

The Proclivity of Re-migrating to Entrepreneurship in Livestock: A Case Study of Malaysian FELDA Youth

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Abstract

Unemployment issue among youth is gaining attention and becoming a crucial agenda worldwide, including Malaysia. One of the methods to lessen this issue is the sustainability of national food security via livestock entrepreneurship. Livestock entrepreneurship is becoming a challenge due to the re-migrating problem among the young generation, prompted by the lack of successors in this industry. The re-migration to the origin place towards livestock entrepreneurship is not only able to provide employment opportunity and self-income but also act as a colossal protein supplier to the population. Thus, this study aims to highlight the proclivity of FELDA youth to re-migrate to a rural area to become livestock entrepreneurs in the future. This study has formulated a conceptual framework through the integration of Lee's Migration Decision theory (migration force) and Theory of Planned Behaviour (TPB) in order to discover the youth's inclination to re-migrate to the rural area to embrace livestock entrepreneurship. A total of 300 FELDA youth were collected via a self-administered questionnaire which has utilised the purposive sampling technique. The data was analysed and tested via descriptive analysis and Hierarchical Multiple Regression by using IBM SPSS Statistics. The main findings have confirmed that the factors of attitude, perceived behavioural control and the pressure to migrate are significant and positively related; meanwhile, the subjective norm is insignificant to youth's intention to re-migrate towards livestock entrepreneurship. The nature of the study is essential to strengthen the existing policies and develop business ideas towards producing future livestock entrepreneurs in the community.

Keywords

Re-migration Entrepreneurship Livestock Theory of planned behavioral (TPB) Lee's migration theory Hierarchical Multiple Regression

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