



Faculty of Economics and Business Management,  
National University of Laos

# Lao Journal of Economics and Business Management

ISSN: 2790-5705

Homepage: [liebm.org](http://liebm.org)



## The Agripreneurship in the Lao P.D.R: Motivation, Characteristics, and Success Factors

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### Article History

Received: 02 May 2024  
Received in revised: 13 June 2024  
Accepted: 15 June 2024  
Available online: 18 June 2024

### ABSTRACT

This study aims to investigate three key areas, agricultural entrepreneurship motivation factors, agricultural entrepreneurship characteristics; and agricultural business operators' success factors in Lao P.D.R. The research samples are successful agripreneurs in Vientiane Capital, Vientiane Province, Savannakhet Province, and Champasack Province, totaling 53 successful agripreneurs with the criteria of 5 years in business operation. The study found that agripreneurs in Laos are motivated by the prospect of success, passion for agriculture, and economic opportunities. They need experience, organizational growth, and legal autonomy. Successful Laotian agripreneurs have high scores in various attributes, including leadership, financial comprehension, and commercial knowledge. However, barriers to growth include lack of resources, expertise, and legal knowledge. Seasonal diseases, exchange rate fluctuations, inflation, and challenges like perishable products, policies, and technology also pose challenges.

### Keywords:

agripreneurship, success factors, traits, characteristics, challenges, obstacles

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**Cite this article:** Thammachak, V., Chanhming, P., Singhalath, P., Phoyduangsy, S., & Simanovong, S. (2024). *The Agripreneurship in the Lao P.D.R: Motivation, Characteristics, and Success Factors*. *Lao Journal of Economics and Business Management*, 1(1), 63–72.  
<https://doi.org/10.5281/zenodo.12196485>

## 1. Introduction

In the Lao P. D. R., the contribution of agriculture and forestry to GDP has undergone significant changes in recent years. In 2010, the agriculture and forestry sectors constituted the largest source of GDP, accounting for 52.92 percent. The industry sector accounts for 22.82 percent, while services and other sectors make up the remaining 24.27 percent. In 2021, as a result of the Covid 19 pandemic, the country's economy experienced a growth rate of only 3.3% compared to the previous year, marking the lowest rate of growth since 1990. The gross domestic product (GDP) growth rate in 2021 rose by 0.2% compared to the previous year, increasing from 3.28% in 2020 to 3.48% in 2021. The agricultural sector experienced a growth rate of 2.5%, representing 16% of the Gross Domestic Product (GDP). The primary factors driving the expansion of the agricultural sector were agriculture, livestock, and forestry activities (Bank of Lao PDR, 2021). It is evident that the agricultural sector's

contribution to GDP has significantly declined from 2010 to 2020.

Focal point 5 in the 8th Five-Year National Economic and Social Development Plan (2016–2020) prioritized the development of a high-quality, diligent, and resilient workforce. Focal Point 6 is dedicated to the cultivation of entrepreneurs, technicians, and professionals. Work Plan 2's second objective, Goal 2, aims to provide food and nutrition security by enhancing the production of several food categories, including meat, eggs, and fish, in accordance with current trends. Nevertheless, the production of food does not necessarily ensure a corresponding level of demand. In that scenario, the government has recognized the need to prioritize the resolution of developing high-quality, specialized human resources, promoting professionalism, and transforming specialists into individuals who are closely linked to modernization in the era of Industry 4.0 and a new way of living (MPI, 2021).

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Globalization, market liberalization, food price crises, depletion of natural resources, urbanization, climate change, evolving patterns of production and consumption, and population shifts are just a few of the many obstacles facing agriculture today. For farmers, especially smallholders, women, and young people, these circumstances present both opportunities and threats. One type of entrepreneurship that is essential to tackling these issues is agripreneurship. It entails exhibiting innovation, risk taking, and adaptability by turning a concept into a company endeavor or growing an already-existing one. Farmers, however, frequently lack of the requisite experience, skills, and market access. Agripreneurship is also impacted by external variables such as laws, regulations, and social and economic hurdles. As a result, agripreneurship has enormous potential for rural development, economic growth, and sustainable agriculture.

Agricultural entrepreneurship, also known as agripreneurship, exhibits developmental disparities. Graduates of business administration or agriculture lack the motivation to pursue agripreneurship activities. Business administration graduates tend to show a greater inclination towards pursuing careers in industrial or service sectors, particularly within the public sector, rather than venturing into agricultural entrepreneurship. Individuals who successfully complete their studies in agricultural engineering often do not possess the necessary expertise and abilities to become agricultural entrepreneurs. Consequently, they typically secure employment as workers or become involved in family-owned enterprises. These circumstances result in a disparity between motivation, abilities (traits and expertise), understanding of agricultural business, and the path to achieve success in agricultural operations, as assessed by both the quantity and quality.

Agripreneurship is highly important contributing to economic growth and societal progress. Nevertheless, no research has been carried out in the context of Lao PDR up to the moment. Therefore, it is necessary to investigate the nature of agripreneurship in Laos, exploring the motivation, characteristics, and success factors of agripreneurs. The study aims to investigate three key areas: (1) agricultural entrepreneurship motivation factors in Lao P.D.R.; (2) agricultural entrepreneurship characteristics; and (3) agricultural business operators' success factors in Lao P.D.R.

## 2. Literature Review

This research work is based on Entrepreneurship theory. Entrepreneurship theory is a multidisciplinary field that seeks to understand the behavior, motivations, and characteristics of entrepreneurs, as well as the processes of opportunity recognition, innovation, and value creation in entrepreneurial ventures. There are several key theories within the field of entrepreneurship, including: Opportunity Recognition Theory, Resource-based Theory, Social Capital Theory, Effectuation

Theory, and Emotional Intelligence Theory. Opportunity Recognition Theory focuses on how entrepreneurs identify and exploit opportunities in the market through creativity, problem-solving skills, and strong market knowledge. Resource-based Theory emphasizes the critical role of resources (both tangible and intangible) in enabling entrepreneurial success. Social Capital Theory explores the importance of social networks, relationships, and social connections in facilitating entrepreneurial activities, access to resources, and opportunities for collaboration. Effectuation Theory emphasizes the iterative, flexible, and action-oriented approach that entrepreneurs use to navigate uncertainty and make decisions in a dynamic environment. Emotional Intelligence Theory highlights the importance of emotional competencies, self-awareness, empathy, and resilience in enabling entrepreneurs to effectively manage stress, challenges, and relationships in their ventures. Overall, entrepreneurship theory provides valuable insights into the mindset, behaviors, and strategies of entrepreneurs as they embark on creating new ventures, developing innovative products or services, and contributing to economic growth and societal progress.

Many researches in relation to agripreneurship have been conducted around the world, seeking to look into various aspect of Agripreneurship. Nevertheless, no research in the Agripreneurship has been conducted in Laos PDR. The various aspect of Agripreneurship that previous researchers have looked into are as follows:

### 2.1 Motivation of becoming agripreneurs

This literature review looked into the studied done in both old and new. Bird (1988) presented the contexts of intentionality for entrepreneurship, with an influence from rationality, analytical, cause-effect thinking and intuitive holistic contextual thinking. Both of these thinking is affected by social, political and economic context as well as personal history, current personality and abilities (Bird, 1988).

Personal and external factors, including the environment, market dynamics, government regulations, and societal norms, have an impact on entrepreneurial goals (Erikson, 2003), (Hattab, 2014). The inclusion of self-efficacy in Bird's model offers more understanding of the cognitive process by which entrepreneurial goals are formed and implemented through specific actions. An individual's perceived self-efficacy has a direct impact on their intents and entrepreneurial behaviors (Baron, Mueller, & Wolfe, 2016). Mpetile & Chinyamurindi (2021) examined the individual experiences of Black emerging farmers who were also business owners. They demonstrated the significance of social and cultural elements, individual influences, and the need for financial support through economic sustenance in shaping the choice to work in agriculture. (Mpetile & Chinyamurindi, 2021).

According to Taneva's (2021) analysis of the structure of agripreneurial motivation, the majority of business owners in the agriculture industry are primarily driven by internal factors. This suggests that a steady interest in the action that has been carried out and a steady intention to see it through to the end could be anticipated. Internal motivations for operationalizing competence requirements typically result in increased future relevance in addition to job pleasure. When social status is a driving force, work achievements are viewed as inadequate and negatively impact respondents' self-esteem (Taneva, 2021).

Santos, Nocum, and Jusus (2021) found that agripreneurs in Neuva Ecija are motivated by the job characteristics that they perceive as requiring a diverse set of skills due to its complexity and lack of repetition. Due to its significance and practicality, the agripreneurs perceive that their occupation is meaningful to them. Job contentment is the primary motivating factor, as they were content with their occupations when they encountered personal work challenges. Entrepreneurial courses, seminars, and training are also significant determinants. Additionally, they found that the profile of agripreneurs is positively correlated with motivating factors, including job satisfaction and critical psychological state. However, this correlation is contingent upon the following: age, highest educational attainment, number of years in agribusiness, and average income. (Santos, Nocum, & Jusus, 2021).

Pallavi, Santosh, and Ashoka (2023) talk about how markets, technology, infrastructure, and policy all affect agricultural entrepreneurship. They list issues like gender inequality, environmental degradation, climate change, and financial access. In addition to highlighting the advantages of agricultural entrepreneurship, such as resilience and productivity, the study issues a warning about the drawbacks, such as the potential to exacerbate social and economic inequality. (Pallavi, Santosh, & Ashoka, 2023).

Government policy and the culture also play an important contribution to agripreneurial motivation. Musa, Idris, & Basir (2020) conducted agripreneurial motivation in Brunei Darussalam and found that according to the agribusiness owners in the survey, the country's vision, calls for Brunei to become less dependent on food imports. As such, they saw their foray into agriculture as an act of symbolic nationalistic support. Furthermore, their purpose is grounded in Islamic principles, since they aim to pursue legal means of income and a route to monetary and future benefits (Musa, Idris, & Basir, 2020).

## 2.2 Entrepreneurial Traits and characteristics

Jayasudha & Sheela (2021) analyzed various entrepreneurial traits—such as risk-taking, self-reliance, managerial aptitude, self-confidence, persuasiveness, leadership, and innovativeness. It was discovered that the

agripreneurs' success was positively correlated with their business experience, self-assurance, yearly income, economic motivation, and credit orientation. It's important for entrepreneurs to believe that they are the primary factor in success, and this study supports that belief (Jayasudha & Sheela, 2021).

Milutinović et al. (2023) found three elements to influence agro-entrepreneurial goals: corporate globalization, need motives, and demographic features. Demographic variables encompass age, gender, employment position, and size of family. Agro-entrepreneurs are frequently unemployed people, while older people are more likely to become professionals in this area. The possibility of an entrepreneur starting a firm in the agro-sector is also influenced by the size of their household. The fact that agro-entrepreneurs are mostly involved in the domestic economy suggests that internationalization is critically needed (Milutinović, Matic, Vojinovic, & Leković, 2023).

## 2.3 Success Factors for Agripreneurship

According to Sagaian et al. (2022), agripreneurship success determinants include prior entrepreneurial experience, a risk-taking mindset, interest rates, and initial money, all of which have a big influence on the likelihood of business success and profitability for the entrepreneur. The agriculture industry had a notable increase in entrepreneurship and innovation due to policies aimed at enhancing the capabilities of entrepreneurs, providing initial financing requirements, and promoting financial market efficiency (Saghaian, Mohammadi, & Mohammadi, 2022).

Pliakouura et al. (2021) conducted a study investigating farmers' perception on the perceived success of agripreneurs by analyzing personal characteristics (e.g., locus of control, motivation), socio-demographics (gender, education, initial capital), and external non-organizational predictors (financial crisis, competition, taxes). It was determined that the perceived entrepreneurial success is significantly influenced by seven predictors: internal locus of control, pull motivation, push motivation, internal funding, innovativeness, entrepreneurial capacity, and educational background. The most critical variable for group discrimination is pull motivation (Pliakouura, Beligiannis, Kontogeorgos, & Chatziteodoridis, 2021).

According to Nwimbo et al. (2016), factors that affect agripreneurship drive among rural households include tax rates, agripreneurial training, income levels of agripreneurs, geographical location, market availability, soil fertility, number of competitors, quantity of agricultural output, availability of social amenities, and the type of farming system used (Nwimbo, Mbam, & Biam, 2016).

## 2.4 Challenges and obstacles to agripreneurship

Pallavi, Santosh, and Ashoka (2023) identified a number of obstacles and problems, including social, legal, economic, and environmental ones, beset agricultural entrepreneurship. Among the economic obstacles include insufficient market infrastructure, high input costs, and restricted access to financing. Cultural views, a lack of social networks, and possibilities for education and training are examples of social barriers. Complex legal frameworks, bureaucratic processes, and corruption are examples of regulatory issues that can raise expenses for businesses. Climate change, land degradation, and natural catastrophes are examples of environmental concerns that can lower agricultural output, raise production costs, and cause supply chain disruptions. A comprehensive strategy involving legislators, investors, entrepreneurs, and other stakeholders is needed to address these issues (Pallavi, Santosh, & Ashoka, 2023). Musa, Idris, & Basir (2020) identified that lack of exposure, lack of infrastructure and technology, and lack of financial access are the key issues that agripreneurs confront in Brunei Darussalam (Musa, Idris, & Basir, 2020).

The major barriers to agripreneurship among rural households were identified by Nwimbo et al. (2016) as the land tenure system, lack of investment infrastructures, lack of technical know-how, poor training provided by extension agents to rural households, lack of access to research results, high interest rates on loans, a highly competitive market, poor returns on agricultural investment, and lack of loan availability (Nwibo, Mbam, & Biam, 2016).

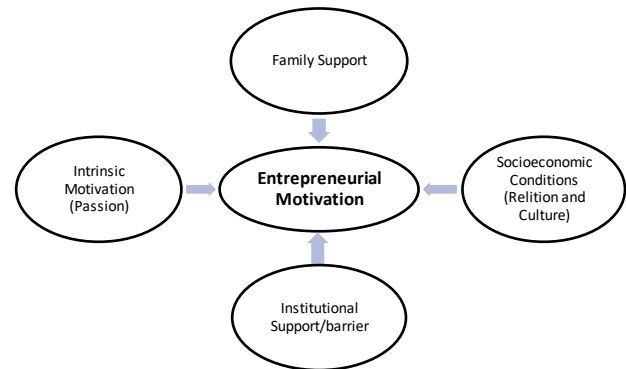
## 2.5 Best practice

Pallavi, Santosh, and Ashoka (2023) exemplify best practices in agripreneurship in India. In agricultural entrepreneurship, innovation, market analysis, and value addition are essential. Adding value and meeting market demands to agricultural products can boost revenue and provide employment. To encourage agricultural entrepreneurship, India has put best practices into place, such as the National Bank for Agriculture and Rural Development and the Start-up Village Entrepreneurship Program (Pallavi, Santosh, & Ashoka, 2023).

## Conceptual framework

The conceptual framework is adopted from (Musa, Idris, & Basir, 2020). Entrepreneurial motivation refers to the mentality that propels people to initiate a business venture or engage in entrepreneurial endeavors. Figure 1 shows agripreneurial motivation. Socioeconomic conditions (culture and religion), familial support, institutional support or hurdles, and intrinsic motivation are some of the factors that affect the motivation of entrepreneurs. A strong desire to devote a significant amount of time and energy to an activity we love is known as passion. Studies indicate that entrepreneurs who are

driven by passion are more likely to stick with their business and work harder at it. Support from the family is essential since it fosters strong entrepreneurial attitudes and serves as a mentor to the next generation. Al-Qur'an and al-Hadis are the foundational texts for entrepreneurship in Brunei's socioeconomic conditions, including religion.



**Figure 1 Conceptual framework for agripreneurial motivation**

Source: Adapted from (Musa, Idris, & Basir, 2020)

The motivation of entrepreneurs is also influenced by cultural influences. A weak culture of entrepreneurship in Laos is linked to high levels of collectivism, low power distance, medium masculinity, and high uncertainty avoidance. The factors that lead to entrepreneurial success can be largely explained by institutional support, such as laws and regulations. Institutional obstacles, such as bank application processes, the availability of land and infrastructure, and current technology, can also affect entrepreneurial endeavors. Depending on how much inventive behavior and entrepreneurial thought are encouraged or discouraged by socially supported institutional norms, the strength of an entrepreneurial endeavor may vary.

## 3. Methodology and data

### 3.1 Data

Through interviews and observations, the research gathered evidence from current agricultural entrepreneurs about their motivations for starting their own business, whether it be from family history or a sense of opportunity. It will also focus on the traits of agricultural entrepreneurs, factors that contribute to their success, the moment when they decided to turn their business into a farm, and in-depth interviews with agricultural entrepreneurs who are successful. The agripreneurs were chosen based on the requirement that they operated in the provinces of Khammouan, Vientiane, Champasack, and Vientiane Capital for a minimum of five years

Some 53 agribusiness owners 13 of whom are female were given semi-structured questionnaires and interviews

to gather primary data. These businesses are chosen based on business performance in the past 5 years with continuous profits. Of them, 2 are less than 30 years old, 9 are between the ages of 31 and 40, 13 are between the ages of 41 and 50, 13 are between the ages of 51 and 60, and 16 are older than 60. The majority of respondents to the questionnaire had between five and ten years of experience (49.06%), then between eleven and fifteen years (22.64%), sixteen and twenty (7.55%), twenty-one and five years (9.43%), and finally, twenty-six and thirty years (7.55%). The data shows a significant number of prior government officials, private employees, own-businesses, and those without a job, with a percentage of 16.98, 16.98%, and 24.53%, 3.77% respectively.

**Table 1. Definition of variables.**

Dependent Variable	Definition	Unit
$BS1_i$	Success of agripreneurs measured by business revenue in a year.	Million Kip (s)
$BS2_i$	Success of agripreneurs measured by total sale in a year.	Million Kip (s)
<b>Independent Variables</b>	Success of agripreneurs measured by business revenue, total sale, profit, worker increased in a year.	
$Gen_i$	Agripreneur's gender	1 = Male, 0 = Otherwise
$Est_i$	Number of years of business establishment	Year (s)
$Edu_i$	Education level of manager or business owner (year)	
$Locat_i$	Establishment's location	1 = VTE, 0 = Otherwise
$Siz_i$	Business's size	1 = Small biz, 0 = Otherwise
$Cap_i$	Registered capital	Million Kip (s)
$Lab_i$	Total labor	Person (s)
$FB_i$	Form of business	1 = Laotian ownership, 0 = Otherwise
$Credit_i$	Financial access	1 = Commercial bank or financial institute, 0 = Otherwise
$Train_i$	Agripreneurs participated in business training course	1 = Yes, 0 = Otherwise
$ICT_i$	Agripreneurs applied ICT	1 = Yes, 0 = Otherwise
$EPM_i$	Agripreneurs used electronic transaction	1 = Yes, 0 = Otherwise
$NS_i$	Using new seed varieties	1 = Yes, 0 = Otherwise

Source: Author's summary

## 4. Results and Discussion.

### 4.1 Motivation factors

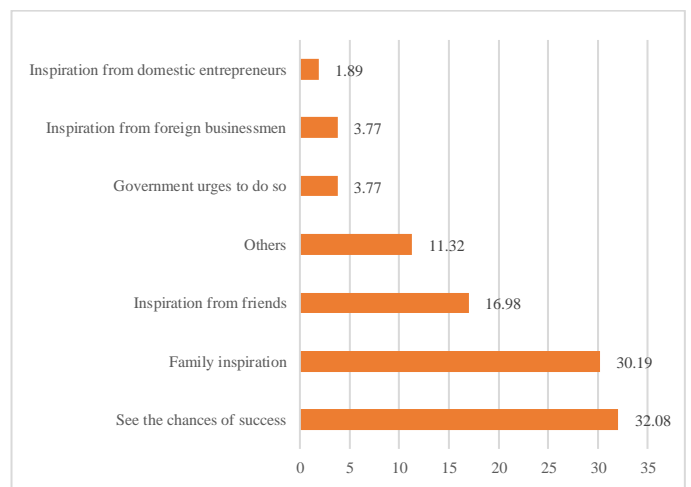
Figure 1 displays the percentage of samples that were motivated to become agripreneurs. According to the data, the biggest percentage (32.08%) of individuals are motivated to become agripreneurs by seeing chances of success. This is followed by those who are inspired by their family (30.19%), friends (16.98%), and others (11.32%). A smaller percentage of individuals are motivated by government pressures (3.77%), existing agripreneurs (3.77%), and domestic agripreneurs (1.89%), in that specific order. This context is supported by (Bird, 1988), (Erikson, 2003), (Hattab, 2014), (Katz & Gartner, 1988),

## 3.2 Analytical Methodology

The model utilizes for analyzing the success factors of agripreneurship is as follows:

$$BS1_i = \beta_0 + \beta_1 Gen_i + \beta_2 Est_i + \beta_3 Edu_i + \beta_4 Locat_i + \beta_5 Siz_i + \beta_6 Cap_i + \beta_7 Lab_i + \beta_8 FB_i + \beta_9 Credit_i + \beta_{10} Train_i + \beta_{11} ICT_i + \beta_{11} EPM_i + \beta_{13} NS_i + \varepsilon_i \quad (1)$$

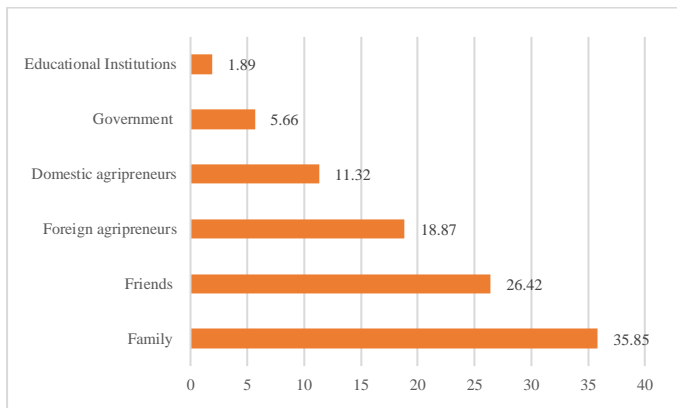
$$BS2_i = \beta_0 + \beta_1 Gen_i + \beta_2 Est_i + \beta_3 Edu_i + \beta_4 Locat_i + \beta_5 Siz_i + \beta_6 Cap_i + \beta_7 Lab_i + \beta_8 FB_i + \beta_9 Credit_i + \beta_{10} Train_i + \beta_{11} ICT_i + \beta_{11} EPM_i + \beta_{13} NS_i + \varepsilon_i \quad (2)$$



**1 Figure 1. Motivation Factors**

Source: Author's calculation

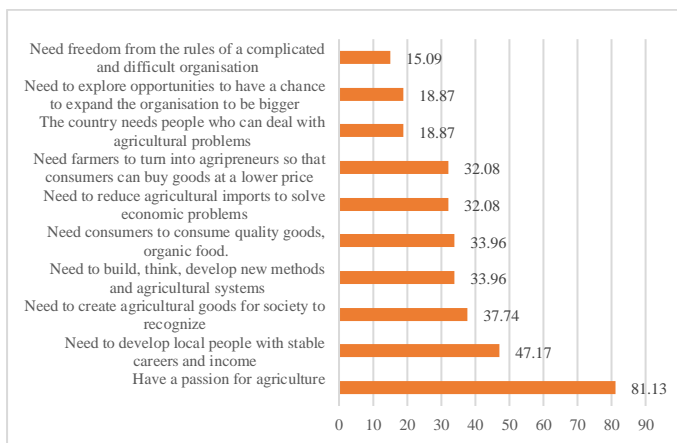
Figure 2 shows Business Model that families accounted for the largest percentage of inspiration for idol business models (35.85%), followed by friends (26.42%), foreign agripreneurs (18.87%), domestic agripreneurs (11.32), the government (5.66%), and educational institutions (1.89%). A study by (Taneva, 2021) supported this finding, yet slightly different from a study done by (Musa, Idris, & Basir, 2020) claiming that government policy and culture play an important role in agripreneurial motivation.



**Figure 2. Business Model**

Source: Author’s calculation

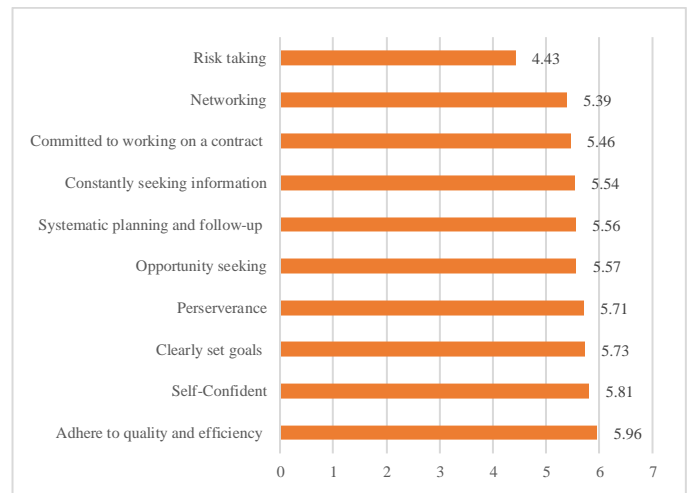
A passion for agriculture ranks as the primary motivator for becoming an agripreneurs (81.13%). The need to develop locals with stable jobs and income (47.17%), to produce agricultural goods that society will recognize (37.74%), to create, think through, and develop new agricultural systems (33.96%), to ensure that consumers consume high-quality, organic food (33.96%), to decrease agricultural imports in order to solve economic problems (32.08%), and to encourage farmers to become agripreneurs so that consumers can purchase goods at a lower price (32.08%) are all relatively high ratios. Significant percentages indicate that the nation needs individuals with the ability to handle agricultural issues (18.87%), needs to look for opportunities to grow the organization (18.87%), and needs independence from the law (Figure 3).



**Figure 3 Reason behind becoming agripreneurs**

Source: Author’s calculation

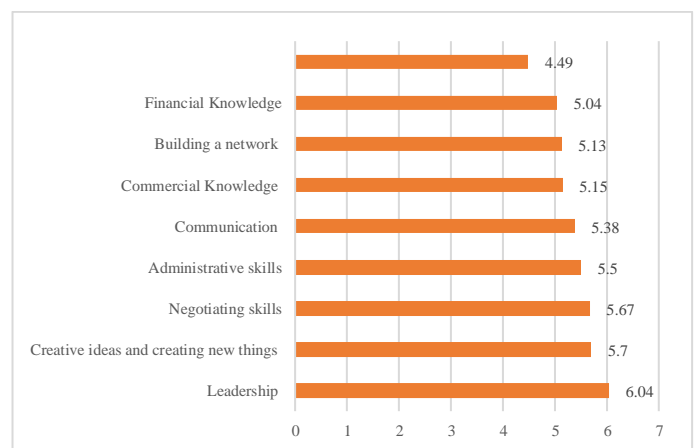
The personality qualities of successful agripreneurs in Laos exhibit significantly high mean scores for all evaluated attributes, with the exception of risk-taking, which demonstrates a moderate mean score of 4.43 on a 7-point scale. The mean scores for qualities such as adherence to quality and efficiency, self-confidence, clear goal setting, perseverance, exploring opportunities, systematic preparation and follow-up, frequent information seeking, commitment to work contract, networking, and risk-taking all fall between 5 and 6 (Figure 4). This confirms the findings by (Jayasudha & Sheela, 2021) and (Milutinović, Matic, Vojinovic, & Leković, 2023).



**Figure 4. Agripreneurship characteristics and traits**

Source: Author’s calculation

Figure 5 show the majority of the traits examined, successful agripreneurs in Laos are found to be rather high. On a 7-point scale, research skills have the lowest mean score of 4.49 and leadership highest mean score of 6.04. The mean ratings for all other talents, negotiation skills, administrative skills, communication, commercial knowledge, network development, and financial understanding range from 5 to 6. This finding is supported by the work of (Jayasudha & Sheela, 2021).

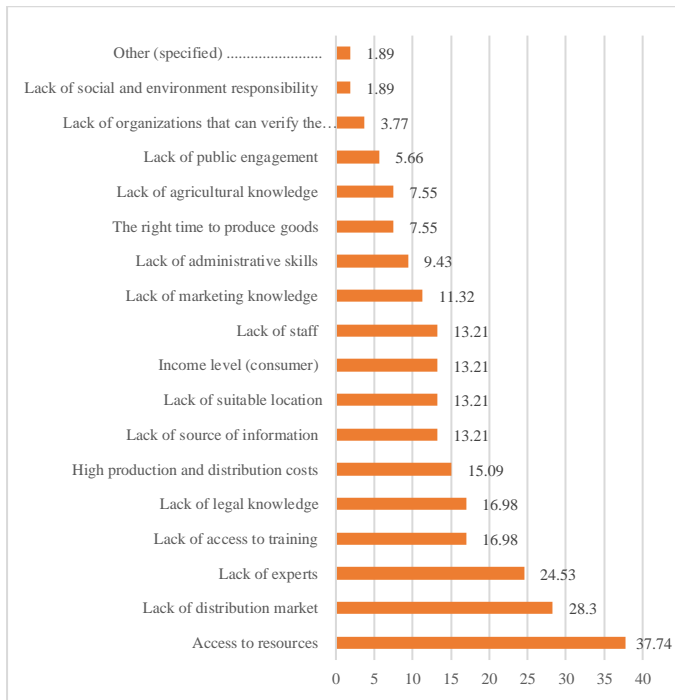


**Figure .5 Skills for successful agripreneurs**

Source: Author’s calculation

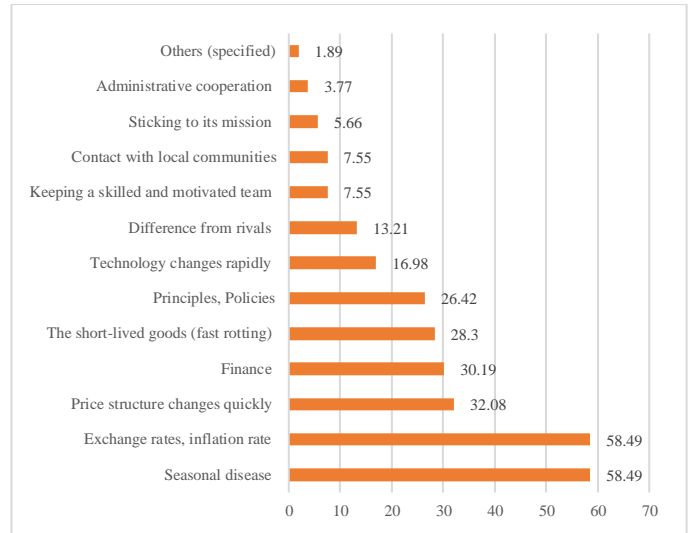
### 4.2 Challenges

Figure 6 displays impediments to corporate growth. The analysis reveals that the biggest barrier is lack of access to resources (37.74%), which is followed by lack of experts (24.53%), lack of the distribution market (28.3%), lack of training (16.98%), lack of legal knowledge (16.98%), high production and distribution costs (15.09%), lack of a suitable location (13.21%), lack of staff (13.21%), and lack of marketing knowledge (11.32%). The following variables have less than 10% of the total: insufficient administrative skills (9.43%), timing of goods production (7.55%), ignorance of agriculture (7.55%), lack of public involvement (5.66%), absence of organizations that can vouch for the goods' quality (3.77%), and lack of social and environmental responsibility (1.89%). This finding is similar to the research finding from (Pallavi, Santosh, & Ashoka, 2023), (Musa, Idris, & Basir, 2020), (Nwibo, Mbam, & Biam, 2016).



**Figure 6. Obstacles**  
Source: Author's calculation

The three biggest obstacles facing agribusiness are seasonal diseases, currency fluctuations, and inflation (58.59%). Additional challenges include the following: maintaining a skilled and motivated workforce (7.55%), maintaining contact with local communities (7.55%), adhering to its mission (5.66%), finance (30.19%), the short-lived goods (fast rotting) (28.3%), policies and regulations (26.42%), technology changes rapidly (16.98%), and administrative cooperation (3.77) ( Figure 7). This finding is similar to (Pallavi, Santosh, & Ashoka, 2023), (Musa, Idris, & Basir, 2020), and (Nwibo, Mbam, & Biam, 2016).



**Figure 7 obstacles facing agribusiness**  
Source: Author's calculation

### 4.3 Success Factors

The data presented in the table 2 indicates that the age of the entrepreneur, the location of the business, and the internal business type are crucial determinants of the sales of the agricultural business. Similarly, the age of the entrepreneur, the location of the business, and the age of the business are the primary factors influencing the revenue of the agricultural business.

The age variable of the business's owner is a crucial factor that has an inverse relationship with the sales and income of the agricultural business, aligning with the initial predictions. Increasing the age of an agricultural business owner by 1 year leads to a decrease in the agricultural business's sales and income by around 3 percent, with a statistical significance of 10 percent.

The location of an agricultural company is a crucial factor that significantly impacts its sales and revenue. Therefore, if an agricultural business is situated in Vientiane Capital, it will see a 60 percent decrease in sales and revenue compared to enterprises located in other locations, with a statistically significant level of 10 percent.

The age of the company is a crucial factor that is inversely related to the income of the agricultural business. This implies that if an agricultural business has a one-year increase, its income will decrease by approximately 68.94 percent, with a statistical significance of 5 percent.

The domestic business variable is a crucial factor that has an inverse relationship with agriculture business sales. This implies that if an agricultural firm is a domestic business, it will decrease the sales of agricultural enterprises by approximately 58.22 percent compared to other forms of business ownership, with a statistical significance of 10 percent.

The variables like gender, education, the size of business, registered capital, experiences, access to finance, and participated in business training don't seem to have statistically significant effects on Sale or Revenue. This finding is relatively different from the study done by

(Saghaian, Mohammadi, & Mohammadi, 2022) and (Nwibo, Mbam, & Biam, 2016) who indicated that factors like entrepreneurial experience, risk taking mindset, interest rate, agripreneurial training, geographical location are significant factors affecting agripreneurial success.

**Table 2: Success factors analysis**

variable	Sale			Revenue		
	Coef.	Std. Err.	T-Stat	Coef.	Std. Err.	T-Stat
Age	<b>-0.0324*</b>	<b>0.017443</b>	<b>-1.86</b>	<b>-0.03595**</b>	<b>0.017376</b>	<b>-2.07</b>
Male	-0.35024	0.41361	-0.85	-0.64925	0.41657	-1.56
Edu	0.08475	0.096067	0.88	0.111417	0.094707	1.18
Locat	<b>-0.68909*</b>	<b>0.361401</b>	<b>-1.91</b>	<b>-0.63126*</b>	<b>0.360568</b>	<b>-1.75</b>
Size	0.059348	0.367094	0.16	0.01206	0.369415	0.03
LnCap	0.070643	0.204776	0.34	-0.01984	0.026408	-0.75
Exper	-0.03081	0.025673	-1.2	-0.00368	0.038986	-0.09
Est	<b>0.001008</b>	<b>0.038256</b>	<b>0.03</b>	<b>-0.68949**</b>	<b>0.340305</b>	<b>-2.03</b>
FB	<b>-0.58228*</b>	<b>0.342231</b>	<b>-1.7</b>	<b>0.49866</b>	<b>0.364421</b>	<b>1.37</b>
Credit	0.22752	0.351971	0.65	-0.23498	0.358266	-0.66
Train	-0.0236	0.36947	-0.06	-0.31513	0.373772	-0.84
ICT	-0.34669	0.372848	-0.93			
_cons	19.70377	4.431393	4.45	20.95272	1.787289	11.72
Number of obs	53			53		
F(12, 39)	1.53					
Prob > F	0.1545			0.0778		
R-squared	0.3202			0.3496		
Adj R-squared	0.1111			0.1613		
Root MSE	1.1057			1.1022		

Source: Author's calculation

#### 4.4 Discussion

Based on the research objectives and the result of this research, we have found important motivation factors, characteristics and traits of agripreneurs, and success factors of agripreneurship as follows:

##### (1) agricultural entrepreneurship motivation factors

The findings of the research on agricultural entrepreneurship motivation factors in Laos highlight the importance of various factors that drive individuals to pursue agricultural entrepreneurship. The top two motivation factors identified in the research are: (1) seeing chances of success: This suggests that individuals are motivated to become agricultural entrepreneurs because they perceive opportunities for success in this field. This could be driven by factors such as market demand, available resources, and existing support systems. (2) Inspiration by family: Family plays a significant role in motivating individuals to become agripreneurs. This could be due to a family background in agriculture, where family members have been successful in the field, leading to inspiration and motivation for others to follow suit.

Additionally, the research mentions that the business idol for agricultural entrepreneurs in Laos is family and friends. This suggests that individuals look up to their family and friends who have found success in agribusiness as role models and sources of inspiration for their own entrepreneurial endeavors.

Finally, the research indicates that having a passion for agriculture is a key reason behind individuals choosing to become agripreneurs. This passion likely drives motivation, determination, and perseverance, which are essential qualities for success in the agricultural sector.

Overall, the findings of this research shed light on the diverse and multifaceted motivations that drive individuals to pursue agricultural entrepreneurship in Laos, emphasizing the importance of factors such as perceived opportunities for success, family inspiration, and a genuine passion for agriculture.

##### (2) agricultural entrepreneurship characteristics and traits

The research findings on agricultural entrepreneurship characteristics and traits in Laos highlight several key factors that are indicative of successful agripreneurship in the region. The characteristics and traits identified in the research include:

1. Adherence to quality and efficiency: This suggests that successful agricultural entrepreneurs in Laos prioritize delivering high-quality products and services efficiently, which can lead to customer satisfaction and loyalty.
2. Self-confidence: Confidence in one's abilities and decisions is a crucial trait for agripreneurs as they navigate the challenges and uncertainties of the agricultural sector.



3. Clear goal setting: Setting clear and achievable goals allows agricultural entrepreneurs to stay focused, motivated, and on track towards success.
4. Perseverance: The ability to persist in the face of obstacles and setbacks is essential for agricultural entrepreneurs to overcome challenges and achieve their long-term objectives.
5. Exploring opportunities: Successful agripreneurs actively seek out and capitalize on opportunities for growth, innovation, and diversification within the agricultural industry.
6. Systematic preparation and follow-up: Being organized, planning ahead, and following up on tasks and objectives are key characteristics that contribute to the success of agricultural businesses.
7. Frequent information seeking: Staying informed about industry trends, market developments, and new technologies is important for agripreneurs to make informed decisions and stay competitive.
8. Commitment to work contract: Fulfilling commitments and maintaining strong relationships with partners, suppliers, and customers is crucial for building trust and credibility in the agricultural business.
9. Networking: Building a strong network of contacts and relationships within the industry can provide valuable opportunities for collaboration, partnerships, and business growth.
10. Risk-taking: Willingness to take calculated risks and embrace uncertainty is essential for agricultural entrepreneurs to innovate, expand, and adapt to changing market conditions.

### (3) agricultural business operators' success factors

The research findings on agricultural business operators' success factors in Laos highlight the importance of certain determinants that influence the sales and revenue of agricultural businesses. Factors such as the age of the entrepreneur, the location of the business, the internal business type, and the age of the business are key considerations that impact the overall success and profitability of agricultural ventures in the region. By understanding and leveraging these success factors, agricultural entrepreneurs in Laos can enhance their chances of achieving sustainable growth and profitability in their businesses.

The finding in this research is in line with research done by many researchers in different geography, culture, economic environment, and development status. In most cases, agripreneurs' decision to become entrepreneurs is influenced by various factors, including personal history, abilities, political, economic, and social context. Internal factors like job satisfaction and psychological well-being drive business proprietors, while markets, technology,

infrastructure, and policy influence agricultural entrepreneurship. Government policy and culture also play a significant role. Success in agripreneurs is positively correlated with business experience, self-assurance, yearly income, economic motivation, and credit orientation. Factors such as corporate globalization, need motives, demographic features, prior entrepreneurial experience, risk-taking mindset, initial capital, and interest rates contribute to their success. Factors such as tax rates, agripreneurial training, income levels, geographical location, market availability, soil fertility, number of competitors, quantity of agricultural output, social amenities, and farming system type also influence agripreneurship. The previous research by many researchers such as (Jayasudha & Sheela, 2021), (Milutinović, Matić, Vojinovic, & Leković, 2023), (Pliakouura, Beligiannis, Kontogeorgos, & Chatziteodoridis, 2021) confirms this agripreneurial motivation, characteristics, and success factors of agripreneurship.

## 5. Conclusion

The possibility of success is the primary motivator for many people to become agripreneurs, followed by support from friends and family. Less influential are domestic agripreneurs, existing agripreneurs, and government pressures. The main source of motivation is a passion for agriculture. Additionally, there is also a great demand for cheaper costs, economic difficulties, and recognition in addition to solid jobs and high-quality organic food. The country needs people with experience in agriculture, chances for organizational growth, and autonomy under law.

Except for risk-taking, successful Laotian agripreneurs have high mean scores for a variety of characteristics. Qualitative adherence, self-assurance, goal setting, persistence, and networking are important attributes. Leadership receives the highest mark, while research skills receive the lowest. Additional skills, financial comprehension, network building, administrative, communication, but and commercial knowledge all receive high scores.

Lack of access to resources, experts, the distribution market, training, legal knowledge, high production costs, appropriate locations, personnel, and marketing expertise are the primary barriers to corporate growth in the agricultural sector. A lack of knowledge about agriculture, inadequate administrative abilities, public engagement, high-quality organizations, and a disregard for social and environmental responsibility are some additional factors. Seasonal diseases, exchange rate fluctuations, inflation, keeping a trained workforce, preserving local communities, mission compliance, finances, perishable products, policies, technology, and administrative collaboration are some of the challenges.

## Recommendations

Based on the findings of this research, the following are some recommendations for future research:

1. Conduct a thorough investigation into the correlation between various motivational factors that drive individuals to become agripreneurs. Conduct qualitative interviews or surveys to delve deeper into the importance of passion for agriculture, desire for success, support from family, and other variables that enhance motivation.

2. Analyze the characteristics and qualities of prosperous agripreneurs in Laos and provide a comparative assessment with those in other countries or regions. This can provide valuable insights on culturally unique attributes that contribute to success in the agricultural sector.

3. Assess the skill development needs of those aspiring to become agripreneurs in Laos. Identify shortcomings in core competencies such as research, financial literacy, networking, and administrative ability. Develop specialized training programs or interventions specifically designed to enhance the entrepreneurial aptitude of those working in the agriculture sector.

4. Conduct a comprehensive analysis of the barriers hindering the growth of corporations in the agricultural

industry in Laos. Please prioritize these hurdles based on their severity and impact on corporate operations. Develop and execute strategies and regulations to efficiently address major challenges, such as resource availability, market allocation, training, legal knowledge, and high production costs.

5. Encourage the use of environmentally friendly farming methods among agricultural entrepreneurs in Laos by investigating potential prospects. Analyze the extent of understanding, viewpoints, and endorsement of ecologically sustainable farming methods, together with the challenges and barriers encountered in implementing them. Generate recommendations for promoting environmentally and morally responsible agricultural practices within the sector.

6. Implications for policy: The policy framework regarding agriculture and entrepreneurship in Laos requires a thorough analysis. It may be necessary to review the effectiveness of the current policies that either facilitate or hinder the expansion of agripreneurship. Propose policy reforms or initiatives that can create a favorable environment for agripreneurs, including tactics to overcome regulatory barriers, promote innovation, and improve the availability of resources and market entry.

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