Intention Towards Livestock Entrepreneurship Among Students of Faculty of Agro-based Industry, Universiti Malaysia Kelantan

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A thesis submitted in fulfillment of the requirements for the degree of Bachelor of Applied Science (Animal Husbandry Science) with Honours

Faculty of Agro-based Industry

Universiti Malaysia Kelantan

2019

DECLARATION

I hereby declare that the work embodied in this report is the result of the original research and has not been submitted for a higher degree to any universities or institutions.

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Student

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I certify that the report of this final year project entitled "Intention Towards Livestock Entrepreneurship Among Students of Faculty of Agro-based Industry, Universiti Malaysia Kelantan" by Tuan Mirza Aqila binti Tuan Haziman, matric number F15A0239 has been examined and all the correction recommended by examiners have been done for the degree of Bachelor of Applied Science (Animal Husbandry Science) with Honours, Faculty of Agro-Based Industry, Universiti Malaysia Kelantan.

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ACKNOWLEDGEMENT

First and foremost, all praises to Allah, the author of knowledge and wisdom, with His willing and countless love, I managed to complete this thesis successfully.

Besides, I am very fortune to have my parents, Mr. Tuan Haziman bin Tuan Mat and Mrs. Marizan binti Abdullah which are very supportive and helpful to complete my thesis successfully especially in motivating me and support my financial during this final year project journey.

I express my deepest thanks to my supervisor, Miss Nurul Azwa binti Mohamed Khadri and Madam Farah Adila binti Abdullah who teach me abundant of knowledge to finish this project. It was a great chance for learning and increasing my knowledge in various study.

The completion of this thesis could not have been possible without the participation and assistance of so many people. Their contributions are sincerely appreciated and gratefully acknowledge. So, I would like to express my deep appreciation particularly to my families (Tuan Muhammad Zikri, Tuan Mirza Syahindah and Tuan Ashma Hadijah) and friends in supporting and guiding me.

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ABSTRACT

Livestock entrepreneurship is an important sector of the agricultural economy in Malaysia. Despite livestock sector being the leading source of employment, students as youth are often said to prefer employment non-farm sectors as the negative attitudes towards agriculture have been associated with drudgery, low returns, poor access to markets and market information, limited credit, lack of prestige compared to white collar jobs and awareness of the disparities between rural and urban life. The primary purpose of this research is to identify the level of intention towards livestock entrepreneurship among students of Faculty of Agro-based Industry (FIAT) in Universiti Malaysia Kelantan (UMK) and to identify the significant relationship between attitude, subjective norms and perceived behavioural control based on Theory of Planned Behaviour (TPB). In this context, 242 students was selected as respondents from the population of Faculty Agro-based Industry in Universiti Malaysia Kelantan. Quantitative method was used in this study to address the issue of agricultural entrepreneurship. In the quantitative method, purposive sampling is chosen as data collective method. The data analysis that have been used in this study are descriptive, normality, correlation and multiple linear regression analysis. At the end of this research, the result obtained shows there is high intention of students towards livestock entrepreneurship. Moreover, there is a significant and positive relationship between attitude, subjective norms and perceived behavioural control with the intention towards livestock entrepreneurship among students of FIAT in UMK. Subjective norms is the most influencing factor to become livestock entrepreneur.

Keywords: *livestock entrepreneurship intention, Theory of Planned Behaviour (TPB), agricultural, youth.*

Niat Terhadap Keusahawanan Tani Ternak di Kalangan Pelajar Fakulti Industri Asas Tani, Universiti Malaysia Kelantan

ABSTRAK

Keusahawanan tani ternak adalah sebuah sektor penting dalam ekonomi pertanian di Malaysia. Walaupun sektor ternakan menjadi sumber utama pekerjaan, pelajar yang juga sebagai belia sering dikatakan lebih memilih sektor pekerjaan bukan pertanian kerana sikap negatif terhadap pertanian yang dikaitkan dengan pekerjaan kasar, memberi pulangan yang rendah, akses yang lemah terhadap pasaran dan maklumat pasaran, kredit terhad, kurang berprestij berbanding pekerjaan kolar putih dan berlainan taraf antara kehidupan luar bandar dan bandar. Tujuan utama penyelidikan ini adalah untuk mengenalpasti tahap niat terhadap keusahawanan tani ternak di kalangan pelajar Fakulti Industri Asas Tani (FIAT) di Universiti Malaysia Kelantan (UMK) dan untuk mengenalpasti hubungan yang signifikan antara sikap, norma subjektif dan kawalan kelakuan berdasarkan Teori Tingkahlaku Terancang. Dalam konteks ini, seramai 242 orang pelajar dipilih sebagai responden daripada bilangan populasi pelajar FIAT di UMK. Kaedah kuantitatif telah digunakan dalam kajian ini untuk menangani isu dalam keusahawanan ternakan. Dalam kaedah kuantitatif, pengambilan sampel secara sengaja dipilih sebagai kaedah mengumpul data. Analisis data yang digunakan dalam kajian ini adalah analisa deskriptif, normalisasi, korelasi dan linear regresi pelbagai. Pada akhir kajian ini, hasil yang diperoleh menunjukkan pelajar mempunyai niat yang tinggi terhadap keusahawanan tani ternak. Selain itu, terdapat hubungan yang signifikan dan positif antara sikap, norma subjektif dan kawalan tingkah laku dengan niat terhadap keusahawanan tani ternak di kalangan pelajar FIAT di UMK. Norma subjektif adalah faktor yang paling mempengaruhi untuk menjadi seorang usahawan ternakan.

Kata Kunci: *niat keusahawanan tani ternak, Teori Tingkahlaku Terancang, agrikultur, belia.*

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LIST OF ABBREVIATION & SYMBOLS

UMK	Universiti Malaysia Kelantan
SPSS	Statistical Package and Social Sciences
FIAT	Faculty of Agro-based Industry
SBH	Animal Husbandry Science
SBL	Agrotechnology
SBP	Product Development Technology
SBF	Food Security
%	Percentage
r	Correlation
p	Significant value
n	Frequency
z	z-score

CHAPTER 1

INTRODUCTION

1.1 Livestock Industry in Malaysia

Agricultural sector compose lot of activities ranged over crops, livestock and fisheries. This is one of the sector that is expected to offer many job opportunities not only in Malaysia but also in many parts of the world. The transformation of the agricultural sector towards a money making enable the perception of the society and public towards entrepreneurship to change. The government created a transformations programs to increase the opportunities for various level of chain participants in market to enhance society involve in agricultural sector. According to Silva, Shaffril, Uli and Samah (2009), the government also promoting contract farming which is the development agencies that act as coordinator to ease the integration of small farmers into the supply chains.

However, agricultural sector in Malaysia is still considered as secondary sector compared to manufacturing, commercial and government sector (Abdullah & Sulaiman,

2013). This also effecting youngsters in Malaysia to be attracted with glamorous jobs in factories and in commercial factors because of the typical opinion that agricultural sector is a rough job with low salaries. Furthermore, it is considered as unsuitable place for tertiary education as this sector does not promise a direct good future for the people (Abdullah & Sulaiman, 2013). They have to contribute in this sector as the agricultural sector can be the key factor to improve the economy of country based on food supplying for the world's population (Silva, Shaffril, Uli & Samah, 2009). The agriculture sector also offers a lot of attractive activities and businesses.

1.2 Students as the Target to Implement Livestock Entrepreneurship

Students in Malaysia generally youth generation that is targeted as the new generation to continue the livestock entrepreneurship in Malaysia. Bahaman, Jeffry, Azril and Jegak (2010) define youth as man or women who are young that have abundance energy and strength both mentally and physically. It also indicates that youth is the main focus acting as the backbone and catalyst to develop economic growth of a country. United Nation categorized youth as those between 15-24 years old.

Over the years, many countries are driving towards production youth agro-businessmen that are productive, proactive, creative, imaginative and competitive (Silva, Shaffril, Uli & Samah, 2009). One of the modern agriculture methods that can be made to overcome the rate of unemployment is to encourage youth participation in contract farming (Silva, Shaffril, Uli & Samah, 2009). Malaysia is not the only country that have to face the problem of unemployed youth. The same issue also faced by other countries

where a huge number of youth in between ages of 15 and 24 years old are unemployed. The annual report cited a study by the Ministry of Education stated that only 53% of 273,373 graduates in 2015 were employed within six months of graduating while another 18% pursue their studies and 24% were unemployed (Shanmugam, 2017). Besides to overcome unemployment crisis, the graduated students should fill the empty of the livestock sector to fulfil the demand of livestock products as well as increase the economy of Malaysia.

1.3 Problem Statement

Malaysia produces 51,000 metric tons (MT) of beef while the demand was more than 201,000 MT in 2013. The demand for mutton was around 28,000 Mt while the production was only 4,000 MT in the same year. The consumption is expected to increase from 1.4 million MT in 2010 to 1.8 million MT in 2020 with a grow of 2.4% per annum and the demand for eggs also rose by 3.3% yearly from 468,000 MT to 649,000 MT (Hashim, 2015). This problem not only occur in Malaysia but also in Asian country. According to a recent report by Orissa International, Asia will be the driver of increasing poultry consumption in future. Poultry consumption around the world is predicted to grow by 27% to 28 million tonnes by 2023 with 40% off that growth in Asia. In 2017, Asia-Pacific was the world's largest feed market, producing 381.1 million tonnes or almost 36% of global feed production. To fulfil high demand of livestock products in future and grab this high opportunity in agricultural sector, youth have to contribute in this sector to ensure the

food production meet the demands of 9.5 million population growth that had mentioned by Malaysian Chinese Association (2017).

One of the worrying global economic crisis is the rising of unemployment, especially among youth (Abdullah & Sulaiman, 2013). The effect of this crisis is inflation which triggers the rising of food prices, commodities and fuels. The other worrying problem is the increase of foreign workers on human resources requirement occurring in most industries. In cannot be opposed that the efforts to advance the national economy based on livestock production has to be taken seriously (Abdullah & Sulaiman, 2013). Nowadays, there is job insufficiency in other more established fields such as government and private sectors. According to Abdullah and Sulaiman (2013), the ability of livestock sector to create an environment so that youth are willing to involve in this sector is fully required. The livestock sector is long left by the youth even there is high potential economic growth. Their awareness and commitment in the livestock sector which left by them many decades ago need to be revived. Therefore, Abdullah and Sulaiman (2013) mentioned there is pressing need to change mentality of youth towards looking the livestock sector as one of the opportunity for them to be self-employed. The other aspect is that the government is hard-pressed to revive the livestock sector. The effort drawn by government to involve more youth to become more independent and indicate themselves as livestock entrepreneurs is the outcome yet to be seen and proven (Abdullah & Sulaiman, 2013).

Therefore, this study would help to analyse and understand the intention of students in tertiary education level towards livestock entrepreneurship and determine the factor that can increase the students' intention towards livestock entrepreneurship. So that, the effort to increase the intention of students towards livestock entrepreneurship can be done from the finding.

1.4 Objectives

1.4.1 General Objective

The main objective of this study is to study the intention towards livestock entrepreneurship among students of agro-based industry specifically in Universiti Malaysia Kelantan.

1.4.2 Specific Objectives

1. To evaluate the level of intention towards livestock entrepreneurship among students of Faculty of Agro-based Industry in Universiti Malaysia Kelantan.
2. To analyse the relationship between the intention towards livestock entrepreneurship among students of Faculty of Agro-based Industry in Universiti Malaysia Kelantan with attitude, subjective norms and perceived behavioural control.
3. To determine the most influencing factor of intention towards livestock entrepreneurship among students of Faculty of Agro-based Industry in Universiti Malaysia Kelantan.

1.4.3 Research Questions

1. What is the level of intention towards livestock entrepreneurship among students of faculty of agro-based industry in Universiti Malaysia Kelantan?
2. What is the relationship between intention towards livestock entrepreneurship among students of faculty of agro-based industry in Universiti Malaysia Kelantan with attitude, subjective norms and perceived behavioural control?
3. What is the most influencing factor of intention towards livestock entrepreneurship among students of Faculty of Agro-based Industry in Universiti Malaysia Kelantan?

1.5 Scope of Study

The scope of this study is to identify the student's intention towards livestock entrepreneurship. A self-administered questionnaire was prepared to be answered by respondents. The data is collected among the Faculty of Agro-based Industry students of Universiti Malaysia Kelantan as the respondents. This survey study is to identify the factors that influence the student intention towards livestock entrepreneurship according to the Theory of Planned Behaviour. The location of this survey is within high education institution of Kelantan which is Universiti Malaysia Kelantan. To be specific, this survey is conducted within students of Faculty Agro-based Industry because of their high knowledge in agro-based industry. The survey data is analysed for the optimisation study

by using descriptive statistic and non-probability sampling. The relationship between the research variable is investigated to identify factors influencing higher education institution student's intention to become livestock entrepreneur.

1.6 Significance of Study

This study will be significant to identify the factors influencing the interest towards livestock entrepreneurship among students of faculty of agro-based industry in Universiti Malaysia Kelantan by distributing the questionnaire to respondents respectively. Based on this research, it can help students to realize the importance of livestock sector in Malaysia. Besides, it help the students to have a better choice in future for their career.

From the finding, researcher will have clear picture about the level of intention towards livestock entrepreneurship among students. At the end of this study, students of faculty of agro-based industry will have more potential to be an extension agent in the future to educate people about the livestock sector importance and to create interest to be involved in livestock sector.

This study also support the government effort to increase the number of livestock sector especially among youths by helping the government to figure out factors that influence their intention to become a livestock entrepreneur. In addition, this study help the government to provide useful plan in develop the education in agro-based industry and entrepreneurship.

CHAPTER 2

LITERATURE REVIEW

2.1 Entrepreneur and Livestock Entrepreneur

The original word for entrepreneurial is found in a French word "entreprendre", which means "to undertake". In the early 16th century, the term was used for the persons engaged in military expeditions. During 17th century, the usage of this word is continued to cover construction and civil engineering works. The term was used in context of business and economic activities starting in 18th century. The first responsible person for the use of 'Entrepreneur' word is mean a person who bears uncertainty and risk is Richard Cantillon, a French Banker. According him, "An agent who buys factors of production at certain prices, in order to combine them into a product with a view to selling it at an uncertain price in future". Based on Oxford Dictionary, "An entrepreneur is someone who sets up a business or businesses, taking on financial risks in the hope of profit".

In this time of financial crisis, entrepreneurship have never been more important than today (Lemma, 2014). Innovation and entrepreneurship provide a way forward to

solve the global challenges of the 21st century, to build sustainable development, to create jobs, to generate renewed economic growth and to advance human welfare (World Economic Forum, 2009). Based on a study in Australia by Sardeshmukh, Smith-Nelson and Ronda (2011), entrepreneurship as a career option is becoming increasingly desirable. Responding to this need, many colleges and universities around the world have significantly increased their offerings of entrepreneurship courses over the past 25 years (Fayolle & Degeorge, 2006).

Livestock breeder is automatically an entrepreneur (Kahan, 2012). They operate in a complex and dynamic environment. They are part of a larger collection of people including other farmers, suppliers, traders, transporters and processors. Each of these has a role to play in producing products and moving them to the market. Each one needs to be an entrepreneur (Kahan, 2012). They also need to respect each other and work together to make the whole system work better and be more profitable.

2.2 Entrepreneurial Intention

Entrepreneurial intentions defined as "a position to owning a business or become self-employed" and also considered as "personal orientations which might lead to venture creations" (Huq, Huque & Rana, 2016). Bird's (1988) had explained intention as a state of mind, or a psychological process that controls an individual's attention in the face of adversities. In other words, entrepreneurial intention cannot be divorced from an

individual's ability to raise questions and make efforts to discover what is missing in the hierarchy of consumers' needs.

Garwin (2000) categorized process of entrepreneurial intention into five stages that are embedded in two major phases; the emerging phase, as well as the mature phase. The former phase comprises the introduction stage and the early growth stage, while the latter stage comprises late growth, maturity and decline stages. Recently, however, many studies on entrepreneurial intention focus more on the early stage, including Kibler (2013) who describes it as the early pre-action phase of entrepreneurial process.

2.3 Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB) is an extension of the theory of reasoned action (Ajzen & Fishbein, 1980) made necessary by the original model's limitations in dealing with behaviours over which people have incomplete volitional control.

Krueger, Reilly & Carsrud (2000) claimed that TPB provide an accurate and relevant framework in research that easily to be understand compared to other models and make intention towards entrepreneurial more predictable because it is not only focus on personal traits but also on other environment factor. Azjen model consists three variables which are attitude, subjective norms and perceived behavioural control (Octicio, 2012). Attitude describes the individual beliefs on a particular subject to link with behaviour and it refer a personal attraction to a particular behaviour. Subjective norms is the influence of surrounding people to an individual while perceived behavioural control is someone's

experience and obstacles that is faced by an individual in past. All of these variables can be link together as the stronger the perceived behavioural control and more favourable the attitude and subjective norm, the greater the intention of an individual to perform a particular activity (Octicio, 2012).

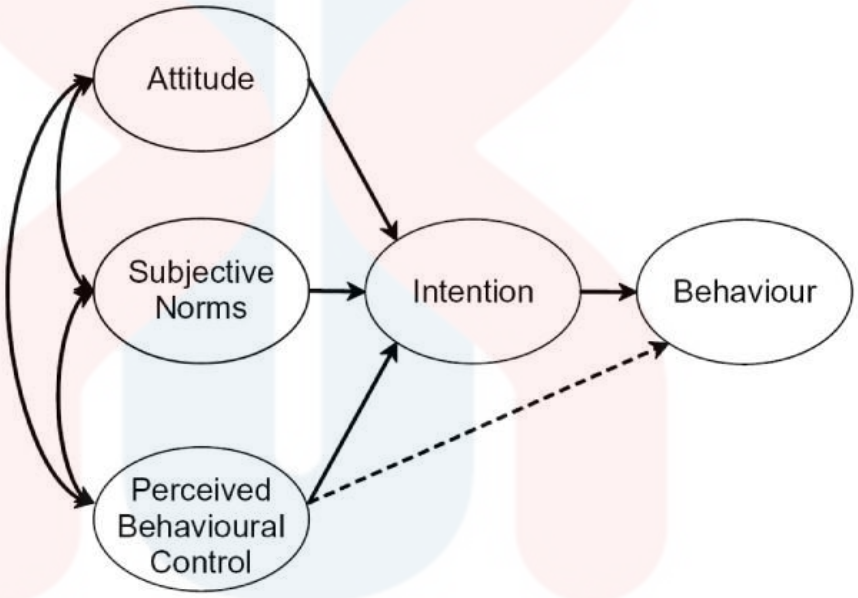

Figure 2.1: Theory of Planned Behaviour.

(Source: Ajzen, 1991)

2.4 Attitude

Attitude is one of the factor that influences student to be involved in livestock entrepreneurship. According to Bahaman, Jeffry, Azril, and Jegak (2010), attitude can be formed based on the individual's like or dislike on something and it potrays positive or

negative views of a person, place, thing or event. Salleh (2005) had mentioned that a true and positive attitude is needed to assist a person in choosing and participating in entrepreneurship because the decision to abandon a current career or comfortable life is not an easy decision to make as entrepreneurship demands sacrifices (Hisrich & Peters, 2008).

According to Keat, Selvarajah and Meyer (2011), attitude differs across individual and it is not a permanent features. It also has been mentioned that attitude towards achievement in general is not the same as attitudes towards achievement in entrepreneurial setting.

2.5 Subjective Norms

Subjective norms is defined as a social pressure that triggers someone to do something with their willingness or not (Soesilawati, 2010). The effect of role models on the intention towards entrepreneurship is widely discussed in the literature (Keat, Selvarajah & Meyer, 2011). According to Hisrich and Peters (2008), role models are "individual influencing an entrepreneur's career choice or style". The common belief is that a good influence by family about entrepreneurship will contribute to higher intention towards entrepreneurship. This is also supported by Aldrich and Kim (2007), "Family is an important element to understand an individual's decision to enter into self-employment". Subjective norm is the view that is considered important by an individual who had advised to perform or not to perform certain behaviour and the motivation given

that make his or her willing to do or not to do something that considered as important (Wedayanti & Giantari, 2016).

Social networks have an influence on career paths chosen and the probability of successful entrepreneurial attempt. The study of entrepreneurship has increasingly reflected the general understanding that entrepreneurs and new companies must participate in networks to survive (Huggins, 2000). Networks represent a means for entrepreneurs to reduce risks and costs and improve access to knowledge, ideas and capital (Aldrich and Zimmer, 1986). Quality of social networks is determined by the number and strength of the connections and its extensions and diversity (Martinez, 2001). The impact of social networking as a subjective norm towards entrepreneurial intention cannot be understated in a traditionalist Asian society like Malaysia and has a larger influence than in western cultures. Malaysian undergraduates, as young adults, may be influenced not only at a individual level, but also at a society level.

2.6 Perceived Behavioural Control

Ajzen (1988) defines perceived behavioural control as "factor refresh to the perceived ease or difficulty performing the behaviour and it assume to reflect past experience as well as anticipates impediment and obstacles". Behaviour control specified in the form of self-efficiency, the condition where an individual beliefs that a behaviour is easy or difficult to do (Cruz, Suprapti & Yasa, 2015). Behaviour control can be seen

from individual's selection to be an entrepreneur rather than work for someone else and beliefs in ability to be a self-employee in their own business (Utami, 2017).

With detailed reference to entrepreneurship, it reveals the perceived ease or difficulty setting up a new business venture (Wu and Wu, 2008). It connects with self-efficacy which refers to an individual's perception towards his own ability to perform a task (Bandura, Adams & Beyer 1977) and is important in the development of intention (Ryan, 1970). Self-efficacy also affects an individual's belief on whether he can achieve his goals (Cromie, 2000). This undertake the starting point for human motivation towards achieving someone goals. The individual that believes to get the desired results from actions will be highly motivated to act and willing to take risk (Pajares, 2002).

CHAPTER 3

METHODOLOGY

3.1 Research Design

The aim of this study is to identify intention towards livestock entrepreneurship among students of faculty of agro-based industry in Universiti Malaysia Kelantan. Quantitative method is used in this study for data collection and data analysis. Quantitative research described the objective measurements, systematic empirical investigation of specific problem using statistical, mathematical or data collected and analysed by using questionnaires and surveys. However, unit of analysis in this study is the level aggregation of the data collected. In this study, individual as the unit of analysis which represented students from Faculty of Agro-based Industry in Universiti Malaysia Kelantan.

3.2 Theoretical Framework

The independent variables in this research are attitude, subjective norm and perceived behavioural control. All of these factors used to identify the student's intention to become livestock entrepreneur which act as dependent variable for this research.

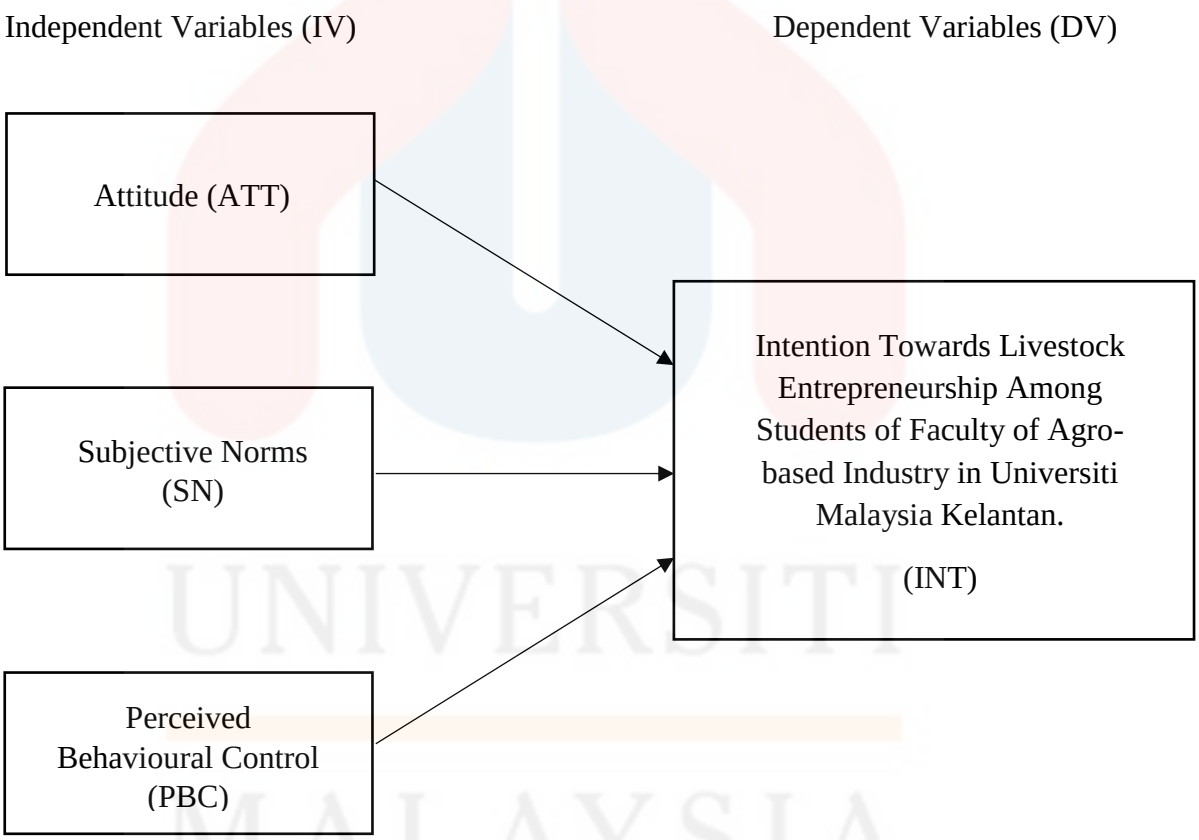

Figure 3.1: Theoretical Framework.

According to Ajzen (1991), the attitude described the extent behaviour accepted in a positive or negative aspect. It depends on the attitude obtained by students towards entrepreneurship, the more positive attitude of individual, it would lead to increase the intention of student to create a new business (Souitarwas, Zerbinati & Al-Laham, 2007).

Subjective norms refer to the perceived social pressure to perform or not perform the behaviour in question. Subjective norms are the attitude that an individual holds about how important referent others or groups approve or disapprove of performing a given behaviour (Ajzen, 1991).

3.3 Research Hypotheses

H1: There is a significant and positive relationship between attitude and student's intention towards livestock entrepreneurship.

H2: There is a significant and positive relationship between subjective norms and student's intention towards livestock entrepreneurship.

H3: There is a significant and positive relationship between perceived behavioural control and student's intention towards livestock entrepreneurship.

3.4 Target Population

This research is conducted at Universiti Malaysia Kelantan among faculty of agro-based industry's students to answer the questionnaires survey that is given by the researcher. They are chosen as target population because they have basic knowledge in agricultural sector as they are studying in agro-based courses which are Animal Husbandry Science (SBH), Agrotechnology (SBL), Product Development Technology (SBP) and Food Security (SBF). The total number of faculty of agro-based industry's students of Universiti Malaysia Kelantan that is recorded by administration of Faculty of Agro-based Industry is 676 students in 2018. The table below shows the population of Faculty of Agro-based Industry's students in Universiti Malaysia Kelantan:

Table 3.1: Population of Faculty of Agro-based Industry's students

Faculty of Agro-based Industry (FIAT)	**Year**				**Total number of students**
	1	**2**	**3**	**4**	
Animal Husbandry Science (SBH)	42	36	46	39	163
Agrotechnology (SBL)	44	36	49	59	188
Product Development Technology (SBP)	24	37	41	54	156
Food Security (SBF)	61	68	40	-	169
Total number of FIAT students					**676**

3.5 Sampling Size

Sekaran (2003) had stated, the sampling size is the process to select a sufficient amount of elements from the population and the data sample collected will represent the characteristic of the entire population. It is important to determine the sample size as the collection of the data from each element is quite difficult due to each population consist of hundreds to thousands elements respectively. Although to collect the data in the whole population still can be conceived, but the researcher will have to consume a lot of time, expenses and human resources.

According to Krejcie and Morgan (1970), 242 questionnaire will be enough to be filled out by the respondents based on the total number students of faculty of agro-based industry in 2018 which is 676 population.

Table 3.2: Determining Sample Size of a Known Population

Table 3.1

Table for Determining Sample Size of a Known Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size; S is Sample Size *Source: Krejcie & Morgan, 1970*

Source: Krejcie & Morgan (1970)

3.6 Sampling Design

Nonprobability sampling method is adopted in this study as it is based on the subjective judgement of the researcher compared to random selection that is referred to the population that did not have any probability attached to the respondents as sample subject (Sekaran, 2003). There are many types of nonprobability sampling which are consecutive sampling, quota sampling, purposive sampling and snowball sampling. From the several types of nonprobability sampling design, the most suitable type is purposive sampling as it is necessary to obtain some information from specific target groups which

are students as the main target group in this study. Sekaran (2003) also defined purposive sampling as specified types of target group which can provide one desire information as they were the peoples who only had it and fulfil the criteria that set by researcher.

3.7 Data Collection Method

Primary data is used as the method to collect the data and information. Primary data is defined as raw data or first-hand which is collected directly from the source of field of study. Primary data is important to determine the factors that lead to the increase of students' intention towards livestock entrepreneurship.

3.8 Data Instrumentation

The questionnaire were prepared and distributed to the respondents in Universiti Malaysia Kelantan. They only need to spend a few minutes to answer those questionnaires. To ensure the reliability of the questionnaire, the respondents can directly reach the researcher if there any questions regarding the survey given.

Part A: Demographic Profile

This part consists of six questions. The respondents have to answer all the questions given by using the optional answers in order to identify the background of the respondents. The questions includes of the gender, age, race, marital status, current year in Universiti Malaysia Kelantan and course taken. Those information are adapted from Patrick (2013).

Part B: Attitudes

Attitude is the independent variable for this study. This part consist of ten questions that is filled out by respondents which is the Likert-type scale with range from 1 (Strongly disagree), 2 (Disagree), 3 (Average), 4 (Agree) and 5 (Strongly agree). The items in this section are adapted from Patrick (2013) and Lee, Lim, Lim, Ng & Wong (2012) and modified by the researcher to ensure it is relevant to the scope of this study. Those items determined the factors influencing the interest towards livestock entrepreneurship among faculty of agro-based industry's students in their selves respectively.

Part C: Subjective Norms

This part consist of ten questions that is filled out by respondents which is Likert-type scale with range from 1 (Strongly disagree), 2 (Disagree), 3 (Average), 4 (Agree) and 5 (Strongly agree). Those items are adapted from Patrick (2013) and Lee, Lim, Lim, Ng & Wong (2012) and modified by the researcher to ensure it is relevant to the scope of

this study. The items in this part is the factors that affected by the acceptance of the respondents towards the livestock entrepreneurship.

Part D: Perceived Behavioural Control

This part consist of ten questions that is filled out by the respondents which is the Likert-type questions with range from 1 (Strongly disagree), 2 (Disagree), 3 (Average), 4 (Agree) and 5 (Strongly agree). Those items are adapted from Patrick (2013) and Lee, Lim, Lim, Ng & Wong (2012) and modified by the researcher to ensure it is relevant to the scope of this study and also referred. The items in this part to determine the perceived behavioural control affected the interest towards the livestock entrepreneurship or not.

Part E: Intention Towards Livestock Entrepreneurship

The dependent variable for this study is intention towards livestock entrepreneurship and it is measured among the faculty of agro-based industry's students of Universiti Malaysia Kelantan. There are six items consist in this part in the form of Likert-type scale with range from 1 (Strongly disagree), 2 (Disagree), 3 (Average), 4 (Agree) and 5 (Strongly agree). The items in the questions are adapted from Patrick (2013) and Lee, Lim, Lim, Ng & Wong (2012) and modified by the researcher to ensure either it is relevant or not to the context of this study.

3.9 Data Preparation

3.9.1 Pilot Study

A pilot test that is conducted to 20 students of faculty of agro-based industry in Universiti Malaysia Kelantan to determine the reliability of the study instrument. The successful information obtained from the respondents through the questionnaires are the measurement of the reliability using the reliability test and the Cronbach's alpha. The respondents who had taken part in this pilot test are not allowed to take part in the actual data collection.

3.9.2 Reliability of Instrument

To ensure the internal consistency of the items in each part of the questionnaire, the reliability test is conducted and the Cronbach's alpha value will be calculated. Nunnally (1978) highlighted that, the Cronbach's alpha value must have a minimum alpha 0.6 for preliminary study. The reliability is an indication of the consistency with the instruments measures the concept and helps to access the "goodness" of measure (Sekaran and Bougie, 2010).

Pilot test is conducted in order to determine its feasibility and reliability of the questionnaires and about 20 questionnaire successfully distributed to the respondents. Hence, to ensure the internal consistency of the items in every part of the questionnaires were reliable, the reliability test is conducted and the Cronbach's alpha value is calculated. The Cronbach alpha which exceed alpha 0.7 is considered as acceptable according to Sekaran (2003).

Table 3.3: Reliability Coefficients of the Research Instruments

Construct	Cronbach's alpha	No. of items
Attitude	0.956	10
Subjective Norms	0.835	10
Perceived Behavioural Control	0.938	10

Table 3.3 above shows the results of the reliability test analysis. The result of Cronbach's alpha for independent variable which is attitude, subjective norms and perceived behavioural control are 0.956, 0.835 and 0.938. The results indicate all values of independent variables had exceed 0.7 and considered as acceptable and reliable.

3.10 Data Analysis

The collected data analysed by using SPSS. The descriptive and correlation analysis had been employed to answer all the objectives of the research.

3.10.1 Descriptive Analysis

The elements in descriptive statistics namely frequency percentage, mean and standard deviation are adapted to clarify the demographic respondents. Besides, descriptive also has been used to measure the level of each variable respectively. Mean score is one of the elements that is used in this research to evaluate the level of dependent variable.

Table 3.4: Mean Score Interpretation

Mean Score	Interpretation
1.00 - 1.80	Very Low
1.81 – 2.60	Low
2.61 – 3.20	Medium
3.21 – 4.20	High
4.21 – 5.00	Very High

Source: Moidunny (2009)

Table 3.4 shows each level of mean score represent the highness of intention of student towards livestock entrepreneurship. The mean score in the range of 1.00 to 1.80 indicates the intention of students towards livestock entrepreneurship is very low while the range between 4.21 and 5.00 indicates the intention of students towards livestock entrepreneurship is very high. In addition, the mean score that is fall in the range of 1.81 to 2.60, 2.61 to 3.20 and 3.21 to 4.20 is considered as low, medium and high intention towards livestock entrepreneurship respectively.

3.10.2 Normality Analysis

Normality test is a statistical process used to determine if a sample or any group of data fits a standard normal distribution. For data that follows a normal probability distribution, parametric test can be applied by comparing data values to a distribution which has a symmetrical shape and evaluated through the value of parameters such as z-value while the data that not follow normal probability distribution, non-parametric tests is used as a ranking of data.

3.10.3 Correlation Analysis

The correlation analysis is used to determine the relationship between dependent and independent variables. There are two method in correlation analysis which are

Pearson's correlation and Spearman's correlation. This analysis is to examine the magnitude and relationship of the variables (Ho, 2006). When two of the variables got positive r, meaning that it had a positive relationship and vice versa. Rule of Thumb by Guilford is used in this study to measure the strength of relationship.

Table 3.5: Strength of Spearman's Correlation

***r*-value**	**Strength of Relationship**
0.00-0.19	Very Weak
0.20-0.39	Weak
0.40-0.59	Moderate
0.60-0.79	Strong
0.80-1.0	Very Strong

Source: Statstutor (2017)

Based on Table 3.1, the strength of relationship based on r value. When the value of r is less than 0.2, the strength of relationship is assumed negligible. Besides, if the value of r increase, the strength of relationship also increases. When the r value is 0.2 to 0.4, 0.4 to 0.7, 0.7 to 0.9 and more than 0.9, the strength of relationships can be measured as low, moderate, high and very high relationship respectively.

3.10.4 Multiple Linear Regression Analysis

Multiple linear regression is the most common form of linear regression analysis. As a predictive analysis, the multiple linear regression is used to explain the relationship between one continuous dependent variable and two or more independent variables. In this study the dependent variable is the intention while independent variables are attitude, subjective norms and perceived behavioural control. The independent variables can be continuous or categorical. It might be used to identify the strength of the effect that the independent variables have on a dependent variable and to forecast effects or impacts of changes. The multiple linear regression analysis help to understand how much will the dependent variable change when the independent variables change.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Validity of Questionnaire

Based on Sekaran (2003), Cronbach alpha test is a measurement tools for internal consistency. The reliability coefficient of each construct that exceed 0.7 is considered as acceptable.

Table 4.1: The Reliability Test results from SPSS

Construct	Cronbach's alpha	No. of items
Attitude	0.939	10
Subjective Norms	0.879	10
Perceived Behavioural Control	0.940	10
Student's Intention	0.924	6

Based on the table above, perceived behavioural control is the construct that obtain the highest Cronbach's alpha. It indicates that more consistency and reliability of this construct. The second highest is attitude which is 0.939 of Cronbach's alpha value. The value of Cronbach's alpha for student's intention is 0.924 while the least is subjective norms. The overall results of the reliability test are good consistency and reliability for independent and dependent variables as the Cronbach's alpha value is above 0.

4.2 Demographic Profile of Respondents

Table 4.2: Demographic Profile

Item	Frequency (n = 242)	Percentage (%)	Mean	Standard Deviation
Gender				
Male	44	18.2		
Female	198	81.8		
Race				
Malay	199	82.2		
Chinese	30	12.4		
Indian	11	4.5		
Others	2	0.8		
Age				
19 - 21	116	47.9		
22 - 24	124	51.2	1.53	0.517
25 - 27	2	0.8		
Marital Status				
Single	240	99.2		
Married	2	0.8		
Divorced	0	0		
Course				
SBH	89	36.8		
SBL	78	32.2		
SBP	22	9.1		
SBF	53	21.9		
Current Year in UMK				
1	45	18.6		
2	56	23.1		
3	63	26.0		
4	78	32.2		

4.2.1 Gender

Based on Table 4.2, out of the total respondents (n = 242), 44 respondents (18%) are males and 198 respondents (82%) are females. This shows the population of female is higher than male in university which is supported by Kapoor and Au (2011), female population in public university in Malaysia is higher than male as female have better academic results and performance which increase the gap gender. Furthermore, according to Ismail (2013), most of female students more focus on field study of Science, Social Science, Health and Welfare, Humanities and Education while male more focus on Engineering, Manufacturing and Construction sectors.

4.2.2 Race Group

Based on Table 4.2, out of the total respondents (n = 242), the highest respondent that contribute in this survey is Malay which is 199 respondents (82.2%). The second highest respondent is Chinese which is 30 respondents (12.4%). Indian respondents is 11 (4.5%) while the others is 2 respondents (0.8%). This show the population of Malay students in public university is the highest as the total population of Malay in Malaysia is the majority which is Bumiputera 61.7% (Malays and indigenous peoples, including Orang Asli, Dayak, Anak Negeri), Chinese 20.8%, Indian 6.2%, other 0.9%, non-citizens 10.4% in 2017 (Central Intelligence Agency, 2017).

4.2.3 Age Category

Based on Table 4.2, the highest age category is from age 22 to 24 years old which is 124 respondents (51.2%). Out of 424 respondents, 19 to 21 years old contribute 116 respondents (47.9%) while the rest is 25 to 27 years old contribute 2 respondents (0.8%). According to Malaysian Education Info (2017), the age range for bachelor's degree programmes from 19 to 23 years old for four to five years.

4.2.4 Marital Status

Based on Table 4.2, majority of the respondents are single which is 240 (93%) respondents from total number of respondents (n = 242) while only two respondents (7%) are already get married.

4.2.5 Course

Based on Table 4.2, the highest respondents is from Animal Husbandry Science students (SBH) course which indicate 89 respondents (36.8%). The second highest are respondents from Agrotechnology (SBL) which contribute 78 respondents (32.2%) in this

survey. Respondents from Food Security are 53 (21.9%) while the lowest is from Product Development Technology indicates 22 respondents (9.1%).

4.2.6 Current Year in Universiti Malaysia Kelantan

Based on Table 4.2, the highest respondents are from forth year which contribute 78 respondents (32.2%). The second highest are respondents from third year which contribute 26% from total respondents that consist 63 respondents. Second year respondents contribute 23.1% from total respondents that consist 56 respondents while the least is first year which consist only 45 respondents (18.6%).

4.3 Normality Test on Intention of Students towards Livestock Entrepreneurship

The normality test shows the histogram is a bell-shaped curve which has a negatively skewed distribution. The distribution shows the mean is less than the median as there is few low scores which tends to shift the mean to the left. It indicates that it is not normal distributed and majority students agree that intention towards livestock entrepreneurship is important as there is many students who rate agree to the dependent variable.

4.3.1 Skewness and Kurtosis

Table 4.3: Skewness and Kurtosis Analysis Test

	Statistic	Std. Error
Skewness	-0.702	0.156
Kurtosis	0.067	0.312

Based on Table 4.3, value of skewness obtained from data is -0.702 while value of kurtosis is 0.067. According to Shamshuritawi (2017), the acceptable range for normal distribution data value for skewness and kurtosis is between -3 to +3. The value of skewness and kurtosis obtained exceed the acceptable range of normal distribution as it is not a normal distributed data.

4.3.2 Shapiro-Wilk Test

Table 4.4: Summary of Shapiro-Wilk Test

Shapiro-Wilk Test	Statistic	df	Sig
Mean of Student's Intention	0.936	242	0.000

Based on Peat and Barton (2005), Shapiro-Wilk is a test which according to the correlation between data and normal values. It is recommended by researchers because it has ability to detect a sample comes from non-normal distribution (Asqhar & Saleh, 2012). Shapiro-Wilk Test is used to detect departures from normality and sample size that can applied up to 2000. Shapiro-Wilk Test is carried out first to determine the normality of data and also to determine the suitable test used for correlation analysis. Based on Table 4.4, the statistic value of Shapiro-Wilk Test is 0.936 with a significance value. According to Shamshuritawi (2017), the significant value of Shapiro-Wilk that is greater than 0.05, the data is considered as normal while the significant value that is lower than 0.05 is considered as not normally distributed. Based on Table 4.4, the significant value of Shapiro-Wilk is not normally distributed as the value is 0.936.

4.3.3 Spearman's Correlation Test

Based on the normality test conducted, the data shown is non-normality distribution and it is considered as a non-parametric statistic. Non-parametric statistics is the data that do not fit with normal distribution and not rely on numbers but ranking order is preferred. Hence, Spearman's Correlation test is suitable to test the variables of this study as it based on the ranked value for each variable and it used to measure the strength between two variables (Jan & Tomasz, 2011). According to Jan and Tomasz (2011), Spearman's Correlation is not to measure the linear relationship between two variables but to evaluate the monotone relationship between two ordinal variables.

4.4 Level of Student's Intention Towards Livestock Entrepreneurship.

Table 4.5: Mean of student's intention towards livestock entrepreneurship

Item	Frequency	Mean	Std. Deviation
Student's Intention	242	3.9559	0.83486

Based on the result above, it shows the mean score obtained from this study is 3.9559. It indicates the students from Faculty of Agro-Based Industry in Universiti Malaysia Kelantan have strong intention to become livestock entrepreneur based on Moidunny (2009) because the mean is in the range of 3.21 to 4.20.

Students of Faculty of Agro-based in UMK have high intention to become livestock entrepreneur due to the influence to be self-employed is generally strong (Broome & Henrick, 2018). UMK also encourage their students to be self-employed although they are still studying. For example, a UMK student from animal husbandry science course as a founder of student's company of quail since he was in second year in UMK. He willing to handle a company although he had commitment as a student. UMK have to increase the opportunities for students to be self-employed especially in agro-based industry as FIAT students already have knowledge in agricultural production.

4.4.1 Descriptive Data of Student's Intention Variable

Table 4.6: Descriptive Data of Intention

Scale	Frequency (n = 242)	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
1.00	1	0.4	0.4	0.4
2.00	13	5.3	5.3	5.7
3.00	45	18.6	18.6	24.3
4.00	98	40.4	40.4	64.7
5.00	85	35.2	35.2	100

Based on the data collected from students of Faculty Agro-Based Industry (FIAT) in Universiti Malaysia Kelantan (UMK), 183 students agree the importance of livestock entrepreneurship and they have high intention towards livestock entrepreneurship. According to Guerrero (2008), entrepreneurship intention is the people who desire to create a business or new value within existing organization. This can be clearly said the desire of FIAT students in UMK who want to create a livestock business is high due to the self-employment desire among them. They chose to be employer rather than employee in a business because livestock business will give them a great satisfaction.

From table 4.5, SBH contributes the highest respondents in this study. They have high awareness on the importance of livestock entrepreneurship due to the characteristics of the coursework in animal husbandry science. They have knowledge in technology of livestock production as well as knowledge in livestock business planning. Students in

Enterprise Programme (SIEP) also help them to gain knowledge in handling livestock animals in enterprise. This can be supported based on the theory by Bennett (2006), the students which active involving themselves in group discussion, roles models, business plan development and design thinking method will have more inclination towards entrepreneurship compared students that involve less in these activities. Hence, this theory proved that students from SBH have strong intention towards livestock entrepreneurship compared the other courses.

4.5 Factors Affect Student's Intention Towards Livestock Entrepreneurship

There is three factors that affect the student's intention towards livestock entrepreneurship including attitude, subjective norms and perceived behavioural control. Spearman's correlation is used to analyse the correlation and significance of each factor towards livestock entrepreneurial intention.

4.5.1 Spearman's Correlation

Hypothesis 1:

There is a significant and positive relationship between attitude and intention towards livestock entrepreneurship among students of Faculty Agro-based Industry in Universiti Malaysia Kelantan.

Table 4.7: Spearman's Correlation of Attitude

Correlation Coefficient (*r*)	**Significant Value (*p*)**	**Frequency (n)**
0.660**	0.000	242

**Correlation is significant at the 0.01 level (1-tailed)

Table 4.7 shows the Spearman's correlation coefficient (*r*-value) between attitude and intention towards livestock entrepreneurship among students of Faculty Agro-based Industry in Universiti Malaysia Kelantan. Based on the table, *r*-value is 0.660 with p-value 0.000 that indicates the above hypothesis is accepted. There is a significant and positive relationship between attitude and intention towards livestock entrepreneurship among students of Faculty Agro-based Industry in Universiti Malaysia Kelantan. Students with high attitude towards behaviour have greater intention to become livestock entrepreneur. According to Daniela, Rainer, Norbert and Birgit (2016), the higher and more positive the attitude towards that behaviour, the stronger the intention to start up a new business. Self-employment triggered them to have high attitude towards livestock entrepreneurship as nowadays, there is high unemployment among fresh graduated.

Positive attitude in every situation will lead to high intention. Students of University Malaysia Kelantan have positive thinking about entrepreneurship because of the support given by university to encourage them in starting up a business by themselves. University give opportunity to their students to gain experience as an entrepreneur. From the experience, they will have confidence as supported by Bosma (2009), seek for worthy opportunities, eager to had information and skills to create a new business all was about the attitude of entrepreneurial.

Hypothesis 2:

There is significant and positive relationship between subjective norms and the intention towards livestock entrepreneurship among students of Faculty Agro-based Industry in Universiti Malaysia Kelantan.

Table 4.8: Spearman's Correlation of Subjective Norms towards Intention

Correlation Coefficient (*r*)	**Significant Value (*p*)**	**Frequency (n)**
0.665**	0.000	242

** Correlation is significant at the 0.01 level (1-tailed)

Table 4.8 shows the spearman's correlation coeeficient (*r*-value) between subjective norms and the students' intention towards livestock entrepreneurship is 0.665 with *p*-value of 0.000 < 0.01. It indicates the above hypothesis is accepted. There is a significant and positive relationship between subjective norms and intention towards livestock entrepreneurship among students of FIAT students in UMK. Students with higher subjective norm will have a greater intention to become entrepreneur.

According to Engle, Dimitriadi, Gavidia and Schlaegel, (2010) subjective norm is one of the element that effect the intention of individual towards entrepreneurship especially the comments and ideas from parents, peers or partner. There is a new research from the U.S. Department of education, top source of information of students is their family members (Jaschik, 2018). The respondents in this study agreed that family, friends

and their loved one play the important role to influence their intention towards livestock entrepreneurship.

Besides, lecturers contribute to the high intention to become livestock entrepreneurship. According to Fatoki & Oni (2014), lecturers have ability to stimulate student's interest in entrepreneurship. Lecturers in UMK always encourage their students to involve themselves in entrepreneurship activities. Other than the coursework in entrepreneurial subject, lecturers also encourage their students to build a company under Beehive UMK that was founded by Prof. Dr. Nik Maheran Nik Muhammad since 2013 as one of the highest impact projects.

Hypothesis 3:

There is a significant and positive relationship between perceived behavioural control and intention towards livestock entrepreneurship among students of Faculty of Agro-based Industry in Universiti Malaysia Kelantan.

Table 4.9: Spearman's Correlation of Perceived Behavioural Control towards Intention

Correlation Coefficient (*r*)	Significant Value (*p*)	Frequency (n)
0.648**	0.000	242

** Correlation is significant at the 0.01 level (1-tailed)

Table 4.9 shows the spearman's correlation coefficient (*r*-value) between perceived behavioural control and students' intention towards livestock entrepreneurship is 0.648 *p*-value 0.000 < 0.01. It indicates the above hypothesis is accepted. There is a significant and positive relationship between perceived behavioural control towards livestock entrepreneurship intention among students of FIAT in UMK. Students with high perceived behavioural control will have greater intention to become livestock entrepreneur.

According to Chen, Green and Crick (1998), student who required a high exposure on entrepreneurship will have higher score on perceived behavioural control. Virick (2008) had mentioned that students with past experience in entrepreneurship will have more confidence on their ability to create their own business. FIAT students have high knowledge and experience in livestock animals study especially among Animal Husbandry Science (SBH) students. Based on the demographic result, SBH students contribute the highest respondents that have high intention towards livestock entrepreneurship. When they have knowledge in the particular field, they will have high confidence for their own ability to create a business by themselves.

4.6 The Most Influencing Factor Using Multiple Linear Regression

Table 4.10: Multiple Linear Regression

Model	Unstandardized Coefficients	Standardized Coefficients	Significance Level
	B	Beta	
(Constant)	0.555		0.007***
Attitude	0.204	0.214	0.000***
Subjective Norms	0.379	0.312	0.000***
Perceived Behavioural Control	0.369	0.338	0.000***

***significance at <0.05

Intention = 0.56 + (0.20 × Attitude) + (0.38 × Subjective Norm) + (0.37 ×Perceived Behavioural Control)

Based on Table 4.10, it shows the value of coefficients of regression. From the results obtained, all of the independent variables which are attitude, subjective norms and perceived behavioural control are significant as the significance values is smaller than 0.05 according Rule of Thumb. B coefficients indicates the number of units of intention increases when a single unit increase in predictor. It can be concluded that the most influencing factor is subjective norms as it shows highest value of B coefficients which is 0.379.

Since subjective norms refer to the belief that an important person or group of people that will approve and support a particular behaviour, the respondents in this study approved that their loved one influence their intention towards livestock entrepreneurship. This shows the family members are most strongly influence to make a decision in the

emergence phase. The involvement of family members is the most common when the entrepreneurs are young and have higher education (Kim, 2007).

In addition, university also plays import roles in influencing students to be involved in livestock entrepreneurship as entrepreneurial education offered in UMK. Since UMK is the entrepreneurial university, the students of UMK have opportunity to involve themselves in entrepreneurship. In this economic crisis era, universities have to change mission of the institution to create better future for students (Basci & Alkan, 2015). UMK accepted this challenge to be the best high institution in producing high entrepreneurial skill of fresh graduated.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

Concisely, this study had shown that most of the respondents are female, Malay, age between 22 to 24 years old, single, from SBH course and forth year students. The results obtained from this research shows the variables which are attitude, subjective norms and perceived behavioural control that influence the intention of students towards livestock entrepreneurship. All of those variables show a significance and positive relationship with the intention of students towards livestock entrepreneurship. Furthermore, there is high level of intention Faculty of Agro-based Industry student in Universiti Malaysia Kelantan to become livestock entrepreneur and also to create livestock business by themselves. In addition, from the result obtained, the most influencing variable towards the student intention to become livestock entrepreneurship is subjective norms as the value of coefficients of independent variable to the dependent variable is the highest. According to Aldrich and Kim (2007), "Family is an important element to understand an individual's decision to enter into self-employment".

The limitation of this study is discovered during the process of conducting this research which is sampling population is only focus among Faculty of Agro-based

Industry in Universiti Malaysia Kelantan while there is many universities have this kind of course. So that, the outcome of this study could not represent the opinion from students of another university students. Time constraints also one of the problem faced by researcher as longer period is needed to have a better finding.

To have a better accuracy of outcomes, the future researcher should expand the sampling location to include other universities in agro-based courses. It is also recommended to take a longer period in conducting this study to have actual situation of students' intention towards livestock entrepreneurship. In addition, university should give more opportunity to students to involve themselves in livestock entrepreneurship. Collaborating with big company is one of recommended practice as the students will gain knowledge before doing a start-up business in livestock entrepreneurship. This will increase the intention to become a livestock entrepreneur.

To conclude, the researcher hope that the intention towards livestock entrepreneurship will be increased to fulfil the rising demand of livestock product in Malaysia. Furthermore, the economy in agricultural industry will be increased. In order to overcome the unemployment crisis, young generation should filled the empty of livestock industry in Malaysia.

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APPENDICES

INTENTION TOWARDS LIVESTOCK ENTREPRENEURSHIP AMONG STUDENTS OF FACULTY AGRO-BASED INDUSTRY, UNIVERSITI MALAYSIA KELANTAN

NIAT TERHADAP USAHAWAN TANI TERNAK DI KALANGAN PELAJAR FAKULTI INDUSTRI ASAS TANI, UNIVERSITI MALAYSIA KELANTAN

Dear respondents:

1) **This research is to:**
   - **Evaluate the intention level of students to become a livestock entrepreneur.**
   - **Examine the level of attitude, subjective norm and perceived behavioural control among students.**
   - **Analyse the relationship between intention towards livestock entrepreneurship to the attitude, subjective norms and perceived behavioural control among students of Faculty Agro-based Industry in Universiti Malaysia Kelantan.**
2) **The information given is considered confidential.**
3) **Please answer all questions.**
4) **Thank you for your cooperation and information given.**

Kepada responden:

1) *Kajian ini adalah untuk:*
   - *Menilai tahap niat pelajar untuk menjadi seorang usahawan ternakan.*
   - *Mengkaji tahap tingkah laku, norma subjektif dan tanggapan kawalan tingkah laku nyata di kalangan pelajar.*
   - *Menganalisa hubungan antara niat terhadap usahawan tani ternak kepada tingkah laku, norma subjektif dan tanggapan kawalan tingkah laku nyata di kalangan pelajar Fakulti Industri Asas Tani di Universiti Malaysia Kelantan.*
2) *Maklumat diberi adalah dianggap sulit.*
3) *Sila jawab semua soalan.*
4) *Terima kasih di atas kerjasama dan maklumat yang diberikan.*

Researcher / *Penyelidik*:

1) Tuan Mirza Aqila binti Tuan Haziman – 013-9203278
2) Cik Nurul Azwa binti Mohamed Khadri – 017-5748205

Faculty of Agro-based Industry,

Universiti Malaysia Kelantan Kampus Jeli.

SECTION A / SEKSYEN A: DEMOGRAPHIC / DEMOGRAFI

Please answer all questions and [√] the appropriate answer.

Sila jawab semua soalan dan [√] pada jawapan yang sesuai.

1.	**Gender** / *Jantina*:	i. Male / *Lelaki* ☐ ii. Female / *Perempuan* ☐
2.	**Race** / *Bangsa*:	i. Malay / *Melayu* ☐ ii. Chinese / *Cina* ☐ iii. Indian / *India* ☐ iv. Others / *Lain-lain*, state / *nyatakan* : _____
3.	**Age** / *Umur*: Please state / *Sila nyatakan*:	_____ years / tahun
4.	**Marital status** / *Taraf perkahwinan*:	i. Single / *Bujang* ☐ ii. Married / *Berkahwin* ☐ iii. Divorced / *Bercerai* ☐
5.	**Year** / *Tahun*:	i. 1 ☐ ii. 2 ☐ iii. 3 ☐ iv. 4 ☐
6.	**Course taken in Universiti Malaysia Kelantan** / *Bidang yang diambil di Universiti Malaysia Kelantan:*	i. Husbandry Science (SBH) ☐ ii. Agrotechnology (SBL) ☐ iii. Product Development Technology (SBP) ☐ iv. Food Security (SBF) ☐

For the questions on **PART B, C, D and E** please read each item and **give your answer by circling the answer option that is appropriate** to the scale of 1 (strongly disagree) to 5 scale (strongly agree).

*Untuk soalan-soalan **BAHAGIAN B, C, D dan E** sila baca setiap item **dan beri jawapan anda dengan membulatkan pilihan jawapan yang bersesuaian** dengan mengikut skala 1 (sangat tidak setuju) hingga skala 5 (sangat setuju).*

Strongly disagree / *Sangat tidak setuju*	Disagree / *Tidak setuju*	Average / *Sederhana*	Agree / *Setuju*	Strongly agree / *Sangat setuju*
1	2	3	4	5

SECTION B / SEKSYEN B: ATTITUDE / TINGKAH LAKU

Each statement below represent your attitude and how they can effect and influence you to develop intention to start a livestock business.

Setiap pernyataan di bawah mewakili tingkah laku diri sendiri serta bagaimana ia akan mempengaruhi niat seseorang untuk memulakan perniagaan ternakan.

In my opinion / *Saya berpendapat*						
1	**I would choose to be a livestock entrepreneur among other various career options.** *Saya akan memilih untuk menjadi seorang usahawan ternakan berbanding pilihan pekerjaan lain yang pelbagai.*	1	2	3	4	5
2	**I am sure being a livestock entrepreneur would give me a great satisfaction.** *Saya yakin dengan menjadi seorang usahawan ternakan akan memberikan satu kepuasan yang tinggi bagi saya.*	1	2	3	4	5
3	**I am sure being a livestock entrepreneur would bring me more advantages than disadvantages.** *Saya yakin dengan menjadi seorang usahawan ternakan akan memberikan lebih banyak kelebihan berbanding keburukan kepada saya.*	1	2	3	4	5
4	**Livestock entrepreneur is a career that is very attractive to me.** *Usahawan ternakan adalah satu bidang yang sangat menarik bagi saya.*	1	2	3	4	5
5	**I am sure livestock entrepreneur is a career that would help to raise the economics of Malaysia in future.** *Saya yakin bahawa usahawan ternakan adalah satu bidang yang akan membantu meningkatkan ekonomi Malaysia pada masa hadapan.*	1	2	3	4	5
6	**I feel good about myself when I have the intention to become a livestock entrepreneur.**	1	2	3	4	5

	Saya berasa senang dengan diri sendiri apabila saya mempunyai niat untuk menjadi usahawan ternakan.					
7	**If I had opportunity and resources, I would like to start livestock business.** *Jika saya mempunyai peluang dan sumber, saya akan memulakan perniagaan ternakan.*	1	2	3	4	5
8	**My professional goal is becoming a livestock entrepreneur.** *Matlamat professional saya adalah menjadi seorang usahawan ternakan.*	1	2	3	4	5
9	**I have very seriously thought in starting a livestock business.** *Saya mempunyai fikiran yang serius untuk memulakan sebuah perniagaan ternakan.*	1	2	3	4	5
10	**I am sure there is a lot of opportunity in agriculture based industry.** *Saya yakin terdapat banyak peluang dalam industri berasaskan pertanian.*	1	2	3	4	5

SECTION C / SEKSYEN C: SUBJECTIVE NORM / NORMA SUBJEKTIF

Each statement below represents the subjective norm on what important people would think if you become a livestock entrepreneur.

Setiap pernyataan di bawah mewakili norma subjektif mengenai apa yang orang fikir sekiranya anda menjadi seorang usahawan ternakan.

In my opinion / *Saya berpendapat*						
1	**My family would support my decision to start a livestock business.** *Keluarga saya akan menyokong keputusan saya untuk memulakan perniagaan tani ternak.*	1	2	3	4	5
2	**My friends would support my decision to start a livestock business.** *Kawan-kawan saya akan menyokong keputusan saya untuk memulakan perniagaan tani ternak.*	1	2	3	4	5
3	**My lecturers from university would support my decision to start a livestock business.** *Pensyarah saya dari universiti akan menyokong keputusan saya untuk memulakan perniagaan tani ternak.*	1	2	3	4	5
4	**Most people who are important to me think I should have intention to become an entrepreneur.** *Kebanyakan orang yang penting bagi saya berfikir bahawa saya seharusnya mempunyai niat untuk menjadi seorang usahawan.*	1	2	3	4	5
5	**People who are important to me will look down on me if I don't have the intention to become an entrepreneur.**	1	2	3	4	5

	Orang yang penting bagi saya akan memandang rendah terhadap saya sekiranya saya tidak mempunyai niat untuk menjadi seorang usahawan.					
6	**People who are important to me support my effort and intention to become a livestock entrepreneur.** *Orang yang penting bagi saya menyokong usaha dan niat saya untuk menjadi seorang usahawan ternakan.*	1	2	3	4	5
7	**Most people who are important to me value livestock entrepreneur as a career option.** *Kebanyakan orang yang penting bagi saya menilai usahawan ternakan sebagai satu kerjaya pilihan.*	1	2	3	4	5
8	**I know many people in my university who have successfully started up their own business.** *Saya mengenali ramai orang di universiti saya yang telah memulakan perniagaan mereka sendiri dengan berjaya.*	1	2	3	4	5
9	**The infrastructure of society is favourable for doing start-ups.** *Infrastruktur masyarakat adalah menggalakkan untuk memulakan perniagaan.*	1	2	3	4	5
10	**Livestock entrepreneurship is well supported by the government.** *Keusahawanan tani ternak disokong dengan baik oleh pihak kerajaan.*	1	2	3	4	5

SECTION D SEKSYEN D: PERCEIVED BEHAVIORAL CONTROL / TANGGAPAN KAWALAN TINGKAH LAKU

Each statement below represents perceived behavioural control that show the statements regarding to the entrepreneurial abilities that can influence you to develop intention to start a business.

Setiap pernyataan di bawah mewakili tanggapan kawalan tingkah laku yang menunjukkan pernyataan mengenai keupayaan keusahawanan yang boleh mempengaruhi anda untuk mengembangkan niat untuk memulakan perniagaan.

In my opinion / *Saya berpendapat*						
1	**If I want to start a business, it would be easy for me.** *Adalah senang bagi saya untuk memulakan sebuah perniagaan.*	1	2	3	4	5
2	**It is very easy for me to ensure and keep a business working well.** *Adalah senang bagi saya untuk memastikan sebuah perniagaan berjalan dengan lancar.*	1	2	3	4	5
3	**I am sure I can create ways to improve existing products for a new business.** *Saya yakin bahawa saya boleh mendapatkan cara untuk memperbaiki produk sedia ada untuk perniagaan baharu.*	1	2	3	4	5

4	**I can inspire those I work with to share my business vision.** *Saya boleh memberikan dorongan kepada orang yang bekerjasama dengan saya dengan berkongsi wawasan perniagaan saya.*	1	2	3	4	5
5	**I can identify a management team to develop a business.** *Saya boleh mengenalpasti sebuah pasukan pengurusan untuk membangunkan sebuah perniagaan.*	1	2	3	4	5
6	**I able to build a management team to develop a business.** *Saya mampu untuk membina pasukan pengurusan untuk membangunkan sebuah perniagaan.*	1	2	3	4	5
7	**I am sure I could start my own business successfully.** *Saya yakin saya boleh memulakan perniagaan sendiri dengan berjaya.*	1	2	3	4	5
8	**I could become self-employed after my studies.** *Saya boleh menjadi tauke kepada diri sendiri selepas menamatkan pengajian saya.*	1	2	3	4	5
9	**To start my own business would probably be the best way to take advantages of my education.** *Memulakan pernigaan sendiri adalah cara terbaik untuk memanfaatkan pembelajaran saya.*	1	2	3	4	5
10	**I have skills and capabilities required to succeed as an entrepreneur.** *Saya mempunyai kemahiran dan keupayaan yang diperlukan untuk berjaya sebagai seorang usahawan.*	1	2	3	4	5

SECTION E / BAHAGIAN E: INTENTION TOWARDS LIVESTOCK ENTREPRENEURSHIP / NIAT TERHADAP KEUSAHAWANAN TANI TERNAK.

Each statement below represents intention towards livestock entrepreneurship.

Setiap pernyataan di bawah mewakili niat terhadap keusahawanan tani ternak.

In my opinion / *Saya berpendapat*						
1	**It is more preferable for me to be an employer rather than employee in an organization.** *Adalah lebih suka bagi saya untuk menjadi majikan berbanding menjadi pekerja dalam sebuah organisasi.*	1	2	3	4	5
2	**My final goal is to create a livestock business by myself.** *Matlamat terakhir saya adalah untuk membina perniagaan ternakan saya sendiri.*	1	2	3	4	5
3	**Once I have enough capital, I determine to start a livestock business by myself in future.**	1	2	3	4	5

	Apabila saya mempunyai modal yang cukup, saya akan memulakan perniagaan ternakan saya sendiri pada masa hadapan.					
4	**I intend to build up my own livestock business although it might consist a lot of obstacles.** *Saya berniat untuk membina perniagaan ternakan saya sendiri walaupun ia mungkin terdapat banyak halangan.*	1	2	3	4	5
5	**I will put all of my effort to manage my own livestock business going well.** *Saya akan meletakkan seluruh usaha saya untuk menguruskan perniagaan saya sendiri dengan baik.*	1	2	3	4	5
6	**I have a very serious thought in starting my own livestock business.** *Saya mempunyai fikiran yang serius dalam memulakan perniagaan ternakan saya sendiri.*	1	2	3	4	5

Demographic Frequency

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	44	18.2	18.2	18.2
	Female	198	81.8	81.8	100.0
	Total	242	100.0	100.0	

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	199	82.2	82.2	82.2
	Chinese	30	12.4	12.4	94.6
	Indian	11	4.5	4.5	99.2
	Others	2	.8	.8	100.0
	Total	242	100.0	100.0	

Age Category

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	116	47.9	47.9	47.9
	2	124	51.2	51.2	99.2
	3	2	.8	.8	100.0
	Total	242	100.0	100.0	

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	240	99.2	99.2	99.2
	Married	2	.8	.8	100.0
	Total	242	100.0	100.0	

Course

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SBH	89	36.8	36.8	36.8
	SBL	78	32.2	32.2	69.0
	SBP	22	9.1	9.1	78.1
	SBF	53	21.9	21.9	100.0
	Total	242	100.0	100.0	

Current Year in UMK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Year 1	45	18.6	18.6	18.6
	Year 2	56	23.1	23.1	41.7
	Year 3	63	26.0	26.0	67.8
	Year 4	78	32.2	32.2	100.0
	Total	242	100.0	100.0	

Reliability Test

Scale: Attitude

Case Processing Summary

		N	%
Cases	Valid	242	100.0
	Excluded[a]	0	.0
	Total	242	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.939	.937	10

Item Statistics

	Mean	Std. Deviation	N
Career option vs others	3.35	1.021	242
Satisfaction	3.50	.965	242
Advantages	3.64	.893	242
Attractive	3.55	1.058	242
Economic	4.26	.810	242
Good	3.55	.998	242
Opportunity and resource	3.74	1.004	242
Professional goal	3.23	1.084	242
Serious thought	3.24	1.055	242
Opportunity	4.21	.824	242

Scale: Subjective Norms

Case Processing Summary

		N	%
Cases	Valid	242	100.0
	Excluded[a]	0	.0
	Total	242	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.879	.888	10

Item Statistics

	Mean	Std. Deviation	N
Family	3.74	.981	242
Friends	3.66	.884	242
Lecturers	4.06	.794	242
Should have intention	3.60	.964	242
Look down	2.64	1.235	242
Support	3.68	.944	242
Livestock ent as career option	3.56	.959	242
People in university	3.78	.941	242
Infrastructure	3.79	.882	242
Supported by gov	3.89	.893	242

Scale: Perceived Behaviour Control

Case Processing Summary

		N	%
Cases	Valid	242	100.0
	Excluded[a]	0	.0
	Total	242	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.940	.941	10

Item Statistics

	Mean	Std. Deviation	N
Easy to start	3.01	1.052	242
Easy work well	3.08	1.034	242
Improve products	3.50	.861	242
Inspire people	3.56	.906	242
Identify management team	3.46	.902	242
Build management team	3.46	.911	242
Start business successfully	3.47	.969	242
Self-employed	3.57	.958	242
Take adv of education	3.78	.941	242
Skills and capabilties	3.51	.939	242

Normality Test

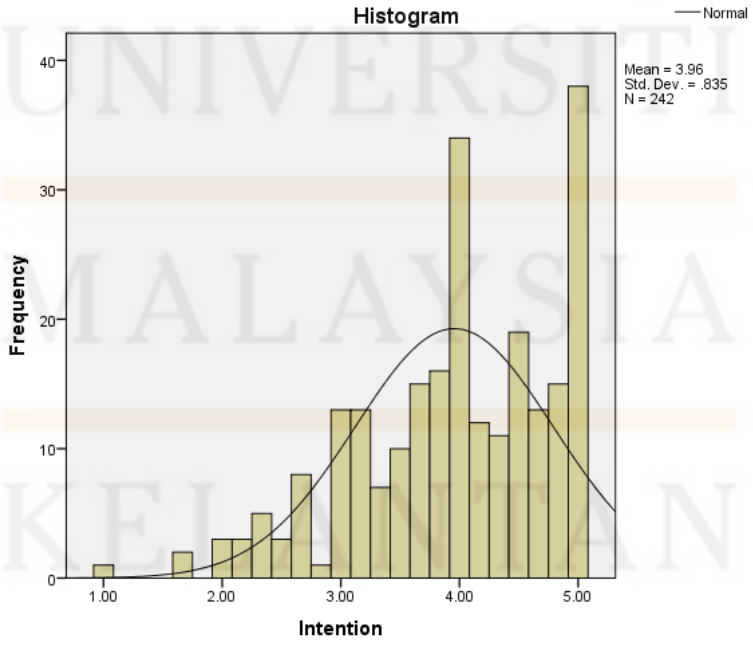
Descriptives

			Statistic	Std. Error
Intention	Mean		3.9559	.05367
	95% Confidence Interval for Mean	Lower Bound	3.8502	
		Upper Bound	4.0616	
	5% Trimmed Mean		4.0072	
	Median		4.0000	
	Variance		.697	
	Std. Deviation		.83486	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		1.17	
	Skewness		-.702	.156
	Kurtosis		.067	.312

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Intention	.108	242	.000	.936	242	.000

a. Lilliefors Significance Correction



Level of Intention

Intention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.4	.4	.4
	2	2	.8	.8	1.2
	2	3	1.2	1.2	2.5
	2	3	1.2	1.2	3.7
	2	5	2.1	2.1	5.8
	3	3	1.2	1.2	7.0
	3	8	3.3	3.3	10.3
	3	1	.4	.4	10.7
	3	13	5.4	5.4	16.1
	3	13	5.4	5.4	21.5
	3	7	2.9	2.9	24.4
	4	10	4.1	4.1	28.5
	4	15	6.2	6.2	34.7
	4	16	6.6	6.6	41.3
	4	34	14.0	14.0	55.4
	4	12	5.0	5.0	60.3
	4	11	4.5	4.5	64.9
	5	19	7.9	7.9	72.7
	5	13	5.4	5.4	78.1
	5	15	6.2	6.2	84.3
	5	38	15.7	15.7	100.0
	Total	242	100.0	100.0	

Statistics

Intention

N	Valid	242
	Missing	0
Mean		3.96
Std. Deviation		.835

Spearman's Correlation

Correlations

			Intention	Attitude
Spearman's rho	Intention	Correlation Coefficient	1.000	.660**
		Sig. (2-tailed)	.	.000
		N	242	242
	Attitude	Correlation Coefficient	.660**	1.000
		Sig. (2-tailed)	.000	.
		N	242	242

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

Correlations

			Intention	SubjectiveNorm
Spearman's rho	Intention	Correlation Coefficient	1.000	.665**
		Sig. (2-tailed)	.	.000
		N	242	242
	SubjectiveNorms	Correlation Coefficient	.665**	1.000
		Sig. (2-tailed)	.000	.
		N	242	242

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

Correlations

			Intention	PerceivedBehaviouralControl
Spearman's rho	Intention	Correlation Coefficient	1.000	.648**
		Sig. (2-tailed)	.	.000
		N	242	242
	PerceivedBehaviouralControl	Correlation Coefficient	.648**	1.000
		Sig. (2-tailed)	.000	.
		N	242	242

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

Multiple Linear Regression

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.555	.205		2.710	.007
	Attitude	.204	.057	.214	3.578	.000
	SubjectiveNorms	.379	.075	.312	5.063	.000
	PerceivedBehavioural Control	.369	.063	.338	5.843	.000

a. Dependent Variable: Intention