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Personal Promotional Factors Determining Agri-entrepreneurship Performance in Surkhet District

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Abstract

This study focuses on the role of personal promotional factors determining agri-entrepreneurship performance, with a sample size of 405 respondents from small and medium agri-entrepreneurship of Surkhet district. The data were collected using structured questionnaire containing multiple choice questions and Likert scale questions. The survey was conducted in Kartik 2079 B.S. from active agri-entrepreneurs. The factors determining agri-entrepreneurship performance were grouped into three main variables, i.e. self-efficacy (SE), creativity and innovation level (CI), and risk preference level (RP). Modelling of multiple regression analysis was used in inferential statistics. The result showed that agri-entrepreneurs self-efficacy level, creativity and innovation level, and risk preference level have a significant impact on the agri-entrepreneurship performance. Based on univariate analysis self-efficacy has the most significant effect on agri-entrepreneurship performance followed by creativity and innovation skill, and risk preference level. Although variables are jointly regressed in bivariate regression, coefficients are decreased. This study concluded that agri-entrepreneurship performance of agri-entrepreneurs of Surkhet district is more determined by self-efficacy level. Agri-entrepreneurs in the field of agriculture could consider this factor to have better choices while entering or continuing with their agri-entrepreneurships.

Keywords: Self-efficacy, creativity, innovation, risk preference

Introduction

Agri-enterprise is the backbone of any nation. Therefore, development of agriculture has been regarded as one of the backbones of national socio-economic development in Nepal (Rijal, 2019). Many sectors use the agriculture output as raw

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material to create value or do value addition to meet the needs of the people. Hence, industrialization and manufacture sector development of a nation depends up on the growth and development of agriculture sector of that nation (Lencucha et al., 2020).

Agriculture being one of the top prioritized sectors of the development, its modernization and commercialization is one of immense priority of researchers. Entrepreneurship development plays a vital role in national posteriority. Specially, in academia assessment of such an issue may have universal significant.

An entrepreneur is always imagined and highlighted for their self-business ideas. Entrepreneurs are encouraging to develop entrepreneur to overcome its economic crisis as well as its uncertainty (Barnard, 2019). Agricultural entrepreneurship is the management strategies employed by agricultural business in response to the structural change in the agricultural sector; strategies are specialization, diversification and supplementation (Kahan, 2012).

Most developed countries promote entrepreneur and considere entrepreneurship as very vital to the growth and development of any country, continuous promotion of entrepreneurship as a propelling growth of the economy, social status and employment as well as livelihood creation could not be over-emphasized, which is the wealth of the nation (Ezekiel et al., 2018).

According to Mohlehli and Rantlo (2016), credit access, business plan, infrastructure development, culture, technology and market access have a played greater role in agrepreneurship development. Moreover, they have claimed that government policy in relation to credit is more essential than other factors but cultural factor has no impact.

Different studies have attempted to confirm the role of infrastructure and market situation in determining the success of entrepreneurship, specifically agri-entrepreneurship. For example, Okeke et al. (2015) have claimed that infrastructural facilities, mainly good road, standardized market and its proximity serve as the determinants of financial performance of an enterprise as these aspects help reduce its cost of operation.

Gauchan (2008) has revealed that strengthening the broad environmental aspects including investment in agricultural research, rural road network, market infrastructure development, public support service, training and development, scientific land reform policy are a few prerequisites. Similarly, they focused on a balanced approach to transform the input factors including improved technical workforce, quality seeds and pesticides, fertilizer and financing adequacy support in the process of agri-entrepreneurship promotion.

Addo (2018) has claimed the personal, technical and general business skills as the determinants of success of an entrepreneur. The overall skill constructs observed in this study comprise of sense of creativity and innovation, curiosity, effective communication, commitment, vision setting, tolerance, team building, general management and leading skills. This study further disclosed that motivation, self-confidence and determination were reported as the crucial roles influencing the success in agri-entrepreneurship.

Another study has revealed that personal qualities including self-criticism, leadership, market orientation and sense of innovation and creativity are crucial factors for successful entrepreneurship development (Bairwa et al., 2014). Furthermore, the study claimed that personal capacity to manage storage facility, transit activities, grading, processing, packaging and hands-on skill competence in quality control also confirm the entrepreneur's personal qualities.

Damarla (2015) has explored the entrepreneurial qualities including capacity to manage a firm backed up by proven skill competence to perform cost-benefit analyses, adherence to ethical compliance, ability to set effective goals, and cooperation among the members of the supply chain assure the competence of an entrepreneur. Knowledge on seasonal calendar, identification of key partner on agribusiness and relationship development, value creation of agribusiness, business gap analyses and financial analyses skill development promotes the technical competence of an agri-entrepreneurship (Ferris, 2016). Further, Khan (2013) has claimed that the level of managerial skills, entrepreneurship spirit, and other technical qualities and competencies are the main promoting factors to be successful agri-entrepreneurship., basically emphasis on visionary power, opportunity seeker, confidence, risk taker and problem-solving skill.

The promoting factors influencing engagement in agribusiness entrepreneurship have been observed with focus on business network, risk reducing activities and innovation similarly on locus of control (Saghaian et al., 2022). Similarly, it is claimed that self-efficacy and positive perception of society has supported on agri-entrepreneurship promotion through product and market development of farmers (Choudhury & Easwaran, 2019). To take agri-entrepreneurship performance, market and product development as well as social perception toward agribusiness entrepreneurship can be promoted by the government grant facilities and family members' support are the backbone for early agripreneur development in any context (Devkota et al., 2022).

Yoganandan et al. (2022) have reported that level of risk reduced by empowering the level of self-efficacy, it has been explored that agribusiness

entrepreneurship can be promoted by the education, management and development education and training. Similarly, Sarmila et al. (2018) have claimed that poor business network and innovation and research; and further scholars point out on less bargaining power, high transportation and distribution cost as well as lack of storage facility are lacking on agri-entrepreneur development. Purves et al. (2015) have confirmed the factors influencing in agribusiness entrepreneurship success have been observed with focus on socio-demographic, attitude, locus of control acceptance and further they have claimed that level of self-efficacy, risk preference and social network are major determinants

The contribution of agriculture, forestry and fisheries sectors to gross value added was 23.9 percent in the fiscal year 2078/79 (Government of Nepal, 2079). The economic profile of Karnali reveals the lowest economic performance compared to other provinces which accounts for only 4 percent of national GDP and GVA and it is generally a small-scale subsistence based agricultural economy with approximately 80 percent of the population employed in agriculture, fishery and livestock (Government of Karnali Province, 2077).

This study aims to fulfill the gap on role of the personal promotional factors: self-efficacy, creativity and innovation skill, and risk preference level for determining agri-entrepreneurship performance in Surkhet district.

The general objective of this study is to assess the personal promotional factors determining agri-enterprise performance. The specific objectives include:

1. To assess the impact of agri-entrepreneurs' self-efficacy on Agri-entrepreneurial performance
2. To evaluate the effect of agri-entrepreneurs' creativity and innovation on agri-entrepreneurial performance
3. To investigate the impact of agri-entrepreneurs' risk preference on agri-entrepreneurial performance

The following hypotheses were developed and tested by employing multiple regression analysis tools:

H_{01} : There is no significant impact of self-efficacy of agri-entrepreneurs on agri-entrepreneurship performance.

H_{02} : There is no significant effect of creativity and innovation skill of agri-entrepreneurs on agri-entrepreneurship performance.

H_{03} : There is no significant impact of risk preference of agri-entrepreneurs on agri-entrepreneurship performance.

Agri-business Performance

Agri-entrepreneurship performance is the sum of all the processes that produced the possible results for the business as production system, competitiveness, cost reduction, value creation and jobs, development, finance, marketing, management, quality of products and services, and information technology and long-term survival of enterprises (Al-Achi, 2019).

Self-efficacy

Self-efficacy is the belief in one's ability to muster and implement the necessary personal resources, skills, and competencies to attain a certain level of achievement on a given task (Zargham & Hamid, 2016). In other words, self-efficacy can be seen as task on specific self-confidence in their own abilities to perform on various skill requirements (Mohlehli & Rantlo, 2016).

Creativity and Innovation

Creativity is an act of creating new ideas, imaginations and possibilities related to new thinking. Innovation is the introduction of something new in product, services, and process through experimentation and creative processes; effective in to the market related to introducing something new. Innovation may be technological, product-market and administrative (Bairwa et al., 2014).

Risk Preference

Risk preference is the level of some initiatives with uncertainty and chance of potential losses associated with outcomes. Risk-taking is one of the major elements of entrepreneurship. Risk-taking can be described as the willingness of a firm to provide resources for projects where the outcomes are uncertain (Rakicevic et al., 2018).

Theoretical Perspectives

This study mainly depends on two theoretical approach one is the entrepreneurial event theory and next one is theory of planned behavior. The entrepreneurial event theory proposed by Shapero and Sokol (1982) is the first model to shed light on entrepreneurial intention theory (Mustapha & Subramaniam, 2016). This model says that, the three main determinants that affect an individual's intention in entrepreneurship are perceived desirability, perceived feasibility and propensity to act.

The theory of planned behavior is advanced from the theory of reasoned action by (Bryman, 2008), implies that intentions which are shaped by personal attitudes and subjective norms and govern the actions of an individual. The behavior of a person is based on voluntary control and specific planning. It has three

antecedents that shape an individual's intention, namely attitudes towards behavior, social norms and perceived behavioral control.

Literature Review

Entrepreneurship is a process of actions of an entrepreneur who is a person always in search of something new and exploits such ideas into gainful opportunities by accepting the risk and uncertainty with the enterprise that refers to the capacity to take risks, develop, organize and manage a new business venture in order to make a profit. Agricultural entrepreneurship relates to marketing and producing various agricultural products, as well as agricultural inputs (Ferris, 2012).

Agricultural entrepreneurs are those who classify all activities that help farmers to adjust a free market economy as entrepreneurial and this makes agricultural entrepreneurs a fairly diverse group with farm activities (Pereira & Martinho, 2020). The entrepreneur is a person who bought factors of production for the production of good to be sold, also an innovator or a developer who recognizes, seizes and converted opportunities into workable or marketable ideas, adds value through time, effort, skills, money, assumes the risks of the competitive marketplace to implement these ideas, and finally realizes the rewards from these efforts (Kahan, 2012).

Agri-entrepreneurship include input and output supply and services through backward and forward linkages between the suppliers and consumers including the storage, processing, marketing, transporting and distribution related to agriculture including marketing of farm products such as warehouses, wholesalers, processors, retailers and more (Adonisi & Wyk, 2012). Moreover, all those companies dealing with the economics of farm management, educational and research institutions focusing on the science of agricultural management comes under the purview of agribusiness (Ali & Mahamud, 2013).

The personal factors of entrepreneur and their attitude are also important for the success of their business. According to Laureen (2011), major personal factors of Agri-entrepreneurship in business are: Work-life balance, confidence, positive attitude, risk taker, commitment, passion, courage, innovative, visionary and determinant (Nnamani et al., 2018).

There are three categories of vision have been identified: Emerging visions (ideas for future products or services); a central vision (the outcome of one or more emerging visions) in two parts – the external part, i.e., the market space to be occupied by the product or service (Filion, 2004) . Determination is probably the most important characteristics: commitment and determination, leadership,

opportunity obsession, tolerance of risk, creativity and adaptability (Singh & Rahman, 2013).

Devkota et al. (2022) have explored on promoting factors that attracting and involving the youths and to understand the awareness and involvement of youth farmers in agripreneurship in Western Nepal. Using a structured questionnaire, data were collected from both primary and secondary sources. On the basis of descriptive and inferential analysis, the ordered logit model is employed in the study. The research is based on explanatory research design through identifying farmers' awareness of agriculture entrepreneurship from 324 farmers of Bedkot Municipality, Kanchanpur, Nepal. Finally, they have that that agricultural knowledge with overall awareness is statistically significant.

Yoganandan et al. (2022) have conducted study on the effect of demographics and emporographics on the agri-entrepreneur's satisfaction. This study proposes a seven-dimension survey instrument, from 784 agri-entrepreneur are analyzed by applying exploratory and confirmatory factor analysis and multiple linear regression. Researcher confirms that satisfaction is influenced by material availability, government support, farm growth, farm income, market performance, cultivation and production and perceived farm image. Similarly, Saghaian et al. (2022) have studied on understanding the motivational factors that lead to the success of entrepreneurs in agribusiness can be useful in affecting the degree of successful investment that accelerates development and economic growth in the agriculture sector in Mashhad, Iran, using a two-stage Heckman approach. Factors affecting the success or failure of agribusiness entrepreneurship have received less attention in the literature. In this study, the aim was to determine the factors affecting agricultural entrepreneurship success and entrepreneurs' profits. The researcher claimed that that entrepreneurship experience, risk-taking behavior, interest rates, and initial capital have a significant impact on the probability of entrepreneurship success.

Shiri et al. (2021) have opined that considering the research results, illustrate the value of human and social resources in fostering entrepreneurship alertness among Iranian students of agricultural higher education in western Iran in context of entrepreneurial education. They have claimed the entrepreneurship studies have mostly focused on the determinants of entrepreneurial opportunity recognition; few studies have attempted to analyze the factors influencing the entrepreneurial alertness. The sample consisted of 254 agricultural students in higher education from Ilam province in the Islamic Republic of Iran, selected by the stratified random sampling method for the study. Modelling of structural equations was used in inferential statistics.

Explored on agricultural entrepreneurship and entrepreneurial failure in Ghana, a country in sub-Saharan Africa by exploring failure in a cohort of firms. Using qualitative data from interviews, we identified reasons for the failure of a group of entrepreneurs associated with a novel agribusiness activity in an otherwise economically attractive market in an emerging economy. From 69 respondents who started and exited aquaculture, a form of agribusiness within a period. The research confirms that there can be negative effects of social structure on entrepreneurial behavior and outcomes (Adobor, 2020).

Essel et al. (2019) have claimed that the finding demographic factors (sex of operator, completion of formal education at basic school level or junior high school), institutional variables (bank investment and training services), and firm characteristics (artisan and craft industry type) conjointly and significantly influence small-scale firm performance (number of employees and sales or monthly revenue) for the fulfillment of objective is recognition of agri-entrepreneurs salient role, several policy interventions have been implemented to enhance job creation functions of small-scale firms and examined one of these interventions, that is, promotion of small-scale firms in Sunyani municipality of Ghana. A cross-sectional survey was conducted involving 200 small-scale firm operators selected through multi-stage sampling. Both descriptive and inferential analytical tools were used to analyze the data. Descriptive techniques employed included means, frequencies, and cross-tabulations. The inferential analysis included the use of multivariate multiple regression techniques that estimate a single regression model with more than one dependent variable simultaneously.

Tiwari et al. (2017) have identified that creativity showed a strongest positive relationship followed by emotional intelligence. They have studied on undergraduate student average age group 20 years, studied in Primer Technical University of India in 2017. Total 390 students including 269 male and 121 female students were selected by using systematic random sampling method. To collect primary information, 72 items questionnaire administered to measure the operational variables: emotional intelligence, creativity, and moral obligation, attitude toward becoming a social entrepreneur, subjective norms and perceived behavioral control. For data analysis correlation analysis employed with chi-square used for measure goodness fit.

Purves et al. (2015) have explored the relationship of non-financial and financial factors to firm survival in Australian agricultural firms, and improve the predictive capacity of financial failure models. In this study mixed method exploratory case studies across four Australian agricultural firms (two successful and two failed) listed on the Australian Securities Exchange. The result found that the use

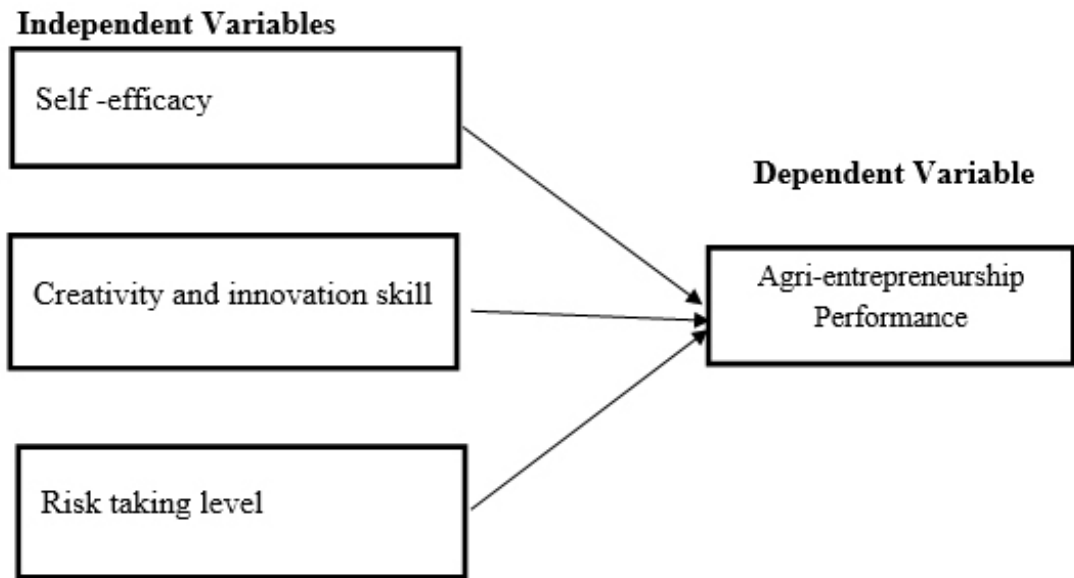
of an Integrated Multi-Measured approach provided a higher classification rate for the failed group than those provided by an individual measure.

Conceptual Framework

Based on overall reviews and empirical analysis of the research-based evidence, the following conceptual framework has been developed. This conceptual framework has been adopted from Addo (2018), Arafat (2018), Rezaei-Moghaddam (2019), Essel (2019), Arabi et al. (2020), Shiri (2021), Saghaian (2022), and Devkota (2022).

Figure 1

Conceptual Framework



Methods and Procedures

This study is based on positivism philosophy. The respondent of this study were active agri entrepreneurs involving in agri-entrepreneurship sector in Surkhet. Primary data were collected from 405 respondent using survey structured questionnaire. The causal-comparative research design was used. The population of the study consisted of all registered small-and medium-sized business owners who engage in agribusiness.

Validity Test

For the validity of data, questionnaires have been developed after referring to the literature reviews. The validity of the study will be checked by the help of the agribusiness entrepreneurs based on theoretical framework of study. The questionnaire was designed with the help of experts to assess the content and face

validity of the research, and it was tested with the help of expert suggestions and guidance within a specific sample of respondents.

Reliability Test

For the reliability of data, pre-testing of the three variables related questionnaires has been carried out prior to the questionnaire distribution and use statistical tool Cronbach’s Alpha.

Table 1

Variable wise Result of Reliability Test Cronbach’s Alpha

Variables	Number of Items	Construct wise Cronbach's Alpha	Total Cronbach's Alpha
Self-efficacy	7	0.722	
Creativity and innovation	7	0.710	
Risk preference	7	0.726	

Source: Calculations based on survey 2022

Table 1 presents the Cronbach’s alpha value to test the construct wise reliability. In all cases the value of Cronbach’s Alpha is greater than 0.7. Hence, it shows the consistent result among the variables.

Data Modelling

The multiple regression model involves a single dependent variable and two or more independent variables, that simultaneously develops a mathematical relationship between two or more independent variables and an interval scaled dependent variable (Kothari & Garg, 2014) for studying the straight-line relationships among two or more variables. Bivariate regression estimates the β 's in the equation:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

Where,

Y = Dependent variable (agri-entrepreneurship performance)

B_0 = Y intercept

β_1 to β_i = Regression coefficients

X_i (independent variable), which are,

X_1 = Self -efficacy

X2 = Creativity and innovation

X3 = Risk preference

ε = error term

Results and Discussion

The researcher categorized the total sampled respondents based on gender, marital status, experience level and education status. The gender groups are male and female, marital status are married and unmarried, experience levels are up to 3 years, 3 to 5 years and above 5 years; and education level are up to 10 class, +2 level, bachelor level and master and above level are included.

Table 2

Respondents Profile

SN	Demographics	Frequency	%
1. Gender status	Male	241	59.5
	Female	164	40.5
	Total	405	100
2. Marital status	Married	377	93.1
	Unmarried	28	6.9
	Total	405	100
3. Experience	Up to 3 years	163	40.2
	3 to 5 years	69	17.0
	Above 5 years	173	42.7
	Total	405	100
4. Education status	Up to 10 class	83	20.5
	+2 level	202	49.9
	Bachelor level	115	28.4
	Master and above	5	1.2
	Total	405	100

Source: Field survey 2022

Table 2 demonstrates the number of respondents by gender for this study. Based on the findings, it appears that more male responses than female. Out of total 405 respondents, male respondents consist of 241 (59.5%), while female 164 (40.5%) respondents. Similarly, from the 405 respondents, 93.1 percent are married and remaining 6.9 percent are unmarried.

Similarly, Table 2 describes the number of respondents according to their experience level. Based on response of respondents, it appears that out of total 405 respondents, 40.2 percent, 17 percent and 42.7 percent experience level on up to 3 years, 3 to 5 years and above 5 years in related field correspondingly.

Likewise, the distribution of respondents by level of education, the greatest percent out of total 405 respondents is 49.9 percent of respondents are +2 level and 1.2 percent from master and above as least. Similarly, up to 10 class and bachelor are 20.5 percent and 28.4 percent respectively.

Descriptive Analysis

To examine the relative importance of each of the 21 statements, this section deals with the results of the aggregate analysis of the factors affecting individual variables. The respondents were asked to state their level of agreement and disagreement with each of 49 statements about their affecting factors (self-efficacy, creativity and innovation skill and risk preference level to agri-entrepreneurship and business network skill are as independent variables) and Agri-entrepreneurial performance as dependent variable on 5-point Likert Scale items.

Table 3

Descriptive Analysis

Self-Efficacy	Mean	SD
I have achieved better success than other competitors because of non-obstacle working opportunities	4.32	0.778
I have achieved what I expected as the aims	4.13	0.812
The success in entrepreneurship is the product of my own self confidence ability and concepts	4.2	0.716
success in entrepreneurship is more affected by ability, controls, and directions of entrepreneurs rather than other external forces	4.37	0.693
I am responsible myself for the success of entrepreneurship	4.51	0.67
The future of entrepreneurship is based on my own action and the way how I manage it	4.29	0.67
I have handled and managed the problems easily because of my own commitment to work plan	4.24	0.701

Creativity and innovation skill	Mean	SD
The old products are improved and new products are being creation as per the changing needs	4.36	0.838
There is improvement in quality and reduction in cost due to the process of product	4.14	0.757
Alternative raw materials and new markets are being searched	4.21	0.742
The other entrepreneurs are ready to involve me for creative activities	4.19	0.722
We should give time to innovate new ideas for successful entrepreneurs	4.31	0.699
The entrepreneurs who work with innovative and alternative ideas, they become successful than others	4.33	0.691
Being an imaginative, and creative entrepreneur, I follow distinct ways to each work	4.2	0.724
Risk preference level	Mean	SD
Every problem has got solution is the of working in entrepreneurship	4.28	0.909
To understand clearly the nature of risk while working is supportive in the management of risk	4.25	0.724
Failures develops entrepreneur to be laborious	4.2	0.896
I enjoy the challenges in the risky situation	3.19	1.192
An entrepreneur should be aware are of portfolio to be safe from the big risk	4.03	0.801
Risk taking is good strategy for possible high success in entrepreneurship	3.54	1.195
The risk reducing strategies are prepared in accordance to government's policy, and rules	3.94	0.859

Inferential Analysis

The respondent perceived their level of agri-entrepreneurial performance as per their self-efficacy (TSE), creativity and innovation skill (TCI) and risk preference level (TRP) in agri-entrepreneurial sectors has been presented in tables 4. The results of univariate regression analysis were adopted for the purpose of confirming hypothesis.

Table 4

Univariate Regression Analysis

Model	Intercept	TSE	TCI	TRP	Adjusted R ²	F test	N
1	1.522 (6.219) **	. 7 1 7 (16.729) **			.408	279.844	404
2	1.645 (8.945) **		. 6 0 9 (14.152) **		.330	200.274	404
3	2 . 6 8 2 (14.574) **			. 3 9 6 (8.478) **	.349	71.868	404

** significance at 5% level

Source: Author's calculation

Table 4 shows the regression results of effect of self-efficacy (TSE), creativity and innovation skill (TCI) and risk preference level (TRP) on the agri-entrepreneurship performance. Result shows that all the variables have significant positive effect on the agri-entrepreneurship performance when they are regressed individually (Model 1, 2 & 3). All the coefficients are positive and statistically significant. It means that performance of agri-entrepreneurs is dependent on personal promotional factors: self-efficacy, creativity and innovation skill and risk preference level. Though value of adjusted R² is low, low p value of F test confirms fitness of model.

Table 5*Bivariate Analysis*

Model	Intercept	TSE	TCI	TRP	R ²	F - test	N
1	.821 (4.322) **	.517 (9.203) **	.280 (5.290) **		.445	163.284	404
2	.727 (3.596) **	.644(14.395) **		.189 (4.655) **	.437	157.934	404
3	1.280 (6.319) **		.530 (11.349) **	.179 (3.987) **	.354	111.732	404

** significance at 5% level

Source: Author's calculation

In table 5 independent variables self-efficacy (TSE), creativity and innovation skill (TCI) and risk preference level (TRP) are jointly regressed in bivariate regression (Model 1, 2 & 3). The coefficient of self-efficacy (TSE) and creativity and innovation skill (TCI) is positive and significant in Model 1. Similarly, Model 2 self-efficacy (TSE) and risk preference level (TRP) are jointly regressed and the coefficient of risk preference level (TRP) found to be positive and significant. Furthermore, when creativity and innovation skill (TCI) and risk preference level (TRP) are jointly regressed the coefficient of creativity and innovation skill (TCI) related variable found to be positive and significant (Shrestha, 2020).

The result of this study indicates that self-efficacy significantly impacts on agri-entrepreneurship performance. In support of this finding (Arabi & Abdalla, 2020) observed a strong positive relationship between agri-entrepreneurs' self-efficacy level on agri-entrepreneurship performance. In a related study, Tien (2021), Choudhury and Easwaran (2019) and Essel et al. (2019) also reported a significant positive relationship of self-efficacy on agri-entrepreneurship performance. Similarly, Arafat et al. (2018) has found that individuals who are confident in their own skills and knowledge are likely to be a success agri-entrepreneurship.

Further, this study finds that creativity and innovation affect the agri-entrepreneurship performance. This result confirms the results of earlier studies of (Mohleli & Rantlo, 2016). This finding is consistent with the existing literature on entrepreneurship and the result of hypothesis is significant which is the same claim. Same way, some studies claim that creativity and innovation level of agri- agri-entrepreneurs has positively impacts on agri-entrepreneurship performance which denotes that as technical, financial and market risk (Abdalla, 2020).

Similarly, the study reveals a significant positive relationship between risk preference level and agri-entrepreneurship performance. The finding also supported by Arafat et al. (2018), Shaowel et al. (2022) and Adobor (2020) financial risk (interest) and business environment risk could increase agri-entrepreneurship performance. Adversary, Devkota et al. (2022) claimed that 55.7% of the 21–30 age group farmers reported that unknown risk-taking provide the opportunities for agri-entrepreneurship performance success.

Conclusion

On the basis of overall study findings of the present study concluded on the overall level of agri-entrepreneurial performance of agri-entrepreneurs was positive relation on their self-efficacy, creativity and innovation skill, risk preference level on agri-entrepreneurship performance. The overall level of agri-entrepreneurial performance was confirmed statistically significant in terms of sector wise disaggregation of the respondents and selected constructs of inquiry jointly regressed variables has decreased in their role on agri-entrepreneurship performance increase. From the overall descriptive statistical consideration, self-efficacy factor is highly positive personal promotional factor and least one is risk preference level of agri-entrepreneur impact on performance.

In this study, only personal factors are considered as determining factors in agri-entrepreneurship performance, for future researcher other factors could be determined. In addition, from the research methodological point of view, a longitudinal study will also serve as a good gap that will help to explore the relationship between the entrepreneurial personal factors. The future research should collect the data from the same sample at different point of time so an almost accurate examination of the causal relationship tests could be studied.

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