



American Journal of Agricultural Science, Engineering, and Technology (AJASET)

ISSN: 2158-8104 (ONLINE), 2164-0920 (PRINT)

VOLUME 9 ISSUE 3 (2025)



PUBLISHED BY
E-PALLI PUBLISHERS, DELAWARE, USA

An Analysis of Factors Shaping Entrepreneurship Development in agribusiness Enterprises in Yaoundé, Cameroon

Babit Gilbert Foncham^{1*}, Djeufack Dongmo Aristophane², Foncham Linda Konnant³

Article Information

Received: June 13, 2025

Accepted: July 17, 2025

Published: December 06, 2025

Keywords

Agribusiness Entrepreneurship, Business Development, Small and Micro Enterprises

ABSTRACT

Agribusiness entrepreneurship has emerged as a vital avenue for creating jobs and promoting sustainable development. Despite growing attention to this sector, small and micro agribusiness enterprises in Yaoundé continue to face numerous challenges that hinder their development. This study aimed to investigate the socio-economic factors affecting entrepreneurship development in these enterprises. Primary data were collected from 120 purposively selected agribusiness owners and managers across nine major markets in Yaoundé using semi-structured questionnaires. Descriptive statistics and multiple regression analysis were employed to analyse the data. The results revealed that most agribusiness entrepreneurs were male (73.3%), married (71.6%), and members of cooperatives (85%), with a significant number possessing secondary education and operating businesses valued between 1 and 2 million FCFA. Motivation to enter agribusiness was driven mainly by unemployment (56.2%). Key factors influencing entrepreneurship development included economic variables such as price stabilization and income satisfaction, alongside social, cultural, and managerial factors like group collaboration, benefit-sharing, and support from family and community. Regression analysis indicated that age, gender, marital status, and business size had positive effects on entrepreneurship development, whereas large family size and non-agribusiness occupations were negatively associated. The study concludes that while agribusiness remains a critical sector for economic empowerment, its development is influenced by both individual and structural socio-economic factors. It recommends the implementation of inclusive entrepreneurship policies, improved access to credit, and the integration of modern entrepreneurial training programs to enhance agribusiness performance and sustainability in Yaoundé.

INTRODUCTION

In Cameroon today, governments have increasingly acknowledged the role of agribusiness Small and Micro Enterprises (SMEs) in fostering job creation, improving living standards, and driving inclusive economic development (Chukwuma-Ume & Ume, 2025; Gadanakis, 2024). As a result, there is a growing commitment to promote entrepreneurship within the agribusiness sector as a strategy to diversify the economy away from a historic dependence on the primary sector (Ndah *et al.*, 2019). The term entrepreneurship refers to the dynamic process of creating incremental wealth, which is brought about by individuals who accept the risk and responsibility of combining resources to offer goods or services of value. The product or service itself may not be novel, but value is infused through innovation, resource optimization, and market responsiveness by the entrepreneur (Banerjee *et al.*, 2025).

The development of agricultural entrepreneurship has become an important national strategy to enhance agricultural productivity, commercialize value chains, and catalyse business-oriented farming marking a departure from policy priorities during the era of peak oil revenues (Mukaila *et al.*, 2024). Such a shift necessitates

the development of entrepreneurial and managerial competencies among farmers and agribusiness operators. This may involve institutional reforms to remove social, economic, and cultural barriers, as well as targeted programs to nurture individual capabilities such as creativity, motivation, and resilience (Nakiganda *et al.*, 2025; Valcin *et al.*, 2024).

Improving the competitiveness of agro-enterprises requires a dual approach: addressing systemic structural challenges and fostering individual entrepreneurial behavior (Ndofor *et al.*, 2025). Agribusiness in Cameroon operates across the entire value chain, from input supply to production, aggregation, processing, distribution, and consumption, with most rural SMEs embedded within this vertical structure (Kimengsi *et al.*, 2020). These enterprises are crucial for economic growth, poverty alleviation, and the transformation of rural livelihoods (Agholor *et al.*, 2024; Tulungen *et al.*, 2025).

In the face of dwindling government revenue from crude oil, the integration of entrepreneurship into agricultural development policy is both timely and essential. Encouragingly, government, private sector, and non-governmental programs are increasingly supporting agribusiness initiatives across the country, including

¹ Department of HND Agricultural Engineering, École Supérieure des Technologies et Industries Siantou (ESTIS), Siantou University Institute (IUS), Yaoundé, Cameroon

² Department of Economics and Project Management, Siantou Higher School of Management, Administration and Communication (ESMS), Siantou University Institute (IUS), Yaoundé, Cameroon

³ Department of Environmental Sciences, Higher Institute of Agriculture and Rural Development, Bamenda University of Science and Technology, Cameroon

* Corresponding author's email: babitgilbert@gmail.com

Yaoundé, the capital of the Centre Region. However, despite this support, many agribusiness ventures continue to face structural and operational constraints that inhibit their growth and long-term sustainability (Hashimi & Shaiq, 2025; Tomashuk, *et al.*, 2025).

The critical challenge in Yaoundé lies in assessing the level of entrepreneurial drive and identifying the key factors that support or hinder entrepreneurial growth in agribusiness. To date, there has been limited systematic documentation on the socioeconomic characteristics of agribusiness owners or managers in this region, the extent of their entrepreneurial engagement, and the underlying factors influencing enterprise development. In particular, the dynamics around entrepreneurial intent, business sustainability, and enabling or inhibiting conditions remain underexplored.

Existing literature has examined economic factors affecting entrepreneurship at both structural and personal levels. Structural factors typically include access to goods and services, credit availability, market competition, and regulatory frameworks, while personal factors focus on skills, education, human capital, and income levels (Agholor *et al.*, 2024; Chukwuma-Ume & Ume, 2025). Similarly, Valcin *et al.* (2024) and Nakiganda *et al.* (2025) highlight the importance of motivational and psychological drivers such as fear of failure, achievement orientation, and personal ambition in influencing entrepreneurial success.

Some studies, such as those conducted in Iran and Afghanistan, have identified both measurable (e.g., geographic location, organizational size) and immeasurable factors (e.g., leadership style, staff attitudes) affecting enterprise success (Hashimi & Shaiq, 2025). Additional determinants like financial literacy, prior experience, autonomy, and access to education have also been found to significantly influence entrepreneurship potential in rural settings (Gadanakis, 2024; Nakiganda *et al.*, 2025).

Nonetheless, most of these studies were conducted outside Cameroon, and empirical evidence specific to the local context of Yaoundé remains limited, fragmented, and at times contradictory. As a result, the entrepreneurship dynamics in the agribusiness sector of this region are still not fully understood creating a significant gap in both academic literature and policy planning.

This study, therefore, seeks to address this knowledge gap by examining the factors influencing entrepreneurship development in agribusiness enterprises in Yaoundé, Cameroon. Specifically, it investigates the socioeconomic characteristics of agribusiness owners/managers, the extent of entrepreneurship drive in the region, the intention to engage in agribusiness ventures, and the various barriers and enablers influencing entrepreneurship. The findings aim to provide a foundation for more targeted support strategies and policy interventions to unlock the entrepreneurial potential of agribusiness SMEs in the region.

MATERIALS AND METHODS

Study Area and Data Collection

This study employed both primary and secondary data sources to examine the factors influencing entrepreneurship development in agribusiness enterprises in Yaoundé, Cameroon. The primary data were collected through a field survey conducted between March and June 2025. Secondary data were obtained from relevant academic publications, government reports, and technical documents related to agribusiness development in the country. Yaoundé was purposively selected as the study area due to its strategic significance within the Central African Economic and Monetary Community (CEMAC) zone. As the capital city of Cameroon, Yaoundé hosts key institutions such as the Ministry of Agriculture and Rural Development (MINADER), which coordinates and oversees agricultural development projects across the country (Jaza *et al.*, 2020). It is also the central hub for agribusiness marketing and enterprise activity in the region. Its location in the Centre Region offers favourable climatic and agro-ecological conditions for agricultural production and enterprise growth. Furthermore, the city acts as a major distribution and supply centre for agricultural products. With an estimated population of approximately 4 million, Yaoundé serves as a large consumer base for agribusiness products, with an average consumption rate of 5.1 kg per person per year (FAO, 2020). Additionally, Yaoundé comprises seven administrative subdivisions, each with several markets (around 50 in total) that are highly active in agribusiness trade and distribution (PIDMA, 2017). Based on insights from previous studies (Jaza *et al.*, 2020), nine major agribusiness markets were purposively selected to ensure a broad representation of entrepreneurial activity across the city. These include Elig-Edzoa, Etoudi, and Mfoundi in Yaoundé I; Mokolo in Yaoundé II; Nsam-Efoulan in Yaoundé III; Ekounou and Mvog-Mbi in Yaoundé IV; Essos in Yaoundé V; Acacia in Yaoundé VI; and Nkolbisson in Yaoundé VII. The selection was based on the volume of entrepreneurial activity and concentration of agribusiness operators in these markets.

The sampling procedure was purposive and targeted owners or managers of small and micro agribusinesses with at least five years of professional experience in agribusiness marketing. A list of these businesses was obtained from the Regional Delegation of MINADER, which served as the sampling frame. Given that agribusiness operators are dispersed across multiple markets; a representative sampling approach was essential to ensure that findings could be generalized to the broader population. As such, 15 enterprises were selected from each market, resulting in a total of 120 respondents. Data collection was conducted using semi-structured interviews supported by a structured questionnaire. This approach provided both consistency in responses and the flexibility to explore respondents' insights in depth. The questionnaire captured socio-

economic characteristics of respondents, including age, gender, education level, and years of experience. It also elicited respondents' perceptions of factors influencing agribusiness development. These factors included social, psychological, economic, managerial, marketing, training, and cultural dimensions. A Likert-type scale was employed to assess the degree of agreement with each factor.

To complement the primary data, secondary data were also reviewed. These included academic studies, policy documents, and technical project publications related to agribusiness in Cameroon. This helped contextualize the findings and provided additional support for interpreting the data collected through the field survey.

Data Analysis

To achieve the objectives of the study, appropriate analytical tools were employed. Descriptive statistics, including frequencies, percentages, means, and standard deviations, were used to summarize and present the data in a meaningful way. In addition, multiple regression analysis was conducted to examine the relationship between selected socio-economic variables and agribusiness entrepreneurship development. The regression model applied in the analysis is expressed as follows:

Mathematical Expressions of Regression Model

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + e_i \quad \dots(1)$$

Where, Y = Level of involvement in agribusiness (proxied by number of years involved in agribusiness enterprises),
 β_0 =Intercept

- X_1 = Age (Years),
- X_2 = Gender (1 if male; 0 if female),
- X_3 = Marital status (married 1; Not married 0),
- X_4 = Estimated business size (FCFA),
- x_5 = Family size (No. in family),
- X_6 = Primary occupation (1 if agribusiness, 0 otherwise)
- X_7 = Secondary occupation (1 if other trade, 0 agribusiness),
- X_8 = Educational qualification (Proxied by numbers of years' informal school).
- X_9 = Membership of Cooperative

RESULTS AND DISCUSSIONS

Results

The socio-economic profile of agribusiness owners and managers in Yaoundé indicates a largely youthful and male workforce, with 94.17% aged 50 or below and 73.33% being male. A majority (56.67%) had secondary education, and 6.67% attained tertiary qualifications, suggesting capacity for informed decision-making. Most were married (71.67%) and experienced, averaging 14.2 years in business. Household sizes were generally large (mean of five), providing potential family labour. About 85% belonged to cooperatives, enabling access to credit and shared resources. Most respondents (53.33%) earned between FCFA 501,000 and 1.5 million annually, with an average business capital of FCFA 1.61 million. Agribusiness was the main occupation for 63.33%, while secondary jobs like farming and mechanics reflected efforts to diversify income.

Table 1: Socio-Economic Characteristics of respondents (n = 120)

Variable	Category	Frequency	Percentage (%)
Age Group (Years)	≤50	113	94.17
	>50	6	5.00
	Mean Age		42.1
Educational Qualification	Primary	32	26.67
	Secondary	68	56.67
	Tertiary	8	6.67
Gender	Male	88	73.33
	Female	32	26.67
Marital Status	Married	86	71.67
	Single	28	23.33
	Widowed	6	5.00
Years of Business Experience	<10	30	25.00
	11–19	61	51.16
	≥20	28	23.33
	Mean Experience (Years)		14.2
Household Size	1–5 persons	56	46.67
	6–10 persons	64	53.33
	Mean Household Size		5
Membership in Cooperatives	Yes	102	85.00
	No	18	15.00

Annual Farm Income (FCFA)	<100,000	4	3.33
	100,000–250,000	18	15.00
	251,001–500,000	32	26.67
	501,000–1,500,000	64	53.33
	>1,500,000	2	1.67
	Mean Monthly Income		FCFA 84,833
Business Size (FCFA Worth)	<1.0 million	28	23.33
	1.0–2.5 million	82	68.33
	>2.5 million	10	8.33
	Mean Business Size		FCFA 1.61 million
Primary Occupation	Business Person	76	63.33
	Civil Servant	22	18.33
	Farmer	16	13.33
	Tailor	6	5.00
Secondary Occupation	Mechanic	34	28.33
	Farmer	34	28.33
	Civil Servant	29	24.17
	Welder	23	19.17

Source: Field Survey, 2025

Table 2: Forms and Motivation for Starting Agribusiness Enterprises (n = 120)

Variable	Category	Frequency	Percentage (%)
Business Form	Sole Proprietorship	102	85.00
	Partnership	18	15.00
Motivation for Starting Agribusiness	Could not find paid employment	67	56.25
	Desire for independence	26	21.25
	Financial opportunity	16	13.33
	Need for self-employment	11	9.17

Source: Field Survey, 2025

Table 2 shows that the vast majority (85%) of agribusiness enterprises operate as sole proprietorships, indicating a preference for independent business ownership. In terms of motivation, over half of the respondents (56.25%) started their businesses due to unemployment,

highlighting necessity-driven entrepreneurship. Others were motivated by the desire for independence (21.25%), financial opportunities (13.33%), and the need for self-employment (9.17%), reflecting both push and pull factors influencing agribusiness entry.

Table 3: Distribution of Solutions to Barriers to Agribusiness Entrepreneurship Development (n = 120)

S/No	Indicator	Variable	Mean	Std. Deviation
1	Economic Factors	Stabilization of agricultural product prices	4.61	0.75
		Satisfaction from income	4.32	0.81
		Access to economic & marketing statistics	4.01	0.82
		Adequate investment in agribusiness	4.18	0.92
		Infrastructure/support for export	3.73	0.82
2	Social Factors	Tendency to group work	4.18	0.92
		Provision of insurance for entrepreneurs	3.73	0.82
		Good rapport with partners/colleagues	3.51	0.86
		Adequate bankruptcy laws	3.64	0.98
3	Managerial Factors	Fair sharing of benefits among employees	4.71	0.71
		Appreciation and encouragement of employees	4.28	0.90
		Leadership ability of agribusiness manager	3.81	0.86

		Tolerance of failure/innovation mistakes	3.41	0.86
		Use of staff ideas in decision-making	3.50	1.08
4	Marketing Factors	Effective advertising to attract new customers	4.62	0.57
		Direct product sales without intermediaries	4.62	0.65
		Familiarity with national and regional markets	4.68	0.78
		Familiarity with local markets	3.50	1.32
5	Training Factors	Use of modern training methods	4.32	0.78
		Empowerment through training programs	4.43	0.91
		Access to computers and Internet	4.35	0.95
		Short-term skill development classes	4.36	0.98
		Building and strengthening consultancy	4.31	0.96
6	Psychological Factors	Enthusiasm to achieve great things	4.35	0.97
		High self-confidence and self-reliance	4.31	0.97
		High tendency for self-employment	3.41	0.86
		Strong incentive to find new resources	3.60	1.09
		Application of personal creativity	3.50	1.08
7	Cultural Factors	Integration of formal and indigenous knowledge	4.23	0.69
		Supportive family attitude toward agribusiness	4.43	0.72
		Support from friends and relatives	3.79	0.77
		Possession of teamwork spirit	3.76	0.98

Source: Field Survey, 2025

The findings show that several key factors influence agribusiness entrepreneurship development in Yaoundé. Economic stability, particularly through price stabilization (mean = 4.61) and income satisfaction (mean = 4.32), is crucial. Social support like group collaboration (mean = 4.18) and access to insurance (mean = 3.73) also contribute positively. Managerial and marketing factors, such as fair benefit

sharing (mean = 4.71), staff encouragement, and direct sales strategies, enhance business performance. Training and access to digital tools (means > 4.3) highlight the importance of skills and technology, while psychological traits like enthusiasm (mean = 4.35) and family support (mean = 4.43) underscore personal and cultural influences. Overall, entrepreneurship development in agribusiness is shaped by a mix of economic, social, managerial, and individual factors.

Table 4: Regression Estimates of Factors Affecting Agribusiness Entrepreneurship Development

Variable	Coefficient	t-value
Age	72,104.89	2.43**
Gender	35,643.18	7.77***
Marital Status	4,356.67	1.79*
Estimated Business Size	5.885	2.25**
Family Size	-0.016	-17.44*
Primary Occupation	-3.333	-2.47**
Secondary Occupation	-0.029	-0.042
Educational Qualification	0.001	0.18
Membership in Cooperative	-0.2305	-1.14
Constant	0.079	2.01**

$R^2 = 0.783$, $Adjusted R^2 = 0.765$ F -Statistic = 78.6 (significant at $p < 0.01$) ***= 1% significant, **5% significant, *10% significant

The regression model explains approximately 78.3% of the variation in agribusiness entrepreneurship development, indicating a strong fit. Key socio-economic factors such as age, gender, marital status, business size, and primary occupation significantly influence entrepreneurship development at the 5% and 10% significance levels.

Specifically, age and gender have positive and statistically significant coefficients, suggesting that older entrepreneurs and males tend to contribute more to agribusiness development. Marital status shows a positive effect at the 10% level, implying that being married may provide additional social or economic support to entrepreneurs.

Estimated business size also positively impacts entrepreneurship development, indicating that larger business operations are associated with greater entrepreneurial growth. Interestingly, family size has a significant negative coefficient, which could reflect the financial or labour burdens of supporting larger households on business growth.

Primary occupation shows a significant negative effect, suggesting that owners whose primary occupation is not agribusiness may contribute less to its development. Other variables like secondary occupation, educational qualification, and membership in cooperatives were not statistically significant predictors in this model. Overall, these findings highlight the importance of demographic and business-related characteristics in shaping agribusiness entrepreneurship outcomes.

Discussions

Socio-Economic Characteristics of Agribusiness Owners and Managers in Yaoundé

The socio-economic profile of agribusiness owners and managers in Yaoundé reveals a predominantly youthful group, with over 94% aged 50 or below and an average age of 42.1 years, suggesting a dynamic and adaptable entrepreneurial base. Most respondents have at least a secondary education, which supports the adoption of modern agribusiness practices and digital tools (Mukaila *et al.*, 2024; Tomashuk *et al.*, 2025). However, male entrepreneurs dominate the sector (73.3%), reflecting ongoing gender imbalances linked to socio-cultural barriers (Nakiganda *et al.*, 2025). The majority are married, providing social stability that can enhance business resilience (Valcin *et al.*, 2024), and they possess significant business experience, averaging over 14 years, which correlates with improved decision-making and entrepreneurial success (Banerjee *et al.*, 2025).

Household size averages five members, with many relying on family labor, a critical asset for small agribusinesses, though it may also strain financial resources (Chukwuma-Ume & Ume, 2025). High cooperative membership (85%) highlights the importance of collective support for market access and knowledge sharing (Gadanakis, 2024). Income levels indicate moderate profitability, while business capital remains small-scale (mean FCFA 1.61 million), showing limitations due to restricted credit access (Nakiganda *et al.*, 2025). Agribusiness is the primary occupation for most respondents, though many engage in secondary jobs to supplement income, illustrating the necessity-driven nature of entrepreneurship in the region (Banerjee *et al.*, 2025). Overall, these socio-economic factors present both opportunities and challenges for agribusiness development in Yaoundé.

Forms and Motivation for Starting Agribusinesses in Yaoundé, Cameroon

Table 2 reveals that a significant majority (85%) of agribusiness owners in Yaoundé operate as sole proprietors, indicating a preference for autonomy and

simplified management structures, while only 15% run their businesses as partnerships. The dominant motivation for starting agribusinesses (56.25%) was the inability to find formal employment, highlighting the prevalence of necessity-driven entrepreneurship in the region. This is followed by the pursuit of independence (21.25%), with fewer respondents citing financial gain (13%) and self-employment (9%) as key drivers. These findings align with Banerjee *et al.* (2025) and Agholor *et al.* (2024), who noted that in developing economies, agribusiness entrepreneurship is often driven by survival strategies rather than market opportunity. The results emphasize the need for policies that shift entrepreneurs from subsistence motivations to growth-oriented ventures through skills development, employment support, and access to finance.

Distribution of Solutions to Barriers to Agribusiness Entrepreneurship Development in Yaoundé

The study explored perceived solutions to major barriers hindering agribusiness entrepreneurship development in Yaoundé, structured across seven dimensions: economic, social, managerial, marketing, training, psychological, and cultural factors. The responses, rated on a Likert scale, reflect both internal (individual/organizational) and external (institutional/structural) enablers critical to enterprise growth.

Economic Solutions

Economic solutions recorded the highest overall scores, with price stabilization of agricultural products (mean = 4.61) and satisfaction from income (mean = 4.32) emerging as top priorities. These findings are consistent with Chukwuma-Ume and Ume (2025), who highlighted unstable pricing and poor returns as deterrents to agribusiness investment in Sub-Saharan Africa. The high rating of access to economic and marketing information (mean = 4.01) also suggests a growing awareness among Yaoundé entrepreneurs of the importance of data in making competitive decisions.

Social Factors

Social factors, such as the tendency to group work (mean = 4.18) and insurance for entrepreneurs (mean = 3.73), reveal that cooperative action and risk reduction mechanisms are perceived as effective pathways for resilience and business continuity. These findings echo Gadanakis (2024), who emphasized the role of cooperatives and social networks in enhancing market access and knowledge exchange.

Managerial Solutions

Managerial solutions such as fair sharing of benefits (mean = 4.71) and employee appreciation (mean = 4.28) received high responses, underscoring the importance of inclusive and participatory management in driving employee commitment and business performance. These reflect Tulungen *et al.* (2025)'s conclusions that transparent leadership and staff involvement are integral to small business innovation and retention.

Marketing-Related Solutions

Marketing-related solutions were equally significant. Familiarity with national and regional markets (mean = 4.68) and direct sales to consumers (mean = 4.62) ranked highest, suggesting that reducing market intermediaries and strengthening value chain linkages are key to boosting profit margins. This is in line with Tomashuk *et al.* (2025), who showed that access to broader markets enhances entrepreneurial competitiveness in agribusiness.

Training and Capacity-Building

Training and capacity-building indicators also scored strongly. Empowerment through training programs (mean = 4.43), short-term skill classes (mean = 4.36), and access to digital tools (mean = 4.35) indicate a robust demand for continuous learning. These results are aligned with Banerjee *et al.* (2025), who emphasized the role of practical, modular education in improving agribusiness performance.

Psychological Enablers

Psychological enablers, including enthusiasm to achieve (mean = 4.35) and high self-confidence (mean = 4.31), suggest that internal motivation remains a strong foundation for enterprise resilience, a pattern observed by Hashimi and Shaiq (2025) in similar entrepreneurship studies in fragile economic environments.

Cultural Factors

Lastly, cultural factors such as supportive family attitudes (mean = 4.43) and the integration of formal and indigenous knowledge (mean = 4.23) reaffirm the role of socio-cultural capital in facilitating entrepreneurship. Valcin *et al.* (2024) similarly noted that social legitimacy and family backing are significant in agribusiness start-up and expansion decisions.

In summary, the study highlights that the most effective solutions to barriers in agribusiness entrepreneurship in Yaoundé lie in combining structural support (pricing, infrastructure, training) with internal and social strengths (motivation, teamwork, cultural knowledge). This multi-dimensional understanding calls for an integrated approach in policy formulation and program design to sustainably drive agribusiness entrepreneurship in the region.

Regression Estimates of Socio-economic Factors Affecting Agribusiness Entrepreneurship Development in Yaoundé

The regression results reveal that key socio-economic variables significantly influence agribusiness entrepreneurship development in Yaoundé. With an R^2 of 0.783, the model explains 78.3% of the variance, confirming a strong fit. Age had a positive and significant effect ($p < 0.05$), suggesting that older entrepreneurs, likely due to experience, are more engaged in sustainable business practices supporting findings by Hashimi and Shaiq (2025). Gender was also highly significant ($p < 0.01$), showing that male entrepreneurs are more likely

to succeed in agribusiness, consistent with Nakiganda *et al.* (2025), who highlighted persistent gender gaps in resource access.

Marital status ($p < 0.10$) positively influenced entrepreneurship, suggesting that the support system within marriage may enhance business resilience, as noted by Valcin *et al.* (2024). Larger business size was positively significant ($p < 0.05$), reinforcing Tulungen *et al.* (2025)'s conclusion that scale fosters investment and innovation. Conversely, family size had a negative effect ($p < 0.10$), indicating that financial pressure from large households may hinder enterprise growth contrary to Chukwuma-Ume and Ume (2025), who emphasized labor benefits. Notably, those who did not view agribusiness as their primary occupation were less likely to develop it further, echoing Banerjee *et al.* (2025)'s call for dedicated entrepreneurial focus. Education, cooperative membership, and secondary occupation were not statistically significant, possibly reflecting contextual limitations in training quality or access. Overall, the findings point to the importance of experience, gender equity, business scale, and occupational commitment in advancing agribusiness entrepreneurship in the region.

CONCLUSION

This study examined factors influencing entrepreneurship development among small and micro agribusiness enterprises in Yaoundé, Cameroon. Findings show that most operators were male, married, cooperative members, with enterprises valued between 1–2 million FCFA. A majority had secondary education, and 56.2% entered agribusiness due to unemployment, indicating necessity-driven entrepreneurship. Key drivers of development included integration of formal and indigenous knowledge, entrepreneurial enthusiasm, modern training methods, market awareness, equitable benefit-sharing, group collaboration, and stable agricultural pricing. Economic factors were most influential, followed by social and cultural factors. Regression analysis revealed that age, gender, marital status, and business size positively influenced engagement, while larger family size and non-agribusiness primary occupations negatively affected it. Educational attainment, cooperative membership, and secondary occupations had no significant impact, suggesting structural barriers.

Recommendations include prioritizing targeted entrepreneurship policies such as price stabilization and agribusiness programs, promoting entrepreneurship education at all levels to build skills and innovation capacity, and improving access to affordable loans to expand business capital. Strengthening these areas will enhance productivity, empower local agripreneurs, and contribute to economic diversification and food security in Cameroon.

REFERENCES

Agholor, I. A., Chowdhury, A., & Olamide, E. (2024). Evaluating Inspiring Factors and Obstacles in the Start-

- Up of Owned Agri-Preneurial Businesses: Underlying Evidence from South Africa. *Administrative Sciences*, 14(3), 47. <https://doi.org/10.3390/admsci14030047>.
- Ako'o, A. J. A. (2017). *Analyse des marges de commercialisation des cossettes de manioc dans la ville de Yaoundé* [Mémoire de fin d'études, Université de Dschang]. Faculté d'Agronomie et des Sciences Agricoles.
- Banerjee, M., Biswas, S., Roy, P., Banerjee, S., Kunamaneni, S., & Chinta, A. (2025). Does career planning drive agri-entrepreneurship intention among university students? *Global Business Review*, 26(1), 7–23. <https://doi.org/10.1177/0972150920961266>
- Chukwuma-Ume, N., & Ume, C. O. (2025). Status of agribusiness enterprises in Nigeria: evidence from World Bank Enterprise Survey data. *Journal of Agribusiness in Developing and Emerging Economies*, 15(2), 445-467. <https://doi.org/10.1108/JADEE-04-2023-0100>.
- Food and Agriculture Organization of the United Nations. (2020). *FAO statistical database on the production of cassava in Cameroon*. FAO. <http://www.fao.org>
- Gadanakis, Y. (2024). Advancing Farm Entrepreneurship and Agribusiness Management for Sustainable Agriculture. *Agriculture*, 14(8), 1288. <https://doi.org/10.3390/agriculture14081288>.
- Hashimi, S. J., & Shaiq, M. A. (2025). Factor analysis of key drivers shaping agricultural entrepreneurship in Bamyan, Afghanistan. *DYSONA - Applied Science*, 6(2), 389-397. <https://doi.org/10.30493/das.2025.507024>.
- Jaza, F. A. J., Tchoua, L. V., & Muluh, A. G. (2020). Adoption of agri-environmental practices in maize cultivation by cooperative farmers in the Centre Region of Cameroon. *International Journal of Biological and Chemical Sciences*, 14(7), 2434-2451. <https://dx.doi.org/10.4314/ijbcs.v14i7>.
- Kimengsi, J. N., Balgah, R. A., Buchenrieder, G., Silberberger, M., & Batosor, H. P. (2020). An empirical analysis of credit-financed agribusiness investments and income poverty dynamics of rural women in Cameroon. *Community Development*, 51(1), 72-89. <https://doi.org/10.1080/15575330.2020.1716031>.
- Mukaila, R., Awoyelu, F. E., & Emeakayi, C. F. (2024). Driving Factors for Agricultural Graduates' Involvement in Agribusiness Enterprise in Nigeria. *Tekirdağ Ziraat Fakültesi Dergisi*, 21(2), 404-415. <https://doi.org/10.33462/jotaf.1275608>.
- Nakiganda, R. G., Okello, D. O., & Bett, H. K. (2025). Factors influencing the sustainability of university-incubated agribusinesses: the role of stigma failure, personality and motivation in Kenya. *Cogent Business & Management*, 12(1). <https://doi.org/10.1080/23311975.2024.2447410>.
- Ndah, G., & Nchise, D. N. (2019). Assessing the role of small and medium size enterprises (SMEs) in promoting a sustained, inclusive and sustainable economic growth in Cameroon. *Academic Journal of Current Research*, 6(12), 31–43. <https://cirdjournals.com/index.php/ajcr/article/view/485>.
- Ndofor, A., & Forji, E. (2025). Exploring the impact of agribusiness development on rural livelihoods in Bamenda II Municipality, Cameroon. *International Journal of Economics, Business, and Entrepreneurship*, 8(1), 19–32. <https://doi.org/10.23960/ijebe.v8i1.296>
- Projet d'Investissement et de Développement des Marchés Agricoles (PIDMA). (2017). *Rapport d'étape du PIDMA pour la revue à mi-parcours*. Unité de Coordination Régionale (UCR) Centre-Sud-Est, Yaoundé, Cameroun.
- Tomashuk, I., Koliadenko, S., & Burdiak, M. (2025). The impact of digital innovations on the development of agricultural business. *Baltic Journal of Economic Studies*, 11(1), 361-375. <https://doi.org/10.30525/2256-0742/2025-11-1-361-375>.
- Tulungen, F. R., Sondakh, D. S. I., Kampilong, J. K., Wongkar, P. H., Korua, S. N. R., & Rumondor, F. S. J. (2025). Business Intelligence Adoption in Local Agribusiness: Critical Success Factors and Performance Metrics. *Zhongguo Kuangye Daxue Xuebao*, 30(1), 64-77. <https://zkdx.ch/journal/zkdx/article/view/218>.
- Valcin, R., Pierre, A., Uchiyama, T., & Paul, B. (2024). Factors influencing entrepreneurial intention among agricultural engineering students in adverse business environment – Facteurs influençant l'intention entrepreneuriale chez les étudiants en génie agronomie dans un environnement commercial défavorable. *Études Caribéennes*, 57/58, 347–369. <https://www.jstor.org/stable/48785411>