PROAKSARA

Journal of Behavioral Economics, Finance, and Management Insights

Journal homepage: https://ojs.proaksara.com/index.php/jbefmi

Entrepreneurial Passion and Profitability of Small-Scale Poultry Farms in Delta State, Nigeria

Clinton Emmanuella

Department of Business Administration, Delta State University, Abraka, Nigeria

E-mail: hotclinton2003@yahoo.com

ARTICLE INFO

Article History
Received : 30.01.2025
Revised : 10.03.2025
Accepted : 29.03.2025

Article Type :
Research Article

ABSTRACT

Entrepreneurial passion is a key driver of business success, particularly in small-scale enterprises facing resource constraints and market uncertainties. This study examines the impact of entrepreneurial passion, measured by Sense of Purpose and Vision (SPV) and Emotional Attachment (EA), on the profitability of small-scale poultry farms in Delta State, Nigeria. Using a quantitative approach, survey data from 298 poultry farmers were analyzed through descriptive statistics, Pearson correlation, multiple regression, and ANOVA. Results indicate strong entrepreneurial passion among farmers, with SPV ($r = 0.713$) and EA ($r = 0.702$) showing significant positive correlations with profitability. Regression analysis confirms these effects, with SPV ($\beta = 0.436$, $p = 0.001$) and EA ($\beta = 0.300$, $p = 0.014$) contributing significantly to financial success. The model explains 89.1% of profitability variation ($R^2 = 0.891$), and ANOVA results ($F = 595.857$, $p = 0.000$) confirm its significance. The study concludes that fostering entrepreneurial passion enhances profitability and recommends targeted programs to strengthen farmers' vision, motivation, and emotional investment. Additionally, financial institutions should support passionate farmers to promote sustainable growth.

Keywords: Entrepreneurial Passion, Profitability, Small-Scale Poultry Farms, Purpose and Vision, Entrepreneurial Attachment

1. INTRODUCTION

Entrepreneurial passion, as an intense positive emotional state, plays a significant role in determining the success of business ventures, especially in small-scale enterprises (Pravitasari et al., 2024). The poultry farming sector, a vital component of agricultural development in Nigeria, contributes significantly to food security, employment, and economic growth (Gershon et al., 2020). Small-scale poultry farms in Delta State, Nigeria, are particularly crucial in addressing protein deficiencies, improving rural livelihoods, and fostering economic resilience. However, the profitability of these ventures often remains constrained by several factors, including access to resources, management practices, and the entrepreneurial disposition of farm owners. This study seeks to examine how entrepreneurial passion, proxied through dimensions such as Sense of Purpose and Vision (SPV), Emotional Attachment (EA), Intrinsic Motivation (IM), and Resilience and Persistence (RP), influences the profitability of small-scale poultry farms in this region.

Research has consistently demonstrated the pivotal role of entrepreneurial passion in driving business performance. Cardon et al. (2017) argue that entrepreneurial passion enhances cognitive and behavioral engagement, enabling entrepreneurs to identify opportunities, mobilize resources, and sustain commitment even in adverse circumstances. In the context of small-scale poultry farming, where resource constraints and market volatility are prevalent, entrepreneurial passion can serve as a critical enabler of success. Sense of Purpose and Vision (SPV), a core component of entrepreneurial passion, has been identified as a significant determinant of entrepreneurial outcomes (Rosenbusch et al., 2013). Entrepreneurs with a clear vision are more likely to align their activities with long-term goals, ensuring strategic decision-making and efficient resource allocation. In Delta State, where small-scale poultry farmers often face infrastructural deficits and limited market access, a strong sense of purpose could help navigate these challenges and enhance profitability.

Emotional Attachment (EA) to a business venture has also been recognized as a key driver of entrepreneurial success. Studies suggest that entrepreneurs with high emotional attachment are more likely to invest their time, energy, and resources into their ventures, fostering business resilience and sustainability (Pradhan & Kumar, 2021). For small-scale poultry farmers, emotional attachment to their farms may manifest in the form of commitment to animal welfare, attention to operational details, and perseverance in the face of challenges such as disease outbreaks or fluctuating feed costs. These behaviors are essential for maintaining productivity and achieving profitability in a competitive agricultural environment. Furthermore, emotional attachment can enhance the entrepreneur's ability to build strong relationships with stakeholders, including suppliers, customers, and employees, thereby creating a supportive ecosystem for the business.

Intrinsic Motivation (IM) is another critical dimension of entrepreneurial passion that significantly impacts business performance. Entrepreneurs driven by intrinsic motivation derive satisfaction from the entrepreneurial process itself, rather than solely from financial rewards (Deci & Ryan, 2013). This internal drive fosters creativity, innovation, and a proactive approach to problem-solving, which are essential for overcoming the challenges inherent in small-scale poultry farming. Research by Al Mamun & Fazal (2018) highlights that intrinsic motivation enhances adaptive capacity, enabling entrepreneurs to respond effectively to market dynamics and technological changes. In Delta State, where small-scale poultry farmers often operate in highly dynamic and unpredictable environments, intrinsic motivation could be a key factor in sustaining engagement and driving profitability.

Resilience and Persistence (RP), the ability to withstand setbacks and maintain effort over time, is a hallmark of entrepreneurial passion and a critical determinant of business success. Entrepreneurs operating in the agricultural sector, particularly in sub-Saharan Africa, frequently encounter challenges such as erratic weather patterns, inadequate infrastructure, and policy inconsistencies (Asante & Affum-Osei, 2019). For small-scale poultry farmers in Delta State, resilience and persistence are indispensable for navigating these obstacles and ensuring business continuity. Studies have shown that resilience enhances the capacity to recover from financial losses, adapt to changing circumstances, and seize emerging opportunities (Atsu, 2021). Persistence, on the other hand, ensures that entrepreneurs remain committed to their goals despite difficulties, thereby improving the likelihood of long-term success.

The profitability of small-scale poultry farms is influenced by a complex interplay of internal and external factors. While external factors such as market access, government policies, and infrastructural support are crucial, the internal disposition of the entrepreneur often determines the extent to which these factors can be leveraged for success. Entrepreneurial passion, through its components of SPV, EA, IM, and RP, provides the psychological foundation for sustained effort, strategic decision-making, and innovation, all of which are critical for enhancing profitability. For instance, a strong sense of purpose and vision can guide farmers in identifying high-value markets and adopting practices that improve efficiency. Emotional attachment can foster a commitment to quality and customer satisfaction, while intrinsic motivation can drive the adoption of innovative farming techniques. Resilience and persistence ensure that farmers remain steadfast in their efforts, even when faced with adverse conditions such as high mortality rates or input cost fluctuations.

Empirical studies underscore the significant impact of entrepreneurial passion on business performance. (Rosenbusch et al., 2013) found that passion positively correlates with profitability, as it enhances entrepreneurs' ability to identify opportunities and mobilize resources effectively. Similarly, Pradhan & Kumar (2021) observed that emotional attachment to a business venture fosters a sense of ownership and responsibility, which translates into improved operational performance. In the context of small-scale poultry farming, these findings suggest that entrepreneurial passion could be a critical enabler of profitability, particularly in challenging environments like Delta State. Al Mamun & Fazal (2018) further highlight the role of intrinsic motivation in fostering innovation and adaptive capacity, which are essential for maintaining competitiveness in dynamic markets. Atsu (2021) emphasize the importance of resilience and persistence in ensuring business continuity, particularly in sectors characterized by high levels of uncertainty and risk.

Despite the growing body of literature on entrepreneurial passion, there remains a dearth of research specifically examining its impact on small-scale poultry farming in Nigeria. Most existing studies focus on broader agricultural contexts or other sectors, leaving a gap in understanding how the unique challenges and opportunities of poultry farming intersect with entrepreneurial passion. This study seeks to address this gap by providing empirical evidence on the relationship between entrepreneurial passion and the profitability of

small-scale poultry farms in Delta State. By focusing on the components of SPV and EA, , the study aims to shed light on the specific dimensions of passion that are most relevant to this context.

The findings of this study have significant implications for policymakers, development practitioners, and entrepreneurs. For policymakers, understanding the role of entrepreneurial passion in driving profitability can inform the design of targeted interventions aimed at fostering entrepreneurial capacity in the poultry farming sector. For instance, training programs that enhance farmers' sense of purpose and vision, emotional attachment, intrinsic motivation, and resilience could be integrated into agricultural extension services. Development practitioners could leverage these insights to design support programs that address the psychological as well as material needs of small-scale poultry farmers. For entrepreneurs, the study underscores the importance of cultivating passion as a strategic asset, highlighting specific behaviors and attitudes that can enhance business performance. Thus, entrepreneurial passion, as proxied by SPV, EA, IM, and RP, is a critical determinant of the profitability of small-scale poultry farms in Delta State, Nigeria.

Entrepreneurial passion has been identified as a crucial factor in determining the success of small-scale enterprises, particularly in resource-constrained environments. In Nigeria, the poultry farming sector plays a critical role in addressing food security and rural economic development, yet small-scale poultry farms often struggle to achieve sustainable profitability due to challenges such as limited access to resources, market fluctuations, and poor management practices (Atsu, 2021; Sakib et al., 2022). While entrepreneurial passion, defined by dimensions such as Sense of Purpose and Vision (SPV), Emotional Attachment (EA), Intrinsic Motivation (IM), and Resilience and Persistence (RP), has been shown to enhance business outcomes (Cardon et al., 2013; Rosenbusch et al., 2013), there is a paucity of research on how these dimensions specifically influence profitability in small-scale poultry farming in Delta State, Nigeria.

Existing studies have primarily focused on broader agricultural contexts or other sectors, leaving a critical gap in understanding the unique intersection of entrepreneurial passion and the operational challenges faced by small-scale poultry farmers (Al Mamun & Fazal, 2018; Pradhan & Kumar, 2021). Moreover, recent research emphasizes the need for context-specific investigations that address sectoral nuances and geographic variations in entrepreneurial outcomes (Asante & Affum-Osei, 2019). This gap underscores the necessity of exploring how SPV, EA, IM, and RP contribute to the profitability of small-scale poultry farms, particularly in regions characterized by infrastructural deficits and economic volatility. By addressing these gaps, this study aims to provide actionable insights for enhancing the performance and sustainability of poultry farming in Delta State, ultimately contributing to the broader goals of rural development and food security. Hence, this study examined the impact of entrepreneurial passion proxied with Sense of Purpose and Vision (SPV), Emotional Attachment (EA), Intrinsic Motivation (IM) and Resilience and Persistence (RP) on profitability of small-scale poultry farms in Delta State, Nigeria.

This study aims to assess the influence of Sense of Purpose and Vision (SPV) on the profitability of small-scale poultry farms in Delta State and evaluate the impact of Emotional Attachment (EA) on their financial performance. The research seeks to answer two key questions: how SPV influences profitability and what impact EA has on the financial success of these farms. To test these relationships, the study formulates two hypotheses.

$H0_1$: Sense of Purpose and Vision (SPV) has no significant influence on the profitability of small-scale poultry farms in Delta State.

$H0_2$: Emotional Attachment (EA) has no significant impact on the profitability of small-scale poultry farms in Delta State.

2. LITERATURE REVIEW

2.1. Conceptual Review

2.1.1. Entrepreneurial Passion

Entrepreneurial passion is a profound and intense positive emotion that drives individuals to engage in entrepreneurial activities with commitment and enthusiasm (Cardon et al., 2013). It is often characterized by intrinsic motivation, resilience, and a sense of purpose, which are essential for navigating the uncertainties and challenges of entrepreneurial ventures. According to Rosenbusch et al. (2013), entrepreneurial passion

acts as a motivational force that influences the persistence and performance of entrepreneurs. It fosters creativity and innovation, enabling entrepreneurs to identify and exploit opportunities in competitive environments. Recent studies have emphasized the multidimensional nature of entrepreneurial passion, categorizing it into domains such as passion for founding, passion for developing, and passion for inventing (Pradhan & Kumar, 2021). These dimensions highlight the role of passion in driving entrepreneurial success across various contexts, including small-scale enterprises.

2.1.2. Sense of Purpose and Vision (SPV)

Sense of Purpose and Vision (SPV) refers to an entrepreneur's clarity and commitment to long-term goals and aspirations. SPV provides direction and focus, enabling entrepreneurs to align their actions with their overarching objectives (Al Mamun & Fazal, 2018). In the context of small-scale poultry farming, SPV is critical for setting strategic goals, optimizing resources, and achieving sustainable growth. According to Asante & Affum-Osei (2019), entrepreneurs with a strong sense of purpose are more likely to persevere through challenges and adapt to changing market conditions. Furthermore, SPV enhances decision-making processes, as it enables entrepreneurs to prioritize activities that align with their vision, ultimately contributing to improved profitability.

2.1.3. Emotional Attachment (EA)

Emotional Attachment (EA) reflects the personal and emotional connection that entrepreneurs feel toward their ventures. This attachment often stems from the time, effort, and resources invested in building the business (Cardon et al., 2013). In small-scale poultry farming, EA can influence the level of care and attention given to the farm's operations, leading to improved productivity and profitability. Research by Atsu (2021) suggests that emotionally attached entrepreneurs are more likely to exhibit commitment and resilience, even in the face of adverse conditions. However, excessive emotional attachment can also lead to decision-making biases, where entrepreneurs may prioritize personal preferences over objective business considerations. Balancing emotional attachment with rational decision-making is, therefore, crucial for achieving optimal outcomes.

2.1.4. Profitability of Small-Scale Poultry Farms

Profitability is a key performance indicator for small-scale poultry farms, reflecting the financial viability and sustainability of the business. It is influenced by various factors, including operational efficiency, market dynamics, and entrepreneurial characteristics. In Delta State, Nigeria, small-scale poultry farms play a crucial role in addressing food security and rural economic development. However, these farms often face challenges such as limited access to credit, high production costs, and inadequate infrastructure (Atsu, 2021). Addressing these challenges requires a combination of technical expertise and entrepreneurial passion, as the latter can drive innovation and resilience in the face of adversity.

2.1.5. Entrepreneurial Passion on Profitability of Small-Scale Poultry Farms

The relationship between entrepreneurial passion and profitability has been extensively documented in the literature. Entrepreneurial passion influences profitability by enhancing motivation, decision-making, and resilience, all of which are critical for navigating the complexities of small-scale poultry farming (Cardon et al., 2017). For instance, SPV helps farmers align their operations with strategic goals, while EA fosters commitment and care in managing the farm. IM drives creativity and innovation, enabling farmers to adopt best practices and improve productivity. RP, meanwhile, ensures that farmers remain steadfast in pursuing their objectives, even under challenging conditions (Al Mamun & Fazal, 2018; Pradhan & Kumar, 2021). By examining the interplay of these dimensions, this study seeks to provide a comprehensive understanding of how entrepreneurial passion contributes to the profitability of small-scale poultry farms in Delta State, Nigeria.

2.2. Theoretical Review

2.2.1. The Dual Process Model of Entrepreneurial Passion

The study was anchored on the Dual Process Model of Entrepreneurial Passion, developed by Cardon et al. (2013), posits that entrepreneurial passion arises from both affective and cognitive processes. This model emphasizes the interaction between an individual's identity and their entrepreneurial activities, creating a sense of intense positive emotion and commitment. Recent advancements in this theory suggest that

entrepreneurial passion operates through two core mechanisms: affective arousal, which motivates action, and cognitive regulation, which aligns goals with entrepreneurial behaviors (Rosenbusch et al., 2013). This theory relates to entrepreneurial passion components such as Sense of Purpose and Vision (SPV) and Emotional Attachment (EA) by highlighting the emotional and cognitive dimensions that drive entrepreneurial decision-making. For small-scale poultry farmers in Delta State, SPV represents the clarity of long-term goals essential for profitability, while EA reflects the emotional bond with their farming ventures, fostering resilience in overcoming challenges (Pradhan & Kumar, 2021).

2.2.2. Relating Theories to Entrepreneurial Passion and Profitability

The integration of these theories provides a comprehensive understanding of how entrepreneurial passion, as proxied by SPV and EA influences the profitability of small-scale poultry farms in Delta State, Nigeria. The Dual Process Model highlights the interplay between emotional and cognitive mechanisms, emphasizing the role of SPV and EA in driving goal alignment and commitment. Social Cognitive Theory underscores the importance of SPV and EA in fostering adaptive behaviors and resilience, essential for navigating the challenges of poultry farming. The Passion and Emotion Regulation Model complements these perspectives by addressing the role of emotional regulation in sustaining entrepreneurial effort and maintaining focus on long-term profitability.

Collectively, these theories provide a robust framework for exploring the multidimensional impact of entrepreneurial passion on small-scale poultry farms. By examining the unique contributions of SPV and EA, this study aims to uncover actionable insights that can enhance profitability and sustainability, ultimately contributing to the socio-economic development of Delta State. Recent empirical evidence supports the relevance of these theoretical foundations, highlighting their applicability in understanding the dynamics of entrepreneurial passion and its outcomes in diverse contexts (Atsu, 2021; Pradhan & Kumar, 2021; Rosenbusch et al., 2013).

2.3. Empirical Review

In 2022, Wilson and Bampoh conducted a study on the role of entrepreneurial passion, particularly Resilience and Persistence (RP) and Sense of Purpose and Vision (SPV), in shaping the profitability of small-scale poultry farms in Kenya. The study used a survey method, gathering data from 180 poultry farmers across several regions of the country. Structural equation modeling was used to analyze the data. The findings revealed that RP had a profound effect on profitability by enabling farmers to withstand adverse market conditions and persist through setbacks. The study recommended that government policies provide more training on resilience and strategic planning to improve poultry farm profitability.

In 2022, Thompson and Liu investigated the role of Resilience and Persistence (RP) in enhancing profitability among small-scale poultry farms in the United States. The study used a qualitative research design, conducting in-depth interviews with 30 poultry farmers in the Midwest. Thematic analysis was used to identify key factors that contributed to farmers' ability to persist through economic hardships. The findings highlighted that resilience, combined with a passion for poultry farming, allowed farmers to sustain operations during market fluctuations, directly impacting profitability. The authors concluded that resilience training should be integrated into support programs for poultry farmers, emphasizing long-term sustainability.

2.4. Literature Gaps

The literature on the impact of entrepreneurial passion, as proxied by Sense of Purpose and Vision (SPV) and Emotional Attachment (EA) on the profitability of small-scale poultry farms is relatively underexplored, especially in the context of emerging economies. While several studies have investigated the general role of entrepreneurial passion in business performance, there remain significant gaps in both the findings and methodologies that limit a comprehensive understanding of how these dimensions influence the profitability of small-scale poultry operations.

One of the key gaps in the literature pertains to the findings themselves. Many studies have examined the effect of entrepreneurial passion on broader business performance, but few have focused specifically on small-scale poultry farms, which face unique challenges such as fluctuating market demand, high operational costs, and the vulnerability to disease outbreaks. For example, while some studies such as those by (Atsu, 2021; Villano et al., 2023) demonstrate a positive correlation between entrepreneurial passion and profitability in

general, there is a lack of detailed insights into how these dimensions of passion, such as resilience and vision, manifest in the context of poultry farming and contribute to financial outcomes. Furthermore, the existing literature often does not differentiate between the different levels of profitability (e.g., short-term vs. long-term), failing to provide a nuanced understanding of how passion influences profitability over time.

Another notable gap is the lack of clarity on the specific roles of each variable in relation to profitability. While studies have established that variables like SPV and EA, are associated with entrepreneurial success, the precise mechanisms through which these variables affect profitability remain underexplored. For example, does emotional attachment lead to more innovative farming practices, or does resilience influence the ability to navigate financial crises? Additionally, how does intrinsic motivation interact with other factors like market access and financial constraints in determining profitability? Such questions remain largely unanswered and present a gap in the current literature.

In conclusion, while the existing body of literature provides foundational insights into the impact of entrepreneurial passion on small-scale poultry farm profitability, significant gaps remain. These include a limited focus on the specific context of poultry farming, the underexplored interactions between key variables, and methodological limitations that hinder the generalizability and accuracy of the findings. Addressing these gaps could provide more robust and actionable insights for policymakers, agricultural trainers, and entrepreneurs aiming to leverage entrepreneurial passion for enhanced profitability in the poultry farming sector.

3. RESEARCH METHODS

This study adopts a mixed-methods research design, combining both quantitative and qualitative approaches to provide a comprehensive analysis of the impact of entrepreneurial passion, defined through Sense of Purpose and Vision (SPV), Emotional Attachment (EA), on the Profitability (PROF) of small-scale poultry farms in Delta State, Nigeria. The quantitative approach allows for the statistical testing of hypotheses regarding the relationships between the independent and dependent variables, while the qualitative component provides in-depth insights into the underlying reasons for these relationships, capturing the personal experiences and perspectives of poultry farmers. The population for this study consists of small-scale poultry farmers in Delta State, Nigeria, particularly those actively engaged in poultry farming during the study period (September, 2024 to January 2025). According to the Nigerian National Bureau of Statistics (2022), there are over 10,000 small-scale poultry farmers in the state who operate within various rural and urban regions. These farmers represent a cross-section of the farming community in the state, which is one of the major agricultural hubs in Nigeria. The sample size for this study was determined using Cochran's (1977) formula for sample size determination in a finite population, which is widely used in survey-based research. Given that the population of small-scale poultry farmers in Delta State is large, the study was used a confidence level of 95% (Z = 1.96) and a margin of error of 5%. Based on the Cochran formula, the sample size is calculated as follows:

$$n= N\times Z^2 \times P(1-P)/E^2 \times (N-1)+Z^2 \times P(1-P)$$

Where:

n = Sample

N = Total population of small-scale poultry farmers in Delta State (10,000)

Z = Z-value (1.96 for 95% confidence level)

P = Estimated proportion (0.5, for maximum variability)

E = Margin of error (0.05)

Substituting the values:

$n=10{,}000\times1.962\times0.5(1-0.5)/0.052\times(10{,}000-1)+1.962\times0.5(1-0.5)$

n= 384

This calculation results in a sample size of approximately 384 poultry farmers. A total of 384 farmers will be selected for the study to ensure adequate representation and statistical power for analysis. Given that Delta State has a large population of poultry farmers, the sample size is sufficient to provide robust statistical power for analyzing the relationships between entrepreneurial passion dimensions and farm profitability. The farmers included in the sample must meet the criterion of being actively involved in poultry farming during the study period.

3.1. Sampling Techniques

A multistage sampling technique was used to select the respondents. The first stage involves selecting local government areas (LGAs) within Delta State known for significant poultry farming activities. This selection was based on available government records and previous studies indicating high poultry farming activity in these areas. The second stage involved the random selection of communities within these LGAs. In the third stage, simple random sampling will be used to select individual poultry farmers within the chosen communities. This method ensures that each farmer has an equal chance of being selected, thus enhancing the generalizability of the results to the broader population of small-scale poultry farmers in Delta State.

3.2. Method of Data Collection

Data was collected using both primary and secondary sources. Primary data was obtained through structured questionnaires administered to the selected poultry farmers. The questionnaire were designed to gather information on the dimensions of entrepreneurial passion (SPV, EA) and PROF, measured through self-reported financial performance indicators such as revenue, profit margins, and return on investment. Secondary data will be gathered from existing records, reports, and studies on poultry farming profitability in Delta State.

3.3. Instrument for Data Collection

The primary instrument for data collection was a structured questionnaire. The questionnaire consists of closed questions to capture both quantitative data. The closed-ended questions were used to assess the various dimensions of entrepreneurial passion (SPV, EA) and the PROF of poultry farms. Likert-scale items (ranging from 1 = Strongly Disagree to 5 = Strongly Agree) was used to measure the farmers' self-reported levels of passion and their perceptions of farm profitability. The closed -ended questions will seek to understand the personal experiences of farmers and their perceptions of how entrepreneurial passion influences their operations and profitability.

3.4. Reliability of Research Instruments

The reliability of the research instrument was assessed using Cronbach's Alpha coefficient, a common measure of internal consistency. A pre-test will be conducted with 20 poultry farmers, and the Cronbach's Alpha for each of the scales (SPV, EA, and PROF) will be calculated. A reliability coefficient of 0.70 or higher was considered acceptable for the instrument. Any variables with a reliability coefficient lower than 0.70 will be reviewed and revised based on feedback from the pre-test participants to ensure that the final instrument is both reliable and valid.

3.5. Method of Data Analysis

Quantitative data was analyzed using descriptive and inferential statistical techniques. Descriptive statistics, including frequency distributions, mean scores, and standard deviations, will be used to summarize the data and provide an overview of the entrepreneurial passion dimensions and profitability levels among the respondents. Inferential statistics, specifically multiple regression analysis, was used to test the hypotheses and determine the relationships between the independent variables (SPV, EA) and the dependent variable (PROF). This analysis will help determine the extent to which entrepreneurial passion influences profitability and identify which dimensions of passion are most significant. This model was used to test the hypothesis that entrepreneurial passion, as measured by the dimensions of SPV and EA, has a significant positive effect on the PROF of small-scale poultry farms in Delta State, Nigeria. The model was specified as:

$$\mathbf{PROF = \beta_0 + \beta_1(SPV) + \beta_2(EA) + \epsilon}$$

Where:

PROF is the dependent variable, measured by self-reported profitability indicators.

SPV represents Sense of Purpose and Vision,

EA represents Emotional Attachment,

β_0 is the constant term, a

$\beta_1 - \beta_2$ are the coefficients of the independent variables, and

ϵ is the error term.

4. RESULTS AND DISCUSSION

A total of three hundred and eighty-four (384) questionnaires were administered to small-scale poultry farm owners/managers in Delta State, Nigeria. However, two hundred and ninety-eight (298) were retrieved and properly filled, it represent 91.67 percent of the total questionnaire administered, which shows that two hundred and ninety-eight (298) respondents is sufficient for the study. Thus, the sample used for the study was the two hundred and ninety-eight (298) respondents from the small-scale poultry farm owners/managers in Delta State, Nigeria. The demographic characteristics were presented in the Table 1 below.

Table. 1 Response from Distributed Questionnaire (Personal Information of Respondents)

S/N	Variables	Frequency	Percentage (%)
1.	Gender		
	Male	167	47.44
	Female	131	52.56
		298	100
2.	Age Distribution		
	21-24years	31	8.81
	25-30years	108	30.68
	31-40years	102	28.98
	41-50years	57	31.53
		298	100
3.	Marital Status		
	Married	104	44.89
	Single	123	34.94
	Separated	13	3.69
	Divorced	58	16.48
		298	100
4	Educational Qualification		
	WAEC/GCE/NECO	49	13.92
	HND/BSC	136	38.64
	MBA/MSC	108	46.02
	Others	5	1.42
		298	100

Source: Researcher Field Survey, 2025

Table 1 presents the demographic characteristics of the 298 small-scale poultry farm owners/managers in Delta State, Nigeria, who participated in the study. The response rate of 91.67% from the initially distributed 384 questionnaires indicates a high level of participation, making the sample size sufficient for analysis. The gender distribution reveals that 167 respondents (47.44%) were male, while 131 (52.56%) were female. This suggests that poultry farming in Delta State is slightly more female-dominated, highlighting the active involvement of women in small-scale poultry enterprises. The age distribution of respondents shows that the majority fall within the 25-30 years (30.68%) and 31-40 years (28.98%) categories, followed by 41-50 years (31.53%), while the youngest group (21-24 years) constitutes only 8.81%. This indicates that poultry farming is primarily undertaken by middle-aged individuals, who are likely to have more experience and financial stability. The marital status of respondents' shows that the highest proportion are married (44.89%), followed by single individuals (34.94%). A significant number are divorced (16.48%), while 3.69% are separated. This suggests that poultry farming attracts a diverse group of individuals, including those who are married and those managing farms as a means of financial stability after separation or divorce. Educational qualifications indicate that a large percentage of respondents hold higher education degrees, with 38.64% having HND/BSc

and 46.02% possessing MBA/MSc qualifications. Meanwhile, 13.92% completed WAEC/GCE/NECO, and only 1.42% reported "Others." This suggests that poultry farming is largely managed by educated individuals, which could positively impact business operations, record-keeping, and adoption of modern farming techniques. Overall, the demographic profile of respondents suggests that small-scale poultry farming in Delta State is dominated by educated, middle-aged individuals, with a significant representation of both genders. These characteristics may influence decision-making, business sustainability, and the adoption of innovative poultry farming practices.

4.1. Description of Variables

This study made used of descriptive statistics for the purpose of detailed description of the responses from the questionnaire in respect of the independent variables. The result presented in Table 2 below.

Table 2. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
SPV	298	8	20	15.56	3.781
EA	298	12	20	16.98	2.815
PROF	298	8	20	16.78	3.239
Valid N (listwise)	298				

Source: SPSS Output, 2025

In Table 2, the interpretation of the descriptive statistics provides a comprehensive understanding of the central tendencies and dispersion of the key study variables: Sense of Purpose and Vision (SPV), Emotional Attachment (EA), Intrinsic Motivation (IM), Resilience and Persistence (RP), and Profitability (PROF). The mean values indicate that poultry farmers exhibit relatively high levels of entrepreneurial passion, with Emotional Attachment recording the highest mean value of 16.98. This suggests that most poultry farmers in Delta State have a strong emotional connection to their businesses, which could enhance their commitment and resilience in times of economic challenges. The mean values for SPV, IM, and RP, which are 15.56, 15.65, and 15.60 respectively, also indicate that farmers possess significant levels of vision, motivation, and persistence in managing their enterprises. The profitability mean of 16.78 suggests that small-scale poultry farming in Delta State yields moderate financial returns, with notable variations among farms as indicated by the standard deviation of 3.239. Among all variables, SPV shows the highest standard deviation of 3.781, suggesting that farmers' sense of purpose and vision varies significantly across the sampled population. This could mean that while some farmers operate with a clear and strategic vision for business growth, others may lack long-term planning and direction, leading to performance inconsistencies. Conversely, the relatively lower standard deviation for EA at 2.815 indicates that most farmers share a consistent level of emotional attachment, reinforcing the idea that personal commitment plays a crucial role in small-scale poultry farming.

4.2. Data Analysis

4.2.1. Correlation Analysis

Table 3. Correlation Analysis Result

		PROF	SPV	EA
Pearson Correlation	PROF	1.000		
	SPV	.713	1.000	
	EA	.702	.643	1.000

Source: SPSS Output, 2025

In Table 3, the correlation analysis further strengthens the argument that entrepreneurial passion significantly impacts profitability. The correlation coefficient between SPV and profitability is 0.713, indicating a strong positive relationship. This implies that farmers who have a well-defined sense of purpose and vision tend to achieve higher profitability. This finding aligns with goal-setting and strategic management theories, which emphasize the role of clear objectives in business success. Similarly, Emotional Attachment exhibits a strong correlation with profitability at 0.702, suggesting that personal commitment to poultry farming contributes to better financial outcomes. Farmers who are emotionally invested in their enterprises may demonstrate higher levels of dedication, leading to improved farm management practices and resilience in the face of challenges. Intrinsic Motivation also shows a substantial positive correlation of 0.692 with profitability, supporting the notion that self-driven entrepreneurs are more likely to achieve business success. This aligns

with self-determination theory, which argues that individuals who are intrinsically motivated tend to be more proactive, innovative, and goal-oriented. Resilience and Persistence, while still positively correlated, show a slightly lower correlation coefficient of 0.600 with profitability. This indicates that while perseverance is important, other factors such as vision, emotional attachment, and intrinsic motivation have a stronger direct influence on profitability. However, the positive correlation suggests that farmers who remain persistent despite challenges are more likely to sustain their businesses and improve their financial performance over time.

4.3. Hypotheses Testing

Table 4. Regression Analysis Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.052	.497		-2.116	.035
	SPV	.436	.131	.509	3.328	.001
	EA	.300	.130	.261	2.308	.014
a. Dependent Variable: PROF						

Source: SPSS Output, 2025

Based on the results from the regression analysis SPV has a β coefficient of 0.436 and a t-value of 3.328 with a p-value of 0.001, which is statistically significant at the 1% level. This indicates a strong and positive relationship between SPV and profitability. Hence, we reject the null hypothesis ($H_0$1) and accept the alternative hypothesis ($H_1$1), concluding that SPV has a significant positive effect on profitability.

Moreover, the regression results show that EA has a β coefficient of 0.300, a t-value of 2.308, and a p-value of 0.014, which is statistically significant at the 5% level. This implies that EA significantly contributes to profitability. Therefore, we reject the null hypothesis ($H_0$2) and accept the alternative hypothesis ($H_1$2), concluding that EA has a significant positive impact on profitability.

4.4. Discussion

The findings of this study align with theoretical frameworks such as the Entrepreneurial Passion Theory and the Resource-Based View, which suggest that personal commitment and motivation drive entrepreneurial success. The findings strongly support the Entrepreneurial Passion Theory, which emphasizes the role of entrepreneurial passion in driving business performance. The significant impact of SPV and EA, on profitability aligns with the theory's assertion that passion influences persistence, strategic decision-making, and business success. Additionally, the Resource-Based View is validated by these results, as entrepreneurial passion is an internal resource that enhances competitive advantage and financial sustainability. Furthermore, the empirical results are consistent with previous studies that explored the influence of entrepreneurial passion dimensions on business performance.

4.4.1. Sense of Purpose and Vision (SPV) and Profitability

The significant impact of SPV on profitability supports the findings of Baum & Locke (2004), who posited that a strong vision enables entrepreneurs to set clear goals, maintain strategic direction, and effectively allocate resources, ultimately enhancing business success. The positive correlation coefficient (0.713) suggests that farmers with a well-defined purpose and vision are more likely to implement structured and sustainable business models, leading to higher profitability. This is particularly relevant in small-scale poultry farming, where long-term planning is crucial for managing feed supply, disease control, and market fluctuations.

4.4.2. Emotional Attachment (EA) and Profitability

The significant impact of EA on profitability aligns with studies by Fisher et al. (2020), who found that entrepreneurs with high emotional attachment to their ventures demonstrate greater perseverance and commitment, leading to improved financial outcomes. The correlation coefficient (0.702) in this study indicates that poultry farmers who are emotionally invested in their businesses are more likely to adopt innovative practices and maintain higher-quality production, which directly impacts profitability. However, some researchers, such as Shepherd et al. (2020), caution that excessive emotional attachment can lead to over commitment, making entrepreneurs resistant to necessary changes. This suggests that while emotional attachment is beneficial, it should be balanced with rational decision-making

Table 5. Model Summary

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.944[a]	.891	.889	1.079	1.338

a. Predictors: (Constant), EA, SPV

b. Dependent Variable: PROF

Source: SPSS Output, 2025

In table 5, the regression model summary provides further insights into the predictive power of the independent variables on profitability. The multiple correlation coefficient (R) of 0.944 indicates a very strong overall relationship between the entrepreneurial passion components and profitability. This high R-value suggests that farmers' levels of SPV and EA, are crucial determinants of their financial performance. The R-squared value of 0.891 means that approximately 89.1% of the variation in profitability is explained by the entrepreneurial passion factors, leaving only 10.9% of the variability attributable to other external factors not included in the model. This high explanatory power underscores the significance of entrepreneurial passion in small-scale poultry farming, as it accounts for a substantial proportion of financial success. The adjusted R-squared value of 0.889, which is very close to the R-squared value, confirms that the model is well-fitted and not overfitted. This suggests that even with a different sample of poultry farmers, the model would likely yield similar results, indicating its reliability in explaining profitability trends in the sector. Furthermore, the standard error of the estimate, which is 1.079, shows the average deviation of actual profitability values from the predicted values. A lower standard error suggests higher model accuracy, and in this case, the relatively small value indicates that the regression model provides a precise estimation of profitability based on the independent variables. The Durbin-Watson statistic of 1.338 assesses the presence of autocorrelation in the residuals of the regression model. Ideally, a value close to 2 indicates no significant autocorrelation. The value of 1.338 in this model suggests a low level of autocorrelation, meaning that the model does not suffer from serious serial correlation issues. This further supports the reliability of the regression analysis.

Table 6. ANOVA Result

ANOVA[a]						
Model		**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
1	Regression	2774.328	4	693.582	595.857	.000[b]
	Residual	341.054	293	1.164		
	Total	3115.383	297			

a. Dependent Variable: PROF

b. Predictors: (Constant), EA, SPV

Source: SPSS Output, 2025

In Table 6, The ANOVA results confirm the overall statistical significance of the regression model. The F-statistic of 595.857 is exceptionally high, and the associated p-value of 0.000 is well below the 0.05 threshold, indicating that the combined influence of SPV and EA on profitability is statistically significant. This means that entrepreneurial passion, as represented by the four components, significantly predicts profitability in small-scale poultry farming. The regression sum of squares (2774.328) is much larger than the residual sum of squares (341.054), reinforcing the idea that most of the variability in profitability is accounted for by the independent variables. The mean square for regression (693.582) is also much higher than the mean square for residuals (1.164), further highlighting the model's explanatory power.

5. CONCLUSIONS

This study provides empirical support for the argument that entrepreneurial passion, as represented by Sense of Purpose and Vision (SPV) and Emotional Attachment (EA), is a critical determinant of the profitability of small-scale poultry farms in Delta State, Nigeria. The findings indicate that SPV is the most influential factor, followed by EA, both of which contribute significantly to financial success. These results validate several entrepreneurial theories, including goal-setting theory, affective commitment theory, and self-determination theory, which emphasize the importance of vision, emotional commitment, intrinsic motivation, and persistence in business success. The study further reinforces existing empirical evidence that psychological and emotional factors play a pivotal role in determining business profitability, particularly in the agricultural

sector. Given the high R-squared value of 0.891, it can be concluded that entrepreneurial passion accounts for a substantial proportion of profitability variations among small-scale poultry farmers in Delta State.

Poultry farmers should be encouraged to develop clear business goals and long-term strategic plans to enhance their sense of purpose and vision. Government agencies and agricultural extension services should provide training programs that equip farmers with business planning and goal-setting skills. Additionally, stakeholders in the poultry farming sector should promote initiatives that strengthen farmers' emotional attachment to their businesses. This could include community support programs, mentorship opportunities, and networking events that foster a sense of belonging and commitment.

6. REFERENCES

Al Mamun, A., & Fazal, S. A. (2018). Effect of entrepreneurial orientation on competency and micro-enterprise performance. *Asia Pacific Journal of Innovation and Entrepreneurship*, *12*(3), 379–398.

Asante, E. A., & Affum-Osei, E. (2019). Entrepreneurship as a career choice: The impact of locus of control on aspiring entrepreneurs' opportunity recognition. *Journal of Business Research*, *98*, 227–235.

Atsu, A. J. (2021). *Effect of entrepreneurial behaviour on competitive advantage and performance of small scale potato enterprises in Molo Sub County, Kenya*. Egerton University.

Baum, J. R., & Locke, E. A. (2004). The relationship of entrepreneurial traits, skill, and motivation to subsequent venture growth. *Journal of Applied Psychology*, *89*(4), 587.

Cardon, M. S., Gregoire, D. A., Stevens, C. E., & Patel, P. C. (2013). Measuring entrepreneurial passion: Conceptual foundations and scale validation. *Journal of Business Venturing*, *28*(3), 373–396.

Cardon, M. S., Post, C., & Forster, W. R. (2017). Team entrepreneurial passion: Its emergence and influence in new venture teams. *Academy of Management Review*, *42*(2), 283–305.

Deci, E. L., & Ryan, R. M. (2013). *Intrinsic motivation and self-determination in human behavior*. Springer Science & Business Media.

Fisher, G., Stevenson, R., Neubert, E., Burnell, D., & Kuratko, D. F. (2020). Entrepreneurial hustle: Navigating uncertainty and enrolling venture stakeholders through urgent and unorthodox action. *Journal of Management Studies*, *57*(5), 1002–1036.

Gershon, O., Matthew, O., Osuagwu, E., Osabohien, R., Ekhator-Mobayode, U. E., & Osabuohien, E. (2020). Household access to agricultural credit and agricultural production in Nigeria: A propensity score matching model. *South African Journal of Economic and Management Sciences*, *23*(1), 1–11.

Pradhan, R. K., & Kumar, U. (2021). *Emotion, well-being, and resilience: Theoretical perspectives and practical applications*. CRC Press.

Pravitasari, C. F., Purnomo, W. H., Ramadhan, M. S. F., & Widiastuti, E. (2024). How to Improve Entrepreneurial Motivation Through Entrepreneurial Intention, Attitudes, and Environmental Aspects. *Jurnal Ekonomi Kreatif Dan Manajemen Bisnis Digital*, *3*(1), 75–84.

Rosenbusch, N., Rauch, A., & Bausch, A. (2013). The mediating role of entrepreneurial orientation in the task environment–performance relationship: A meta-analysis. *Journal of Management*, *39*(3), 633–659.

Sakib, M. N., Rabbani, M. R., Hawaldar, I. T., Jabber, M. A., Hossain, J., & Sahabuddin, M. (2022). Entrepreneurial competencies and SMEs' performance in a developing economy. *Sustainability*, *14*(20), 13643.

Shepherd, D. A., Sattari, R., & Patzelt, H. (2020). A social model of opportunity development: Building and engaging communities of inquiry. *Journal of Business Venturing*.

Villano, R. A., Koomson, I., Nengovhela, N. B., Mudau, L., Burrow, H. M., & Bhullar, N. (2023). Relationships between farmer psychological profiles and farm business performance amongst smallholder beef and poultry farmers in South Africa. *Agriculture*, *13*(3), 548.