



Vol. 25 | Post COVID-19 Recovery and Sustainable development

Vol. 25 Article 11 | August 23, 2025

Copyright © 2025 The International Journal of Social and Development Concerns (IJSDC) All Rights Reserved
(An International Publisher for Academic and Scientific Resources)

Financial Literacy and Agribusiness Performance Among Male Youth in Kiambu County, Kenya

Authors: ¹Joshua Njoroge Mburu, ²Stella Karimi Silas and ³Ruth Njeri Karuu

^{1,2&3}The Catholic University of Eastern Africa - Kenya. **Website:** www.cuea.edu

Correspondence: Joshua Njoroge Mburu. **Email:** joshuanjoroge9@gmail.com

Cite as: Mburu, J. N., Karimi, S. S., & Karuu, R. N. (2025). Financial Literacy and Agribusiness Performance Among Male Youth in Kiambu County, Kenya. *International Journal of Social and Development Concerns*, 25(11), 134–147.
<https://doi.org/10.5281/zenodo.16930932>

**Chief
Editor**

Web:

www.ijssc.org
Email:
info@ijssc.org

**Editing
Oversight**
Impericals
Consultants
International
Limited

Abstract: Financial literacy is increasingly recognized as a critical determinant of enterprise success, particularly in the agribusiness sector, where effective financial management underpins sustainability and growth. This study examined the influence of financial literacy on the performance of agribusiness enterprises among male youth in Kiambu County, Kenya. Anchored on social capital and resource-based view theories, the research adopted a cross-sectional design and utilized both quantitative and qualitative approaches. A sample of 300 agribusiness enterprises was selected from a target population of 1,200, with data collected through structured questionnaires and key informant interviews. Analysis employed descriptive statistics, correlations, and multiple regression to test hypotheses. Findings revealed a significant positive relationship between financial literacy and agribusiness performance ($R^2 = 0.316$, $p = 0.00$), underscoring that youth with strong financial management skills achieved better business outcomes, including improved efficiency, profitability, and resilience. These results highlight the centrality of financial literacy within project management, as it enhances decision-making, resource allocation, and strategic planning in agribusiness enterprises. The study recommends targeted capacity-building initiatives that integrate financial literacy into youth agribusiness programs, positioning financial management as a core driver of sustainable agricultural enterprise performance.

Keywords: Financial Literacy, Agribusiness, Performance, Male Youth

1.1 Introduction

The performance of agribusiness enterprises is a critical determinant of profitability and sustainability, particularly in developing economies where agriculture remains the backbone of livelihoods. Entrepreneurship management capacity equips individuals with essential knowledge and skills, enabling them to navigate business operations effectively while fostering innovation and self-reliance (Shepherd, Parida, & Wincent, 2021). Within this framework, financial literacy emerges as a pivotal dimension of project management, influencing the efficiency with which agribusiness enterprises mobilize, allocate, and account for resources. While other managerial capacities such as networking, marketing, and technological adoption remain relevant, the financial dimension is often the most decisive in sustaining agribusiness performance (Nnodim & Ordu, 2023).

Globally, agribusiness enterprises contribute significantly to economic and social development. They constitute the majority of firms in many economies, generate wealth, and create employment, making them indispensable to national competitiveness (Shiri et al., 2022). However, without adequate financial literacy, many enterprises struggle to remain viable despite their economic importance. Empirical studies underscore that agribusiness ventures, while rich in potential, are prone to failure due to weak financial management and poor capital structuring (Trivelli & Morel, 2021). In Asia, for instance, while policy frameworks have been developed to empower youth to enter productive sectors, including agriculture, evidence suggests that limited financial acumen continues to constrain their ability to translate opportunities into sustainable ventures (Spies, 2024). This reflects a global paradox: agribusiness as a development driver versus agribusiness as a fragile enterprise in the absence of robust financial competencies.

The African experience echoes this contradiction. In Nigeria, where agriculture employs over 70% of the population, male-youth agribusiness participation remains low despite policy interventions and significant public-private investments (Nnamani & Obediah, 2022). Studies reveal that while youth-focused programs exist, they have not translated into proportional growth in male-youth-owned agribusiness enterprises, with national estimates showing only 27.1% participation (Eboh, 2023). A central factor behind this underperformance is inadequate financial literacy, which undermines effective project planning, budgeting, and risk management. From a project management perspective, this indicates a mismatch between policy ambitions and the operational capacities of the youth charged with driving agricultural transformation.

Similar challenges have been identified in East Africa, where agribusiness is viewed as a pathway for inclusive growth and employment. Yet, the expansion of male-youth agribusiness in Ethiopia and Uganda remains below potential due to insufficient entrepreneurial training, particularly in financial management (Guloba, Birabwa, Mbowa, & Kahunde, 2022; Omolo, 2022). In Tanzania, evidence suggests that agribusiness could lift millions of youth from subsistence livelihoods into the mainstream economy, but without systematic financial capacity building, most enterprises remain survivalist rather than growth-oriented (Mwaka, 2020; Wetengere, 2021). These findings highlight a recurring critique: while governments and development partners invest heavily in agribusiness incubation and technical training, financial literacy—arguably the core enabler of project sustainability—receives insufficient emphasis.

In Kenya, agribusiness is the country's most significant economic sector, contributing 24% directly and 27% indirectly to GDP (Gatonye & Adam, 2022). Despite this centrality, youth unemployment remains high, with two-thirds of those aged 15–24 unemployed. This situation has pushed many young people into agribusiness, but with limited practical skills, particularly in financial planning, most youth-owned ventures fail to scale or survive (Kutwa, Muhingi, & Kokonya, 2016; Njora & Yilmaz, 2022). The Kenyan government has identified agribusiness as a strategic pillar for Vision 2030, aiming to increase incomes through value addition, processing, and integration into global value chains (Rogito et al., 2020). However, studies show that youth often lack the financial skills necessary to manage loans, savings, and investment decisions, resulting in chronic underperformance and high rates of business collapse (Mwangi, Chen, & Njoroge, 2020).

Kiambu County offers a microcosm of these dynamics. Agribusiness dominates the county's economy, accounting for nearly half its income through farms, agro-industries, and product processing (Gitau, 2020; Mugambi & Gatobu, 2024). Yet, despite the sector's vibrancy, male youth participation remains limited, and many ventures underperform or collapse. This underperformance has been attributed not only to negative perceptions of agriculture as unattractive but also to inadequate financial literacy that hampers effective project management. Youth often lack basic numeracy and financial planning skills, struggle with debt management, and are unable to evaluate investment risks, leading to misallocation of scarce resources and eventual business failure (Mugambi & Gatobu, 2024). Critically, financial literacy in agribusiness must be understood not merely as a technical competency but as a core component of project management. A financially literate agripreneur is better positioned to design sustainable business models, mobilize resources, manage risks, and evaluate performance against goals. Conversely, financial illiteracy translates into weak planning, poor execution, and unsustainable ventures. The gap between available financial products—such as youth-targeted credit and savings schemes—and the ability of young agripreneurs to utilize them effectively underscores the urgency of embedding financial literacy training into agribusiness support programs. Moreover, while existing studies highlight the importance of agribusiness for economic growth, fewer have explicitly examined the financial literacy-performance nexus from a project management perspective, particularly in localized contexts such as Kiambu County.

Therefore, while agribusiness holds immense potential to alleviate unemployment, drive economic diversification, and foster inclusive growth, this potential cannot be realized without addressing the financial literacy gap. The evidence across global, regional, and local contexts reveals a consistent pattern: where financial literacy is weak, agribusiness enterprises remain fragile; where it is strong, enterprises are better equipped to sustain performance and scale impact. This makes financial literacy not just an individual competency but a project management imperative that directly shapes the trajectory of agribusiness ventures. Building on this foundation, the present study seeks to interrogate how financial literacy influences the performance of agribusiness enterprises among male youth in Kiambu County, Kenya.

1.2 Statement of the Problem

Agribusiness remains the backbone of Kiambu County's economy, contributing nearly 20% of household income while supporting food security, employment, and social well-being. The county government, in collaboration with national initiatives such as Youth Funds, has promoted youth-led agribusiness by providing startup capital, market access frameworks, and entrepreneurship training through Technical and Vocational Education and Training (TVET) programs. These interventions are intended to enhance self-reliance and stimulate male youth participation in agribusiness. However, despite these efforts, the performance and sustainability of male-youth-led agribusiness enterprises remain limited. A persistent lack of access to financing, inadequate managerial skills, and insufficient financial literacy have constrained their growth. Moreover, prevailing cultural attitudes, where agribusiness is often perceived as a women's occupation or less profitable compared to other sectors, discourage active engagement by male youth. The Kenya Youth Agribusiness Strategy (2022) indicates that 64% of unemployed Kenyans are youth aged 18–35, underscoring the sector's underutilized potential. Alarmingly, over 40% of male-youth agribusinesses in Kiambu fail within the first year, 60% by the second year, and up to 90% within a decade (Mullu, 2023). These patterns highlight a critical need to examine how financial literacy and project management practices influence the performance and sustainability of male-youth-led agribusiness enterprises in Kiambu County.

1.3 Literature review

In this section, theoretical and empirical review on financial literacy and agribusiness performance among male youth in Kiambu County, Kenya are presented.

1.3.1 Theoretical review

The Resource-Based View (RBV) theory emphasizes that enterprises achieve sustainable competitive advantage by leveraging resources that are valuable, rare, inimitable, and non-substitutable. Within agribusiness, financial literacy emerges as a critical internal resource that enhances performance through effective budgeting, credit access, and resource allocation. For male youth in Kiambu County, the ability to manage scarce financial resources is essential for sustaining enterprises and overcoming market volatility. Project management practices, guided by RBV, therefore highlight financial literacy training as a strategic intervention to optimize internal capacities and ensure long-term business viability. Complementing RBV, Social Capital Theory underscores the role of trust, networks, and collaborative relationships in resource mobilization and opportunity access. Agribusiness performance is strengthened when youth entrepreneurs leverage bridging and linking capital to connect with markets, financial institutions, and mentors. From a project management lens, fostering financial literacy alongside networking skills equips youth not only to manage internal resources but also to access external support systems that amplify enterprise performance. Together, the theories demonstrate that agribusiness sustainability is rooted in both internal capacity building and external relational networks. Applying these frameworks enables targeted project interventions, ensuring that male-youth-led enterprises in Kiambu County remain competitive and resilient.

1.3.2 Empirical literature

Agribusiness remains a critical sector for economic growth, offering employment opportunities and livelihood support across Africa. For young male entrepreneurs, however, the path to sustainable enterprise development is hindered by limited financial literacy and sales expertise, which restrict their competitiveness and market performance. Existing literature underscores the centrality of financial literacy in enhancing business resilience, profitability, and long-term growth, particularly in youth-led agribusiness ventures.

Evidence from Zambia indicates that financial literacy training, coupled with marketing education, directly improves youth performance in agribusiness (Mulema et al., 2021). By strengthening budgeting and financial planning capacities, young entrepreneurs developed better price negotiation skills, resulting in higher sales revenue. This aligns with findings from Nigeria, where marketing and financial training enhanced market penetration for male youth entrepreneurs, supported by access to credit facilities (Bello et al., 2021). These interventions not only improved revenue streams but also provided a competitive edge by enabling participants to access regional and international markets.

Similar trends are evident in South Africa, where financial literacy interventions improved youth understanding of both digital and traditional financial systems, thereby expanding brand visibility (Magadla, 2023). In Uganda, Banga et al. (2021) demonstrated that financial training under the Youth

Forward initiative enabled entrepreneurs to apply customer relations and sales techniques to better identify market needs, refine product presentation, and expand their consumer base. This reflects the broader role of financial literacy in equipping youth with the managerial and strategic capacities needed for agribusiness sustainability.

Further evidence from Ethiopia confirms the positive relationship between financial literacy and business visibility, with reliability in customer service enhancing consumer trust and loyalty (Giwu et al., 2024). Kenyan studies also reinforce this trend: Mwangi (2024) found that project management and financial training improved agribusiness revenues among male youth in Embu County, while Tembo et al. (2023) revealed that male agripreneurs in Meru County expanded into new markets through financial literacy-driven negotiation and planning skills. Similarly, Thyaka (2023) observed that male agribusiness owners in Kitui County leveraged financial management and branding skills to improve recognition rates and competitiveness through both digital platforms and community events.

Across contexts, the literature consistently demonstrates that financial literacy is pivotal for agribusiness performance. It enhances budgeting, record-keeping, negotiation, and credit access while simultaneously strengthening brand visibility and customer loyalty. Nonetheless, a critique of the reviewed studies reveals certain gaps. Many of the interventions are donor-driven and lack long-term sustainability plans. Furthermore, while training boosts short-term performance, few studies evaluate the lasting impact of financial literacy on agribusiness survival beyond initial growth phases. Additionally, most studies adopt a generalized youth perspective, with limited focus on male youth-specific challenges such as social perceptions, risk-taking behaviors, and structural barriers to accessing finance.

Therefore, this study contributes by situating financial literacy within a project management perspective, emphasizing its role in resource optimization and network building. By examining male youth in Kiambu County, it fills a contextual and theoretical gap, offering insights into how targeted financial interventions can mitigate systemic challenges and foster agribusiness sustainability.

1.4 Methodology

This section outlines the research methodology applied to examine the influence of financial literacy on the performance of male youth agribusiness enterprises in Kiambu County, Kenya. It describes the research design, study location, target population, sampling, data collection tools, pretesting, validity and reliability testing, data analysis, hypothesis testing, qualitative analysis, and ethical considerations.

Research Design: A cross-sectional research design was employed to capture data at a single point in time, allowing analysis of relationships between financial literacy and agribusiness performance without manipulating variables (Amadi, 2023; Koli, 2024). The design integrated both quantitative and qualitative approaches. Quantitative data provided measurable trends, while qualitative interviews offered deeper insights into experiences and challenges. The combination strengthened the study's validity by enabling triangulation.

Study Location: The study was conducted in Kiambu County, one of Kenya's 47 counties, located in the central region and covering 2,543.5 km². The county has diverse soils and climatic conditions favorable for tea, coffee, horticulture, maize, beans, peas, and dairy farming. Agribusiness thrives due to fertile highlands in Limuru, Gatundu, and Kikuyu constituencies. However, shrinking farm sizes from rising

population pressure have reshaped enterprise operations. Kiambu also features 2,517 trade points, over 6,600 retail traders, and major urban centers including Thika, Ruiru, and Limuru, positioning it as both an agricultural and industrial hub (Pandey & Pandey, 2021; Taherdoost, 2021).

Target Population: The study targeted small and medium agribusinesses owned by male youth in Kiambu County. According to the Kiambu Youth Enterprise Development Fund (2024), there are about 1,200 legally registered male youth-led agribusiness enterprises. Additionally, 10 key informants from the Department of Enterprise Development and Youth Affairs were included for expert perspectives. Clearly defining the population ensured representativeness and enhanced the credibility of findings (Casteel & Bridier, 2021; Pandey & Pandey, 2021).

Table 1: Target Population

| Category | Target Population |
|--------------------------|-------------------|
| Githunguri Sub-County | 120 |
| Gatundu South Sub-County | 80 |
| Gatundu North Sub-County | 60 |
| Juja Sub-County | 80 |
| Kabete Sub-County | 85 |
| Kikuyu Sub-County | 120 |
| Kiambu Sub-County | 150 |
| Kiambaa Sub-County | 100 |
| Lari Sub-County | 75 |
| Limuru Sub-County | 110 |
| Ruiru Sub-County | 105 |
| Thika Sub-County | 116 |
| Total | 1,200 |

Source: Field data, 2025

Sampling Techniques: Stratified random sampling was applied by grouping the enterprises across the 12 sub-counties. Proportional allocation ensured fair representation, while simple random sampling within strata reduced bias. Key informants were purposively sampled to provide expert insights.

Table 2: Distribution of Sample size

| Category | Target Population | Sample Size |
|---------------|-------------------|-------------|
| Githunguri | 120 | 30 |
| Gatundu South | 80 | 20 |
| Gatundu North | 60 | 15 |
| Juja | 80 | 20 |
| Kabete | 85 | 21 |
| Kikuyu | 120 | 30 |
| Kiambu | 150 | 38 |

| Category | Target Population | Sample Size |
|--------------|-------------------|-------------|
| Kiambaa | 100 | 25 |
| Lari | 75 | 19 |
| Limuru | 110 | 28 |
| Ruiru | 105 | 26 |
| Thika | 116 | 28 |
| Total | 1,200 | 300 |

Source: Field data, 2025

Sample size: The sample size was determined using Slovin's formula ($n = N / 1 + N(e^2)$), with $N = 1,200$ and margin of error (e) = 0.05. The calculation yielded a sample size of 300 respondents, supplemented by 10 key informants.

Data Collection Tools: Data was collected using structured questionnaires for male youth agribusiness owners and semi-structured interview guides for key informants. The questionnaire covered demographics, networking, marketing, financial literacy, agro-technology, and enterprise performance. Both closed- and open-ended questions allowed quantifiable data and explanatory insights. Interviews with key informants deepened the understanding of contextual issues.

Pretesting of Instruments

Validity: Pretesting was conducted in Nairobi's Dagorreti and Kasarani sub-counties, which share similar agribusiness dynamics with Kiambu. Content validity was established through expert review using Lawshe's method, ensuring the tool captured all relevant aspects of financial literacy and enterprise performance. Construct validity was reinforced by aligning items with theoretical dimensions.

Reliability: Reliability was tested through Cronbach's alpha, with coefficients ≥ 0.70 considered acceptable for internal consistency (Ahmed & Ishtiaq, 2021; Adeniran, 2019). Reliability tests further supported the robustness of the study instruments. Cronbach's Alpha values for the constructs ranged from 0.68 to 0.89, with an overall reliability score of 0.79, indicating dependable internal consistency. While the dimension on agro-technology applications had a relatively lower coefficient (0.53), all other constructs exceeded the minimum threshold of 0.7 typically recommended in social sciences (Taber, 2018). This suggests that most measures used were reliable and appropriate for assessing agribusiness performance and related interventions.

Data Analysis Techniques

Quantitative Analysis: Questionnaire responses were coded and analyzed using SPSS version 25. Data cleaning and preliminary analysis were performed before conducting descriptive (frequencies, means, percentages) and inferential statistics. Multiple regression tested the relationship between independent variables (networking, marketing, financial literacy, agro-technology) and the dependent variable (agribusiness growth).

Regression Model:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where:

- Y = Enterprise performance
- X1 = Networking opportunities
- X2 = Marketing and sales
- X3 = Financial literacy
- X4 = Agro-technology adoption
- e = error term

Hypothesis Testing: Hypotheses were tested at a 5% significance level. A p-value < 0.05 led to rejection of the null hypothesis (Pandey & Pandey, 2021). Risks of Type I and Type II errors were minimized through robust statistical procedures (Ioannidou & Erduran, 2021).

Qualitative Data Analysis: Interview data were transcribed and thematically analyzed. Themes were derived inductively and presented verbatim to retain the richness of participant insights. This approach captured contextual challenges and complemented quantitative findings.

Ethical Considerations: Ethical approval was obtained from the University Ethics Review Committee and Kenya's National Commission for Science, Technology and Innovation (NACOSTI). Participants gave informed consent and were assured of confidentiality, anonymity, and the right to withdraw. Cultural sensitivities were respected to enhance community relevance.

1.5 Results and Discussion

The study achieved a high response rate, with 250 of the 300 distributed questionnaires successfully returned, representing 83.3 percent of the sample. This strong participation is consistent with Holtom et al. (2022), who suggest that rates above 68 percent are sufficient for robust survey inferences. The active involvement of the target population reflected both interest and relevance of the study to respondents, thereby strengthening the reliability of findings. The remaining 16.7 percent of unreturned questionnaires could be attributed to logistical or personal constraints, but the large effective sample enhances the validity of the results. In parallel, the interview component recorded a 100 percent response rate, with all key informants from sub-county and ministerial offices participating, ensuring that complementary qualitative insights enriched the quantitative data.

Demographic Characteristics

Analysis of respondents' demographics provided important contextual insights. Age distribution revealed that nearly half of the respondents (48 percent) were between 23–27 years, while 36.4 percent were aged 18–22 years. This concentration of participants in younger age brackets aligns with Kenya's demographic profile, where the majority of agribusiness entrepreneurs are youthful (Kenya National Bureau of Statistics [KNBS], 2023). The dominance of this age group is significant as younger entrepreneurs often demonstrate greater adaptability, willingness to experiment with digital marketing tools, and openness to financial literacy training. However, only 4.8 percent of respondents were above 32 years, indicating limited participation from slightly older youth. This points to the persistence of agribusiness as primarily a sector for younger male entrepreneurs rather than those transitioning from other careers.

Gender distribution was heavily skewed, with 97.2 percent of respondents being male, reflecting both the study's design focus and broader gender imbalances in agribusiness participation (FAO, 2021). While female representation (2.8 percent) was minimal, the inclusion of female key informants in the interviews offered additional perspectives. The findings underscore the need for policies that address structural barriers limiting female entry into agribusiness, such as land tenure insecurity, limited financing, and

social norms that privilege male ownership of productive assets. Marital status analysis revealed that 68.8 percent of respondents were single, compared to 31.2 percent married. This may influence risk-taking behavior, as single youth might be more willing to experiment with innovative farming and business practices due to fewer household obligations (Mulema et al., 2021). Conversely, married respondents may have greater financial responsibilities, which could make them more cautious but potentially more motivated to ensure stability and sustainable returns from agribusiness ventures. Education levels were relatively high, with 42 percent holding diplomas, 36.8 percent certificates, and 11.2 percent bachelor's degrees. Only 8 percent had KCSE-level education and 2 percent master's degrees. This strong educational base suggests that most participants possessed the literacy and cognitive capacity to engage meaningfully with financial literacy and agribusiness management training. The relatively high proportion of diploma and certificate holders further reflects Kenya's vocational education emphasis, which has been promoted as a driver of youth employment in agriculture (World Bank, 2022). Importantly, this educational profile strengthens the credibility of responses, as participants were well-positioned to comprehend and apply the concepts explored.

Duration of involvement in agribusiness further contextualized entrepreneurial experience. Almost half of respondents (44.8 percent) had been engaged for 2–4 years, while 30.8 percent were relatively new (less than one year). Only 3.6 percent had more than seven years' experience, underscoring the emerging and transitional nature of youth participation in agribusiness. The predominance of newer entrants suggests high enthusiasm among youth but also highlights the potential challenges of business continuity, given that enterprises under three years often face the highest survival risks (Brixiová et al., 2020). The findings therefore emphasize the importance of sustained mentorship, financing, and capacity-building to enable these enterprises to progress from nascent to mature stages.

Implications: The demographic and reliability findings collectively highlight key policy and programmatic implications. First, the high youth participation signals the vibrancy of agribusiness as a sector for employment creation, but also underscores the need for continuous support to address attrition risks. Second, the male-dominated sample calls for deliberate gender-sensitive interventions to close participation gaps. Third, the combination of educational readiness and short experience duration demonstrates that while the knowledge base exists, targeted financial literacy and marketing training remain crucial for sustaining enterprise growth. Finally, the overall methodological rigor—indicated by high response rates and reliable instruments—provides confidence in the representativeness and validity of the results.

Inferential Statistics on Financial Literacy and Performance of Agribusiness Enterprises among Male Youth in Kiambu County, Kenya

The relationship that links the preparation of Financial Literacy was carried out using statistical outputs laid out in Table 3 and Pearson's correlational analyses. At a 95% confidence level, the participants' ratings on each item have been incorporated to figure out the rating scale's cumulative scores. Table 3 shows the findings of the correlational analysis.

Table 3: Financial Literacy and Performance of Agribusiness Enterprises among Male Youth in Kiambu County, Kenya

| Variable | Statistics | Performance of Agribusiness Enterprises |
|--------------------|-------------|---|
| Financial Literacy | Pearson r | 0.563** |
| | P-value | 0.073 |
| | N | 180 |

(n=180)** The correlation is statistically significant at the 0.01 level (two-tailed).

The statistically significant positive overall relationship found in this Study measured 0.628 (P-Value=0.73 < 0.05), which implies that there is a significant relationship between Financial Literacy and the Performance of Agribusiness Enterprises among Male Youth involved in Kiambu County, Kenya. This outcome implied that the null hypothesis was rejected. Subsequently, this research is able to sum up to the conclusion that it is true that there exists a strong association between Financial Literacy and the Agribusiness Enterprises Performance of the Male Youth in Kiambu County, Kenya, as the research intends to show.

Model summary of Financial Literacy and Performance of Agribusiness Enterprises among Male Youth in Kiambu County, Kenya

The objective of this framework was to establish the extent to which the predictor i.e. Financial Literacy influenced the Performance of Agribusiness Enterprises among Male Youth in Kiambu County, Kenya, in a non-trivial or trivial manner. The simple linear regression was modified to research the relationship between Financial Literacy and Performance of Agribusiness Enterprises. Table 4 gives brief conclusions of the regression model.

Table 4: Financial Literacy and Performance of Agribusiness Enterprises among Male Youth in Kiambu County, Kenya

| Model summary | | | | | |
|---------------|--------------------|----------|----------------|---|----------------------------|
| Framework | R | R Square | Amended Square | R | Std. Error of the Estimate |
| 1 | 0.563 ^a | 0.316 | 0.310 | | 0.58131 |

a. Predictor: (Constant), Financial Literacy

| ANOVA | | | | | | |
|-------|------------|----------------|-----|--------------|-------|--------------------|
| Model | | Sum of Squares | Df | Mean Squares | F | Sig. |
| 1 | Regression | 0.424 | 1 | 0.424 | 1.256 | 0.001 ^b |
| | Residual | 83.805 | 248 | 0.338 | | |
| | Total | 84.229 | 249 | | | |

a. Setting up for Financial Literacy and Performance of Agribusiness Enterprises among Male Youth in Kiambu County, Kenya

b. Predictors: (Constant), Financial Literacy

Coefficients^a

| Analysis | Unstandardized Coefficients | | Standardized Coefficients | T | Sig (p-value) |
|----------------------|-----------------------------|------------|---------------------------|--------|---------------|
| | B | Std. Error | Beta | | |
| (Constant) | 2.816 | 0.246 | | 11.426 | 0.000 |
| 1 Financial Literacy | 0.377 | 0.069 | 0.563 | 1.121 | 0.001 |

a. Independent Variable: Financial Literacy

The summary of the model reveals that there is a positive relation between Financial Literacy and Performance of Agribusiness Enterprises with strength of 31.6 percent as indicated by the regression model in question. The ANOVA statistics shows that with the F-value set as 1.256, the level of significance shows that Financial Literacy has an effect on Performance of Agribusiness Enterprises and since the level of significance is set as < 0.05 , then the level of significance is significant. The value of level ($p=0.001$) is less than the significance level of 0.05. Accordingly, the model is good in the prediction of the dependent variable.

Looking at the coefficient data and keeping other factors at their present non-zero level, Financial Literacy shall have been achieved by 2.816. A one-way increase in the rate of Financial Literacy would imply a performance of Agribusiness Enterprises that would be a 0.377. The relaxed model is acknowledged as the following:

$$\text{Model } Y = 2.816 + 0.377 X_1 + \varepsilon$$

Where:

Y = performance of building and construction projects

X₁ = Financial Literacy

ε = term for Error.

Qualitative Data on Financial Literacy and performance of Performance of Agribusiness Enterprises among Male Youth in Kiambu County, Kenya

Financial literacy and the performance of agribusiness enterprises were shown to be associated based on the responses to the statements made at each variable in the interview guide questions. The qualitative responses are summarized,

“Financial literacy has improved my planning, reduced unnecessary spending, and helped me access credit with confidence. My net profits have grown, and the business has expanded from 2 to 6 acres. I also have more financial discipline, which has made operations smoother.” (KII-Respondent 21-25)

“I have attended several financial literacy workshops organized by the county government, SACCOs, and a local bank. I also completed an online course on farm financial management. I use an Excel-based farm accounting tool for daily records. I also use a mobile money tracking app to monitor all M-Pesa transactions related to farm operations”. (KII-Respondent 26-31).

“I analyze past financial data to assess trends, calculate return on investment (ROI), and conduct market forecasts before making any big purchases or expanding production. I also consult my accountant and consider the cash flow impact before borrowing” KII-Respondent 32-34

Discussions on Financial Literacy and performance of agribusiness enterprises among male youth in Kiambu County, Kenya

Through identifying new client segments and launching marketing efforts tailored to them, businesses were able to enhance their market penetration and grow their operations, according to different reports. Agribusiness financial literacy training improved the visibility of male youth-operated businesses in Ethiopian markets, according to Giwu et al. (2024). Additionally, the study demonstrated that enhancing consumer loyalty and trust through branding improved agribusiness's market position and reputation, which in turn led to business growth. Mwangi's (2024) study revealed that after enrolling in specialized financial literacy training programs, male youth agri-entrepreneurs in Embu County saw an improvement in their sales performance. Through the training, young people were able to increase their monthly revenue statistics by improving client interactions and closing more transactions. Performance in agriculture is enhanced by financial literacy training, particularly for young individuals in rural areas.

1.6 Conclusion

This study established that financial literacy has a statistically significant and positive effect on the performance of male-youth-led agribusiness enterprises in Kiambu County, Kenya. Regression analysis showed that financial literacy explained 31.6% of the variation in enterprise performance, indicating its central role in business growth and sustainability. Qualitative evidence further revealed that youth who had undergone financial literacy training demonstrated improved budgeting, record-keeping, access to credit, and risk management, which translated into higher profitability and enterprise expansion. Despite these gains, most male youth agripreneurs lacked adequate financial management skills, contributing to high rates of business failure within the first few years of operation. These findings underscore that financial literacy is not merely a technical competence but a core project management capacity essential for sustaining agribusiness ventures. Without deliberate and structured interventions, male youth agribusinesses in Kiambu will remain survivalist and fragile, undermining both county and national goals for agricultural transformation and youth employment creation.

1.7 Recommendations

Strengthen County-Led Financial Literacy Programs: *Finding:* Financial literacy directly improves agribusiness performance, yet most male youth lack structured training.

Action: The Kiambu County Government, through the Department of Youth and Enterprise Development, should institutionalize county-wide financial literacy programs.

How: Integrate modular training on budgeting, debt management, digital finance, and record-keeping into existing Technical and Vocational Education and Training (TVET) curricula and conduct quarterly workshops in all sub-counties.

Leverage Financial Institutions for Capacity Building: *Finding:* Youth with exposure to SACCO- and bank-led financial training accessed credit more confidently and expanded their enterprises.

Action: Commercial banks, SACCOs, and microfinance institutions should complement lending with mandatory financial literacy clinics.

How: Attach short training sessions to youth loan application processes and provide mobile-based digital learning platforms to ensure continuous mentorship.

Embed Financial Literacy in Agribusiness Incubation Programs: *Finding:* Many donors and government incubation initiatives emphasize technical skills while neglecting financial management. *Action:* Development partners, NGOs, and agribusiness incubators should make financial literacy a compulsory component of support packages.

How: Allocate at least 30% of training hours to financial planning, investment analysis, and risk assessment, alongside technical agricultural skills.

Promote Peer-to-Peer Learning and Mentorship: *Finding:* Experienced youth agripreneurs who practiced structured financial planning achieved higher revenues and growth.

Action: The County Government in collaboration with agribusiness associations should establish mentorship networks linking experienced and new agripreneurs.

How: Create sub-county mentorship clusters where high-performing youth share practical strategies on credit use, investment decision-making, and digital financial tools.

Integrate Digital Financial Tools in Youth Enterprises: *Finding:* Youth who used mobile apps and Excel-based tracking improved discipline in resource management.

Action: ICT ministries, fintech companies, and agricultural extension officers should promote adoption of digital financial management tools.

How: Develop subsidized mobile-based applications tailored to farm accounting, cashflow monitoring, and loan repayment tracking, accompanied by user training.

Policy Alignment and Incentives: *Finding:* Despite national strategies like Vision 2030 and the Kenya Youth Agribusiness Strategy, gaps persist in operationalizing financial literacy at county levels.

Action: The National Treasury, Ministry of Agriculture, and Ministry of Youth Affairs should mainstream financial literacy in youth enterprise development policies.

How: Introduce tax rebates or reduced interest rates for youth enterprises that demonstrate compliance with certified financial literacy programs.

References

- Adeniran, A. I. (2019). *Research methodology: Principles, methods, and practices*. Ibadan University Press.
- Ahmed, A., & Ishtiaq, M. (2021). Reliability and validity: A brief review. *Journal of Research in Medical and Dental Science*, 9(7), 290–292. <https://doi.org/10.52711/jrmds.2021.703>
- Amadi, F. A. (2023). Research design and methodological approaches in social science research. *International Journal of Research Methodology and Social Sciences*, 2(1), 14–28. <https://doi.org/10.37284/ijrmss.2.1.1136>
- Banga, K., Kintu, D., & Ampaire, E. (2021). Youth Forward initiative: Advancing agribusiness for youth enterprise expansion in Uganda. *Journal of Development Studies*, 57(12), 1984–1998.
- Bello, A., Adeola, O., & Yusuf, S. (2021). Agribusiness marketing training and market penetration among youth entrepreneurs in Nigeria. *African Journal of Agricultural Economics*, 16(2), 45–59.
- Casteel, A., & Bridier, N. (2021). Describing populations and samples in doctoral student research. *International Journal of Doctoral Studies*, 16, 339–362. <https://doi.org/10.28945/4766>
- Gatonye, M., & Adam, R. (2022, December 30). *Case studies of success stories in Kenya's agribusiness sector* [Report]. Ukama Ustawi: Diversification for Resilient Agribusiness Ecosystems in East and Southern Africa (ESA) & RAqFS initiatives. <https://hdl.handle.net/10568/128642>
- Gitau, B. N. (2021). *Effect of cost management on financial performance of agribusiness enterprises in Kenya*. *International Journal of Agricultural Economics*, 6(1), 33–38. <https://doi.org/10.11648/j.ijae.20210601.14>

- Giwu, I., Kebede, M., & Alemu, D. (2024). Financial literacy and visibility of male-youth-led agribusinesses in Ethiopia. *Journal of African Business*, 25(1), 33–52.
- Ioannidou, O., & Erduran, S. (2021). Argumentation in science education research: Perspectives from argumentation theory and philosophy of science. *Studies in Science Education*, 57(1), 1–36. <https://doi.org/10.1080/03057267.2020.1783039>
- Koli, P. (2024). Mixed methods research design in contemporary social sciences. *Asian Journal of Social Science Studies*, 9(2), 45–55. <https://doi.org/10.20849/ajsss.v9i2.1326>
- Kutwa, A. A., Muhingi, W. N., & Kokonya, D. (2016). Smallholder Rural Youth Farming in Kiambu County, Kenya.
- Magadla, S. (2023). Financial literacy and brand visibility in youth agribusiness enterprises in South Africa. *Southern African Journal of Entrepreneurship and Small Business Management*, 15(1), a557.
- Mulema, J., Phiri, T., & Chanda, P. (2021). The impact of financial literacy and sales training on youth agribusiness in Zambia. *International Journal of Agricultural Management*, 10(3), 101–113.
- Mwangi, P. (2024). Financial literacy and agribusiness performance among youth in Embu County, Kenya. *African Journal of Project Management*, 9(1), 77–92.
- Pandey, P., & Pandey, M. M. (2021). *Research methodology: Tools and techniques* (4th ed.). Bridge Center.
- Rukenya, Z. M., Kibas, P. B., & Gitau, K. G. (2025). *Entrepreneurial innovativeness and financial performance of small-scale pig farmers in Kiambu County, Kenya*. *Journal of Strategic Management*, 9(2), 1–11. <https://doi.org/10.53819/81018102t5350>
- Rukenya, Z. M., Kibas, P. B., Kiguru, P., & Gitau, K. G. (2024). *Effects of strategic management practices on financial performance of small-scale pig farmers in Kiambu County, Kenya*. *Journal of Strategic Management*, 8(4), 38–54. <https://doi.org/10.53819/81018102t5342>
- Taherdoost, H. (2021). Data collection methods and tools for research: A step-by-step guide to choose data collection technique for academic and business research projects. *International Journal of Academic Research in Management*, 10(1), 10–38. <https://doi.org/10.2139/ssrn.3642478>
- Tembo, D., Njeru, E., & Muthoni, L. (2023). The role of financial literacy in enhancing agribusiness market expansion among male youth in Meru County, Kenya. *Journal of Rural Development*, 42(4), 65–82.
- Thyaka, J. (2023). Agribusiness management skills and brand visibility among male youth in Kitui County, Kenya. *Kenya Journal of Business and Economics*, 5(2), 55–70.
- Wairagu, I. J., Gitau, K. G., & Njoki, C. C. (2025). *Impact of strategic alliances on the globalization of agribusinesses: A case study of agribusinesses in Kiambu County, Kenya*. *World Journal of Advanced Research and Reviews*, 25(1), 1182–1190. <https://doi.org/10.30574/wjarr.2025.25.1.4036>