.

Profile of Respondents

Profile of Agribusiness Industry Workers– Respondents in Terms of Sex

Table 3: Profile of Respondents in Terms of Sex

Sex	Frequency	Percentage
Male	41	51.2%
Female	39	48.8%
Total	80	100%

Table 3 presents the profile of teacher-respondents in terms of sex.

Shown in Table 3 is the profile of the industry workers in terms of sex. It shows that Male has more respondents, with 51.2% of the population, than female having the remaining 48.8% of the population. This means that more male agribusiness industry workers participated, having a difference of 2.4% from that of female respondents. This agreed with the study of Quisumbing *et al.* (2014), which showed the collaboration of men and women in crop production, stating that while broad generalizations between gendered divisions of labor in cash and food crops are correct, categorizations of men's and women's crops are fluid, since whether men or women cultivate a particular crop is determined by the crop's profitability. This makes distinguishing between men's and women's crops harder.

Profile of Agribusiness Industry Workers–Respondents in Terms of Educational Attainment

Table 4 presents the data for the respondents in terms of educational attainment.

Table 4: Profile of Respondents in Terms of Educational Attainment

Educational attainment	Frequency	Percentage
College Undergraduate	19	23.8%
College Graduate	55	68.8%
With a Master's Degree	5	6.3%
With Doctorate Degree	1	1.3%
Total	80	100%

Table 4 shows that most respondents are college graduates as it has the largest frequency, 68.8% of the population. It is followed by the respondents, who are college undergraduates, 23.8% of the population. Respondents with master's degree follow with 6.3 % of the population, and lastly, respondents with a doctoral degree has the least frequency having the 1.3% of the population.

Results showed that most respondents are college degree holders, which implied that most of the respondents had acquired the necessary information in engaging agribusiness industries. This agrees with the study of Haggblade *et al.* (2015) on how important agribusiness

is to integrate into education. They proposed numerous practical techniques for changing this negative image and encouraging urban and rural youngsters to choose professions in agriculture. Opportunities in commercial agriculture and agribusiness abound, and educational systems may play an essential role in broadening the career horizons of both groups by exposing children to a diverse range of successful commercial farmers and agribusiness professionals early on.

Profile of Agribusiness Industry Workers–Respondents in Terms of Agribusiness Industries

Table 5 presents the data on the profile of the respondents

Table 5: Profile of Respondents in Terms of Agribusiness Industries

Agribusiness Industries	Frequency	Percentage
Government Employed	27	33.8%
Farming Industry	21	26.3%
Feed Mill Industry	16	20.0%
Agri-Vet	41	20.0%
Total	80	100%

according to the agribusiness industry.

Shown in Table 5 is the profile of the respondents according to their industries. Agribusiness industry workers employed by the government have the highest frequency, 33.8% of the population. It is followed by respondents from the farming industry, with 26.3% of the population. Furthermore, respondents from the feed mill and agri-vet industry have equal frequency with both 20% of the population. The result showed that the government has many opportunities to offer to agriculture graduates as it has a great role in agribusiness. This is parallel to the study of Chandrashekar (2016), which showed several routes that the government may utilize to encourage agriculture in the country and guarantee that farmers get the most out of their efforts. Supporting agricultural activity is one of the ways the government can alleviate poverty in rural communities.

Level of Attractiveness of Agribusiness to Industry Workers

Table 6 presents the results of the level of attractiveness

Table 6: Level of Attractiveness of Agribusiness to the Industry Workers

Job Contents		Mean	Description
I see agribusiness as an attractive place of work because it is ...			
1	work matching my interests.	3.68	Strongly Agree
2	challenging work.	3.74	Strongly Agree
3	allows me to make full use of all my skills and knowledge.	3.71	Strongly Agree
4	ensures high variability of tasks performed.	3.55	Strongly Agree
5	allows me to decide for myself how to perform my duties.	3.55	Strongly Agree
6	involves a high volume and rapid pace of work.	3.55	Strongly Agree
7	involves working in an attractive location.	3.55	Strongly Agree
Mean		3.62	Strongly Agree

Economic Benefits		Mean	Description
I see agribusiness as an attractive place of work because of it ...			
1	guarantees a competitive remuneration/salaries or wages and or profit.	3.54	Strongly Agree
2	offers extensive social and living benefits.	3.55	Strongly Agree
3	provides me with the modern equipment needed to perform my duties.	3.50	Strongly Agree
4	offers stable employment conditions.	3.60	Strongly Agree
5	offers promising training and seminars.	3.60	Strongly Agree
6	offers an opportunity for promotion.	3.54	Strongly Agree
7	offers other benefits and bonuses.	3.54	Strongly Agree
Mean		3.55	Strongly Agree
Career Opportunities		Mean	Description
I see agribusiness as an attractive place of work because of it ...			
1	enables me to influence decisions vital to the company.	3.54	Strongly Agree
2	provides a clear career/promotion path.	3.50	Strongly Agree
3	enables me to improve my skills.	3.65	Strongly Agree
4	provides the opportunity for long-term professional development within the company.	3.53	Strongly Agree
5	guarantees acquiring skills that may prove useful in other	3.59	Strongly Agree
6	provides training and seminars for technological enhancement.	3.64	Strongly Agree
7	enables me to explore the industry as a global trend.	3.71	Strongly Agree
Mean		3.59	Strongly Agree
Social Relations		Mean	Description
I see agribusiness as an attractive place of work because of it ...			
1	allows me to seamlessly balance my private and professional life.	3.40	Strongly Agree
2	provides a friendly workplace atmosphere as shared by many.	3.50	Strongly Agree
3	ensures that I will be treated with respect by clients and colleagues alike.	3.50	Strongly Agree
4	makes me feel supported by colleagues.	3.45	Strongly Agree
5	describes competent colleagues.	3.48	Strongly Agree
6	provides a sense of belongingness and integration with the team as shared by many.	3.49	Strongly Agree
7	provides a sense of organizational citizenship embodying core values.	3.56	Strongly Agree
Mean		3.48	Strongly Agree
Reputations		Mean	Description
I see agribusiness as an attractive place of work because of it ...			
1	enables me to influence decisions vital to the company.	3.60	Strongly Agree
2	provides a clear career/promotion path.	3.43	Strongly Agree
3	enables me to improve my skills.	3.51	Strongly Agree
4	provides the opportunity for long-term professional development within the company.	3.68	Strongly Agree
5	guarantees acquiring skills that may prove useful in other	3.59	Strongly Agree
6	provides training and seminars for technological enhancement.	3.54	Strongly Agree
7	enables me to explore the industry as a global trend.	3.39	Strongly Agree
Mean		3.53	Strongly Agree

Indicators	Mean	Standard Deviation	Description
Job Contents	3.62	.414	Strongly Agree
Economic Benefits	3.55	.421	Strongly Agree
Career Opportunities	3.59	.402	Strongly Agree
Social Relations	3.48	.464	Strongly Agree
Reputations	3.53	.443	Strongly Agree
Overall Mean	3.56	.372	Strongly Agree

of Agribusiness to the industry workers. Table 6 shows the level of attractiveness of agribusiness as perceived among industry workers. The overall mean is 3.56 which is described as strongly agree. This indicates that agribusiness is extremely attractive as perceived by the industry workers. Among the 5 indicators, Job Contents has the highest mean of 3.61 with a standard deviation of .414. Secondly, Career Opportunities followed with a 3.59 mean and .402 standard deviation. It is followed by Economic Benefits follow it with a mean of 3.55 and a standard deviation of .421. Furthermore, Reputations got fourth with a 5.53 mean and a .443 standard deviation. Lastly, Social Relations got the least mean of 3.48 and .465 standard deviation. All of the indicators are described as strongly agree which means that all indicators are extremely attractive to the industry workers. The result showed that agribusiness has limitless opportunities since it signifies extreme attractiveness to its workers. This is relevant to the study of Burckel, Watters, and Daughtrey (1992) that suggested farmers

must rely largely on off-farm sources to supply growing quantities of such fundamental inputs as seed, fertilizer, insecticides, breeding stock, equipment, feed, and animal health, financing, and a wide range of technical services as the importance of agribusiness develops in the overall economy. This significant economic sector has witnessed massive changes over the last decade, affecting every stage. With the agricultural industry moving toward more high-tech production techniques and an integrated production, marketing, processing, and distribution system, the demand for more qualified agribusiness graduates is increasing.

Level of Attractiveness of Industry Workers When Grouped to Respondents' Profile

Level of Attractiveness of Industry Workers in Terms of Sex

Table 7 presents the results of the level of attractiveness of Agribusiness to the industry workers according to sex. Table 7 shows the level of attractiveness of agribusiness

Table 7: Level of Attractiveness of Agribusiness as Perceived by Industry Workers in Terms of Sex

Sex	N	Mean	Standard Deviation	Description
Male	41	3.60	.369	Strongly Agree
Female	39	3.50	.372	Strongly Agree
Overall	80	3.56	.372	Strongly Agree

as perceived among industry workers according to sex. The result showed that Males with a 3.60 mean and standard deviation of .369 have a higher mean compared to females with a 3.49 mean and standard deviation of .372. Both are described as strongly agreeing which means that both agreed that agribusiness is extremely attractive. Kozera-Kowalska and Uglis (2021) findings, that working in agriculture is seen differently by men and women based on gender. Women perceive it as an opportunity for self-development and the formation of

positive social relationships, as well as an opportunity to help the environment. Job-related reputation and economic perks are far more significant to males. Men were shown to have larger goals for starting their firms, whilst women were found to be more inclined to pursue more education.

Level of Attractiveness of Industry Workers in Terms of Educational Attainment

Table 8 presents the results of Agribusiness's attractiveness level to the industry workers according to educational

Table 8: Level of Attractiveness of Agribusiness as Perceived by Industry Workers in Terms of Educational Attainment

Educational Attainment	N	Mean	Standard Deviation	Description
College Undergraduate	19	3.55	.378	Strongly Agree
College Graduate	55	3.63	.337	Strongly Agree
Masters Degree	5	3.37	.455	Strongly Agree
Doctorate Degree	1	3.31		Strongly Agree
Overall	80	3.56	.372	Strongly Agree

attainment. Table 8 shows the level of attractiveness of agribusiness as perceived among industry workers according to educational attainment. The result showed that respondents who are College Graduates got the highest mean of 3.63 mean and a standard deviation of .337 followed by the respondents who are College undergraduates with a 3.55 mean and standard deviation of .378. Thirdly, respondents with a Master's Degree followed with 3.37 mean and .337 standard deviation, and

lastly the respondents with Doctorate Degree with 3.31 mean. All means are described as strongly agree which means that agribusiness is extremely attractive.

Level of Attractiveness of Industry Workers in Terms of Agribusiness Industry

Table 9 presents the results of the level of attractiveness of Agribusiness to the industry workers according to the agribusiness industry.

Table 9: Level of Attractiveness of Agribusiness as Perceived by Industry Workers in Terms of Agribusiness Industries

Agribusiness Industries	N	Mean	Standard Deviation	Description
Government Employed	27	3.44	.386	Strongly Agree
Farming	21	3.56	.383	Strongly Agree
Feed Mill	16	3.76	.342	Strongly Agree
Agri-Vet	16	3.52	.297	Strongly Agree
Overall	80	3.56	.372	Strongly Agree

Table 9 shows the level of attractiveness of agribusiness as perceived among industry workers according to agribusiness industries. The result showed that respondents who engage in Feed Mill have the highest mean of 3.76 with a standard deviation of .342, followed by those who are engaged in farming with a 3.56 mean and standard deviation of .383. Thirdly, respondents who are engaged in Agri-Vet followed with a 3.52 mean and .297 standard deviation, and lastly, the respondents who are Government Employed got the least mean of 3.44 and .386 standard deviation. All means are described as

strongly agree meaning that agribusiness is extremely attractive according to different industries.

Significant Difference of the Level of Attractiveness as Perceived by Industry Workers According to Respondents' Profile

Significant Difference of the Level of Attractiveness as Perceived by Industry Workers According to Sex

Table 10 presents the results of the significant difference between the level of attractiveness of Agribusiness as perceived by industry workers according to sex.

Table 10: Significant Difference of the Level of Attractiveness as Perceived by Industry Workers According to Sex

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Attractiveness to Agribusiness	Equal variances assumed	.035	.853	1.211	77	.230	.10101	.08342	-.06510	.26713
	Equal variances not assumed			1.211	76.909	.230	.10101	.08343	-.06513	.26715

Table 10 shows the significant difference between the level of attractiveness of Agribusiness as Perceived by the industry workers according to sex. An independent t-test was conducted to determine if there is a significant difference in agribusiness attractiveness among industry workers when grouped according to sex. The $p = .230$ which is greater than .05 indicates that there was no significant difference for males ($M = 3.60$, $SD = .369$) and

females ($F = 3.50$, $SD = .372$). This means that both sexes are equally engaged in agribusiness which supported the study of Sokoya *et al.* (2006) revealed that although women are revealed to be active participants in agribusiness, the study also reveals that gender disparities in effective participation in agribusiness, as well as feminization of domestic roles and men's leisure at the expense of their role accumulation, increasing responsibility for children

upkeep and family maintenance, cause gender disparities in effective participation in agribusiness, and thus pose serious threats to women's psychological well-being and optimum productivity.

Significant Difference of the Level of Attractiveness as Perceived by Industry Workers According to Educational Attainment.

Table 11 presents the results of the significant difference between the level of attractiveness of Agribusiness as perceived by industry workers according to educational attainment.

Table 11 shows the significant difference between the level of attractiveness of Agribusiness as Perceived by the industry workers according to educational attainment.

Table 11: Significant Difference of the Level of Attractiveness as Perceived by Industry Workers According to Educational Attainment

ANOVA					
Att_AgriB					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.326	3	.109	.777	.511
Within Groups	10.623	76	.140		
Total	10.948	79			

Analysis of Variance was conducted to determine if there is a significant difference in agribusiness attractiveness among industry workers when grouped according to educational attainment. The $p = .511$ which is greater than .05 indicates that there was no significant difference in the attractiveness to agribusiness when grouped according to educational attainment.

This means that agribusiness is extremely attractive among groups parallel to the study of Smalley *et al.* (2016) with findings that higher education is making an increased effort to keep in line with agribusiness/industry leadership demands through the establishment of new leadership training programs in agricultural schools around the country. Leadership skills remain crucial as businesses and organizations grow in a complicated global market, and these skills are as important in farming. A continuous connection and exchange of leadership information and resources among agricultural institutions and agribusiness professionals guarantee that future agricultural leaders leave college well-prepared for leadership challenges and opportunities.

Significant Difference of the Level of Attractiveness as Perceived by Industry Workers According to Agribusiness Industries.

Table 12 presents the results of the significant difference between the level of attractiveness of Agribusiness as perceived by industry workers according to Agribusiness Industry engagement.

Table 12 shows the significant difference between the level of attractiveness of Agribusiness as Perceived by the industry workers according to agribusiness industries. Analysis of Variance was conducted to determine if there

Table 12: Significant Difference in the Level of Attractiveness as Perceived by Industry Workers According to Agribusiness Industries

ANOVA					
Attractiveness to Agribusiness					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.023	3	.341	2.615	.057
Within Groups	9.910	76	.130		
Total	10.933	79			

is a significant difference in agribusiness attractiveness among industry workers when grouped according to agribusiness industries. The $p = .057$, which is greater than .05, indicates that there was no significant difference in the attractiveness to agribusiness when grouped according to agribusiness industries.

This implied that all industries in agriculture are equally attractive as it described the extreme attractiveness as perceived by the industry workers. This is in line with the findings of Uglis and Kozera-Kowalska (2019), that without a doubt, agribusiness is a fast-expanding commercial activity in many countries throughout the world. Respondents were more likely to agree with the assertion that working in agribusiness would be an intriguing stage in their career rather than the desired permanent job. In terms of ideal work, it was fascinating to see that second-cycle studies graduate value work that matches their interests, a nice office environment, and a position that allows them to put their academic knowledge and abilities to use more than cash rewards.

CONCLUSION

Based on the results of the study, the researcher has concluded that the attractiveness of Agribusiness as observed by the industry workers is extremely attractive. All the indicators for this variable such as Job Content, Economic Benefit, Career Opportunity, Social Relation and Reputation also reflected a descriptive equivalent of strongly agree on which indicates extremely attractive. The results also revealed that there is no significant difference between the attractiveness of Agribusiness as observed by the industry workers when grouped according to sex and educational attainment. This implied that the attractiveness of Agribusiness did not differ in terms of sex and their educational attainment. This study no significant difference in Agribusiness attractiveness as observed by the industry workers when grouped according to their industry engagement. All groups showed extreme attractiveness which means all agriculture industries are equally attractive.

RECOMMENDATION

After a profound consideration of the possible implications of the findings and conclusion of the study, the researcher came up with several recommendations on improving students' motivation to engage in agribusiness. Aspects like social relations and reputations should be given weight by the college instructors in motivating the students. Their attitude towards agribusiness may improve through building attractiveness to engaging agribusiness. For this, at the macro level school administrators can conduct seminar workshops to introduce the instructors to strategies so that they can develop their delivery effectively which would increase students' motivation to engage in agribusiness. Furthermore, it is important to the department particularly the Bachelor of Agriculture Technology to put attention to improvement and programs that would usher the graduates to their full potential. Thus, an Agribusiness Program is recommended that would prepare the graduates to skills such as special managerial skills and knowledge to facilitate effective and efficient decisions. In addition, one of the vital responsibilities of career guidance counselors is to create and maintain a supportive, positive, and orderly program that would prepare the graduates to enthusiastically engage in Agribusiness. Finally, this study recommends investigating other external components such as length of service and government support variables to be explored to get a clearer picture of other factors that will have any impact on the attractiveness of Agribusiness that would increase youth engagement in the agriculture industry.

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