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Youth's Intention to Venture into Agriculture Sector

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Abstract: This study aims to determine the factors influencing youth's intention to venture into the agriculture sector. Since Malaysia is a developing country, unemployment is one of the major issues, especially youth unemployment. Malaysia's government recognised that the agriculture sector is an important sector to contribute to the nation's GDP, followed by service and manufacture. The government implemented actions through programmes for attracting youth's intention. However, youth still lack the purpose and less motivated to venture into agriculture. A total of 245 respondents from 15 to 40 years old participated in the survey sampling. Data were analysed using several statistical analyses, such as descriptive, factor, Chi-square and multiple regression analysis. Based on the result, it can be concluded that youth's intention will be affected by knowledge, attitude, and acceptance as well as gender, age, marital status, and education field of youth. By setting agriculture as a compulsory subject and offering agricultural-oriented activities, it is recommended that the government, agriculture agencies, and universities take responsibility for attracting youth to venture into the agriculture sector.

Keywords: factors; youth; agriculture; intention; unemployment

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1. Introduction

Unemployment is one of the main issues being continuously discussed particularly in developing countries (Ogbeide *et al*., 2015). Several research have been discussing on the unemployment issues from various perspectives involving its effects on unemployed individuals and society (Krug & Eberl, 2018; Mousteri *et al*., 2018; Sileika & Bekeryte, 2013; Tang, 2009). The youth unemployment rate in Malaysia has been increasing annually. According to the Department of Statistics Malaysia (DOSM) 2017, the unemployment rate among youth has risen 2.4% from 9.9% in 2011 to a whopping 11% in 2016 and keep growing

to 11.26% in 2019 and 11.72% in 2020. This trend is worrying as unemployment has been found to cause negative impacts on the individual's psychological, society and country in general (Ahmad *et al*., 2017; Mousteri *et al.*, 2018; Tang, 2009). Thus, having an increasing trend of unemployment especially among the youth is a risk that needs to curb urgently.

Malaysian government has recognised that the agriculture sector offers a tremendous opportunity in terms of work and returns' benefits, even though it received a low participation from the youth as they perceive it as a 3D sector that is dirty, difficult, and dangerous (Abdullah & Sulaiman, 2013; D'Silva *et al*., 2009; Abdullah & Samah, 2013). In 2013, it is reported that 66% of people involved in the agriculture sector aged more than 50 years (Mohammad Nor *et al.*, 2015; Alam *et. al*., 2010). Thus, the involvement of youth in this sector is very critical. This low participation is the reason for aggressive and intensive collaboration between the government and agriculture-related agencies and universities in launching programmes that are able to attract youth interest to engage in this sector. Example of parties involves are the Malaysia Agricultural Research and Development Institute (MARDI), Ministry of Agriculture and Agro-based Industry Malaysia (MOA), Agrobank and Universiti Putra Malaysia (UPM). The purpose of the government's implementation is to grab the youth's attention to venture into the agriculture sector as entrepreneurs as well as becoming the workforce of that sector. Examples of such programmes are the Youth Agropreneur Programme, *Biztalk Pakej Perniagaan Agropreneur Muda* and *Tunas Usahawan Belia Bumiputera* (TUBE).

Besides initiating all kinds of programmes as mentioned earlier, the government has also allocated a significant budget for this sector over the years through investment and launching a variety of programmes to maintain the performance of the agriculture sector. The government has invested around RM28 billion for the past six years as of 2011 to 2016 (Annual Budget Malaysia, 2011–2017). Despite efforts in motion by the government and public universities to attract youth into participating in the agriculture sector, several reports and research have indicated that the number of youths venturing into the agriculture sector is still very minimal (Mohammad Nor *et al*., 2015; D'Silva *et al*., 2010a; Hayrol *et. al*., 2012). This trend eventually leads to a situation of shortage of employment in the agricultural sector in Malaysia. Thus, what could be the reasons for this low participation among youth. Therefore, this research aims to understand and identify the factors that influence the intention among youth towards venturing into the agriculture sector.

2. Materials and Methods

Youth is traditionally determined as a period of the transaction from childhood to adulthood (Idike & Eme, 2015). Nowadays, youth is defined as male or female who is young (the age between 15 to 24 years), energetic, and able to contribute to the development of a country (Mohammad Nor *et al*., 2015). Malaysia's National Youth Development Policy defined youth as an individual aged between 15 to 40 years. Youth is supposed to be the key player and backbone to the development of the country's economy and community (Bahaman

et al., 2010; D'Silva *et al*., 2010a), as they can promote their personal growth and provide the knowledge and skills for society (Checkoway, 2011). Youth is also the ideal catalyst for improvement, regarding new ideas, concepts, and techniques that are critical in changing the way agriculture is practiced and perceived (Ahaibwe *et al*., 2013).

The word agriculture derives from two Latin words in which are *Ager* and *Cultura. Ager* means a field or land, and *Cultura* means culture (Collins English Dictionary, 2012). Therefore, agriculture defines as the cultivation of land that applies to the science and art of producing crops and rearing animals for economic purposes (Kimaro *et al*., 2015). According to the World Bank (2017), agriculture is one of the tools to raise income more effectively compared to other sectors. Agriculture in Malaysia is acknowledged as the third engine of growth for the economy after the manufacturing and service sectors (Abdullah & Sulaiman, 2013). The agriculture sector does not only cover farming, animal and fisheries, it also covers the agro-based industry that includes food processing and non-food processing (Abdullah & Sulaiman, 2013). The following sections discuss the factors influencing youth's intention to venture into the agriculture sector.

2.1 Attitude

Attitude is defined as an evaluative disposition from cognitions, affect reactions and behavioural intentions (D'Silva *et al*., 2010b), that can be "shaped according to an individual's degree of like or dislike on something or whether it is a positive or negative perception towards a person, place, thing and event" (Bahaman *et al*., 2010). According to Ogbeide *et al*. (2015), the attitudes of youth towards work shape by their surroundings, where education, work, career, and nature are linked to social positioning and in other aspects of life. The youth believed that the agriculture sector is not a vibrant industry and can only generate an insufficient income (D'Silva, 2009; Nag *et al*., 2017), as the agriculture sector often associates with low social status, aside from being as dirty work (Ogbeide *et al*., 2015). Most of them are more interested in the glamorous jobs in the services and manufacturing sector (Abdullah & Sulaiman, 2013). In this study, attitude is regarded as the youth perception and evaluative disposition about the agriculture sector.

H_1: There is a relationship between youth's intention to venture into the agriculture sector and attitude.

2.2 Acceptance

Acceptance can be defined as the sum of all attitudes, an expression or implication by action, and as the intention to adopt an application, which is questioning the satisfaction of all the needs or requirements (Adell *et al.,* 2014; Bahaman *et al*., 2010; Ridha & Wahyu, 2017). In this study, acceptance is regarded as the perceived opportunities as well as the implication to join that youth has about ventured into the agriculture sector. D'Silva *et al*., 2010b) described that youth in Malaysia have negative acceptance towards agriculture. Also, D'Silva *et al*. (2009) found that there is a significant difference in youth's acceptance and

perception (age 15 to 40 years) and adults (age more than 40 years) to work in the agriculture sector. Youth is inclined to perceive the agriculture sector as a low level of work with harsh work conditions as compared to an adult who has embraced the rough work in the agriculture work setting. However, the authors further stated that positive acceptance among youth towards the agriculture sector could be foster through programmes related to agriculture.

H_1: There is a relationship between youth's intention to venture into the agriculture sector and acceptance.

2.3 Knowledge

Knowledge defines as organised or processed information may enhance someone's understandings of something (D'Silva *et al*., 2009). Increasing agriculture literacy knowledge enables people to form a more positive perception as knowledgeable, to expose what is known or what is not known. Youth have limited knowledge about agriculture activities comprising farming practices such as cultivation (Agboola *et al*., 2015), as some of them believed that milk comes from the grocery store rather than from a cow (Luckey *et al*., 2013). This lack of knowledge on agriculture information and technology and production techniques such as plant protection and crop rotation limit the youth's desire to involve in agriculture production (Jacobi *et al*., 2000; Uddin *et al*., 2008; Zaliza & Mohd, 2014).

H_1: There is a relationship between youth's intention to venture into the agriculture sector and knowledge.

2.4 Socio-Demographic

Many studies indicate that socio-demographic profiles such as age, gender, education, occupation, ethnicity and income also may influence youth to venture into the agriculture sector (Abdullah & Sulaiman, 2013; D'Silva *et al*., 2010a; Selvaraj *et al*., 2017). Age is a reference to an individual or group of age-appropriate for the agriculture sector (Abdullah & Sulaiman, 2013). The Department of Statistics Malaysia (DOSM) determines working age into five groups as follows: 1) between 15 and 24 years; 2) between 25 and 34 years; 3) between 35 and 44 years; 4) between 45 and 54 years; and 5) between 55 and 64 years. According to a study done by D'Silva *et al*. (2009) and Farah and Bahaman (2013), the average age of a farmer in Malaysia is above 40 years.

Gender is one of the indicators of socio-demographic that influences attitude (Abdullah & Sulaiman, 2013). Gender refers to a socially constructed feature of women and men according to the norms, roles, and relationships (World Health Organisation, 2018). Social norm of genders defines as a primary responsibility of female and male's work for the household task and childcare, has led to a finding that women in Malaysia faced many difficulties in involving in the agriculture sector and therefore their participation in this sector is lesser than men (D'Silva *et al*., 2009). Income is one of the items studied for socio-demographics. Hyttia and Kola (2006) found that income is one of the factors that influence

people's participation in agriculture, contrary to Stephenson and Lev (2004) whose find that income is not a significant determinant for creating positive acceptance to work in agriculture activities. However, Abdullah and Sulaiman (2013) found that most prefer to work in the sector that offers a higher salary, and only low-income people tend to choose agriculture activity as their primary money generating activity.

H_1: There is an association between youth's intention to venture into the agriculture sector and socio-demographic profiles.

3. Materials and Method

Figure 1 depicts the conceptual framework for this study. There were three independent variables (i.e., the factors: attitude, acceptance and knowledge) expected to have relationships with the independent variables (i.e. the youth intentions to venture into the agriculture sector). The socio-demographic profiles include gender, age, race, marital status, education background, education field, and income level, were examined in this study. The framework is adopted from Abdullah and Sulaiman (2013).

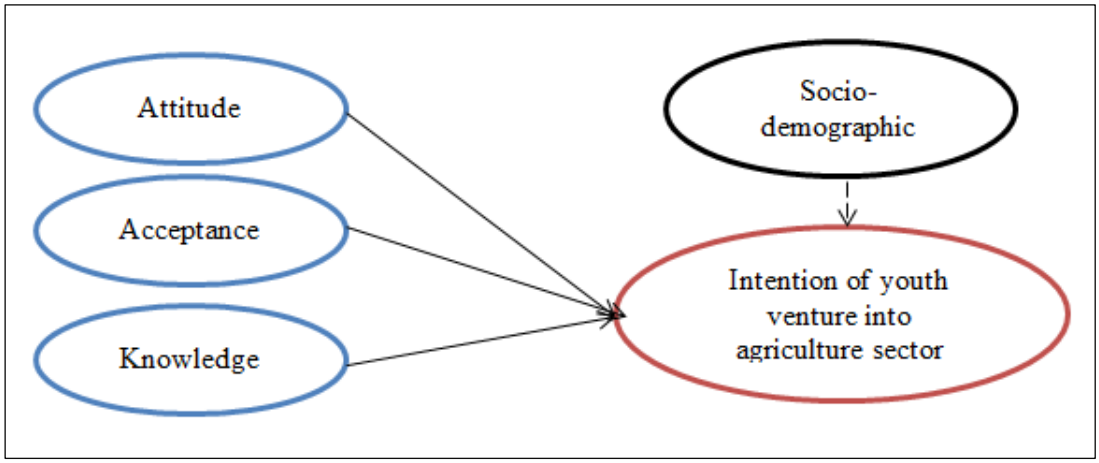

Figure 1. Conceptual framework. Source: Adopted from Abdullah and Sulaiman (2013).

This study used a quantitative approach in which is a questionnaire form was developed based on the research objectives. The target respondents were youth (15 to 40 years old). The chosen age range is aligned with the definition of youth according to Malaysia's National Youth Development. The targeted population included all youth in Malaysia resided from Johor, Malacca, Negeri Sembilan, Selangor, Perak, Penang, Kedah, Kelantan, Perlis, Pahang, Terengganu, Sabah, Sarawak, Kuala Lumpur, Putrajaya, and Labuan. The population in Malaysia is approximately 32 million (DOSM, 2018).

The questionnaire was distributed around Malaysia based on the simple random sampling method using the Google form platform. It was to ensure that the youth in all states of Malaysia were well represented. There was a question about the state of origin in ensuring

the distribution of the questionnaires. About 245 respondents participated and answered the questionnaire form.

The questionnaire was designed into three sections: section A; section B; section C. Section A was related to the respondent's socio-demographic profiles. The socio-demographic profiles were consisted of seven factors such as gender, age, race, marital status, education background, education field, income and state of origin. Section A is using a nominal scale to measure the data. Section B was related to the factors that influence youth intention to venture into the agriculture sector, which covers three variables that are attitude, acceptance and knowledge. Section C identified the youth's intention towards venturing into the agriculture sector. Both section B and section C were measured using the 5-point Likert-scale with a range from 1 (Strongly Disagree) to 5 (Strongly Agree) to ascertain the accuracy of data from the respondents. The questionnaire was developed in bi-language, namely Malay and English.

Descriptive, factor, Chi-square and multiple regression analysis were used as the method of investigation. The descriptive analysis was used to describe and visualise the socio-demographic profiles of the respondents. Section A was using the descriptive analysis to analyse the data as it provides simple summaries on the overview of youth socio-demographic profiles. Descriptive analysis uses mean, median or mode measures, which are the most common patterns of analysed data. Factor analysis was used as a factor extraction method to identify the items for factors that influence youth's intention to venture into the agriculture sector. Kaiser-Mayer-Olkin (KMO) and Bartlett's Test of Sphericity were applied to test the appropriateness of using factor analysis with both KMO and Bartlett's test of sphericity.

Chi-square analysis was utilised in this study to evaluate the test of independence when using cross-tabulation (bivariate table). Cross-tabulation is used to present the distributions of categorical variables with the intersections of the categories of the variables. Chi-square statistics calculate and compare against critical values from the Chi-square distribution. Multiple regression analysis is a statistical approach that uses several explanatory variables (independent variables) to predict the outcome of a response variable (dependent variable). This analysis was used to identify the relationship between factors and the youth's intention to venture into the agriculture sector. When a one-unit change in the independent variable, the dependent variable will be affected.

4. Results and Discussions

4.1 Descriptive Analysis

Table 1 shows the results of 245 respondents who participated in this study. There were 43.70% (107) of male respondents filled in the questionnaire and 56.30% (138) of female respondents. The figure also shows the slight disparity between male and female.

Table 1. Socio-demographic profiles of respondents.

Socio-demographic	Frequency (*n*)	Percentage (%)
Gender		
Male	107	43.70
Female	138	56.30
Total	245	100
Age		
15–19	34	13.90
20–24	74	30.20
25–29	69	28.20
30–34	40	16.30
35–40	28	11.40
Total	245	100
Race		
Malay	96	39.20
Chinese	101	41.20
Indian	47	19.20
Others	1	0.40
Total	245	100
Marital Status		
Single	165	67.30
Married	80	32.70
Total	245	100
Education Background		
Primary school	1	0.40
Secondary school	81	33.10
STPM / Matriculation / Foundation	58	23.70
Diploma / Bachelor	90	26.70
Master	11	4.50
PhD	4	1.60
Total	245	100
Education Field		
Agriculture	70	28.60
Business and Management	44	18.00
Engineering	30	12.20
Medical	7	2.90
Science	44	18.00
Others	50	20.40
Total	245	100
Income		
< RM 1,000	99	40.40
RM 1,001–RM 2,000	60	24.50
RM 2,001–RM 4,000	76	31.00
RM 4,001–RM 6,000	10	4.10
Total	245	100

The majority age is in the range of 20 to 24 years old were 74 respondents (30.2%), followed by 25 to 29 years old in which were 69 respondents (28.2%). While respondents who were 35 to 40 years old were the lowest in this research in which was 28 respondents (11.4%). Most of the respondents were Chinese accounted for 101 respondents (41.2%), followed by Malay were 96 respondents (39.2%), and Indian were 47 respondents (19.2%). About 165 respondents (67.3%) were single, while 80 respondents (32.7%) were married.

Concerning education background, the highest frequency was 36.7% from diploma/bachelor, followed by secondary school (33.1%) and STPM/matriculation/foundation (23.7%). The lowest was those having only primary school education accounted for 0.4% of the respondents. The majority of youth respondents were mostly educated in the agriculture field accounted for 28.6% (70 respondents). There were 18% (44 respondents) of total respondents in business and management field and science students. The minority of the respondents were from the medical field in which is 2.9% (7 respondents). In terms of income of respondents, there were 40.4% (99 respondents) who have income less than RM 1,000, followed by RM 2,001 to RM 4,000, RM 1,001 to RM 2,000 and RM 4,001 to RM 6,000 with the value of percentage are 31% (76 respondents), 24.5% (60 respondents) and 4.1% (10 respondents).

4.2 Reliability Test

The reliability test for all items is shown in Table 2. Based on the result, knowledge has the highest value of alpha of which was 0.964, and it is reliable for this study since the value of alpha is more than 0.80. Attitude, acceptance, and intention also have a high value of alpha at 0.915, 0.910 and 0.911, respectively. These two variables are reliable for this study since the value is greater than 0.80.

Table 2. Reliability test of independent variables.

Factors	No. of Items	Cronbach's Alpha
Knowledge	10	0.964
Attitude	6	0.915
Acceptance	4	0.910
Intention	5	0.911

4.3 Factor Analysis

The result of the Kaiser-Meyer-Olkin (KMO) test was 0.920, and as shown in Table 3. It indicates sampling adequacy of 92%, and for Bartlett's test of sphericity, the result showed that the correlation among the variables is significant at a 1% level of significance.

The small value (0.00) of Bartlett's test of sphericity shows that the variable meets the fundamental requirements for factor analysis.

Table 3. Kaiser-Meyer-Olkin and Bartlett's test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		**.920**
Bartlett's Test of Sphericity	**Approx. Chi-Square**	6012.197
	Df	253
	Sig.	.000

Based on Table 4, the total variance of knowledge was 34.20% can be explained by knowledge in the youth's intention. Knowledge factor includes 10 sub-variables.

Table 4. Total variance explained of independent variables.

Factors	**No. of Item**	**Total Variance Explained**
Knowledge	10	34.20
Attitude	6	21.027
Acceptance	4	17.687

Mohammad Nor *et al*. (2015) stated that knowledge is a vital factor that encourages youth to engage in the agriculture sector exclusively in entrepreneurship. Bahaman *et al*. (2010) and Mohammad Nor *et al*. (2015) supported that level of knowledge is positively significant for youth venturing into the agriculture sector and no significant difference between the youth locality.

Attitude consisted of six sub-variables and has a total variance of 21.027%. The result was supported by Bahaman *et al*. (2010) and Abdullah and Sulaiman (2013) that attitude is a significant variable towards the youth's intention to venture into the agriculture sector. The authors believed that the attitude of youth is one of the main factors to influence youth to take part in the agriculture sector, whether farming or entrepreneur.

There are four sub-variables of acceptance, and it has a total variance of 17.687%. Youth believe the agriculture sector can bring them a lot of work opportunities such as producer, processor, manufacturer and entrepreneur. Based on Kimaro *et al*. (2015), acceptance has a positive relationship with the agriculture sector, especially the youth who have an agriculture background. Thus, the most significant factor was knowledge, followed by attitude and acceptance.

4.4 Chi-square Analysis

Table 5. Cross tabulation between socio-demographic and youth's intention.

Variable	Chi-Square ($X^2_{0.05}$)	*df*	Significant	Decision
Gender	46.867[a]	1	0.001**	Reject H_0
Age	162.783[a]	4	0.010*	Reject H_0
Race	72.595[a]	3	0.647	Failed to reject H_0
Marital Status	27.630[a]	1	0.001**	Reject H_0
Education Background	107.208[a]	5	0.743	Failed to reject H_0
Education Field	183.916[a]	5	0.000***	Reject H_0
Income	83.802[a]	3	0.269	Failed to reject H_0

Note: ***, **, * Significant at 1%, 5% and 10% levels of significance, respectively.

Gender was a significant factor for youth intention towards the agriculture sector. Since $X^2 > X^2_{0.05}$, 18 = 46.867 and *p*-value = 0.001 < 0.05, there was enough evidence to reject H_0. Thus, there was a significant association between gender and youth intention towards the agriculture sector. Age of respondent is one of the factors, which influenced the intention of youth venture into the agriculture sector. Since $X^2 > X^2_{0.05}$, 72 = 162.783 and *p*-value = 0.010 < 0.05, there is enough evidence to reject H_0. Thus, there was a significant relationship between age and youth intention towards the agriculture sector. The following socio-demographic profile is the race of respondents. Since $X^2 > X^2_{0.05}$, 54 = 72.595 and *p*-value = 0.647 > 0.05, there is not enough evidence to reject H_0, thus there was no significant association between race and youth intention towards agriculture sector.

From Table 5, marital status was a significant factor for youth intention towards the agriculture sector. Since $X^2 > X^2_{0.05,\ 18}$ = 27.630 and *p*-value = 0.001 < 0.05, there is enough evidence to reject H_0. So, there is a significant association between marital status and youth intention towards the agriculture sector. Another variable is the educational background. Since $X^2 > X^2_{0.05,\ 90}$ = 107.208 and *p*-value = 0.743 > 0.05, there is not enough evidence to reject H_0. Thus, there was no association between education background and intention of youth to venture into the agriculture sector. For the income factor, it is one of the factors which influenced the youth's intention towards the agriculture sector. Since $X^2 > X^2_{0.05,\ 54}$ = 83.802 and *p*-value = 0.269 > 0.05, there is not enough evidence to reject H_0. Thus, there was no significant association between the income of respondents and youth's intention to venture into the agriculture sector. In conclusion, gender, age, marital status and education field influenced with the youth's intention to venture into the agriculture sector.

4.5 Multiple Regression

Based on Table 6, there are 80.40% explained the factors of attitude, acceptance and knowledge that influenced the youth's intention to venture into the agriculture sector. However, another 19.60% was not explained in the model.

Table 6. Multiple regression-model summary.

Model	*R*	*R* Square	Adjusted *R* Square	*Std.* Error of the Estimate
1	.897[a]	.804	.802	.43176

Note: a - Predictors: (Constant), Knowledge, Acceptance, Attitude

Based on Table 7, when the result of coefficients is between 0 and 1, it shows that the independent variables have enough evidence to explain the dependent variable. The effect of attitude (B = 0.675, p = 0.000) is significant, and its coefficient is positive, indicating that the higher or the positive the attitude towards youth's intention to venture into the agriculture sector. Since there is enough evidence to reject H_0 at a 5% significant level, the youth's attitude has a positive impact on the intention to venture into the agriculture sector. It means when the youth's attitude increasing by 1%, the youth's intention will increase by 0.675. Youth's attitude, hence is useful as a predictor of youth's intention. Shireesha & Sathyagopal (2016) stated that some of the youth already have a positive intention to venture into the agriculture sector and will be adopting the latest technologies in farming as well as production and marketing.

Table 7. Coefficients of youth's intention towards agriculture coefficients.

Model		Unstandardized Coefficients		Standardized Coefficients	*t*	Sig.
		B	*Std.* Error	Beta		
1	(Constant)	-.308	.137		-2.257	.025
	Attitude	.675	.053	.580	12.755	.000
	Acceptance	.125	.040	.113	3.138	.002
	Knowledge	.284	.034	.319	8.308	.000

Note: dependent variable - intention

Acceptance is another significant predictor of youth's intention. The result in Table 7 showed that acceptance is a positive coefficient (B = 0.125, p = 0.002) in which is directly proportional to the intention of youth. From the result, there is enough evidence to reject H_0 at a 5% significant level, and youth's acceptance is considered as a crucial factor to determine the youth's intention towards agriculture. The result also showed that when the youth's attitude increases by 1%, the youth's intention increases by 0.125. Based on Bahaman *et al*. (2010), rural communities are more accepting of the agriculture sector compared to the urban community due to the rapid transformation of the agriculture system.

Knowledge was one of the most significant predictors of youth's intention. Knowledge (B = 0.284, p = 0.000) has a positive value of coefficient. Since there is enough

evidence to reject H_0 at a 5% significant level, knowledge of youth is positive to the youth's intention to venture into the agriculture sector. It means that when the youth's attitude increases by 1%, the youth's intention increases by 0.284. The level of knowledge is vital in agriculture activities as well as entrepreneurship. Some institutions are trying to offer and expand the knowledge in agriculture by theoretical and practical to getting youth's intention towards the agriculture sector (Abdullah & Sulaiman, 2013).

5. Conclusion

This study aims to determine the factors influencing youth's intention to venture into the agriculture sector based on data collected from respondents across Malaysia. Generally, the agriculture sector is the third-largest sector followed by services and manufacturing. The finding of this study should be helpful to assist the government and agricultural organisations in solving the youth's unemployment issues. The result of multiple regression analysis showed that there were significant relationships between the dependent variable (youth's intention to venture into the agriculture sector) and independent variables (attitude, acceptance, and knowledge). It can be concluded that the greater the attitude, acceptance, and knowledge possessed by youth, the greater the youth's intention venturing into the agriculture sector.

Moreover, the results showed that attitude, acceptance, and knowledge have a significant relationship with the youth's intention to venture into the agriculture sector. The youth's intent to venture into the agriculture sector is based on their attitude, acceptance, and knowledge without any coercion from any parties as well as gender, age, marital status and educational background. Since the intention of youth can be influenced by attitude, acceptance and knowledge, the government can develop some actions to promote youth participation in the agriculture sector. The government can gain the youth's interest in agriculture through education. The government is encouraged to the promotion of agriculture as a compulsory subject in the education system. It is one of the mediums to promote the importance of the agriculture sector and to attract the youth's intention towards the agriculture sector. There is an example case in which UPM has been implementing this method by setting the subject of Agriculture and Man as a mandatory subject for all UPM students, whether engineering or medical student. This action is promoting UPM students to have basic knowledge about this sector and venturing in the future.

Another recommendation for the study is offering agriculture-based activities to youth. Although there are a lot of programmes were launched by the government and organizations such as Youth Agropreneur Programmes, youth still weak in their intention to these programmes. The government can promote the agriculture sector in the form of agriculture festivals like Malaysia Agriculture, Horticulture, and Agrotourism Show (MAHA) to encourage youth to participate in the agriculture sector. The youth can get more experience and knowledge about agriculture activities and influenced their perception. Besides, the youth's mindset for the agriculture sector generally relates it to the lower quality

sector compared to other sectors. The promotion can change the youth's outlook by giving them information about the agriculture sector.

Conflicts of Interest: The authors declare no conflict of interest.

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