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Effects of floriculture enterprise on the well-being of young floriculturists in Ibadan metropolis, Oyo state, Nigeria

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Abstract: Effects of floriculture enterprises on the wellbeing of youth in Ibadan metropolis was investigated. Three Local Government Areas were purposively selected, and random sampling was employed to select 30% of the registered floriculturists from the list of 388 members to give a total of 117 respondents. A structured questionnaire was used to collect data and analysed using descriptive and inferential statistics. Findings reveal 56.4% had a favourable attitude towards floricultural enterprise, while 70.1% had a high level of well-being. Age, marital status and attitude towards floriculture were significantly influenced the wellbeing status of the respondents. The study, therefore, recommended intensification of youth empowerment programmes in floriculture enterprise in the study area.

Keywords: Floriculture, youth entrepreneur, well-being

INTRODUCTION

Youth are important driving forces for social, political and economic development in any country. The National Youth Development Policy (2001) asserts that youths are the foundation of a society; their energies, inventiveness, character and orientation, define the pattern of development and security of a nation. The youth are the most volatile and vulnerable segment of the population in terms of social-economic, emotion and other aspects (Anasi, 2010). Moreover, in Nigeria's context, the National Youth Development Policy (2001) defined youth as people aged between 18 and 35, which constitutes all young males and females in this age bracket. In addition, the National Youth Service Corps defined the concept of youth to comprise all young persons of ages 18 to 30, who are citizens of the Federal Republic of Nigeria. Globally, however, youth is described as the period in an individual's life which runs between the end of childhood and entry into the world of work (Onuekwusi and Effiong, 2002). Meanwhile, agriculture is one of the world's oldest vocations that offer a specific opportunity for self-reliance in different areas such as crop production, animal husbandry, horticulture, fishery, forestry, sericulture and floriculture. Thus, agriculture is a lucrative profession for both youth and adult.

Floriculture is a class of horticulture that deals with the science and practice of cultivating and arranging of ornamental flowering plants for the aesthetic purpose (Acquaah, 2004). It also involves the intensive production of flowers and ornamental shrubs (Muthoka and Muriithi, 2008). Owing to the steady increase in flower demand in the country, floriculture has become one of the important commercial trades in agriculture, an economically viable option in agri-business (Nigeria Economic Summit Group, 2009). The industry has potentials for generating employment for both rural and urban

dwellers directly or indirectly (Usman *et al*, 2002). The direct jobs include those for skilled labour like researchers, teachers, greenhouse managers and nursery managers among others, while the indirect jobs include those of factories that produce chemicals and machinery for the production and processing of floricultural produce (Acquaah, 2004). The demand for fresh flowers has steadily increased not only for decoration but also for many other purposes like essential oils, cosmetics, aroma therapy, dry flowers, natural dyes, medicines, etc (Dewan *et al*, 2016). Thus, the flora industry in Nigeria holds great prospect with immense investments and employment opportunities capable of improving wellbeing and quality of life of producers especially youths. Many previous studies have confirmed the devastating effects of unemployment on individual well-being (Frey and Stutzer, 2002).

Wellbeing is a broad concept that includes people's satisfaction with their life, personal development and social functioning (Marks and Shah 2004). It is related to terms such as happiness, health, the prosperity of people's life situation. Individual wellbeing depends on many things such as job characteristics, labour market status, income, security, leisure, family, moral values, liberty and social relationship (Eurostat, 2012).

Youth unemployment in Nigeria has become one of the most serious social problems confronting the country. According to the National Bureau of Statistics (2012), young people aged between 15 and 24 years account for 52.9 percent of unemployed people while those aged between 25 and 44 years accounted for 41.1 percent. Therefore, those in the age bracket of 15 and 44 years account for 94 percent of the total unemployed persons in Nigeria (Osibanjo, 2006). In the same vein, Nigerian Bureau of Statistics (NBS, 2015), stated that the country's unemployment rate rose from 8.2% in the second quarter to 9.9

percent in the third quarter of 2015, representing a fourth consecutive rise in the unemployment rate since the third quarter of 2014. Every year, thousands of graduates are produced with no jobs in view for majority of them. Nigerian streets are littered with youth hawkers who ordinarily would have found gainful employment in some enterprise (Okafor, 2011). A large number of youths who are unemployed end up constituting political thugs, thieves, vandals, terrorists, militants and prostitutes thus, threatening the security and stability of society and nation. Floriculture enterprise has the potential of creating job opportunities to the youths in order to tackle unemployment rate as well as improving their standard of living. According to Bankole (2002) ornamental plants serve as good source of income generating activities due to its high returns per unit area, short production period and regularity of income. Despite the benefits derivable from ornamental plants, little or no studies have been carried out in this area. In addition, no study has explored youth participation in floriculture cultivation as well as its contribution to their wellbeing. Therefore, the need to examine the effects of floriculture enterprise on the wellbeing of youth becomes necessary to inform policy makers, guide stakeholders involved in formulating programmes and projects targeting youth in floriculture sector and provide lessons that entice the youth to invest their time and funds into floriculture.

The general objective of the study was the assessment of the effects of floriculture enterprise on the well-being status of youths in Ibadan metropolis.

The specific objectives of the study are to:

1. determine the socioeconomic characteristics of the respondents
2. examine respondents' attitude towards floriculture enterprise.
3. assess the contribution of floriculture to the well-being status of the respondents.

The hypotheses of the study, stated in null form, are as follows;

H₀1: There is no significant relationship between the socio-economic characteristics of the respondents and their well-being status.

H₀2: There is no significant relationship between respondents' attitude towards floriculture enterprise and their well-being status.

METHODOLOGY

The study was carried out in Ibadan metropolis, Oyo State. Ibadan metropolis has eleven (11) Local Governments Areas (LGAs), out of which five LGAs are within the metropolis and the remaining six are at the periphery of the metropolis. Ibadan is the capital city of Oyo State. The city and its environment are

home to several industries. The main economic activities engaged in by the populace include agriculture, trade, public service etc. Ibadan has a population of 2,550,593, (National Population Commission 2006 Census).

The population of the study consists of all youths engaged in floricultural enterprise in Ibadan metropolis. Three local government areas namely Ibadan North, Ibadan North East and Ibadan South West were purposively selected due to the dominance of floricultural activities in these areas. A list of floriculturists (153, 132 and 103 respectively) was obtained from the floriculturists association in the study area. Systematic random sampling was employed to select 30% of floriculturists (46, 40 and 31 respectively) from the list provided by the association across the selected three local government areas to give a sample size of 117 respondents. Questionnaire was used to gather relevant information from the respondents. The questionnaire was administered as an interview schedule to the illiterate respondents in 2017.

Respondents' attitude towards floriculture enterprise was measured through presentation of nine attitudinal statements with response options of; Strongly Agree = 5, Agree = 4, Undecided = 3, Disagree = 2 and Strongly Disagree = 1 for positive statements and reversed for negative statements. Well-being status was measured as; completely Dissatisfy = 1, Dissatisfy = 2, Neither Satisfy = 3, Satisfy = 4 and Completely Satisfy = 5. Data collected were subjected to both descriptive (frequency, percentages, mean etc) and inferential (Chi-square and PPMC) statistics.

RESULTS

Socioeconomic characteristics

Table 1 reveals that majority (90.6%) of the respondents were males. The preponderance of more male is an indication that young males are more involved in floriculture enterprise than their female folks which can be as a result of tediousness of the work involved in floriculture activities such as landscaping. Thus, women might not have the capacity to carrying out some of these activities. About 74.4% of the respondents were married. More married respondents imply that the respondents in the study area shoulder one form of responsibility or the other. This finding however, negates that of Ajaero and Njoku (2005) who reported dominance of singles among youths involved in agriculture. It might also be that floriculture is a lucrative enterprise that can be practice to support/provide family needs.

Age distribution further reveals that more than half (53.0%) of the respondents were between the ages of 31 and 35 years, 36.8% were between 26 and

30 years. The average age of the respondents was 30 years which implies that the respondents are agile and active to withstand the rigours of floriculture activities. Besides, being young might also make them to be innovative (Frederick 2011 and Dick 2017). Majority (82.1%) of the respondents had tertiary education while few (0.9%) had no formal education. High literacy level of respondents might be an indication that floriculture activities also require a bit of education for receptivity to innovations as well as modern ways of improving their enterprise. According to Omonona *et al* (2014), educational attainment is pivotal to making a sensible decision as well as improvement in wellbeing. The mean household size was 2 persons. The plausible reason for low household size could be attributed to the fact that many of the respondents were young couples while some were not married and might still be living with their parents and other siblings. About 44.4% of the respondents had 6-10 years of floricultural experience, with 29.7% had above 10 years of floricultural experience. More than two-third of the respondents (74.1%) had put six years and above experience in floriculture. It is expected that with increasing years of involvement in the floriculture practice, respondents would have gained experience in the art of floriculture, better understanding and increasing productivity which in turn can translate to improve well-being. Majority (72.6%) of the respondents had less than one hectare of garden size, while 0.9% had above 2 hectares. The respondents have low hectares of land under floriculture. This suggests that youths in the study area are small scale floriculturists.

Small scale production sometimes depicts the income being generated from its production and usually less than US \$10,000 while commercial or large scale production usually generated US \$400million annually. Also, cultivations under greenhouse conditions, poly tunnels or netting sometimes depict large scale production while medium and small scale growers either have their cultivations under natural shading (under trees) or use locally available materials such as coir fibre mats, cajans (dried and woven coconut palm leaves) or ropes to provide shade (Dhanasekera, 1998).

In line with the classification of floriculturist based on acre of land, Benzakein (2017) stated that among my flower-farming friends, anyone growing flowers on more than 10 acres is considered one of the "big guys."

Benzakein (2017) further stated that virtually all new flower farms are taking root on farms with just a

few acres in production. Unlike commodity crops and even vegetables grown on a small scale, flowers are typically planted, cultivated, and harvested all by hand. Very little mechanization beyond field preparation is actually involved, which means production is more often limited by available labour, than by available land. Erin Benzakein (2017).

It might also be because they need an area to showcase part of or sample of their activities while they offer services to the interested customers in their respective houses or farms. This finding is in line with Agwu *et al* (2008) who posited that most farmers in Nigeria operate on a small scale.

About 35.9% of the respondents acquired land for cultivation through lease, 27.4% through inheritance while few (9.4%) acquired through purchase. The ownership of land through lease and inheritance by majority implies that many of the respondents obtained land for their floriculture practice on a temporary basis which can deprive them the opportunity of large scale production or permanent basis of ownership by heredity and small holding due to land fragmentation within the family. Respondents in the study area cultivated both local and exotic floricultural plants (Table 2). *Polyalthia longrifolia* (Ashoka Tree) (1.93), *Aglaonema* (Chinese Evergreen) and Royal palm (*Roystonea regia*) were the major exotic plants cultivated by the respondents in the study area while Single red ixora, Double red ixora, Hibiscus species were prominent among the local variety cultivated by respondents. On the overall, respondents in the study area cultivated more of local variety than the exotic variety probably because of the availability of these varieties and cheapness.

A greater percentage (73.0%) of the respondents stated that associations regulated prices of floricultural plants while others regulated their prices based on self-determination, market situation, scarcity or availability of ornamental plants. On price determination, it was discovered that for uniformity purpose particularly for most of the common ornamental plants, association determines price. Meanwhile, monthly distribution of income shows that 70.1% of the respondents earned between ₦ 100,000.00 and ₦ 150,000.00 while only 6.8% earned less than ₦50,000.00. The average monthly income of respondents from the enterprise was ₦54,238.00 implying that floriculture is a viable enterprise that can help to sustain the wellbeing of young individuals.

Table 1: Distribution of respondents by socioeconomic characteristics

Variable	Percent	Mean
Sex		
Male	90.6	N= 117
Female	9.4	
Marital status		
Single	25.6	
Married	74.4	
Age		
21-35	10.3	30 years ± 3.6
26-30	36.8	
31-35	53.0	
Educational qualification		
No formal	0.9	
Primary	1.7	
Secondary	15.4	
Tertiary	82.1	
Religion		
Islam	26.5	
Christianity	73.5	
Household size		
1-3 persons	68.4	2 persons ± 4.3
4-6 persons	21.4	
>6 persons	10.2	
Years of experience		
1-5	39.3	
6-10	44.4	
11-15	13.7	8 years ± 4.0
16-20	2.6	
Size of garden		
< 1hectare	72.6	
1-2 hectares	26.5	2.3 acres ± 1.4
Above 2 hectares	0.9	
Land acquisition		
Inheritance	27.4	
Communal	11.1	
Family	12.0	
Lease	35.9	
Purchase	9.4	
Price regulation		
Association	73.5	
Market situation	16.2	
Self determination	14.5	
Scarcity/availability of ornamental	3.4	
Estimated income		
≤ ₦ 50,000	1.7	
₦50,001- ₦ 100,000	5.1	
₦100,001-₦150,000	70.1	₦54, 238
₦150,001 ₦200,000	5.1	
Above ₦200,000	18.0	

Table 2: Type and extent of floricultural plants grown by respondents

Floricultural Plants	Always	Sometimes	Never	Mean
Exotic Variety				
Polyalthia longrifolia (Ashoka Tree)	94.9	3.4	1.7	1.93
Aglaonema (Chinese Evergreen)	89.7	6.0	4.3	1.85
Royal palm (Roystonea regia)	87.2	8.5	4.3	1.83
Christmas rose (Helleborus)	73.5	21.4	5.1	1.68
Ficus benamina (Ficus tree)	84.6	12.8	2.6	1.82
Local Variety				
Single red ixora	96.6	3.4	0.0	1.97
Double red ixora	98.3	1.7	0.0	1.97
Duranta Repen species i.e. yellow bush, green bush.	95.7	3.4	0.9	1.95
Acalypha species	95.7	3.4	0.9	1.95
Muraya	95.7	1.7	2.6	1.93
Hibiscus species	95.7	4.3	0.0	1.96
Hamelia species	92.3	5.1	2.6	1.90

Attitude of respondents towards floriculture enterprise

The distribution of respondents' attitude towards floriculture in Table 3 reveals that the respondents agreed that cultivation of ornamental plants was not a waste of time (mean = 4.46). The implication of this is that respondents derive satisfaction in the enterprise. Respondents also have favourable disposition to the fact that availability of market for ornamental plant all year round has made floriculture a profitable enterprise (mean = 4.32) and many of the respondents would like to invest more in floricultural activities (mean = 3.98). It shows that floriculture is a

profitable venture that could sustain the standard of living and wellbeing of youths. However, disagreement of most respondents to the statement that cultivation of ornamental plant was more difficult than agricultural enterprise (mean = 3.55) suggests that respondents in the study area do not see floricultural activities as an enterprise that requires much stress. The less ranked attitude was a long time before the ornamental plants are ready for sale/ market makes me lose interest in the enterprise (2.25) which means that ornamental plants do not take much time before it is ready for sale.

Table 3: Distribution of respondents by Attitude towards Floricultural Enterprise

Attitudinal Statement	SA	A	U	D	SD	Mean
Availability of market for ornamental plant all year round has made floriculture a profitable enterprise	38.5	57.3	2.6	1.7	0.0	4.32
I would like to invest more in floricultural activities due to its lucrativeness	19.7	68.4	6.0	2.6	3.4	3.98
I do not need to spend much when venturing into floricultural enterprise such as money, energy	8.5	12.8	15.4	28.5	24.8	2.42
I see floriculture as an enterprise that involves much risk and uncertainties	12.8	36.8	15.4	23.9	11.1	3.16
Cultivation of ornament plants is a waste of time	1.7	4.3	6.0	22.2	65.8	4.46
Both literate and illiterate can manage a floriculture nursery	26.5	24.8	10.3	34.2	4.3	3.35
The long time before the ornamental plants are ready for sale/ market makes me lose interest in the enterprise	59.8	19.7	8.5	9.4	2.6	2.25
I find the cultivation of ornamental plants more difficult than any agricultural enterprise	5.1	16.2	17.9	20.5	40.2	3.55
I do not see floricultural enterprise as being stressful	12.8	19.7	6.0	44.4	17.1	2.67

Grand mean = 3.17 SA=Strongly Agree, A=Agree, U=Undecided, D=Disagree, SD=Strongly Disagree

On the overall, Table 4 reveals that 56.4% had favourable attitude towards floricultural enterprise

while 43.6% had unfavourable attitude towards the enterprise.

Table 4: Categorization of respondents' attitude towards floricultural enterprise

Attitude Category	Freq.	%	Maximum	Minimum	Mean	SD
Favourable (32-43)	66	56.4	43	23	32.0	3.77
Unfavourable (23-31)	51	43.6				

Source: Field survey, 2016

Well-being status of the respondents

Table 5 shows that amongst the material wellbeing component, source of drinking water (4.00) ranked first, closely followed by telephone services (3.99) and type of toilet facility (3.98). Water is essential to the life of human beings and so is the need for water in a floricultural activity which could be a critical component to profitable floriculture practice and access to a telephone is necessary to maintain social contact and business transaction. Hence, it can be responsible for their possession and recognition as vital to their wellbeing. Based on psychological wellbeing, ability of respondents to stand with their peers (4.11) ranked first which might be because it placed them at the same par with their peers and gave them confidence for handling their work, social event, relationship and family followed by this is the good amount of sleep (4.05) that indicated a sense of rest of mind. Adequate sleep has been found to improve the psychological wellbeing of an individual and the ability to balance floricultural activities with other activities (4.03) ranked third. On social well-being, participation in religious organisation activities (4.26) ranked first which can serve as a market outlet for

their products followed by connection with very important personality in the society (4.25) particularly the elites that know the aesthetic values of ornamental plants. This is expected to have a positive influence on the income and overall wellbeing. On economic well-being, ability to purchase food items (4.08) ranked first as also depicted in the hierarchy of needs, because without food there cannot be life and it is also the essence of engagement in any income generating activity. This was followed by ability to pay utility bills (4.07) and ability to pay medical bills (4.06). Lastly, on Health well-being, access to balance food (4.03) rated first, followed by the affordability of fumigants to fumigate respondents' environment to prevent mosquito in gestation (3.97) and access to the insecticidal net to prevent malaria (3.93). This implies that respondents were better off when they are free from malaria that competes with their income and time that are traded to regain their health back in circumstance of falling sick to malaria attack. These findings showed that youths involved in the floriculture enterprise had improved material, psychological, social, economic and health wellbeing.

Table 5: Distribution by well-being status of the respondents

Well-Being Indicators	CD	D	NS	S	CS	Mean
Material Well-Being						
Source of drinking water	4.3	0.9	7.7	65.0	22.2	4.00
Type of toilet facility	2.6	1.7	13.7	59.0	23.1	3.98
Acquisition of household electronics	1.7	3.4	13.7	66.7	14.5	3.89
Means of transportation	3.4	3.4	13.7	58.1	21.4	3.91
Telephone services / Facilities	1.7	1.7	9.4	70.1	17.1	3.99
Grand Mean = 3.95						
Psychological Well-Being						
Ability to balance floricultural activities with other activities	0.9	2.6	6.0	73.5	17.1	4.03
Amount of sleep you get	0.9	2.6	9.4	65.0	22.2	4.05
Ability to stand with my peer	1.7	0.9	5.1	69.2	23.1	4.11
Dependency on medication	4.3	8.5	23.9	39.3	23.9	3.70
Grand mean = 3.97						
Social Well-Being						
Connection with very important personalities in society	1.7	4.3	4.3	49.6	41.0	4.25
Participation in community project	1.7	2.6	8.5	66.7	20.5	4.02
Participation in religious organization activities	0.9	2.6	8.5	46.2	41.9	4.26
Participation in social group activities	2.6	1.7	6.8	70.1	18.8	4.00
Grand mean = 4.13						
Economic Well-Being						

Well-Being Indicators	CD	D	NS	S	CS	Mean
Ability to pay children school fees	1.7	2.6	10.3	62.4	23.1	4.03
Ability to pay medical bills	0.9	3.4	7.7	65.0	23.1	4.06
Ability to pay utility bills	3.4	6.0	70.9	19.7		4.07
Ability to purchase food items	4.3	5.1	69.2	21.4		4.08
Ability to support other members of my family	1.7	12.0	67.5	18.8		4.03
Grand mean =4.05						
Health Well-Being						
Access to health care facilities	1.7	4.3	30.8	50.0	12/8	3.68
Access to insecticidal net to prevent malaria	0.9	4.3	11.1	68.4	15.4	3.93
Use anti-malaria drug	1.7	3.4	9.4	71.8	13.7	3.92
Affordability of fumigants to fumigate my environment to prevent mosquito in gestation	2.6	1.7	11.1	65.8	18.8	3.97
Access to balance food	3.4	7.7	71.8	17.1		4.03
Grand Mean= 3.91						

Source: Field survey, 2016

Level of well-being status of the respondents

The majority of the respondents (Table 6) had a high wellbeing status (70.1%) while 29.9% had low wellbeing status. This suggests that floricultural activities contribute to the wellbeing of young

floriculturist. This is also an indication that floricultural activities could serve as a means of reducing the problem of unemployment among youths.

Table 6: Categorisation of respondents by well-being status

Categories of wellbeing	Freq.	Percent	Minimum	Maximum	Mean	SD
Low (37-81.8)	35	29.9	37	103	81.9	9.9
High (81.9-103)	82	70.1				

Source: Field survey, 2016

Relationship between respondents' socioeconomic characteristics and their well-being Status

The Chi-square analysis on Table 7 shows that significant association exists between marital status ($\chi^2=16.398$; $p = 0.000$), identity with association or group ($\chi^2= 15.206$; $p = 0.000$) and well-being status of youths involved in floricultural enterprise. A significant relationship between marital status and wellbeing implies that married individuals tend to enjoy spousal supports as they will be able to carry out their responsibility at home which as well

influenced their well-being thus, influencing their psychological, social and health wellbeing. Similarly, the relationship between membership of an association ($\chi^2=15.206$; $p = 0.000$) and wellbeing implies that affiliation with an association or farming group has an influence on the wellbeing status of youths in the study area. This is also possible as the association determines the price for majority aside other benefits that can be derived by being members of the association which can improve their well-being.

Table 7: Relationship between socioeconomic characteristics of respondents and their well-being status

Variables	χ^2	df	p-value	Decision
Sex	1.064	1	0.242	Not Significant
Marital status	16.398	1	0.000	Significant
Religion	1.604	1	0.146	Not significant
Identity with group/association	15.206	1	0.000	Significant

Source: Field survey, 2016

Table 8 shows that there was significant relationships between respondents age ($r = 0.420$; $p = 0.000$), years of experience in floricultural activities ($r = 0.285$; $p = 0.002$), respondent's attitude ($r = 0.365$; $p = 0.000$), and the well-being status of youths involved in floricultural enterprise. A positive

correlation between age and respondents' wellbeing status suggests that age has a positive influence on the wellbeing status of youths; as young people grow older, they tend to be more productive which consequently have a positive influence on their wellbeing. Similarly, positive correlation between

years of experience of respondents and wellbeing indicates that as years of experience in floricultural activities increases, the better their output and the more the wellbeing of respondents' improves. The attitude of the respondents towards floriculture also

positively correlates with wellbeing which is an indication that the more respondents' tend to be favourably disposed to floricultural activities with increased involvement, the more the income and the higher their wellbeing status.

Table 8: Correlation between socioeconomic characteristics of respondents and their well-being status

Variables	r-value	P- value	Decision
Age	0.420	0.000	Significant
Years of experience	0.285	0.002	Significant
Household size	0.007	0.941	Not significant
Attitude	0.365	0.000	Significant

Source: Field survey, 2016

CONCLUSION

The male gender dominated the floricultural enterprise in the study area. Most of the youths were young, married and small scale floriculturist. Floricultural associations play significant roles, particularly in price regulation. Respondents had favourable attitude towards the floricultural enterprise even though their average monthly income from floricultural enterprise was small. Respondents also have improved wellbeing status in all well being indicators (Material, Social, psychological, economic and health). On the overall, there was a high level of respondents' well-being through engagement in the floricultural enterprise. Female should be encouraged to take floriculture as a livelihood activity. Youth empowerment programmes on floricultural activities should be intensified by both government and Non-Governmental Organizations because of their favourable attitude towards the enterprise while also, encouraging youth organisations such as young farmers' clubs to follow suit by encouraging self-employment of youth through floricultural practice

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