

## MOTIVATIONAL FACTORS FOR YOUTH PARTICIPATION IN RURAL LEADERSHIP DEVELOPMENT ACTIVITIES IN OGUN STATE, NIGERIA

---

D. O. Torimiro, And E.A. Laogun

Department Of Agricultural Extension And Rural Sociology  
Obafemi Awolowo University, Ile-Ife

---

### Abstract

*This study was conducted to determine the motivational factors for youth participation in rural leadership development activities (R.L.D.As.) in Ogun State, Nigeria. Pre-tested and structured interview schedule was used to elicit information from 558 rural youths between the age group of 13 years and 30 years that were randomly selected, using multi-stage and random sampling techniques.*

*Descriptive statistics like frequency counts and percentage were used to analyse the data, while the Pearson's correlation analysis was used to determine the relationship between the variables investigated, principal component analysis was used to establish the variables used in naming the motivational factors.*

*The study shows that personal interest ( $r = 0.24$ ), family value ( $r = 0.23$ ), recognition ( $r = 0.25$ ), responsibility ( $r = 0.19$ ), incentives derived ( $r = 0.20$ ) and economic status ( $r = 0.13$ ) had positive and significant relationship with level of participation in R.L.D.As.*

### 1.0 Introduction

Leadership in Nigeria rural communities has been noted to be traditionally administered by the aged or old people in the rural communities, while the youth are often made to feel unconcerned. This situation has significantly left out the input of this category of future leaders from administration of rural community leadership. Jibowo (1989) documented that the youth constitutes a potent force in agricultural and rural development programmes. These categories of people according to Umaru (1992) form a very significant proportion of the rural population in Nigeria. The youth are further characterised by Jibowo (1989) and Torimiro (1995) as possessing innovation proneness, minimal risks aversion, faster reaction time, less fear of failure, less conservatism, greater physical strength, greater knowledge acquisition propensity, social propensity, faster rate of learning, love for adventure and preference for boldness. These attributes of rural youth could be resourcefully applied to good leadership administration in Nigeria communities.

Ijere (1988) however, noted that the potentials of this category of people are yet to be significantly tapped to a greater rural development advantage in Nigeria. Gobeli (1996) further observed that the youth are glaringly kept off from the rural leadership scene, and that most of their views cannot be adequately presented at the decision-making forum, putting them in a highly vulnerable position.

The scenario above necessitates the need for youth participation in rural leadership development activities, as a way to empower them and accommodate their view for policy formulation through cooperative efforts in rural development. High participation in rural leadership development activities (R.L.D.As) such as decision – making; resources donation towards community project implementation; supervision, monitoring and directing of rural community programme; serving in rural governance committee; assisting the community to make external contact; advising the community on crucial matters and ; settlement of disputes in the community, among others, are strongly assumed to have a close relationship with the level of self-confidence to be gained by the youth, level of communication

skills and increase in their understanding of rural problems. This way, the youths become more responsible and accountable to the activity they participate in.

\*\*However, there is need for adequate understanding of what can really motivate the youths to effectively participate in each of the identified R.L.D.As. The problems of motivation of rural youths to satisfactorily aspire in their own communities has resulted to the following common youth problems identified by Cook (1996) which include: increasing unemployment, population pressure leading to reduced availability of land and other resources, rural to urban migration, poor educational opportunities and the increasing marginalization of agriculture and rural life.

Herzberg *et al* (1959) and Menon *et al* (1978) have identified some motivational factors in a work situation in urban settings, among which are: recognition, responsibility, achievement and work itself. It was against this background, that this study focused on the motivational factors for youths participation in rural leadership development activities. It specifically examined the extent to which the youths are motivated by the identified factors; determined the relationship between the level of participation of youths in the R.L.D.As and their motivational factors and determined the variables contributing to the motivational factor.

## 2.0 Methodology

The study was conducted in Ogun State, one of the thirty-six (36) states in Nigeria. The state consists of four divisions. Viz, Egba, Egbado (Yewa), Ijebu and Remo based on the extension coverage as well as political and administrative zoning.

Rural youths between 13 years and 30 years were purposively selected for the study, since the expected age of entry into secondary education or vocational apprenticeship training is 13 years. That is, the age of entry into youth, while someone above 30 years is not expected to participate in the National Youth Service Corps (N.Y.S.C) – a youth programme for graduates from their universities or polytechnics in Nigeria (Torimiro, 1999). This age group was determined in each of the sampled communities through estimated population which was based on 32% of the total population of each community, since the National Population Census could not provide the actual population figures of that age category.

**Table 1**  
**Proportionate Sample Of Selected Rural Youth By Rural Communities And Divisions**

DIVISIONS	LOCAL GOVERNMENTS SELECTED	RURAL COMMUNITIES SELECTED	*POPULATION OF THE COMMUNITIES	ESTIMATED POPULATION OF AGE GROUP BETWEEN 13 AND 30 YEARS IN THE RURAL COMMUNITIES BASED ON 32% OF THE TOTAL POPULATION	PROPORTIONATE SAMPLE OF RURAL YOUTH (AGE GROUP 13 AND 30 YEARS) SELECTED	TOTAL SAMPLE SELECTED PER DIVISION
Egbado (Yewa)	Yewa South	Idogo Ajegunle	2,110	676	70	124
		Agosasa Eredo	161	52	06	
	Obafemi/Owode	Ajebo	1,447	463	48	
			1,942	621	62	
Egba Remo	Abeokuta North Ikenne	Obafemi	1,121	359	36	168
		Isaga Orile	1,587	508	52	
		Akaka-Remo	2,193	702	72	
		Kajola	248	79	08	96
Ijebu	Ijebu North	Odofin	478	153	16	
		Agunboye	1,805	578	60	
	Ijebu – Ode	Aba paanu	836	268	28	170
		Odosenlu 1	657	210	22	
Total = 40	06	Isonyin	1,787	572	60	558
		14	16,935	5,421	558	

**NOTE: POPULATION STRUCTURE:** (i) 34% of the population are children under 10 years of age;

(ii) 45% are under 15 years;

(iii) 51.8% are active age of 15-64 years;

(iv) 3.6% males are aged 64 plus years and 3.0% females are aged.

**\*SOURCE:** Okuboyejo, 1991: National Population Commission Census '91. Final Results, Ogun State, pp 1-46.

Multi-stage random sampling technique through the use of table of random numbers was used to select the local government areas (L.G.As), the rural communities covered by the study and the rural youths interviewed from the four divisions (see Table 1). Among the estimated population of the age group between 13 years and 30 years in each of the 14 rural communities selected, proportionate sample of 10% was randomly selected to obtain a sample of 558 respondents for the study. Data collection took place between September and October 1998.

Structured interview schedule was designed and used to elicit information related to motivational factors for participating in R.L.D.As from the respondents. Descriptive statistical tools like frequency counts and percentage were used to analyse the data. Pearson's Correlation analysis was used to determine the relationship between the motivational factors and level of youth participation in R.L.D.As at the 0.05 level of significance while the principal component analysis was used to ascertain the variables contributing to motivational factor.

### 3.0 Results And Discussions

#### 3.1 Motivational factors for youth participation

Over 60% of the respondents indicated that personal interest, family value, promotion, community value, responsibility, recognition, achievement and ability utilization could serve as motivational factors for participating in R.L.D.As. The extent to which the youths are motivated by the factors, is presented in Table 2. For instance, 41.94% are motivated by personal interest and 33.69% are motivated by family value, among others.

Table 2

Distribution Of Rural Youth By Motivational Factors (n = 558)

S/No	*FACTORS	0	1	2	3
1.	Personal Interest	54 (9.68)	154 (27.60)	116 (20.79)	234 (41.94)
2.	Family Value	71 (12.72)	123 (22.04)	176 (31.54)	188 (41.94)
3.	Advancement/ Promotion	59 (10.57)	118 (21.15)	189 (33.87)	192 (3.69)
4.	Community Value	62 (11.11)	150 (26.88)	177 (31.72)	169 (30.29)
5.	Peer Group Pressure	108 (19.35)	164 (29.39)	163 (29.21)	123 (22.04)
6.	Recognition	91 (16.31)	127 (22.76)	159 (28.49)	181 (32.44)
7.	Responsibility	74 (13.26)	125 (20.40)	190 (34.05)	169 (30.29)
8.	Incentive Derived	213 (38.17)	142 (25.45)	104 (18.64)	99 (17.74)
9.	Government Support	167 (29.93)	115 (20.61)	92 (16.49)	184 (32.97)
10.	Achievement	72 (12.90)	146 (26.16)	133 (23.84)	207 (37.10)
11.	Ability Utilisation	71 (12.72)	137 (24.55)	178 (31.90)	172 (30.82)
12.	Economics Status	114 (20.43)	148 (26.48)	107 (19.18)	189 (33.87)
13.	Occupational Status	103 (18.43)	131 (23.48)	120 (21.51)	204 (36.56)
14.	Activity itself	95 (17.03)	141 (25.27)	108 (19.35)	214 (38.35)

NOTE: (1) ( ) Percentages.

\*Multiple responses were recorded.

0 = Not motivated; 1 = Fairly motivated; 2 = Motivated 3 = Very motivated

### 3.2 Relationship between the motivational factors and youth's level of participation in R.L.D.As

**Table 3**  
**Correlation Analysis Showing Magnitude Of The Level Of Participation Of The Rural Youth In R.L.D.As And Their Motivational Factors.**

Motivational factors.	Peerson correlation coefficient (r)	Coefficient Determination (r <sup>2</sup> )
Personal interest	0.2358*	0.0556
Family value	0.2285*	0.0522
Promotion	-0.0497	0.0025
Community value	-0.0934*	0.0087
Peer group pressure	-0.1578*	0.0249
Recognition	0.2501*	0.0626
Responsibility	0.1935*	0.0374
Incentives derived	0.1952*	0.0381
Government support	-0.1641*	0.0269
Achievement	-0.1338*	0.0179
Ability utilization	0.0552	0.0030
Economic status	0.1303*	0.0170
Occupational status	-0.0296	0.0009
Activity itself	-0.1644*	0.0270

Source: calculated from the field survey, 1998.

Number of independent variables = 14

Number of respondents = 558

Degree of freedom = 556

Level of significance = 0.05

Critical value of 'r' at (0.05) (556) = 0.0880

\* Significant at 0.05 level.

Findings on Table 3 reveal that the personal interest ( $r = 0.24$ ), family value ( $r = 0.23$ ), recognition ( $r=0.25$ ), responsibility ( $r =0.20$ ), incentives derived ( $r=0.20$ ) and economic status have a positive and significant relationship with the level of participation in R.L.D. As. This implies that those factors will motivate youths to participate in rural leadership development activities. Also other factors such as community value ( $r = - 0.09$ ), peer group pressure ( $r = - 0.16$ ), government support ( $r = - 0.16$ ), achievement ( $r = - 0.13$ ) and the activity itself ( $r = - 0.16$ ) are negatively significant. This means that those factors will motivate the youth not to participate in the rural leadership development activities.

Some of these findings support the findings of Herzberg *et al* (1959) and Menon *et al* (1979) who identified recognition, responsibility, achievement and work itself as motivational factors of workers in an organisational setting within urban environment. The newly identified factors in this study have become additional contribution that may be highly resourceful in rural communities development studies. Discussion on each of these newly identified factors now follows:

### **3.2.1 Personal interest**

Personal interest is not unexpected to constitute a drive towards participating in an activity or the other. As long as an individual's personal interest is focused on a particular activity, all other things being equal, the individual will be propelled to participate in such activity. This fact must always be considered in designing youth programme in order to enhance their participation.

### **3.2.2 Family value**

Family value is an essential motivator for youths to participate in rural leadership development activity. Participation in any activity within a rural setting that is in the line with a rural family's value system is expected to enjoy maximum support of the entire family members. A youth development programme that gives cognizance to this factor is expected to enjoy adequate support from the rural families. The participating youths may perceive their achievement in such activity as the family's achievement while the family members perceive the youths' participation as theirs.

### **3.2.3 Recognition**

Recognition attached to youths participation in a particular activity may influence their drive to further participate in such activity. This type of recognition may further be propelled by other ambitions, which may be political, social or economic in dimension. However, caution must be exercised in supervising youths development programme to forestall any excesses, which may hinder active participation of other participating youth.

### **3.2.4 Responsibilities**

Some youths in rural communities perceive their participation in some activities as mere customary responsibility. In fact, acceptance of responsibility must be recognized as part of the qualities a youth must imbibe through the youth development programme.

### **3.2.5 Incentive derived**

A youth oriented programme must have integrated into it, the capability for yielding encouraging incentives as a way to motivate the participating youth.

### **3.2.6 Economic Status:**

Economic status is naturally noted as a highly significant drive for participating in any activity especially if such activity is financially intensive. High economic status, as a power base for leadership demonstration will propel some youths to participate more than other youths in rural leadership development activities.

### **3.2.7 Community value**

Community value unlike family value motivates in a negative way. This implies that the more the community value system is against the youth participation in any activity, the more the youths will be motivated not to participate in any activity. This is not unexpected in a traditional setting where many leadership development activities are basically conceded to elders.

### **3.2.8 Peer group pressure**

The level of value a peer group attaches to a particular activity in a rural setting will initiate the level of pressure to be mounted on their colleagues who may be willing to participate in such activity. Peer group pressure in a rural community often contributes a force against participation in any activity the youths are not interested in.

### 3.2.9 Government support

Government support is another interesting factor that is expected to serve as a motivator for youths participation in R.L.D.As, but this is not the case as shown in this study. This situation may be due to neglect suffered by the various sectors of the country under the then military government.

### 3.2.10 Achievement and activity itself

Equally found to motivate the youths not to participate in the rural leadership development activities is the nature of the activities which the youth have erroneously accepted to be elder's activities.

### 3.3 Principal components of motivational factor

Table 4 reveals that of all the 14 variables tested as motivational factors, only two are not statistically established. These are personal interest and activity itself while the remaining twelve are statistically established and they could be named as motivational variables. However, this does not invalidate the findings reported in Table 3 which has shown a positive and significant relationship between the personal interest and level of youths participation in R.L.D.As. and a negative and significant relationship between the activity itself and level of youth participation in R.L.D.As.

Table 4  
Factor Analysis Showing Variables Contributing To Motivational Factor

Variables	L	L <sup>2</sup>	$\lambda$
Personal interest	0.0730	0.0053	
Family value	0.4745*	0.2252	
Promotion	0.6920*	0.4789	
Community value	0.7401*	0.5477	
Peer group pressure	0.8032*	0.6451	
Recognition	0.6134*	0.3762	
Responsibility	0.7651*	0.5854	
Incentives derived	0.6068*	0.3682	
Government support	0.6798*	0.4621	
Achievement	0.5106*	0.2607	
Ability utilization	0.5070*	0.2507	
Economic status	0.6189*	0.3830	
Occupational status	0.0906*	0.0082	
Activity itself	0.0570	0.0032	4.6062

Source : calculated from the field survey, 1998,

\* : Significantly contributive to the factors at 0.05 level

L : Loadings for factor

$\lambda$  : Latent root of the factor, i.e summation of the squares of the

$$\text{loadings } (\lambda = \sum L^2).$$



#### 4.0 Conclusion

Youths participation in rural leadership development activities is very essential for a successful administration of the rural sector. For this category of rural dwellers to be motivated to participate in these activities, the following motivational factors have been identified: personal interest, family value, recognition, responsibility, incentives derived, economic status, among others. However, inadequate motivation by the community elders and the local government are also identified by the youth as major constraints to their participation in R.L.D.As.

Against this background, the following recommendations are highlighted:

- The community-based organisations in conjunction with government agencies must organized effective educational programmes that can enlighten the elders and the youth on the need for their joint participation in rural leadership administration.
- In designing youth development programme in rural community, the identified motivational factors must be given due consideration with their pros and cons
- all tiers of government through their agenices must intensity efforts in funding youth oriented programmes in the rural communities.

#### References:

- COOK. J.F. (1996), Extension rural youth programmes summary of country Paper, In: Expert Consultation On Extension Rural Youth Programmes And Sustainable Development, F.A.O., Rome: , Pp 79-88.
- Gobeli, V.C. (1996), Part of a comprehensive strategy for sustainable development in developing countries". In Expert Consultation On Extension Rural Youth Programmes And Sustainable Development, F.A.O., Rome, Pp 65-76.
- Herzberg, F., Mansner, B. and Snyderman, B.B. (1959), The Motivation To Work, John Wiley and Sons. New York.
- Ijere, M.O. (1988), Rural Youth As A Factor For Agricultural Transformation (key note address), 1988 World Food Day, Abuja, Nigeria.
- Jibowo, A.A. (1989), Rural Youth: A Vital But Untapped Human Resources (An invited paper), Proceedings of the National Agricultural Extension Research Liasion Service On National Rural Youth Workshop, Zaria, Nigeria, Pp 17-49.
- Menon, K.R., Viswana, R.N and Balasubramanian, S. (1978), Job content and context factors in job satisfaction of deputy agricultural officer, Indian Journal of Extension Education, Vol.14, (1 and 2), Pp 1-5.
- Torimiro, D.O. (1995), The role of youth in pilferage of fruit/tree crops in Nigerian rural Communities, In: Pilferage On Farms: The Bane Of Food Security In Nigeria, Ojodu-Lagos: Samfad Farm Foundation (Publication Division), Pp 15-20.
- Torimiro, D.O. (1999), Factors Associated With Youth Participation In Rural Leadership Development Activities In Ogun State, Nigeria, An unpublished Ph.D. Thesis, Department of Agricultural Extension and Rural Sociology, Obafemi Awolowo University, Ile-Ife, 127-163.
- Umaru. M. (1992), Extension Strategies For Reaching Rural Youth (Foreword). Proceedings of the National Agricultural Extension Research Liaison Service on National Rural Youth Workshop, Zaria, Nigeria, July, 20-24, ii.