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## The Intention Level among Felda Youth to Re-Migrate from City for Livestock Entrepreneurship: A Preliminary Study

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### Abstract

Livestock farming is one of the alternative agriculture activities to attract youth to migrate back to the rural areas. Previous studies have stated that, livestock entrepreneurship gains benefits for rural area through economic growth by increasing job opportunities among youth as well as able to reduce unemployment problem and fulfill the people's meat demand. Therefore, endless efforts have been done by the government to increase the number of youth engagement in livestock industry. However, involvement of youth in this field still shows less attraction compared with other sectors due to lack of knowledge and inadequate access to finance. Thus, this preliminary study is employed to examine the level of intention among FELDA youth to migrate from city for livestock entrepreneurship. A total of 30 FELDA youth working in Kuala Lumpur were selected as respondents where a developed questionnaire was distributed to gain the data. SPSS software was used for the purpose of descriptive analysis. From the findings, it is revealed that FELDA youth have a strong interest and they give positive responds to re-migrate for livestock entrepreneurship. The strongest reasons that influence their intention is not only to improve their livelihood income but also to reduce reliance on meat imports and increase meat exports. This research will help youth in making decision to migrate back for livestock entrepreneurship and to ensure farming activities become more effective and efficient, particularly to attract and encourage young people to become a successful livestock entrepreneur.

**Keywords:** Re-migration, Livestock Entrepreneurship, Intention, FELDA Youth, City

### Introduction

Mostly, people migrate for many reasons which affected by pushing factors and pulling factors. People especially youth often migrate out to the city for better lifestyle, income, jobs, education and build personal relationships resulting poor development and production from rural area. However, current economic issue in which the urbanization and rising cost of living has sparked people's concern, and gives big impact on Malaysian families (New Straits Time, 2016). These issues had led to the increasing of unemployment rate especially among young generation in the city. Many young people who are unable to cope with the high cost of living in the cities or hard to survive in urban centers reportedly prefer to leave the cities and moving back to rural towns for self investors. In other words, the youth returning has played a crucial role in increasing populations and rural development. Beside, youth can grab the opportunity and explore their capabilities to improve themselves by creating their own investment such as fostering business or entrepreneurship as their livelihood (Rasli *et al.*, 2013). Entrepreneurship has been supported as an approach to promote economic activities among young people and rural development process. Rural areas have bright future for job opportunities, especially in the tourism and agriculture sectors (Yu & Artz, 2006).

The type and nature of the business factor must be considered to lead a successful entrepreneurship as not all industries can be developed in all regions and entrepreneurs are not likely to engage in all industries (Yu & Artz, 2006). Current issue shows that the meat production is still insufficient to meet the demand due to increasing of Malaysian's population and consumption years by years (Fadhilah Annaim Huda, 2015). In order to meet the demand, Malaysia has to import these commodities from other country such as New Zealand, Australia, India, and Thailand (Norhafizah & Norshamliza, 2016). Continuously reliance on the import of livestock products involve a huge cost and also increase the trade imbalance of country's food products (Nor Amna A'liah & Mohamad Hifzan, 2015). Therefore, fostering a livestock entrepreneurship is one of the alternative businesses for youth to venture in rural areas as well as it could be gain lucrative income (Shanmugavelu, 2014). In order to sustain food and job security, livestock production must continuously grow to fulfill the nation demand. Besides, it is also as a backup to replace the aging farmer (Abdullah & Bahaman, 2014). Even though, there are many alternatives have be done by government to attract and encourage youth towards agricultural entrepreneurial activities such as *Tabung Usahawan Siswazah* (TUS) and 1Malaysia Entrepreneurs (1MeT) but the involvement of youth nowadays towards those programs are still be ignored and not interested.

Youth intend to make decision with strong reasons for their wellbeing. Intention affects the behaviour of an individual, which includes the decision making behaviour (Ajzen, 1991). Intention is an act or something that someone wants and plans to do particular things (Mohsin, 2012). Intention can be defined as the reason or attitude toward the effect of one's actions or conduct to do action. Indirectly, it seems that the issue of intention

behavior to migrate back for livestock entrepreneurship among youth has captured attention of the researchers. This study aims to know what motivates youth to re-migrate to rural for livestock entrepreneurship. There is a lot of studies about the intention towards general agriculture entrepreneurship (Abdullah & Bahaman, 2014: Fadhilah Annaim Huda, 2015: Susilowati, 2014: Anosike *et al.*, 2015: Nor Amna A'liah *et al.*, 2015). However, there is less studies focus on livestock entrepreneurship. Therefore, a survey was conducted to fill the gap regarding the FELDA youths' behaviour as intention is one of the main criteria that determine the re-migration decision of FELDA youths for livestock entrepreneurship.

## Literature Review

### *Entrepreneur & Entrepreneurship Concept*

An individual or employer who is self-employed can be considered as entrepreneur (Labour Force Survey of Entrepreneur in Malaysia, 2017). Sahri (2007) defined entrepreneur as people who are involved in a business or enterprise whether in construction, agriculture, livestock, production or service. Brijesh & Kirit (2013) stated that an entrepreneur is an individual who is risk taker that able to create new combinations of production factors, exploiting market opportunities and able to reduce unbalance between aggregate supply and demand requires in business. Besides that, Arunkumar (2014) described that entrepreneur is like a seed of industrial development who gives greater employment opportunities to increase income, improved living pattern and balanced regional development. Furthermore, entrepreneur is also a person who is able to transfer economic resources to become more profit added to market, and willing to face uncertainty in may respect in their enterprise (Drucker (1985): Buang (2002): Kuratko & Hodgetts (2004): Douhan *et al.*, 2007).

Entrepreneurship has become one of the top agenda that drives of economic growth in which providing wealth, innovation and technology development and reduce poverty in many countries. Szycher (2014) defined entrepreneurship as the creating process of chances to introduce new products or service in an attempt to transform inventions and innovations into valuable. Entrepreneurship is a phenomenon of social networking that link to interact with other entrepreneur either in a team, organization, network or institution (Blundel and Lockett (2011). Fajardo (1998) explained that, entrepreneurship is not only applying to business enterprise but also can be applied in other social institutions such as hospital, schools, and more.

In term of Malaysian development, government has created a new image integrating both agriculture and agro-based sector which is known as 'agropreneurship'. An agropreneurship concept is to encourage the setting up of enterprise related to the farm sector. Richards and Bulkley (2007) stated that agropreneurship is the process involving in all activities that help farmers adapt to a free market economy. Meanwhile, Ahmed *et al.*, (2011) described that agropreneurship is a strategy for rural people generate their self-sufficient income.

### *Livestock Entrepreneurship and Benefits for Youth*

Malaysian unemployment rate in 2017 was 3.4% (507,500) of the population. It shows an increasing amount as the population increased from 2016 until now (DSM, 2017). Meanwhile, Small Medium Enterprise Statistic (2016) recorded that, there were 98.5% business establishment in Malaysia are SMEs. However, out of that, there was only 1.1%

(10,218) SMEs were contributed by agriculture sectors and the involvement of people in agriculture sector is still not encouraging compared to the other sector demand (Mohd Arif *et al.*, 2015). In five years back, majority of farmers in Malaysia are exceeded above 46 years old and data reported that only 26% of farmer are young at the raged age between 18 to 40 years old (Abdullah *et al.*, 2012). Current Malaysia statistics showed that youth involved in agriculture workforce accounted for only 20% or less of total of 60% Malaysian workforce (DVS, 2016). These old farmers and less attractive present due to insufficient of younger workforce due to migration of youth to city and negative acceptance by high level education people such as graduates university students on agriculture (Mohd Arif *et al.*, 2015; Susilowati, 2014; Anosike *et al.*, 2015). Hence, many young people are willing to migrate out to the city with a hope of getting better wages and have a better standard living. However, since the high cost of standard living and unemployment has been one of hot issues in city, youth tend to migrate back from cities to their villages.

One of the alternative ways to reduce unemployment youth is to encourage and support young people especially youth in creating their own businesses such as enterprise in agriculture especially in livestock entrepreneurship (Utami, 2017). Generally, youth refers to a person who is younger, active and permit to contribute to the country's development either man or woman (Nor Amna A'liah *et al.*, 2015). The definition for youth age is different for each country. The United Nation has defined youth as young people aged elderly among 15 to 24 years old while Malaysia's National Youth development Policy has described youth as those who are aged between 15 to 40 years old (Malaysian Youth Council, 2018). Thus, any Malaysian's citizen who is age raged between 15 until 40 years old are considered as youth.

Agriculture entrepreneurship especially livestock is not only admitted as the problem reducer for the unemployment issue but also can improve food supply and overcome poverty (Jeffrey *et al.*, (2010): Nor Amna A'liah *et al.*, 2015). Youth believed this sector can provide extra income accompanied with continuous efforts and some hard work in this sector (Norsida, 2008). In addition, this sector also contribute to wider social networking, people may actively joined farmers community and also have different activities which provide a better income (Sarah *et al.*, 2010).

### **Methodology**

The study used both primary and secondary data. Primary data was acquired through quantitative interviews and distribution of questionnaire at the same time as secondary data was received from scientific research, information from government officers' web page, reports, books and magazines involved in the agricultural sector. Structured questionnaires formed with five-point Likert Scale range from 1= Strongly Disagree to 5 = Strongly Agree were distributed in capital city known as Kuala Lumpur. Respondents were collected by using snowball sampling technique. A total of 30 FELDA youth migrated to the city were selected as the respondents for this pilot study.

Reliability analysis was run by using Cronbach's Alpha coefficient to confirm that whether items are reliable or not to measure the variable. The ranged could be between 0.00-1.00. The higher the reliability of the items, the lower the errors obtained (Vicol and Zait, 2014). Based on the pilot study, the value of Cronbach's Alpha for intention variables is 0.925 and

all the items are reliable to proceed for the next survey. The data was analyzed by using SPSS software. Descriptive analysis was used as the method to describe the general data of the study.

## Result

### *Demographics of Respondents*

The demographic profiles of the respondents for this observe are proven in Table 1. Majority of respondents are male (73.3%) and most of respondents age is between 25-29 years old (70%) with the mean 27.33. The majority of respondents got degree education (40%) and diploma education (23.3%). Civil status showed that, majority of respondents are single (60%). This indicates that, respondents still independent and focused on their own responsibility. Furthermore, data observed that, most respondents have been migrated to the city between 1-3 years (50%) with the mean 4.33 and only enjoy a medium family income in the range of RM 1001 to RM 3000 (63.3%).

The finding showed that 66.7% of youth want to migrate back and most of them return because of economic instability (50%) followed by willingness (26.7%) and family (23.3%). However, 70% of youth tend to re-migrate to become livestock entrepreneurship if they have chances. Most of respondents tend to migrate and had strong desire toward livestock entrepreneurship if there is availability of government funding (36.7%). Other strongest reason that attract youth to invest in livestock entrepreneurship is because of its profitability (30%) in future followed by self-interest (20.3%), family (3.3%) and friend supporter (3.33%). This data obtained indicates that, livestock entrepreneurship is potentially to be developed among youth have a strong desire to venture their own business.

Most of respondents have their parent (46.7%) as a role model that attract them towards livestock entrepreneurship even mostly of they did not attend in any livestock program (83.3%). This indicates that, respondent motivated to take risk in trying something new for their future. Besides that, a group of respondent interested to venture in ruminant (56.7%) business and desire to contribute in this sector to secure the food security (56.7%). This indicates that, respondents believed that, by having ruminant business is able to reduce unemployment problem and fulfill the meat demand for the Malaysian.

**Table 1:** Socio-Demographic Profile of the FELDA youth

Variables	Frequency	Percentage (%)	Mean
<b>Gender</b>			
Male	22	73.3	
Female	8	26.7	
<b>Age (years)</b>			27.33
20-24	2	6.6	
25-29	21	70.0	
30-34	6	19.9	

35-39	1	3.3	
<b>Educational Level</b>			
UPSR	1	3.3	
PMR	1	3.3	
SPM	3	10.0	
STPM/STAM	3	10.0	
Diploma	7	23.3	
Degree	12	40.0	
Master	3	10.0	
<b>Civil Status</b>			
Single	18	60.0	
Married	12	40.0	
<b>Migration Period (Years)</b>			4.33
1-3	15	50.0	
4-6	10	33.3	
7-9	4	13.3	
10-12	1	3.3	
<b>Amount of Income/Month</b>			3224.0
< RM1 000	4	13.3	
RM 1 001 – RM 3 000	19	63.3	
RM 3 000 – RM 5 000	6	20.0	
>RM 5001	1	3.3	
<b>Re-migration Intention</b>			
Yes	20	66.7	
Not Sure	10	33.3	
<b>Re-migration Reasons</b>			
Economic Instability	15	50.0	
Family	7	23.3	
Willingness	8	26.7	
<b>Intention Towards Livestock Entrepreneurship</b>			
Yes	21	70.0	
No	9	30.0	
<b>Reasons</b>			
Government	11	36.7	
Family support	1	3.3	
Profitability	9	30.0	
Friends support	1	3.3	
Self Interest	6	20.0	
Sources Availability	2	6.7	
<b>Family Member Influencer</b>			
Parent	14	46.7	
Sibling	3	10.0	
Relative	13	43.3	

<b>Type of Livestock</b>		
Ruminant	17	56.7
Aquaculture	7	23.3
Birds	6	20.0
<b>Livestock Program Involvement</b>		
Yes	5	16.7
No	25	83.3
<b>Future Contribution</b>		
Food Security	17	56.7
Income	10	33.3
Social Networking (Knowledge Sharing)	3	10.0

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*Intention Level Among FELDA Youth Re-migrate for the Livestock Entrepreneurship.*

The descriptive analysis was used to determine the intention level among FELDA youths working in Kuala Lumpur to re-migrate for livestock entrepreneurship. Table 2 demonstrates the intention level of FELDA youth to re-migrate for livestock entrepreneurship. Based on the result obtained from Table 2, there are 66.7% of the respondents strongly agreed with the statement 'I tend to re-migrate for livestock entrepreneurship to provide income' with the highest mean score ( $M = 4.47$ ). On the other hand, most of respondents are also strongly agreed (60.0%) with the second highest mean score ( $M = 4.40$ ) that they re-migrate for livestock entrepreneurship in order to reduce meat imports and increase the exports nations meat. Furthermore, the respondents are agreed (40%) that the remigration for livestock entrepreneurship is able to develop livestock sector and the mean score shown is ( $M = 23$ ). Meanwhile, there are a few respondents (6.7%) disagreed with the statement 'I tend to re-migrate for livestock entrepreneurship to give positive perception among young generation' and the mean score is 4.17. However, majority of respondent (36.7%) have 'neutral' choices either to agree or disagree that remigration can improve human capital resources and productivity and this statement shows the lowest mean score ( $M = 3.90$ ).



**Table 2:** Intention Level among FELDA youth to Re-migrate for the Livestock Entrepreneurship.

Statement	Percentage (%)					Mean
	1*	2*	3*	4*	5*	
I tend to re-migrate for livestock entrepreneurship to reduce import and increase the exports nations meat	0.0	3.3	13.3	23.3	60.0	4.40
I tend to re-migrate for livestock entrepreneurship to develop livestock entrepreneurship	0.0	3.3	13.3	40.0	43.3	4.23
I tend to re-migrate for livestock entrepreneurship because I have the knowledge of this sector.	0.0	3.3	23.3	30.0	43.3	4.13
I tend to re-migrate for livestock entrepreneurship to provide employment opportunities for young generation in this sector	0.0	3.3	13.3	33.3	50.0	4.30
I tend to re-migrate for livestock entrepreneurship to improve "Human Capital Resources" and productivity.	0.0	3.3	36.7	26.7	33.3	3.90
I tend to re-migrate for livestock entrepreneurship to motivate young generation.	0.0	3.3	20.0	23.3	53.3	4.27
I tend to re-migrate for livestock entrepreneurship to give positive perception among young generation	0.0	6.7	16.7	30.0	46.7	4.17
I tend to re-migrate for livestock entrepreneurship to generate income	0.0	3.3	13.3	16.7	66.7	4.47

\*Indicator: 1. Strongly Disagree; 2. Disagree; 3. Either Agree or Disagree; 4. Agree; 5. Strongly Agree

### Discussion

Based on the demographic profile result obtained, the important factors that influence decision making to re-migrate for livestock entrepreneurship are based on individual monthly salary income live in the city. Mostly youth with the lower salary income prefer return back to the rural to create their self investors such as livestock entrepreneurship. This result obtained the same with result with a study by Jeffery et al., (2010). According to the results obtained, it is proven that, FELDA youths are mostly at an intention level to re-migrate for the livestock entrepreneurship. Majority of the youth believe that the re-migration for livestock entrepreneurship is one of the alternatives to provide profitable income. Youth might to re-migrate because of working stress and high cost of living in the city.

In a study conducted by Fadhilah Annaim Huda (2015), stated that Malaysia still imports some of the livestock products from other country to fulfill people meat consumption due to the demand of meat production still insufficient to meet the demand. So, based on the result obtained, majority of respondents have their concern towards the meat security. It is proven that respondents have high intention to re-migrate for livestock entrepreneurship

in order to reduce the import of livestock product and increase the exports meat nation. Mostly of respondent gave positive view towards re-migration for the livestock entrepreneurship. Majority of youth believe that this remigration able to provide jobs opportunities, arise and develop livestock sector, increase human capital resources, productivity and motivates young generation to be a good livestock entrepreneur in future. This result is equivalent to the study done by Soumiya Devi (2015) which revealed that the youth are usually at intention level to become agriculture entrepreneurs.

### Conclusion

This research concludes that the intention level of FELDA youth to re-migrate for livestock entrepreneurship is proven high and the main reasons were to generate income. This result is considered satisfactory based on the mean score. FELDA youth intention level to re-migrate for livestock entrepreneurship is based on their own decision behaviour making. Livestock entrepreneurship plays a vital role towards the economic development of rural areas and self investment especially on food industry. Therefore, this paper assured that good research in the area of entrepreneur intention towards livestock will add to the body of agro-preneurship knowledge, business essential and business creation. However, to strengthen the proved of this study, survey among all youth generation should be conducted as it can conclude overall data.

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