PUBLIC PRIVATE PARTNERSHIP INITIATIVE IN ENTREPRENEURSHIP EDUCATION FOR NIGERIAN YOUTHS IN FAST FOOD INDUSTRY

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Abstract
The study examined public private partnership initiative in entrepreneurship education for Nigerian youths in fast food industry using Delta State as case study. Two research questions and tested two null hypotheses guided the study. The population for the study was 278 subjects, comprising 40 Home Economics lecturers and 238 registered fast food entrepreneurs. All the 278 subjects were involved as respondents for the study. The instrument for data collection was structured questionnaire developed by the researchers. The instrument was validated by three experts drawn from Home Economics Department section of Delta State University, Abraka. The reliability of the questionnaire yielded Cronbach Alpha reliability coefficient of 0.94. Data for the study were collected by the researchers with the help of trained research assistants. Out of the 278 copies of the questionnaire administered, 259 copies were properly filled and returned indicating 96.2% return rate. Data extracted from retrieved questionnaire were analysed using mean, standard deviation and t-test statistics. The results of the study identified 30 fast food enterprises in which youths can be self-employed for income generation and 10 public private partnership (PPP) initiatives in entrepreneurship education for job creation among Nigerian youths in fast food industry. Based on the findings, the study recommended among others that there should be more careful and proactive measures towards incorporating the identified public and private partnership initiatives in entrepreneurship education and training of teeming Nigerian youths.

Keywords: Public Private Partnership, Entrepreneurship, Fast Food, Job Creation, Youths

Introduction

Nigeria like other developing countries is facing the challenge of ensuring adequate food supply for its teeming population. The commercial fast food is highly processed and prepared on a large scale from bulk ingredient using standardized cooking and production methods and equipment. It is usually rapidly served in cartons, or bags or in a plastic wrapping in a fashion which reduces operating costs by allowing rapid product identification and counting, promoting longer holding time, avoiding transfer of bacteria, and facilitating order-fulfillment (Eyo, *et al*, 2018). According to Weber and Matthews (2008), fast food industry has strong hospitality contents which ensure provision of high-quality food, drinks and good customer service. The fast food sector is a booming industry in Nigeria. For instance, Mustapha, *et al*, (2014) stated that in some fast food firms, there could be several turnovers of more than one million naira per day with more than 40 staff. In affirmation, Eyo, *et al*, (2018) observed that Nigerian fast food industry is crucial to the economy with an estimated income of ₦230 billion per annum.

There is increasing demand for all forms of food and fast food in particular. Mathias and David (2015) noted that the increasing need to provide fast food for the busy working population has made the fast food sector more attractive to many entrepreneurs. Hence, the growth in the fast food industry in Nigeria is expected to continue due to urbanisation and the increasingly rapid youth population in the country. Bose (2011) admitted that the demand for fast food products in Nigerian food market remains high making the fast food industry in the country to continue to thrive.

Fast food industry is a growing industry and with the time evolving the pattern of eating habits is changing (Farooqui and Alwi, 2019). According to Hassim (2016) fast food industry is constantly thriving to serve the best quality food with best services to increase the level of customer satisfaction. Factors impacting customers food preferences are as follows; eating out attraction, socializing, urbanization, college and university students taste preference, family's dual income expediency and other aspects. The report of Grand View Research (2024) equally affirmed that the global fast food industry size was valued at USD 595.93 billion in 2021 and is expected to grow at a compound annual growth rate (CAGR) of 5.0% from 2022 to 2029. The rise in consumer spending and the growing influence of food delivery applications are the major factors driving the market growth. Baig and Saeed (2012) observed that globalization has impacted the food sales, processing and manufacturing, its utilization and arrangements, and people have started consuming snacks in a new way due to the significant growth of pizza, burgers, snacks and fizzy drinks. In addition, fast food sector contributes largely to employment generation absorbing about 500,000 individuals (Eyo, *et al,* 2018). Therefore, fast food is a flourishing sector where the teeming Nigerian youths can gainfully be employed as entrepreneurs.

The youths are young people of between 18 - 35 years of age. Youth is the time of life when one is young, and often means the time between childhood and adulthood or maturity (Konopka, 2017). The characteristics of the youths are reveled in their strong appearance, freshness, strength and vigour. Njapa-Minyard (2010) observed that *y*outh is an experience that may shape an individual's level of dependency, and willingness for acquisition of entrepreneurial skills. Entrepreneurship deals with effort to equip trainees with the willingness and ability to seek for investment opportunities, to establish and to run an enterprise successfully. Baba (2013) described entrepreneurship as the teaching of starting a business, arranging the business deals and take risks in order to make profit through the education skills.

Entrepreneurship skills prepare learners to be accountable and innovative persons who become entrepreneurs and contribute to development and sustainability of their communities. The acquisition of entrepreneurship skills and competencies has continued to feature as a captivating theme in local summits and international conferences because of its potency as tool for mitigating unemployment and other social-economic challenges inhibiting sustainable development in all parts of the globe (Akhuemonkhan, *et al,* 2013). It is imperative to note that the acquisition and possession of salable skills through entrepreneurship education in Nigeria tertiary education is currently not matching up with the current global advocacy for increased entrepreneurship skill training among the youth population. Nigeria is presently not doing enough in the area of entrepreneurship skill education and training of the youths for gainful engagement, thereby worsening employment situation, insecurity and other social vises in the country. The lingering insecurity resulting from rising unemployment of the youths has continued to crumble economic activities across the country, south-south Nigeria inclusive. To address the current ugly trend, the Nigerian tertiary education curriculum must be more entrepreneurial-driven through effective public and private partnership initiatives.

Public private partnership (PPP) initiative is a collaboration of the public and private sectors in the financing and development of public goods and services such as agriculture, infrastructure, communication, education and so on. Public private partnership according to Arogundade and Sasere (2017) is a contractual arrangement between a public sector authority and a private party, in which the private party provides a public service or project and assumes substantial financial, technical and operational risk in the project. In the opinion of Izuwah (2017), public private partnership represents the form of agreement between a public agency (federal, state or local) and a private sector entity. Public private partnership is a sustained and long-term partnering relationship between the public and private sectors to provide goods and services such as education, training and funding of public system for the benefit of the society. Through the public private partnership arrangement, the skills and assets of each sector (public and private) are shared in delivering a service or facility for the use of the general public.

It is imperative to state that public private partnership approach when effectively coordinated has the capacity to harnesses prudently the needed expertise from pools of qualified labour and the prerequisite resources in both the public and private sectors, utilizing the combined resources for optimal service delivery and thereby making it easy for the government to focus mainly on its assigned regulatory functions (Manuel, 2012). The report of Mobility Investment Priorities (2021) identified Build Operate and Transfer (BOT), Facility Operations, Maintenance, and Management and Sale/Leaseback as some of the important private and public partnership initiatives. Hence, Umar and Babalola (2016) emphasized the need for government clamour for public private partnership in the nation's educational management. Considering the dwindling government funding of public tertiary education system as it also affects entrepreneurship skill education of Nigerian youths, this study was therefore carried out to examine public private partnership initiative in entrepreneurship education for Nigerian Youths in fast food industry.

Purpose of the study

The study widely examined public private partnership initiative in entrepreneurship training for Nigerian youths in rapid meals enterprise. Specifically, the take a look at diagnosed:

1. Various speedy meals corporations in which youths may be self-hired for earnings era.
2. Public and personal partnership initiative in entrepreneurship training for job introduction among Nigerian youths in fast food industry.

Research questions

1. What are the various rapid meals businesses wherein youths may be self-employed for income era?
2. What are the public and private partnership initiatives in entrepreneurship schooling for job introduction amongst Nigerian youths in speedy meals enterprise?

Research hypotheses

The following two null studies hypotheses have been examined at .05 level of importance:

H01: There is no significance difference within the suggest ratings of Home Economics lecturers and registered fast food marketers at the various speedy food organizations wherein youths can be self-employed for profits technology.

H02: There is no importance distinction in the suggest scores of Home Economics lecturers and registered fast meals marketers on the private and non-private partnership tasks in entrepreneurship schooling for job introduction amongst Nigerian youths in speedy food enterprise?

Methodology

Descriptive survey research design was adopted in carrying out the study. The population for the study was 278 subjects. This comprised 7 Home Economics Lecturers from Delta State College of Education Warri, 6 Home Economics Lecturers from Delta State Colleges of Education Mosogar, 15 Home Economics Lecturers from Federal College of Education (Technical) Asaba, 6 Home Economics Lecturers from Delta State University, Abraka, 6 Home Economics Lecturers from University of Delta, Agbor and 238 Registered fast food entrepreneurs selected from major towns of Asaba, Warri and Agbor in the state. Due to manageable size of the population, the entire 238 respondents (40 Home Economics lecturers and 238 registered fast food entrepreneurs) were involved as respondents for the study. The 238 fast food entrepreneurs were those registered with Delta State Ministry of Commerce and Industry.

The study employed the use of structured questionnaire for data collection. The response options for the questionnaire was 4-point rating scale of Strongly Agreed (SA) = 4; Agreed (A) = 3; Disagreed (D) = 2 and Strongly Disagreed (SD) = 1. The instrument was validated by three Senior Lecturers in Home Economics in Delta State University, Abraka. The reliability of the questionnaire was carried out by trial testing 15 copies of the questionnaire on five (5) Home Economics lecturers and 10 registered fast food entrepreneurs all in Benin Edo State. Data collected from the trial testing were analysed using Cronbach Alpha reliability method which yielded a reliability coefficient of 0.94.

Data for the study were collected by the researchers with the help of trained research assistants who handled data collection from the fast food entrepreneurs in the state. Out of the 278 copies of the questionnaire administered, 259 copies were properly filled and returned. The data collected were analysed using descriptive statistics such as mean, standard deviation and t-test statistics. Cut-off point value of 2.50 on 4-point scale was used for interpreting the results. The cut-off point was computer thus:

$$\frac{4+3+2+1}{4} = \frac{10}{4} \quad = \mathbf{2.50}\ (cut-off\ point)$$

From the obtained cut-off point value, items with mean values of 2.50 and above were interpreted as “Agreed” while those with mean values less than 2.50 were interpreted as “Disagreed”. The hypothesis of no significant difference was accepted when t-calculated (t-cal) value was less than the t-table (t-tab) value of 1.96 at 0.05 level of significance while hypothesis of no significant difference was rejected when t-calculated (t-cal) values was greater than the t-table (t-tab) value of 1.96 at 0.05 level of significance.

Results

Research question one

What are the various fast food enterprises in which youths can be self-employed for income generation?

Table 1: Various fast food enterprises in which youths can be self-employed for income generation (n = 259).

SN	Fast foods in which youths can be engaged in include:	$\bar{X}$	SD	Rmks
1	Snacks	3.67	0.56	**Agreed**
2	Grilled fish	3.54	0.52	“
3	Ice cream	3.62	0.77	“
4	Burgers	3.50	0.54	“
5	Pizza	3.70	0.49	“
6	Zobo drinks	3.37	0.69	“
7	Fried chicken	3.56	0.62	“
8	Cakes	3.35	0.59	“
9	Breads baking	3.70	0.47	“
10	Milkshakes	3.25	0.66	“
11	Dessert items	3.20	0.74	“
12	Soft drinks	3.54	0.51	“
13	Sausage roll like gala, bigi	3.85	0.59	“
14	Tea and coffee	3.68	0.55	“
15	Fried/jollof rice in take away packs	3.59	0.72	“
16	Akara (beans cake)	2.73	0.81	“
17	Moin Moin/okpa	2.68	0.79	“
18	All kinds of soups for city people	3.55	0.43	“
19	Plantain chips	2.97	0.86	“
20	Roasted plantain (boli) and sauce	2.82	0.83	“

21	Chin Chin	3.73	0.56	"
22	Puff Puff	3.52	0.44	"
23	Meat pie, fish pie, and chicken pie	3.77	0.40	"
24	Egg roll	3.69	0.58	"
25	Soya bean milk	3.45	0.53	"
26	Tiger nuts drink	3.35	0.69	"
27	Shawama	3.65	0.50	"
28	Cooked noodles	3.57	0.42	"
29	Fried yam, potato with sauce	3.25	0.53	"
30	Fruits juice	3.75	0.66	"
	Pooled Mean	**3.45**	**0.60**	**Agreed**

Note: $\overline{X}$ *= Mean;* ***SD*** *= Standard Deviation;* ***n*** *= number of respondents.*

The data presented in Table 1 answered research question one. In the Table, the mean ratings of the respondents on the 30 items ranged between 2.68 to 3.85. Hence, all the mean values were greater than the cut-off point value of 2.50 on 4-point rating scale indicating that the 30 identified items in the Table are fast food enterprises in which youths can be self-employed for income generation in Delta State. The standard deviation values of the 30 items ranged between 0.44 to 0.86 which indicates that the responses of the respondents are close to the mean and one another.

Research question two

What are the public and private partnership initiatives in entrepreneurship education for job creation among Nigerian youths in fast food industry?

Table 2: Public and Private Partnership (PPP) initiatives in entrepreneurship education for job creation among Nigerian youths in fast food industry (n = 259).

SN	Public and private partnership approaches for youths engagement in fast food industry include:	$\overline{X}$	SD	Rmks
1	The use of Old Students Association to improve funding of entrepreneurship education of graduates.	3.44	0.60	**Agreed**
2	Community-based professionals in entrepreneurship training of students and youths in fast food enterprises.	3.58	0.47	**Agreed**
3	Philanthropic donations towards entrepreneurship training of students and youths in fast food production.	3.50	0.52	**Agreed**
4	Tasking students in fund raising for funding their entrepreneurship training in fast food.	1.89	0.73	**Disagreed**
5	Engagement of Nigerian in Diaspora in funding entrepreneurship training of youths in fast food industry.	3.42	0.56	**Agreed**
6	Raising Special Entrepreneurship Training Trust Fund (SETTF) for improved entrepreneurship training of students.	3.74	0.40	**Agreed**
7	Non-governmental Organizations (NGOs) corporation in funding entrepreneurship studies in Nigerian schools.	3.28	0.59	**Agreed**
8	Engaging successful fast Food entrepreneurs as resources persons in training the students.	3.55	0.62	**Agreed**
9	Engaging parents for improved funding of entrepreneurship training of students in fast food businesses.	2.33	0.70	**Disagreed**
10	Build Operate and Transfer (BOT) arrangement between	3.29	0.55	**Agreed**

	private and public institutions in entrepreneurship programme.			
11	Partnering with religious organizations in promoting entrepreneurship training of youths in fast food ventures.	3.48	0.49	**Agreed**
12	Ensure organized markets for off-taking fast food products of the youths for economic viability and business success.	3.51	0.44	**Agreed**
	Pooled Mean	**3.25**	**0.57**	**Agreed**

Note: *$\overline{X}$ = Mean;* ***SD*** *= Standard Deviation;* ***n*** *= number of respondents.*

The data presented in Table 2 answered research question two. The mean ratings of the respondents on 10 out of the 12 items ranged between 3.28 to 3.74. Therefore, the 10 mean values were greater than the cut-off point value of 2.50 on 4-point rating scale indicating that the 10 identified items in the Table are public and private partnership initiatives in entrepreneurship education for job creation among Nigerian youths in fast food industry. On the other hand, the mean values of items 4 and 9 are 1.89 and 2.33 respectively which are in each case less than the cut-off point value of 2.50 on 4-point rating scale. This implied that items 4 and 9 are not public and private partnership initiatives in entrepreneurship education for job creation among Nigerian youths in fast food industry. The standard deviation values of the 12 items ranged between 0.40 to 0.73 which indicates that the responses of the respondents are close to the mean and one another.

Hypotheses testing
Hypothesis one

There is no significance difference in the mean ratings of Home Economics lecturers and registered fast food entrepreneurs on the various fast food enterprises in which youths can be self-employed for income generation.

Table 3: Test of significant difference in the mean ratings of Home Economics Lecturers and registered fast food entrepreneurs on various fast food enterprises in which youths can be self-employed for income generation

Variables	N	$\overline{X}$	SD	DF	Std. Error	t- Cal	t-Tab	Level of Sig.	Rmk
Home Econ. Lecturers	40	3.42	0.55	257	0.032	0.41	1.96	0.05	**NS**
Fast Food Entrepreneurs	219	3.48	0.50						

Note: NS = Not Significant at 0.05.

The data presented on the t-test statistics in Table 3 shows that the t-calculated (t-cal) value of 0.41 is less than the t-table (t-tab) value of 1.96 at 0.05 level of significance and 257 degree of freedom. This signifies that there is no significant ($p<0.05$) difference between the mean ratings of the responses of Home Economics lecturers and registered fast food entrepreneurs on various fast food enterprises in which youths can be self-employed for income generation. Consequently, the null hypothesis of no significant ($p<0.05$) difference in the mean ratings of the responses of the lecturers and fast food entrepreneurs is accepted on hypothesis one.

Hypothesis two

There is no significance difference in the mean ratings of Home Economics lecturers and registered fast food entrepreneurs on the public and private partnership initiatives in entrepreneurship education for job creation among Nigerian youths in fast food industry?

Table 4: Test of significant difference in the mean ratings of Home Economics lecturers and fast food entrepreneurs on public and private partnership initiatives in entrepreneurship education for job creation of Nigerian youths in fast food industry

Variables	N	$\overline{X}$	SD	DF	Std. Error	t- Cal	t-Tab	Level of Sig.	Rmk
Home Econ. Lecturers	40	3.33	0.60						
				257	0.072	1.99	1.96	0.05	**S***
Fast food entrepreneurs	219	3.17	0.66						

Note: S* = Significant at 0.05.

The result presented on the t-test statistics in Table 4 revealed that the t-calculated (t-cal) value of 1.99 is greater than the t-table (t-tab) value of 1.96 at 0.05 level of significance and 257 degree of freedom. This indicates that there is significant ($p<0.05$) difference between the mean ratings of the responses of Home Economics lecturers and registered fast food entrepreneurs on the public and private partnership initiatives in entrepreneurship education for job creation among Nigerian youths in fast food industry. Therefore, the null hypothesis of no significant ($p<0.05$) difference in the mean ratings of the responses of the lecturers and fast food entrepreneurs is rejected on hypothesis two.

Discussion of findings

The study identified various fast food enterprises in which youths can be self-employed for income generation to include: snacks, grilled fish, ice cream, burgers, zobo drinks, cakes, breads baking, sausage roll like gala, bigi, tea and coffee, plantain chips, roasted plantain (*boli*) and sauce, meat pie, fish pie, and chicken pie, shawama, cooked noodles and fruits juice. The findings of this study agreed with that of Onwuka (2019) who identified common fast food products in Nigerian food industry to include nodules, tea, spaghetti, macaroni, biscuits, snacks, breads and sausage rolls such as gala, bigi etc.

The findings of this study on research question two identified public and private partnership initiatives in entrepreneurship education for job creation among Nigerian youths in fast food industry to include: the use of Old Students Association to improve funding of entrepreneurship education of graduates, community-based professionals in entrepreneurship training of students and youths in fast food enterprises, philanthropic donations towards entrepreneurship training of students and youths in fast food production, engagement of Nigerian in Diaspora in funding entrepreneurship training of youths in fast food industry, raising Special Entrepreneurship Training Trust Fund (SETTF) for improved entrepreneurship training of students, Non-governmental Organizations (NGOs) corporation in funding entrepreneurship studies, engaging successful fast Food entrepreneurs as resources persons and Build Operate and Transfer (BOT) arrangement between private and public institutions in entrepreneurship programme. The findings of this study agreed with the report of Mobility Investment Priorities (2021) which identified Build Operate and Transfer (BOT), Facility Operations, Maintenance, and Management and Sale/Leaseback as some of the important private and public partnership initiatives. The result of this study also corroborated that of Umar and Babalola (2016) who highlighted some notable public private partnership approaches to include Community Based Philanthropists, Community Based Professional Workers Association, Parents teachers Association, NGOs and International Organizations, Build Operate and Transfer (BOT) and

Facility Operations, Maintenance, and Management private and public institutions arrangement among others.

Conclusion

One of the lucrative industries in Nigerian market in which improved entrepreneurship engagement of youths can be achieved is the fast food industry. It is a thriving industry with robust economic potential for enhanced employability and sustainable livelihood of the youths. It was based on this background that this study was carried to examine measures for establishing sustainable public and private partnership initiative in entrepreneurship education for job creation among Nigerian youths in fast food industry. From the findings of the study, it was concluded that the engagement of identified public and private partnership initiatives in entrepreneurship training of youths in fast food industry will help a great deal in improving self or paid employment creation that is long desired in the country.

Recommendations

Based on the findings and conclusion, the study recommended that:

1. there should be more careful and proactive measures towards incorporating the identified public and private partnership initiatives in entrepreneurship education and training of teeming Nigerian youths.
2. there should be creation of more entrepreneurship skill acquisition centres across the states of the federal for massive entrepreneurship training of youths in fast food industry.
3. the government should help create a conducive environment through legislation and formulation of policies that will drive aggressive youths entrepreneurship training, skill acquisition and engagement in thriving fast food industry.

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