
Factos affecting the profitability of agripreneurs in Bulacan

Victoria, N. J. *

Institute of Management, Bulacan Agricultural State College, Pinaod, San Ildefonso, Bulacan, Philippines.

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Abstract Based on the outcomes of research investigation, personal characteristics, specifically, the information seeking behavior was significantly affected the profitability of the agripreneur. Also, it revealed that the entrepreneurs strongly agreed in the contribution of the local government unit in the agri-enterprise through the provision of training, monitoring and sharing of expertise but did not aid to increase their profitability. Lastly, market problems were found out to be a challenge that decreased the profitability of agripreneurs.

Keywords: Profitability, Agripreneurship, Agripreneur, Return on investment

Introduction

In the Philippines, the agriculture sector essentially contributed 6.71 percent growth in Gross National Income (GNI) and targeted a 6.92 percent increment on Gross Domestic Product (GDP). Nine (9) percent of the country's total export earning is attributed from agriculture (Philippine Statistics Authority [PSA], 2016).

The agriculture sector can open the window for more income per unit of area and time, simultaneously creating agro-based job opportunities (Singh *et al.*, 2016). The labor force consisted of about 43.36 million persons and 95 percent were employed. The agriculture sector provided employment for 11.06 million persons covering 27 percent of the national employment (PSA, 2016).

Agripreneurship can be described as the entrepreneurial process involved in agriculture or the allied sectors (Rao and Kumar, 2016). This process includes adopting new methods and techniques in agriculture and its allied sectors for better output and economic contribution. According to Dollinger (2003), entrepreneurship in agriculture is the establishment of innovative economic organization promoting growth or gain while handling the risk and uncertainty conditions.

Agripreneurship contributes to the growth and development of the national economy in a variety of ways, including entrepreneurial development,

* **Corresponding Author:** Victoria, N. J.; **Email:** nerilyn.victoria16@gmail.com

which raises income and expands employment opportunities in both rural and urban areas (Bairwa and Kushwaha, 2012). According to Alex (2011), the emergence of free market economies around the world has fueled the growth of a new entrepreneurial spirit known as "agripneurship," as well as an increased individual desire to manage their own businesses.

The study was guided by the Human Capital Theory. The economist Theodore Schultz created the human capital theory (1960s). To replicate the worth of human capacities, he developed the term "human capital." Human capital, according to this theory, is a measure of an employee's skill set's economic value. It could be invested in by a person through education, training, and better perks, all of which can contribute to an increase in the quality and quantity of their output. As a result, human capital theory was created to explain variances in employee financial returns. Human capital theory was used in this study such that personal, social and entrepreneurial characteristics were used to evaluate how it affects the profitability of the agripneurs. A study conducted by Unger *et al.* (2011) explained that human capital characteristics such as education, experience, knowledge, and skills have been considered as critical resources for the success of entrepreneurial firms. The study aimed to identify the different factors affecting the profitability of agripneurs in Bulacan.

Materials and methods

Research design

The researcher used correlational research design. The collected data contained independent-dependent variables which described the interrelation of the different factors affecting the profitability of agripneurs as affected by their socio-demographic characteristics, characteristics of agripneurs, role of different linkages and the problems faced by the agripneurs and subjected to different statistical analyses depending on its nature and requirement.

Sampling and data gathering techniques

The researcher asked permission from the Provincial Agriculture Office (PAO) to be able to help in accessing vital documents that needed to conduct the study such as the list of agripneurs. Before data collection, a courtesy call was also done to the Municipal Agriculturists of the selected municipalities and the Barangay Chairmen of the farming communities involved in this study.

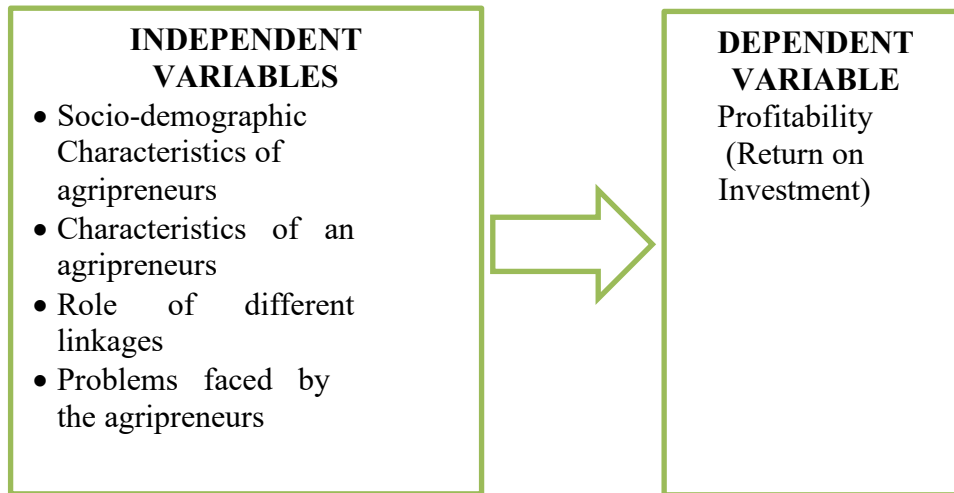


Figure 1. Conceptual Framework of the Study

The survey method was used to gather the needed information/data and conducted through face-to-face interview using a pre-tested questionnaire among the identified agripreneurs. For quantitative method of research, the researcher used the interview guide questions, camera, recorder and notes to assure the reality, reliability and validity of all the data and information. The researcher made a list of agripreneurs from the master list given by the Provincial Agriculture Office in Bulacan. Using Cochran sampling method, 103 respondents were selected in which eighteen respondents came from District 1, eighteen respondents from District 2, sixty respondents emanated from District 3 and seven (7) from District 4 from the total population of 160 agripreneurs. The Cochran sampling method formula used is shown below:

$$n = \frac{n_0}{1 + \frac{(n_0 - 1)}{N}}$$

Statistical analysis

The gathered data was collected, summarized, tabulated, and analyzed using a statistical analysis software. Test of means and standard deviation were used to determine the personal, social and entrepreneurial characteristics, role of the linkage of the different institutions and problems faced by the agripreneurs. Pearson’s Product Moment Correlation (Pearson’s r) was used to determine the

relationship between characteristics of agripreneurs, role of different linkages, problems faced by the agripreneurs and their profitability.

Results

Characteristics of agripreneurs

Agripreneurs described themselves as risk-takers and are efficiency oriented (Table 1). The respondents *almost always* (mean = 1.48) took the possibility that something bad or unpleasant happened and accepted the fact that breakeven or loss might be the result of production (mean = 1.59). It is also noted that agripreneurs are efficiency oriented because they almost always (mean = 1.38) look or find ways to do things faster or at lesser cost and try to gain large quantity of production without sacrificing the quality (mean = 1.52).

Agripreneurs were found to be innovative and hard working. Being innovative, respondents almost always have new ideas or methods about how business can be done (mean = 1.56) and experimented to discover new system applicable in the business process (mean= 1.55). This table also displays the affirmative response of hard-working farmers who almost always applied extra effort to achieve success (mean= 1.47) and valued time no matter how hard it takes to reach the target (mean= 1.41).

Table 1. Characteristics of agripreneurs in terms of personal characteristics

Personal Characteristics	Mean	SD	V.I
<i>Risk-taking</i>	1.53		
Takes the possibility that something bad or unpleasant will happen	1.48	.684	Almost Always
Accepts the fact that breakeven or loss might be the result of production	1.59	.663	Almost Always
<i>Efficiency Orientation</i>	1.45		
Looks for or finds ways to do things faster or at less cost	1.38	.596	Almost Always
Tries to gain large quantity of production without sacrificing the quality	1.52	.592	Almost Always
<i>Innovativeness</i>	1.56		
Has new ideas or methods about how business can be done	1.56	.605	Almost Always
Experiments to discover new systems applicable in the business process.	1.55	.590	Almost Always
<i>Hard Work</i>	1.44		
Applies extra effort to achieve success.	1.47	.607	Almost Always

Values time no matter hard it takes to reach the target.	1.41	.601	Almost Always
<i>Optimism</i>	1.50		
Increases ability to motivate needed commitment and action.	1.54	.574	Almost Always
Sets goals which are achievable.	1.47	.591	Almost Always
<i>Information seeking behavior</i>	1.48		
Does personal research on how to provide a product or service, consults experts for business or technical advice.	1.47	.591	Almost Always
Keenly observes the current improvements to the business.	1.50	.640	Almost Always
<i>Self-Confidence</i>	1.42		
Expresses confidence in his or her own ability to complete a task or meet a challenge.	1.41	.601	Almost Always
Has the ability to carry the business in a positive way.	1.44	.589	Almost Always
<i>Expertise</i>	1.52		
Has experience in the same area of business	1.49	.608	Almost Always
Has skill in finance, accounting, production, selling before starting business.	1.55	.638	Almost Always
<i>Persistence</i>	1.46		
Takes repeated or different actions to overcome an obstacle.	1.47	.591	Almost Always
Consistently works to reach the goal.	1.46	.623	Almost Always
<i>Organize</i>	1.53		
Breaks a large task down into subtasks or subgoals, anticipates obstacles, and evaluates alternatives.	1.47	.574	Almost Always
Creates simple standardization program to meet tasks	1.53	.669	Almost Always
Sets plans for future occurrence of problems.	1.59	.663	Almost Always
<i>Personal Characteristics</i>	1.49	.412	Almost Always

**1=Almost always 2=Sometimes 3=Every once in a while 4=Rarely 5= Never

Respondents also possessed optimism and information seeking behavior. They are showcased optimism with their increased ability to motivate needed commitment and action (mean= 1.54) and set goals which are achievable (mean= 1.47). As information seekers, the agripreneurs almost always did personal research on how to provide a product or service, consulted experts for business or technical advice (mean= 1.47) and almost always observed the current improvements to the business (mean= 1.50).

Self-confidence and expertise are concerned the characteristics of agripreneurs. Agripreneurs almost always expressed confidence in his or her own ability to complete a task or meet a challenge (mean= 1.41) and almost always had the ability to carry the business in a positive way (mean= 1.44). Agripreneurs almost always had experience in the same area of business (mean= 1.49) and almost always had skill in finance, accounting, production, selling before starting business (mean= 1.55) defying their expertise.

Agripreneurs almost always were repeated or different actions to overcome an obstacle (mean= 1.46) and consistently worked to reach the goal (mean= 1.46) as they possessed persistence. They almost always break down into subtasks or subgoals, anticipated obstacles, and evaluated alternatives (mean= 1.47), created simple standardization program to meet tasks (mean= 1.53) and have set plans for future occurrence of problems (mean= 1.59) as they were found to be organized.

Table 2. Characteristics of agripreneurs in terms of social characteristics

Social Characteristics	Mean	SD	V.I
<i>Coordinating Ability</i>	1.67		
Has the capacity to organize one's own work and to link it with the overall.	1.65	.667	Almost Always
Treats every worker/laborer as a very important part of the business.	1.69	.642	Almost Always
<i>Opportunity-seeker</i>	1.69		
Seizes unusual opportunities to start a new business, obtain financing, land, work space or assistance.	1.69	.611	Almost Always
Grabs opportunity immediately.	1.70	.591	Almost Always
<i>Goal-oriented</i>	1.80		
Develops or uses procedures to ensure that work is completed or that work meets standards of quality.	1.70	.684	Almost Always
Applies check and balance to maintain the business good standing.	1.90	.798	Almost Always
<i>Expert Networking Skills</i>	1.81		
Acts to develop business contacts, uses influential people as agents to accomplish own objectives.	1.80	.719	Almost Always
Mutually depends on the people you know to promote the business.	1.83	.785	Almost Always
<i>Social Characteristics</i>	1.74	.549	Almost Always

*1=Almost Always 2=Sometimes 3=Every Once in a While 4=Rarely 5= Never

It showed the characteristics of agripreneurs in terms of social characteristics (Table 2). Agripreneurs possess coordinating ability and opportunity-seekers. Respondents almost always (mean=1.65) had the capacity to organize one's own work and to link it with the overall and treated every

worker/laborer as a very important part of the business (mean=1.69). Respondents almost always seized unusual opportunities to start a new business, obtained financing, land, workspace or assistance (mean=1.69) and grabbed opportunity immediately (mean=1.70).

Respondents were found to be almost always developing or using procedures to ensure that work is completed or that work meets standards of quality (mean=1.70) and applied check and balance to maintain the business good standing (mean=1.90) which defined them as goal oriented. Respondents with expert networking skills which *almost* always act to develop business contacts, used influential people as agents to accomplish their own objectives (mean=1.80) and mutually depend on the people you know to promote the business (mean= 1.83).

In general, agripreneurs “almost always” possessed the social characteristics (mean=1.74) including good coordinating ability, opportunity-seeker, goal-oriented and expert networking skills.

Agripreneurs were implied as market and customer-service oriented (Table 3). Respondents “almost always” conceptualized techniques to dispose products in the market (mean=1.72) and adopted with a certain marketing trend (mean=1.78). Respondents are almost usually acted to form rapport or friendly ties with farmers/customers (mean=1.76) and created harmonious relationships with people associated in the business to promote recurring smooth transactions (mean=1.73), according to the table.

As persuasiveness entrepreneurial characteristic, respondents “almost always” convinced someone to buy a product or service or provided financing (mean=1.75) and asserted their own competence, reliability or other personal or company qualities (mean=1.66). Respondents “almost always” had the ability to adapt to changes in the work force and new technologies with a mean of 1.72 which reflected their versatility. In terms of resourcefulness, respondents “almost always” are solved problems by innovating solutions (mean=1.68) and made available resources to achieve their objectives (mean=1.72). Generally, agripreneurs “almost always” possessed entrepreneurial characteristics (mean= 1.72).

Role of different linkages

Result revealed the role of different linkages such as local government unit, academe and private sectors affecting the return-on-investment agripreneurs (Table 4). The local government unit, respondents “strongly agreed” (mean=1.42) that they are implemented regular monitoring in every farm, informed farmers about new technologies (mean= 1.49), facilitated trainings and

field days properly (mean=1.48), immediately responded to farmer’s queries (mean=1.48) and shared their expertise without hesitations (mean=1.47). Generally, agripreneurs “strongly agreed” that the local government unit contributed to achieve their targeted of return on investment (mean=1.46).

Table 3. Characteristics of Agripreneurs in terms of Entrepreneurial Characteristics

Entrepreneurial Characteristics	Mean	SD	V.I
<i>Market-oriented</i>	1.75		
Conceptualizes techniques to dispose products in the market.	1.72	.772	Almost Always
Adopts with a certain marketing trend.	1.78	.727	Almost Always
<i>Customer-service Oriented</i>	1.74		
Acts to build rapport or friendly relationships with farmers/customers.	1.76	.773	Almost Always
Creates harmonious relationship with people involved in the business to promote repeated smooth transaction.	1.73	.674	Almost Always
<i>Persuasiveness</i>	1.70		
Convinces someone to buy a product or service, or provide financing.	1.75	.667	Almost Always
Asserts own competence, reliability or other personal or company qualities.	1.66	.635	Almost Always
<i>Versatility</i>	1.72		
Has the ability to adapt to changes in the work force.	1.72	.692	Almost Always
Has the ability to adapt to new technologies.	1.72	.663	Almost Always
<i>Resourcefulness</i>	1.70		
Solves problems by innovating solutions.	1.68	.630	Almost Always
Makes use of available resources to achieve his objectives.	1.72	.663	Almost Always
<i>Entrepreneurial Characteristics</i>	1.72	.562	Almost Always

*1=Almost Always 2=Sometimes 3=Every Once in a While 4=Rarely 5= Never

With respect to the academe, respondents “strongly agreed” that the academy helped to organize agriculture related trainings/seminars properly (mean=1.80), which provided expert to conduct training/seminar (mean=1.82) and provided immediately response to farmer’s queries (mean=1.84). Moreover, respondents “agreed” with a mean of 2.17 that the academy provided financial assistance. Generally, agripreneurs “strongly agreed” that the academy contributed to achieve their good returned on investment (mean=1.91).

Table 4. Role of different linkages contributing to the profitability of agripreneurs

Item	Mean	SD	V.I
<i>Local Government Unit (LGU)</i>			
Implements regular monitoring in every farm.	1.42	.588	Strongly Agree
Informs farmers about new technologies	1.49	.575	Strongly Agree
Facilitates trainings and field days properly.	1.48	.575	Strongly Agree
Responds immediately to farmer's queries.	1.48	.540	Strongly Agree
Shares their expertise without hesitations.	1.47	.539	Strongly Agree
<i>Local Government Unit</i>	1.46	.499	Strongly Agree
<i>Academe</i>			
Organizes agriculture related trainings/seminars properly.	1.80	.677	Strongly Agree
Provides expert to conduct training/seminar	1.82	.606	Strongly Agree
Provides immediate response to farmer's queries.	1.84	.622	Strongly Agree
Provides financial assistance.	2.17	.785	Agree
<i>Academe</i>	1.91	.566	Strongly Agree
<i>Private Sectors</i>			
Provides support in banking through loan assistance.	2.61	.703	Agree
Facilitates trainings/seminars.	2.43	.680	Agree
Creates employment opportunity for farmers through contract growing.	2.52	.726	Agree
<i>Private Sectors</i>	2.52	.595	Agree

*1=Strongly agree 2=Agree 3=Neither Agree nor Disagree 4=Disagree 5= Strongly Disagree

Lastly, the private sectors got an affirmation from the respondents whom all similarly "agreed" that they supported in banking through loan assistance (mean=2.61), facilitated trainings/seminars (mean= 2.43) and created employment opportunity for farmers through contract growing (mean=2.52). In general, agripreneurs "agreed" that the private sectors contributed to achieve their good returned on investment (mean=2.52).

Problems faced by the agripreneurs

It showed the problems faced by the agripreneurs in terms of technical, managerial, personal, financial and market problems (Table 5). In terms of technical problems, respondents "neither agree nor disagreed" with regards to lack of own farm area (mean=3.27). Moreover, respondents similarly "agreed" that some of the problems were lack of own vehicle to transport goods/produce (mean=2.87), lack of knowledge and skills on budgeting (mean=2.77) and lack of training on agri-enterprises (mean=2.77). In general, agripreneurs "agreed" that they faced the technical problems (mean= 2.92).

Table 5. Problems faced by the agripreneurs in terms of technical, managerial, personal, financial and market problems

Item	Mean	SD	V.I
<i>Technical Problem</i>			
Lack of own farm area	3.27	1.113	Neither Agree nor Disagree
Lack of own vehicle to transport goods/produce	2.87	1.194	Agree
Lack of knowledge and skills on budgeting	2.77	1.131	Agree
Lack of training on agri-enterprises	2.77	1.104	Agree
<i>Technical Problem</i>	2.92	.905	Agree
<i>Managerial Problem</i>			
Lack of managerial skill in entrepreneur	3.33	1.141	Neither Agree nor Disagree
Lack of experience in management	3.56	1.007	Neither Agree nor Disagree
Absence of agencies to provide management related trainings	4.13	.788	Disagree
<i>Managerial Problem</i>	3.67	.831	Neither Agree nor Disagree
<i>Personal Problem</i>			
Lack of self-confidence	4.37	.828	Disagree
Lack of support by family members	4.46	.751	Disagree
Lack of support by other community members	4.39	.783	Disagree
<i>Personal Problem</i>	4.40	.728	Disagree
<i>Financial Problem</i>			
Lack of working capital	2.74	1.313	Agree
Loan repayment	2.82	1.194	Agree
High interest rate	2.64	.895	Agree
Low profit	1.99	1.043	Strongly Agree
Inadequate loan facility	2.81	4.020	Agree
<i>Financial Problem</i>	2.59	1.29	Agree
<i>Market Problem</i>			
Lack of knowledge about product market	2.24	1.062	Agree
Fluctuation of price due to supply and demand curve	1.69	.780	Strongly Agree
Lack of promotional strategies	1.96	.753	Strongly Agree
<i>Market Problem</i>	1.96	.725	Strongly Agree

*1=Strongly agree 2=Agree 3=Neither Agree nor Disagree 4=Disagree 5= Strongly Disagree

In terms of managerial problems, respondents “neither agree nor disagree” showed both lack of managerial skill in entrepreneur (mean=3.33) and lack of experience in management (mean=3.56). It was remarkable that respondents “disagree” on the absence of agencies to provide management related training (mean=4.13). Generally, agripreneurs “neither agree nor disagree” that they faced managerial problems (mean=3.67).

It is noted that the personal problems of respondents likewise “disagree” on lack of self-confidence (mean= 4.37), lack of support by family members (mean= 4.46) and lack of support by other community members (mean= 4.39). Generally, agripreneurs “disagree” that they faced personal problems (mean= 4.40). It revealed that farmers “disagree” the personal problems which affected their profitability because they were confident to set aside their problems when it came to do farming as their business.

With regards to financial problems, respondents similarly “agreed” on most of the problems such as lack of working capital (mean=2.74), loan repayment (mean=2.82), high interest rate (mean=2.64) and inadequate loan facility (mean=2.81). It was remarkable that respondents “strongly agreed” on low profit (mean=1.99). In general, agripreneurs “agreed” that financial (mean=2.59) was one of the problems they encountered.

In dealing with the market problems, respondents “agreed” on lack of knowledge about product market (mean=2.24). Also, respondents “strongly agreed” on the fluctuation of price due to supply and demand curve (mean= 1.69) and lack of promotional strategies (mean=1.96). Generally, agripreneurs were “strongly agreed” they faced market problems (mean= 1.96). The respondent’s return on investment, most of the respondents fall on 1-100% which ranged to return on investment with 56.3%, followed by 101-200% range with 26.2% and only 17.5% fall on 201% and above range as presented in Table 6.

Table 6. Respondents’ Profitability (Return on Investment)

Profitability [ROI, (%)]	Frequency	Percentage
1-100	58	56.3
101-200	27	26.2
201 and above	18	17.5
<i>Total</i>	<i>103</i>	<i>100.0</i>

Relationship between the characteristics of agripreneurs and profitability of the agripreneurs

Relationship between information seeking behavior and profitability was significantly ($p=.045$) measured by the return on investment (Table 7). Also, weak negative correlation was observed between the information seeking behavior and profitability. It revealed that through agripreneurs’ drive to conduct personal research, consultation on experts for business or technical advice and keen observation on the current improvements to the business, and the “gate” to greater possibility to gain the profit.

Table 7. Relationship between the personal characteristics of agripreneurs and the return on investment of the agripreneurs

Personal Characteristics	ROI	Std. Deviation	Sig.
	Mean		
Risk-taking	1.5340	0.64	.108
Efficiency Orientation	1.4515	0.55	.231
Innovativeness	1.5583	0.56	.312
Hard Work	1.4369	0.58	.085
Optimism	1.5049	0.54	.087
Information Seeking Behavior	1.4806	0.59	.045*
Self-confidence	1.4223	0.52	.199
Expertise	1.5194	0.59	.495
Persistence	1.4612	0.59	.312
Organize	1.5306	0.58	.358
Grand Mean (Personal Characteristics)	1.4898	0.41	.067

*Personal Characteristics- 1=Almost Always 2=Sometimes 3=Every Once in a While 4=Rarely 5= Never
 *ROI = 1-100 101-200 201 and above, *Significant at 0.05 level

Relationship between social characteristics and profitability measured in terms of return on investment were not significantly observed. In terms of relationship between the entrepreneurial characteristics of agripreneurs and profitability which were measured by the return on investment of the agripreneurs showing no significantly ($p=0.147$) relationship.

Relationship between the role of different linkages and profitability of the agripreneurs

It showed that there was significantly shown in relationship between the role of local government unit and profitability which measured by the return on investment of agripreneurs ($p=.004$). Generally, the role of different linkages on agripreneurs' was found to be significantly resulted ($p=.018$) (Table 8).

Table 8. Relationship between the role of different linkages and the return on investment of the agripreneurs

Linkages	ROI	Std. Deviation	Sig.
	Mean		
Local Government Unit	1.4655	0.49	.004*
Academe	1.9078	0.57	.754
Private Sectors	2.5212	0.59	.248
Grand Mean (Linkages)	1.9648	0.44	.018*

**Linkages- 1= Strongly agree 2=Agree 3=Neither Agree nor Disagree 4=Disagree 5= Strongly Disagree

*ROI – 1-100 101-200 201 and above, *Significant at 0.05 level

Relationship between the problems faced by the agripreneurs and profitability of the agripreneurs

In terms of the relationship between the problems faced by the agripreneurs and profitability were measured by the return on investment of agripreneurs that significantly observed ($p=0.013$) in relationship as shown in Table 9. Particularly, market problems were found to be highly significant ($p=.000$) compared with other problems.

Table 9. Relationship between the problems faced by the agripreneurs and the return on investment of the agripreneurs

Problems	ROI	Std. Deviation	Sig.
	Mean		
Technical Problem	2.9199	0.91	.176
Managerial Problem	3.6728	0.83	.075
Personal Problem	4.4045	0.73	.078
Financial Problem	2.5981	1.29	.341
Market Problem	1.9639	0.73	.000*
Grand Mean (Problems)	2.7892	0.66	.013

**Problems- 1= Strongly agree 2=Agree 3=Neither Agree nor Disagree 4=Disagree 5= Strongly Disagree

*ROI = 1-100 101-200 201 and above

*Significant at 0.01 level

Discussion

Agripreneurs is almost always possessed the positive personal characteristics which were asked. This was supported by the study of Singh (2013) that agripreneurs in general should be proactive, curious, determined, persistent, visionary, hardworking, honest, with integrity and possess strong managerial and organizational skills to be successful. According to Reijonen and Komppula (2007), the personal characteristic of entrepreneur is one of the factors to be considered in the growth of a business. According to McElwee (2006), strong social relationships between farmers, manufacturers and consumers within the region are a key determinant of entrepreneurial success. He also added that one of the success factors of agripreneurs is to find a niche market for their developed products which could be more likely to proliferate if supported by regional organizations. According to Faria and Mixon (2016), agripreneurs tend to be market-oriented, forward-looking, and flexible to taking calculated risks, adapting new technologies and innovating in their use. They also focused on survival of their business and willingly exerted extra effort to make it sustainable. Nagalakshmi and Sudhakar (2013), detailed that both public and private sectors

must work together to do it all right in implementing policies, to achieve investments for farmers and motivate them at every level to increase production responsibly. In the study of Cororaton (1999), investment in research and extension has an annual rate of return of at least 35% which means that the respondents' profitability was achieved.

A weak negative correlation between local government units and profitability was also observed. This means that through the training conducted by the LGU, regular monitoring of the farm and sharing their expertise has an effect on the profitability of the agripreneurs. This was in contrast with the findings of the study of Emmanuel *et al.* (2018), revealing that local government unit has the least influential economic factor for the agripreneurs. A moderate positive correlation between market problem and profitability was also observed. This implies that the market problems decrease the possibility of agripreneurs to gain profit. This conformed with the findings of Mbam and Nwibo (2013) wherein entrepreneurial skills are necessary in achieving profitability in business is hindered by lack of market opportunities, lack of enabling environment, poor road network, inadequate information dissemination, high taxation and poor government policies on entrepreneurial development.

Based on the outcomes of this study, personal characteristics, specifically, the information seeking behavior can significantly affect the profitability of the agripreneur. This means that through agripreneurs' drive to conduct personal research, consultation on experts for business or technical advice and keen observation on the current improvements to the business, the gate to greater possibility to gain profit is opened. Also, this study revealed that the local government unit as provider of training, conducted monitoring and sharing of expertise has significantly affected agripreneurs but does not aid to increase their profitability. Lastly, market problems were found out to be a challenge that decreases the profitability of agripreneurs.

Based on the results of the study, it is recommended that agripreneurs' business could be profitable for the local government unit, academy and private sectors, to take into consideration the result and used as a basis for improving the linkage for the agripreneurs to gain higher return on investment through their extensive training/seminars, provision of expertise, financial assistance and immediate response to the farmer's queries and to address the market problems, agripreneurs which should be aware of the fluctuation of price due to supply and demand curve, improve their knowledge about product market and discover effective promotional strategies.

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