

# Chapter 8

## Antecedents of Sustainable Agriculture Entrepreneurial Intentions: Extending the TPB With Social Media Influencers

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### ABSTRACT

*This chapter explores the antecedents of sustainable agriculture entrepreneurial intentions, extending the Theory of Planned Behavior (TPB) by incorporating the influence of social media influencers. A self-administered paper questionnaire was*

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*distributed using a convenience sampling method, resulting in 134 valid responses. Statistical analysis revealed that all examined factors—attitudes, subjective norms, perceived behavioral control (PBC), and social media influencers—significantly impact behavioral intentions toward sustainable agricultural ventures. These findings underscore the importance of leveraging social media influencers to promote sustainable practices in agriculture, suggesting that targeted interventions can enhance entrepreneurial intentions in this domain. The study contributes to the literature by integrating contemporary social media dynamics into traditional behavioral theories, providing valuable insights for policymakers and educators aiming to foster sustainable entrepreneurship.*

## **INTRODUCTION**

Entrepreneurship plays a central role in driving entrepreneurial activities, as it is widely regarded as the primary force behind entrepreneurial behavior (Abdelfattah et al., 2022). In the context of sustainability, sustainable entrepreneurship represents a transformative business model that integrates environmental and social responsibility with profit generation (Vuorio et al., 2018). This type of entrepreneurship focuses on innovations that address global challenges such as climate change, resource waste, and social inequality, while also fostering economic growth (Gimenez-Jimenez & Harc, 2024; Srivastava et al., 2024). Sustainable entrepreneurs seek solutions that not only reduce environmental impact but also contribute positively to community well-being and long-term economic development (Makuya & Changalima, 2024; Njoku et al., 2024). Sustainable entrepreneurship, therefore, emphasizes that alongside financial considerations, social and environmental factors must also be addressed when creating, delivering, and capturing value (Mupfasoni et al., 2018). By embracing the principles of the circular economy, utilizing renewable energy, and ensuring ethical supply chain practices, these entrepreneurs drive systemic change within industries, demonstrating a commitment to sustainability across multiple dimensions.

In the context of globalization, the issue of food security has become a key concern for nations striving to achieve self-sufficiency and safeguard the welfare of their populations (Erokhin, 2018). However, ensuring food security must occur within the framework of sustainability, rather than separately from it. In this context, sustainable agriculture is linked to the potential for addressing both national and global food demands, ensuring the quality and security of food supplies, improving labor conditions, fostering education, and promoting overall human well-being and development (Mupfasoni et al., 2018). Within this broader framework, sustainable agriculture entrepreneurship (SAE) represents a specialized domain, focusing on

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