

INVESTIGATION ON THE AFFECTIVE COMPONENTS TO ENCOURAGE THE RURAL YOUTH TO AGRICULTURAL ACTIVITIES IN IRAN

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Abstract

The major purpose of this study was to analysis of affective components in encouraged the rural youth to agricultural activities in the West Azerbaijan province of Iran. The population statistics of the study were consisted of the rural youths that lived in rural regions of the West Azerbaijan province. By using Cochran formula sample size was determined as 239 people. The data collection tool was the questionnaire. Reliability coefficient of the questionnaire was obtained by Cronbach's alpha that was 0.87. Results showed that affective components the rural youth to agricultural activities included economical, socio-cultural, policy-making, geographical and - extension - educational components. These five components accounted for 72 percent of the variance in the encouragement of the rural youth to agricultural activities.

Key words: *affective components, agricultural activities, encouragement, Iran, rural youth*

INTRODUCTION

In Iran, agriculture is one of the most important economic sectors. The agricultural sector provides about a quarter in employments of human labor force and 33% of exports in Iran. Also Iran has advantages in producing agricultural goods [8, 12].

Despite the important role of agriculture in food production, employment and exports, unfortunately rural communities faced with numerous problems. These involve issues such as poverty, unequal income distribution, unemployment, low productivity, unskilled labor force and lack of appropriate extension system in the agricultural sector [9]. New approaches in sustainable development, give most attention to the Human Resources Development (HRD). Governments have taken expanding efforts to use human capabilities factors and orientation to the educational activities for the empowerment of human resources [4, 7].

Future economy depends on the rural youth stability in agricultural sector [15]. Investment in education and empowerment on the rural youth provides assurance and achieves to

economic and social development for the community. The process bring reduces undesirable phenomena such as migration to urban areas [2]. The rural youth have acceptable level of education and literacy in comparison with other member of the rural societies. In addition the rural youth have more readiness for change in the villages. In fact, the rural youth were the potential forces for development in rural areas and these groups have more interest to make changes in the agricultural sector and are more interested to accept new technologies [6]. Country's agricultural development was dependent to the rural youth and young farmers that were interested in agricultural activities [13, 16]. One of the main important subjects of each individual in their life was career choices [14]. There are the major turning points in the lives of people that are influenced on the job selection process. This decision plays an important role in the future of the individual. Usually environment and opportunities have considerable role in the job selection process. Tavassoli [17] believed that the effective values were different with each other in the selection of jobs n each culture. The process

career according to the individuals' ambitions can be influenced by variables such as: education, social class, parental social class, cultural and social issues and geographical region. It is clear that another factor such as: success in competition with others (high financial income) was one of the fundamental principles in career choice process. And other factors in work are job security, job stability, progress considered in choosing jobs among the young people [10].

Today, signs of progress are expressed in any society by labor employment rate [11]. Statistics indicated that there are about 23 million rural youth in rural areas in Iran. This youth population must be educated and influence all level of society. Therefore, policy-makers and planners faced with an important subject to use this huge capacity to development [3]. Alibaygi, et al [2] believed that economical, infrastructural, social and cultural factors affected migration of rural youth to urban areas. Also Bilsborrow [3] pointed to political, financial, social and physiological factors in migration of rural people.

The issues such as migration to urban areas have negative consequences in economic, social and cultural growth rate [1]. Essential condition for agricultural development in the long term was attracting the youth to agricultural activities.

West Azerbaijan Province has good capabilities to investment, like agricultural activities. Also majority of population that live in this province, work in agricultural activates. Considering the importance role of agriculture in the west Azerbaijan province, a variety of procedures must be done by policymakers and governments planers. One of these procedures provides the necessary mechanisms to attract the rural youth to agricultural activities and prevent them from coming to urban areas.

Studies indicated that in the West Azerbaijan Province, participation rate of the rural youth decreased in agricultural activities in recent years. In addition, the trend of rural migration in comparison with last decade has more increased. The rural youth were the major part of the migratory groups. Therefore, researcher

wants to investigate attitudes of rural youth about agricultural activities and also study effective components on the survival of the rural youth in the rural areas of the West Azerbaijan province.

MATERIALS AND METHODS

The methodology used in this research was survey which included the use of correlation and descriptive analysis as data processing methods. A questionnaire was developed based on interviews and the relevant literature. The questionnaire included both open-ended and fixed-choice questions. A 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) was applied as a quantitative measure. Content and face validity were established by a panel of experts consisting of faculty members and experts in the social science. A pilot study was conducted with rural youth people who had not been interviewed before the earlier exercise of determining the reliability of the questionnaire for the study. Cronbach's Alpha coefficient was 0.87, which demonstrated that the questionnaire was highly reliable. The research population included rural youth (14-29 years) that lived in villages of the West Azerbaijan Provinces (N = 25,631). By using a Cochran formula, sample size was determined at 239. Multivariate regression analysis were used, to determine influencing factors in encourage the rural youth to agricultural activities by Statistical Package of social Science (SPSS18).

RESULTS AND DISCUSSIONS

The results of descriptive statistics show that the average age of respondents were 22.9 years, with 4.7 years agricultural year experience. The average of family land was 6.5 hectares and the average of family annual income was 6.5 billion. The majority of them (66.5%) were male (Table 1).

Job selection process was influenced by various motives.

Table 1. Personal characteristics of respondents

Variables	Mean	SD	Max	Min
Age	22.9	5.14	29	14
Age experience in agricultural activities	4.7	7.5	13	4
Family annual income (billion)	6.5	5.7	40	1.5
Amount of agricultural land(hectare)	6.5	5.2	50	3
Distance from City(km)	20.5	14.37	65	1

The findings indicated that talent and ability of youth was ranked as the first motivates (CV =0.271), also motivation and personal interest (CV=0.318) was ranked as the second and the status of family life style (CV=0.330) was ranked as the main prioritize motivations of career choice from respondents' viewpoints. Other findings are shown in table 2.

Table 2. Motivations of career choice from rural youth perception

	Mean	SD	CV	Rank
Talents and abilities of youth	3.53	0.96	0.271	1
Motivation and personal interest	3.39	1.18	0.318	2
Life style and livelihoods of people	3.27	1.08	0.330	3
Serve to members of society	3.34	1.15	0.344	4
Due to its credibility and social status of the jobs	3.26	1.18	0.361	5
Financial income	3.23	1.19	0.368	6
Being easy job	2.75	1.30	0.472	7

Strongly agree=5, Agree=4, Intermediate=3, Disagree=2, Strongly disagree=1
Source: Own calculation.

Based on the results of the study, values and credibility of job in the community (CV =0.333) and the personal wishes (CV=0.347) and parental attitudes about jobs (CV =0.355) were the important factors influencing people on the selection process from the viewpoint of the rural youth. Other findings are shown in the table 3.

Table 3. Affecting people in rural youth career from rural youth perception

	Mean	SD	CV	Rank
Values and credibility of job in the community	3.48	1.16	0.333	1
Personal wishes	3.80	1.32	0.347	2
Parental attitudes about job	3.38	1.20	0.355	3
Attitude of other family members	2.87	1.10	0.383	4
School teachers and educational system	3.05	1.23	0.403	5
Mass media and other media	3.12	1.27	0.407	6
Friends and peers	2.62	1.16	0.442	7

Strongly agree=5, Agree=4, Intermediate=3, Disagree=2, Strongly disagree=1
Source: Own calculation

The various components were effective in the job career process. Major barriers identified inhibiting absorption of the rural youth to agricultural businesses in West Azerbaijan Province. Results showed that difficulties of farming as a job (CV=0.278) and low-income of agricultural activities (CV=0.283) were the main reasons to reduce the rural youth's interest in the agriculture activities (Table 4).

Table 4. The cases that reduces interested of rural youth to agricultural activities

	Mean	SD	CV	Rank
Difficulties of farming job	3.91	1.91	0.278	1
Low-income in agricultural activity	3.67	1.04	0.283	2
lack of interesting to agriculture	3.60	1.07	0.297	3
Lack of suitable future career	3.98	1.18	0.320	4
Less attention of community people to agricultural sector	3.52	1.15	0.326	5
Lack of necessary facilities for agriculture (water, land, capital)	3.38	1.22	0.360	6

Strongly agree=5, Agree=4, Intermediate=3, Disagree=2, Strongly disagree=1
Source: Own calculation

Spearman coefficient was employed for measurement of relationship between independent variables and dependent variable. Table 5 displays the results which show that there was relationship between perception of respondents about attracting to agricultural activities and socio-cultural, economical, policy-making, geographical and extension-educational factor as independent variables. Table 6 shows the result for regression analysis by enter method. Independent variables that were significantly related to perception of respondents about attracting to agricultural activities were entered. The result indicates that 72 percent of the variance in the perception of respondents could be explained by socio-cultural, economical, policy-making, geographical and extension-educational components.

Based on statistically significant variables in the regression analysis, and constant values, the regression equation could be derived. The final multivariate regression in the model by B and β coefficients was:

$$y = 28.37 + 0.507x_1 + 0.738x_2 + 0.376x_3 + 0.361x_4 + 0.378x_5$$

$$y = 0.388x_1 + 0.466x_2 + 0.320x_3 + 0.253x_4 + 0.357x_5$$

The perception of the rural youth about attracting to agricultural activities in West Azerbaijan province was discussed in this

paper. These findings show that respondent's attitudes about agricultural activities, talent, and people's lifestyle have important role in motivations of the rural youth to be attracted in agricultural jobs.

Table 5. Correlation coefficient measures between independent variables and dependent variable

affective components	rs	Sig.
Socio – cultural components	0.632**	0.000
Economical components	0.726**	0.000
Policy-making components	0.428**	0.000
Geographical components	0.318**	0.000
Extension-educational components	0.522**	0.000

**= P<0.001

Source: Own calculation

Table 6. Multivariate Regression Analysis

Variable	B	β	t	Sig.
Constant	28.37	---	11.43	0.000
Social – cultural components (x ₁)	0.507	0.388	3.58	0.001
Economical components (x ₂)	0.738	0.466	3.60	0.001
Policy –making components (x ₃)	0.376	0.320	2.18	0.001
Geographical components (x ₄)	0.359	0.253	1.99	0.034
Educational-Extensional components (x ₅)	0.378	0.367	1.97	0.045
R=0.852 R ² _{adj} = 0.726 F=47.81 Sig: 0.000				

Source: Own calculation

The results show that the values of jobs from viewpoint of community people, individual aspirations and attitudes of parents have the greatest impact on job process choice from viewpoints of the rural youth. Therefore, policy-makers must have good procedures to increase value of agricultural jobs in the public view of community people through cultural programs by various media, especially radio and television. Research findings also show that the hardness and low-income of agricultural activities were the main reasons for lack of attraction to agricultural activities among rural youth people in West Azerbaijan Province.

The results show that there was relationship between perception of respondents about attracting to agricultural activities and socio-cultural, economical, policy-making, geographical and extension-educational factor as independent variables.

The multivariate regression analysis indicated that about 72 percent of variance in respondents' attitudes about agricultural activities could be explained by socio-cultural, economical, policy-making, geographical and extension-educational.

These Findings are in accordance with other researchers such [10, 2, 5].

The results of regression analysis demonstrated that economical factor is the important factors affecting the attracting the rural youth to agricultural activities.

CONCLUSIONS

Rural youth are the primary productive human resource of socio-economic development. It is therefore, essential to locate the role of youth in mainstream development and point to the factors that affecting to attract rural youth to agricultural activates. Young minds are creative minds and youth are capable of achieving seemingly impossible tasks such as monsoon management and doing the agricultural activates. Rural program designers need point to provide the strong services sector in rural area. Agri-business centers and agri-clinics are needed on a big scale. Farm schools will have to be established in the fields of young farmers, in order to promote young farmer to farmer learning. Value addition will have to be done to primary products in order to increase rural people income. New technologies will have to be introduced, such as biotechnology after careful consideration of risks and benefits. Given that agricultural producers age are increasing in rural area of Iran. Therefore it is necessary skilled manpower replace them. No doubt will be possible to provide the workforce with rural youth in rural areas. Accordingly, planners should pay attention to the effective component that attracting rural youth in agricultural activates.

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