

Motivation and livestock-based livelihoods: An assessment of the determinants of motivation among restocked households in Kenya

L. Nielsen and C. Heffernan

Veterinary Economics and Research Unit, The School of Agriculture, Policy and Development, University of Reading, Reading, UK

Introduction Motivation has long been established as an essential determinant of human behaviour, influencing every day decisions as well as long-term goals. Indeed, understanding the motivation of the poor offers great potential as a tool to increase the appropriateness and impact of poverty alleviation strategies. By better understanding the motivation of potential clients, the targeting and uptake of projects and programmes will be increased. For example, many authors note the difficulties associated with selecting appropriate beneficiaries for restocking projects (Oxby, 1994; Morris, 1988). Studies have demonstrated that skills and motivation for livestock keeping are highly correlated to the future success of restocked herds (Heffernan, 2000). However, traditionally projects and programmes have utilized participatory methodologies to target beneficiaries which do not include the aforementioned parameters. Therefore, the aim of the study is to explore the motivational factors important to livestock keeping. Ultimately, the objective is to develop a decision support tool, which will facilitate not only restocking projects but a wide range of different livestock development programmes to identify appropriately motivated clients. The study used an analytical framework derived from cognitive and personality theories of motivation.

Material and Methods The study group was comprised of 92 households from 30 communities in Kenya. Three districts were visited, consisting of restocked pastoral communities (Baringo and Samburu) as well as non-restocked peri-urban communities (Garissa). Open-ended semi-structured interviews were performed in which all responses and comments were recorded. Participants were asked questions related to their future aspirations for themselves and their children, their self-concept and coping strategies. Other information was also elicited particularly regarding livelihood activities, the household demographics and herd size. Responses were first assessed using a content analysis. The content analysis consisted of a process response categorization in which participants were grouped into 'motivation' categories representing varying future aspirations, attitudes towards education and livelihood preferences for children. The effect of age, gender or livestock ownership on motivation for livestock keeping was also explored. Finally, to better understand the ways in which participants perceived their environment, respondent associations were also examined.

The relationship between motivational factors, household demographic data as well as economic characteristics related to livelihoods and household herds were further investigated using a factor analysis. A correlation matrix was created from the data set using the Pearson correlation test for nonparametric data. A variance maximizing (varimax) rotation of the original variable space was then performed on the correlation matrix, in order to minimize the number of variables needed to account for the variation of the distinct factors.

Results: The content analysis revealed two distinct types of motivation for livestock: those who want to rear and care for livestock as a way of life (pastoral lifestyle) and those who want to own livestock but not be involved in care-taking. While approximately one quarter of individuals intended to continue in the pursuit of a pastoralist lifestyle, the majority desired to own but not necessarily to take care of livestock. The negative associations with a livestock-based lifestyle centred upon the uncertainty, risk and insecurity created by livestock disease, drought and raids. Not surprisingly, the factors motivated households to seek livelihood diversification and to reduce their investment in the livestock economy. Another strategy utilized to enhance future security was a high level of investment in children's education. Age also affected the future aspirations of study participants with few of the adult age set under 25 years interested in pursuing a pastoralist way of life. Gender differences were also apparent as women tended to identify more with livestock ownership than a pastoralist lifestyle.

The Factor Analysis extracted 6 Factors from the Kenya data, which cumulatively accounted for 54 % of the variance in the dataset. Interestingly, all the variables that were utilized to gauge values and expectations were found to be highly associated with one another under the first factor extracted by the factor analysis (Factor 1) which accounted for 15.77 % of total variance in the data set. The finding adds validity to the analytical framework of the study and emphasises the influence of motivational factors on other variables in the Kenya data set. The associations with Factor 1 were as follows:

- Having a non-livestock related self-identity
- Having a non-livestock related role model
- Having urban, non-livestock related aspirations
- Having an attitude that all children should be educated
- Having a negative or uncertain attitude towards pastoralism

- Having negative associations with livestock keeping
- Having an external attribution of success

The associations shown above suggest that the theme of Factor 1 is an underlying lack of motivation towards livestock keeping. Interestingly, participants residing in Garissa district correlated highly positively with Factor 1, which suggests that peri-urban, non-restocked populations lack motivation toward livestock keeping. On the other hand, participants in both Samburu and Baringo are negatively associated with Factor 1, which suggests a variation in motivation towards livestock keeping. Furthermore, it was found that livelihood strategy and income level was related to Factor 1 in such a way as to suggest that lack motivation toward livestock keeping is also associated with a more diversified livelihood including activities not associated with livestock and tend to have higher levels of income.

Conclusions From the analysis of values and expectations regarding livestock, the study was able to shed light on the types of livelihoods people were motivated to pursue and other factors, which may influence these motivations. As such, the research highlights the importance of client motivation in the success or failure of development projects and programmes, particularly restocking.

Acknowledgements The authors wish to thank DFID's Livestock Production Programme for supporting the research.

References

Moris, J. (1988). *Oxfam's Kenya Restocking Projects*. ODI Pastoral Development Network. Overseas Development Institute, London.

Oxby, C. (1994). *Restocking: a guide*. VETAID, Midlothian.