

Leveraging On Profitability Of Small-Scale Poultry Farms Through Entrepreneurial Passon In Delta State, Nigeria

CLINTON Emmanuella

Department of Business Administration
Delta State University, Abraka
hotclinton2003@yahoo.com

Abstract: *Entrepreneurial passion is widely acknowledged as a key driver of business success, particularly in small-scale enterprises where resources are limited and market uncertainties are high. This study explored the impact of entrepreneurial passion, specifically through Intrinsic Motivation (IM) and Resilience and Persistence (RP), on the profitability of small-scale poultry farms in Delta State, Nigeria. A quantitative research design was employed, using survey data from 298 poultry farmers across various local government areas in Delta State. The data were analyzed through descriptive statistics, Pearson correlation, multiple regression analysis, and ANOVA to assess the significance and strength of relationships between the variables. The descriptive statistics revealed that both IM and RP had relatively high mean scores, suggesting that poultry farmers in Delta State demonstrate a strong entrepreneurial passion. Correlation analysis indicated significant positive relationships between the entrepreneurial passion factors and profitability, with IM showing a correlation of ($r = 0.692$) and RP ($r = 0.600$). The results from multiple regression analysis affirmed these findings, showing that both IM ($\beta = 0.345$, $t = 2.828$, $p = 0.011$) and RP ($\beta = 0.035$, $t = 2.333$, $p = 0.015$) significantly contribute to profitability. The overall regression model explained 89.1% of the variation in profitability, with an R-square value of 0.891, suggesting that entrepreneurial passion is a strong predictor of financial success in the context of small-scale poultry farming. Additionally, ANOVA results confirmed the statistical significance of the model ($F = 595.857$, $p = 0.000$), further supporting the strength of the relationship between entrepreneurial passion and profitability. In light of these findings, the study concludes that nurturing entrepreneurial passion can play a vital role in enhancing profitability for small-scale poultry farmers. It recommends that policymakers and agricultural extension services implement initiatives aimed at strengthening farmers' vision, motivation, and emotional engagement with their businesses. Furthermore, financial institutions should prioritize support for farmers who exhibit high levels of entrepreneurial passion, as they are more likely to achieve sustainable growth. This research contributes to the existing literature by providing empirical evidence on the psychological factors that influence profitability in agribusiness.*

Keyword: Entrepreneurial Passion, Profitability, Intrinsic Motivation, Resilience and Persistence

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. The poultry farming sector, a vital component of agricultural development in Nigeria, contributes significantly to food security, employment, and economic growth (Ogundipe et al., 2021). 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. (2020) 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 (Newman et al., 2021). 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.

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, 2020). 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 et al. (2022) 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, 2022). 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 (Olaoluwa et al., 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. Newman et al. (2021) found that passion positively correlates with profitability, as it enhances entrepreneurs' ability to identify opportunities and mobilize resources effectively. Similarly, Pradhan et al. (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 et al. (2022) further highlight the role of intrinsic motivation in fostering innovation and adaptive capacity, which are essential for maintaining competitiveness in dynamic markets. Olaoluwa et al. (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 IM, and RP, 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 and EA is a critical determinant of the profitability of small-scale poultry farms in Delta State, Nigeria.

The Problem

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 (Ogundipe et al., 2021; Olaoluwa et al., 2021). While entrepreneurial passion, defined by dimensions such as *S*Intrinsic Motivation (IM), and Resilience and Persistence (RP), has been shown to enhance business outcomes (Cardon et al., 2020; Newman et al., 2021), 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 (Pradhan et al., 2021; Al Mamun et al., 2022). Moreover, recent research emphasizes the need for context-specific investigations that address sectoral nuances and geographic variations in entrepreneurial outcomes (Asante & Affum-Osei, 2022; Ogundipe et al., 2021). This gap underscores the necessity of exploring how 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 Intrinsic Motivation (IM) and Resilience and Persistence (RP) on profitability of small-scale poultry farms in Delta State, Nigeria.

Objectives of the Study

1. investigate the impact of Intrinsic Motivation (IM) on the profitability of small-scale poultry farms in Delta State.
2. determine the relationship between Resilience and Persistence (RP) and the profitability of small-scale poultry farms in Delta State.

Research Questions

1. To what extent does Intrinsic Motivation (IM) impact the profitability of small-scale poultry farms in Delta State?
2. What is the relationship between Resilience and Persistence (RP) and the profitability of small-scale poultry farms in Delta State?

Research Hypotheses

H₀₁: Intrinsic Motivation (IM) does not significantly impact the profitability of small-scale poultry farms in Delta State.

H₀₂: Resilience and Persistence (RP) has no significant relationship with the profitability of small-scale poultry farms in Delta State.

Review of Related Literature

Conceptual Review

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., 2020). 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 Newman et al. (2021), 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 et al., 2021). These dimensions highlight the role of passion in driving entrepreneurial success across various contexts, including small-scale enterprises.

Intrinsic Motivation (IM)

Intrinsic Motivation (IM) refers to the internal drive that propels individuals to engage in activities for their inherent satisfaction rather than external rewards (Newman et al., 2021). In the entrepreneurial context, IM is a key determinant of sustained effort and perseverance. Entrepreneurs who are intrinsically motivated are more likely to invest time and energy into their ventures, as they derive fulfillment from the process itself (Pradhan et al., 2021). In small-scale poultry farming, IM can manifest as a passion for animal husbandry, innovation in farming practices, or a desire to contribute to food security. Recent studies highlight the role of IM in fostering creativity and adaptability, which are essential for overcoming challenges and seizing opportunities in dynamic markets (Asante & Affum-Osei, 2022).

Resilience and Persistence (RP)

Resilience and Persistence (RP) are critical traits that enable entrepreneurs to withstand setbacks and maintain effort toward their goals. Resilience refers to the ability to recover from adversity, while persistence denotes the sustained pursuit of objectives despite challenges (Al Mamun et al., 2022). In small-scale poultry farming, RP is vital for managing risks such as disease outbreaks, fluctuating feed prices, and market volatility. According to Pradhan et al. (2021), entrepreneurs with high resilience are more likely to adapt to changing circumstances and implement innovative solutions. Persistence, on the other hand, ensures that entrepreneurs remain focused on their long-term vision, even when immediate results are not forthcoming. Together, these traits contribute to the sustainability and profitability of entrepreneurial ventures.

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 (Ogundipe et al., 2021). 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 (Olaoluwa et al., 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.

Theoretical Review

Social Cognitive Theory

Social Cognitive Theory, proposed by Bandura (1986), emphasizes the role of self-efficacy, observational learning, and reciprocal determinism in shaping human behavior. Entrepreneurs, according to this theory, are influenced by their environment, personal factors, and behaviors. Recent studies highlight the applicability of Social Cognitive Theory in entrepreneurship, particularly in understanding how intrinsic motivation (IM) and resilience and persistence (RP) are cultivated (Al Mamun et al., 2022). In the context of small-scale poultry farming, IM drives innovation and proactive problem-solving, while RP ensures sustained effort in the face of challenges. By integrating these elements, Social Cognitive Theory provides a framework for understanding how entrepreneurial passion translates into improved profitability through adaptive learning and motivation (Ogundipe et al., 2021).

Empirical Review

In 2021, Patel and Singh examined the influence of entrepreneurial passion, specifically RP and IM, on the financial performance of small-scale poultry farms in India. They employed a quantitative research design, distributing questionnaires to 200 poultry farmers in the states of Punjab and Haryana. The data was analyzed using path analysis. The study found that resilience and intrinsic motivation were directly related to profitability, as they enabled farmers to cope with challenges and maintain consistent productivity. The study suggested that providing support for developing resilience and motivation could significantly improve farm profitability.

A study by Oladipo and Igbekele (2020) examined the relationship between entrepreneurial passion, including Sense of Purpose and Vision (SPV) and Emotional Attachment (EA), and profitability in small-scale poultry farming in Nigeria. Using a survey approach, they gathered data from 120 poultry farmers in Oyo State. The study employed regression analysis to test the relationships between variables. The results indicated that EA and SPV had a strong, positive correlation with farm profitability, as these factors motivated farmers to put extra effort into their operations. The study concluded that fostering these dimensions of entrepreneurial passion could enhance profitability and recommended targeted entrepreneurial training for farmers.

In 2020, Fadeyi and Akinboade studied the impact of Emotional Attachment (EA) and Intrinsic Motivation (IM) on the profitability of poultry farmers in South Africa. They surveyed 150 poultry farmers from various regions of the country, using a combination of structured questionnaires and face-to-face interviews. The data was analyzed using descriptive statistics and correlation analysis. Their findings showed that farmers with high levels of emotional attachment and intrinsic motivation were more committed to adopting best practices, leading to higher profits. The study concluded that farmers' emotional connection to their business is critical to success and recommended that policymakers foster this connection through community-building initiatives.

In 2020, Adu and Awuah explored the effect of entrepreneurial passion, specifically Sense of Purpose and Vision (SPV) and Resilience and Persistence (RP), on the profitability of small-scale poultry farmers in Ghana. The study adopted a mixed-methods approach, collecting data through structured surveys from 150 poultry farmers in the Ashanti Region, followed by interviews with a select sample. Quantitative data was analyzed using SPSS, while qualitative data was coded thematically. The study found that both SPV and RP had a significant positive impact on profitability, with RP playing a more substantial role in overcoming challenges. The study concluded that poultry farmers who exhibited a clear vision and resilience performed better financially. It recommended that training programs for farmers focus on enhancing these attributes to boost farm profitability.

Tools and methodology

Research Design

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), Intrinsic Motivation (IM), and Resilience and Persistence (RP), 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.

Population of the Study

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 study focuses on small-scale poultry farmers because they are the primary contributors to the poultry industry in the region, and their challenges and entrepreneurial motivations may differ significantly from those in larger commercial operations.

Sample and Sample Size Determination

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:

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

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:

$$n = \frac{10,000 \times 1.96^2 \times 0.5(1-0.5)}{0.05^2 \times (10,000-1) + 1.96^2 \times 0.5(1-0.5)}$$

$$n = 384$$

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.

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.

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 (IM, RP) 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.

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 (IM, RP) 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.

Validation of Research Instruments

To ensure the validity of the research instruments, the questionnaire was subjected to a two-step validation process. First, content validity was established by seeking expert opinions from academics in agricultural economics, entrepreneurship, and agricultural extension services. These experts evaluated the relevance, clarity, and comprehensiveness of the questionnaire items. Second, the instrument undergo face validity testing through pre-testing with a small group of 20 poultry farmers who are not part of the main study sample. Their feedback was used to refine the instrument, ensuring it effectively captures the key concepts of entrepreneurial passion and profitability in the context of small-scale poultry farming.

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 (IM, RP, 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.

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 (IM, RP) 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, EA, IM, and RP, has a significant positive effect on the PROF of small-scale poultry farms in Delta State, Nigeria. The model was specified as:

$$\text{PROF} = \beta_0 + \beta_1(\text{IM}) + \beta_2(\text{RP}) + \epsilon$$

Where:

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

IM represents Intrinsic Motivation,

RP represents Resilience and Persistence as independent variables.

β_0 is the constant term, a

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

ϵ is the error term.

. 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 4.1 below:

Table: 4.1 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 4.1 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.

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. Presented in Table 4.2 below:

Table 4.2: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
IM	298	8	20	15.65	3.297
RP	298	12	20	15.60	3.070
PROF	298	8	20	16.78	3.239
Valid N (listwise)	298				

Source: SPSS Output, 2025.

In Table 4.2, the interpretation of the descriptive statistics provides a comprehensive understanding of the central tendencies and dispersion of the key study variables: 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 , 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.

Data Analysis

Correlation Analysis

Table 4.3: Correlations

	PROF	SPV	EA	IM	RP
Pearson Correlation PROF	1.000				
IM	.692	.493	.292	1.000	
RP	.600	.681	.326	.385	1.000

Source: SPSS Output, 2025.

In Table 4.3, 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.

Hypotheses Testing and Discussion of Results

Table 4.4: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.052	.497		-2.116	.035
IM	.345	.122	.351	2.828	.011
RP	.035	.015	.033	2.333	.015

a. Dependent Variable: PROF

Source: SPSS Output, 2025.

Test of Hypotheses

Based on the results from the regression analysis, the hypotheses regarding the impact of entrepreneurial passion—proxied by Intrinsic Motivation (IM), and Resilience and Persistence (RP)—on the profitability (PROF) of small-scale poultry farms are tested as follows:

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_{02}) and accept the alternative hypothesis (H_{12}), concluding that EA has a significant positive impact on profitability.

The regression results indicate that IM has a β coefficient of 0.345, a t-value of 2.828, and a p-value of 0.011, which is statistically significant at the 5% level. This suggests that IM significantly enhances profitability. Therefore, we reject the null hypothesis (H_{03})

and accept the alternative hypothesis (H_{13}), concluding that IM has a significant positive effect on profitability. The regression results reveal that RP has a β coefficient of 0.035, a t-value of 2.333, and a p-value of 0.015, which is statistically significant at the 5% level. Although the impact is relatively weaker compared to other variables, it is still significant. Thus, we reject the null hypothesis (H_{04}) and accept the alternative hypothesis (H_{14}), concluding that RP has a significant positive impact on profitability.

Discussion of Results

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 IM, and RP 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.

Intrinsic Motivation (IM) and Profitability

Intrinsic motivation was found to have a significant positive effect on profitability, confirming the findings of Deci and Ryan (2021), who argued that intrinsically motivated entrepreneurs are more persistent, innovative, and adaptable to challenges. The correlation coefficient (0.692) indicates that poultry farmers with high intrinsic motivation tend to seek continuous improvement in production techniques and cost management, leading to better financial performance. This finding also aligns with Gielnik et al. (2020), who emphasized that self-driven entrepreneurs are more resilient in volatile markets, a crucial factor in the unpredictable poultry farming sector.

Resilience and Persistence (RP) and Profitability

Although RP had the weakest impact among the entrepreneurial passion dimensions, it still showed a significant positive relationship with profitability. This finding is consistent with Hayward et al. (2021), who found that resilience helps entrepreneurs recover from setbacks, such as financial losses or disease outbreaks in poultry farming. The correlation coefficient (0.600) indicates that while resilience contributes to profitability, other factors like vision and motivation play a more dominant role. This aligns with Uy et al. (2021), who argued that persistence alone is insufficient for success unless coupled with strategic decision-making and adaptability.

Table 4.5: 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), RP, IM,

b. Dependent Variable: PROF

Source: SPSS Output, 2025.

In table 4.5, 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 IM, and RP 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 4.6: 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), RP, EA, IM, SPV

Source: SPSS Output, 2025.

In Table 4.6, 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 IM, and RP 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.

Conclusion

This study provides empirical support for the argument that entrepreneurial passion, as proxied by IM, and RP, 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 IM, EA, and RP, all 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.

Recommendations

1. Based on the findings of this study, the following recommendations are made: Policymakers and support organizations should design incentives that boost farmers' intrinsic motivation, such as recognition programs, grants for innovative practices, and access to business development resources. Encouraging self-driven entrepreneurship will enhance long-term sustainability.
2. Given the significant but relatively weaker impact of RP on profitability, resilience training should be incorporated into agricultural extension programs. Farmers should be equipped with skills to manage risks, adapt to changing market conditions, and develop crisis management strategies.

References

- Adu, J., & Awuah, G. B. (2020). Entrepreneurial passion and its impact on small-scale poultry farmers' profitability in Ghana. *Journal of African Business*, 21(3), 354-373.
- Al Mamun, A., Nawli, N. B. C., Nurul, M. A., & Yusoff, M. N. H. (2022). Entrepreneurial competencies and SMEs' performance in a developing economy: The mediating role of innovation. *Journal of Small Business and Enterprise Development*, 29(1), 1-20.
- Al Mamun, A., Nawli, N. B. C., Shamsudin, M. F., Zainol, N. R. B., & Fazal, S. A. (2022). Entrepreneurial competencies and micro-enterprise performance: The mediating role of innovation and the moderating role of intrinsic motivation. *Journal of Small Business Management*, 60(3), 545-572.
- Asante, E. A., & Affum-Osei, E. (2022). Agricultural entrepreneurship intentions among youth in sub-Saharan Africa: The role of entrepreneurial passion and resilience. *Journal of Agribusiness in Developing and Emerging Economies*, 12(3), 451-469.
- Asante, E. A., & Affum-Osei, E. (2022). Entrepreneurship as a career choice: The impact of locus of control on the entrepreneurial intentions of university students in Ghana. *Education + Training*, 64(2), 149-164.
- Baum, J. R., & Locke, E. A. (2020). The relationship of entrepreneurial traits, skill, and motivation to subsequent venture growth. *Journal of Applied Psychology*, 105(3), 332-349.
- Cardon, M. S., Gregoire, D. A., Stevens, C. E., & Patel, P. C. (2020). Measuring entrepreneurial passion: Conceptual foundations and scale validation. *Journal of Business Venturing*, 35(4), 1-19.

- Cardon, M. S., Post, C., & Forster, W. R. (2020). Team entrepreneurial passion: Its emergence and influence in new venture teams. *Academy of Management Review*, 45(3), 604-623.
- Deci, E. L., & Ryan, R. M. (2020). Intrinsic motivation and self-determination in human behavior. *Contemporary Educational Psychology*, 61, 101860. <https://doi.org/10.1016/j.cedpsych.2020.101860>
- Deci, E. L., & Ryan, R. M. (2021). Self-determination theory: A macro-theory of human motivation, development, and health. *Canadian Psychology*, 62(1), 26-36.
- Fadeyi, J. J., & Akinboade, O. A. (2020). The effect of emotional attachment and intrinsic motivation on the profitability of small-scale poultry farms in South Africa. *South African Journal of Agricultural Economics*, 53(2), 109-120.
- Fisher, G., Stevenson, R., & Burnell, D. (2021). Entrepreneurial passion and its influence on venture performance. *Entrepreneurship Theory and Practice*, 45(2), 343-370.
- Gielnik, M. M., Zacher, H., & Wang, M. (2020). Age in entrepreneurial careers: The role of future time perspective and passion for entrepreneurship. *Journal of Business Venturing*, 35(2), 105937.
- Hayward, M. L. A., Forster, W. R., Sarasvathy, S. D., & Fredrickson, B. L. (2021). Beyond hubris: How highly resilient entrepreneurs rebound from failure. *Journal of Business Venturing*, 36(1), 106007.
- Hsu, D. K., Haynie, J. M., Simmons, S. A., & McKelvie, A. (2021). What matters more for entrepreneurship success? The role of intrinsic motivation in venture survival and growth. *Small Business Economics*, 57(1), 141-158.
- Murnieks, C. Y., Cardon, M. S., Sudek, R., White, T. D., & Brooks, W. T. (2021). Entrepreneurial passion: The role of affect in shaping business success. *Journal of Business Venturing*, 36(4), 106021.
- Newman, A., Obschonka, M., Schwarz, S., Cohen, M., & Nielsen, I. (2021). Entrepreneurial passion and business performance: A meta-analysis. *Small Business Economics*, 56(1), 1-17.
- Ogundipe, A. A., Adebayo, F. O., & Olagunju, K. O. (2021). Agricultural productivity and rural household welfare in Nigeria: An analysis of the linkage. *African Journal of Economic Policy*, 28(1), 45-66.
- Oladipo, D. E., & Igbekele, O. M. (2020). Entrepreneurial passion and profitability in small-scale poultry farming in Nigeria. *International Journal of Entrepreneurship and Innovation Management*, 24(1), 45-59.
- Olaoluwa, A., Olayemi, S., & Nwankwo, S. (2021). Entrepreneurial resilience and agricultural enterprise performance in sub-Saharan Africa: Evidence from Nigeria. *African Journal of Entrepreneurship*, 12(4), 213-228.
- Patel, D., & Singh, M. (2021). The role of resilience and intrinsic motivation in the profitability of poultry farming in India. *Journal of Rural Studies*, 83, 50-61.
- Pradhan, R. K., Hati, L., & Kumar, U. (2021). Emotional intelligence, entrepreneurial passion, and venture performance: The mediating role of organizational resilience. *Journal of Business Research*, 130, 155-167.
- Shepherd, D. A., & Patzelt, H. (2020). Emotion and entrepreneurial decision making: Reassessing the role of passion in business outcomes. *Journal of Management Studies*, 57(8), 1712-1737.
- Smith, K. E., & Peterson, R. T. (2021). The impact of emotional attachment and intrinsic motivation on poultry farm profitability in Australia. *Agribusiness: An International Journal*, 37(1), 76-89.
- Stephan, U., Hart, M., & Drews, C. C. (2021). Resilience in entrepreneurship: How entrepreneurs recover from business setbacks. *Journal of Business Research*, 134, 583-595.
- Thompson, J. A., & Liu, X. (2022). Resilience and persistence: Key factors in poultry farm profitability in the United States. *American Journal of Agricultural Economics*, 104(3), 1152-1166.
- Uy, M. A., Foo, M. D., & Ilies, R. (2021). The impact of persistence on entrepreneurial success: The role of passion and adaptability. *Entrepreneurship Theory and Practice*, 45(5), 1051-1074.
- Wilson, M. J., & Bampoh, A. K. (2022). Entrepreneurial passion and profitability in small-scale poultry farms in Kenya. *International Journal of Agricultural Management*, 11(2), 90-103.
- Zhao, Y., Wu, H., & Zhang, L. (2021). Entrepreneurial passion, sense of purpose, and profitability in small-scale poultry farms in China. *Journal of Business Research*, 120, 227-238.