Land Reform, Farmers' Intention To Commercialize And Factors Influencing Entrepreneurial Behaviour Amongst Farmers In Badplaas, South Africa

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Article History: Received: 11 January 2021; Revised: 12 February 2021; Accepted: 27 March 2021; Published online: 10 May 2021

ABSTRACT

Farmers' intentions to commercialize is hinged on a variety of heterogeneous factors. Entrepreneurial intention is important for any decision to start any farm business. Intention is an unswerving antecedent of actual behaviour, and the more robust intention for behaviour, the greater the success of behaviour prediction. The study adapted the modified entrepreneurial potential model to exemplify factors influencing farmers' intentions to adopt commercialization. The study employed validated variables, and used in the context of willingness to commercialization of individual farm. The measurement variables were perceived desirability (attitude and social norms), perceived feasibility (self-efficacy) and credibility. The findings extrapolated from the ordinal logistics regression wereperceived desirability (P< 0.050), perceived feasibility (P< 0.045), credibility (P< 0.038), and propensity to act (P<0.000). Furthermore, each of the attitudinal antecedents were significant and positively related to farmers' intentions to commercialize. Surmounting farm commercialization barriers requires upgrading existing farm infrastructures and upskilling farmers to adapt to farm precision and innovation. The paper recommends, that for subsistence farmers to transition to commercial farming or potential entrepreneurs; the government should identify and adopt policies that will increase farmers' perceived feasibility and perceived desirability.

Keywords: land reform, intention, commercialization, smallholder farmers, entrepreneur, behaviour, perceived desirability, feasibility, credibility, transition, precipitating events

INTRODUCTION

Increasing population, urbanization, and improved information communication technology and farm infrastructures are creating opportunities in growing domestic and export markets for farmers who can consistently link increased yield with markets. In most part of the developing countries, the continuous increase of high value crops in domestic and export markets is generating opportunities for greater smallholder linkages to the markets. Even though the seeming growth is overwhelming, a broaderinvestigation of smallholder farmers' performance and prospects reveals a sober picture. Studies from several countries in Africa and Asia show that 50-70% of smallholder farmers are not transitioning from subsistence to commercial farming (Ferris, *et.al*. 2014; Poulton, *et.al*, 2010). There are numerous challenges that potentially locked smallholder farmers in poverty, most especially those cultivating small hectares of land. From experience, modernizing agriculture will require fewer farmers occupying large land holdings for agricultural commercialization and intensification. In advanced countries, agricultural transformationhappenedalong with industrialization, culminating in market forces that encourage re-allocation of assets, such as land and labour, to support the agricultural sector, thereby reducing the number of farmers. On the contrary, in most developing countries, urbanization and industrialization are frog-leaping and not generating enough of off-farm employment to assist in accelerating agricultural commercialization. Therefore, millions of smallholder farmers are trapped, and meddling with small land holdings with meagre prospects of commercialization for increased sustenance (Robbins, 2011).In the current dispensation, smallholders'farmers must upgrade their systems to commercialize so as to achieve food security and consistently earn enough income.

Land redistribution is usually identified as a very important means of reducing the levels of poverty, however, different nations used different specialised strategies whilst carrying out their land reform programmes. The potentials of these strategies determines whether the programme will succeed or fail. Land reform include programmes that help to improve the livelihoods of rural people and rural businesses by helping them benefit from having land, or control over it (Prosterman&Hanstad 2003). The aim of land reform in South Africa particularly, is to address the injustices caused bythe then apartheid government, and to reduce the levels of poverty, and to also reduce the amount of environmental destructions. The South African Constitution (Act no. 108 of 1999) indicates that the government's duty is to focus on land rights and make it more favourable for citizens. The White Paper on South African Land Policy further indicates that in South Africa, land reform is carried out through different programmes which include land restitution, land redistribution and lastly, tenure security. All these mentioned programmes are meant to help people improve their way of life, and to also encourage entrepreneurship in rural areas.

The Land redistribution Programme is aimed to provide land for the poor or disadvantaged people, which can be used for residential or production purposes. The scope of this programme includes poor people in both rural and urban areas, labour tenants, people who stay in farms as well as those who just started practising agriculture (The White Paper on South African Land Policy 1997). The Tenure Security Programme aim is to ensure that the conditions in which land is occupied or held, is favourable for all South Africans, taking into consideration the variety of styles in land tenure, including tenure security of communal land (White Paper on South African Land Policy 1997).The Land Restitution Programme's main aim is to bring balance to the economic clusters of the country through correcting the programmes of the apartheid era. This means that people whose land rights were racially taken from them, can have them restored (White Paper on South African Land Policy 1997). Despite the reform efforts of the past 26 years, the agricultural sector is still dominated by smallholder farmers (Advisory Panel on LandReform and Agriculture [APLRA] South Africa, 2019). Although smallholder farmers andreform beneficiaries have been disgusted of the performance of land reform since 1994, pro-government analyst claimed that land reform programme have improved livelihoods, decreased landlessness and favourably altered the rural economy (Advisory panel on land reform and agriculture, 2019).

The basicessentials of land reform which includes redistribution, restitution, and land tenure has not addressed the problems of land in South Africa, as most experts argued that the reform programmes was bedevilled with inefficiencies. The main problems were the issue of land pricesand post-settlement support to beneficiaries. Others, points to poor implementationand flexible policies, nepotism and diversion of budget. Numerous arguments have been adduced in favour or against land reform without reaching a good conclusion. Some arguedthat land rights and the mechanism for transferring land has been over-emphasized with narrowfocus on livelihood of smallholder farmers, while others were of the view that rural livelihoodshas totally been neglected. For some analyst, land reform is the main thrust of post-apartheid policyaimed at poverty reduction while others argued that land reform has done little to reducepoverty in rural areas because of the existing skewed nature of inequality in most rural areas.This argument has in-turn been challenged by opponents who provided evidence of the keyrole of smallholder-oriented land reform and small-scale agriculture in poverty alleviation.There are numerous challenges of land reform and development support for land reform beneficiaries. The emerging commercial farmers and black producers' commercialization programme under the Department of Agriculture, Forestry and Fishery (DAFF) is burdened with problems. The National Framework for the Commercialisation of Black Producers (NFCBP) whose goal is to support commercialization of black farmers in meeting food security hasunfortunately acknowledged inadequate support for black and emerging farmers in South Africa. Commercialising black emerging farmers have been fraught with insufficient access to land, inadequate funds, and denied access to markets (DAFF, 2019). Against this backdrop, the study is guided by the need to examine factors influencing farmers' intention to commercialize as entrepreneur in farming business.The study will assist government in understanding the attitudinal antecedents of farmers behaviour which can be used to promote farm commercialization start-up in South Africa and other developing countries in Sub-Saharan Africa.

Conceptual framework of the study

The framework of the study was derived from the theory of Entrepreneurial Potential Model (EPM)as propounded by Krueger and Brazeal (1994). The theory amalgamated the theory of planned behaviour (TPB),

(Ajzen 1991) and Shapero and Sokol's Entrepreneurial Event Model (Shapero & Sokol, 1982). The EPM argued that an entrepreneurial event required in the formation of any business is centred on three constructs: perceived desirability (attitude and social norms), perceived feasibility (self-efficacy) and credibility (Sugandini et al, 2018). Perceived Desirability is the level of attractiveness perceived toward a particular behaviour. Human perception of what is desirable is an indication that the likely outcome is of benefit. The Perceived Feasibility is the perception of a person's ability to perform a particular behaviour. It shows a person's capability to perform a particular task. However, declared self-efficacy is important for an individual to build up intention to carry out a given task. Individual who possesses high self-efficacy sees challenging obstacles as task to be done and with positive mind to succeed (Agholor, 2019). High self-efficacious individuals tend to be resilient with a sense of fulfilment as they accept mistakes as first attempts in learning. In times of failure, the self-efficacious individual recover and adjust quickly (Pajares, 2002).

The Credibility aspect requires a particular behaviour to be desirable and feasible, and these antecedents has influence on the intentions toward behaviour. However, the finality of choice is dependent on available alternatives and the propensity to perform. EPM, illustrates that despite perceiving a task as desirable and feasible, and therefore credible, intention is not finalised to realise behaviour if the precipitating event (exogenous variables) is absent (Shapero,1982; Krueger and Brazeal, 1994; Veciana et al., 2005). Intention is only translated into action when it is triggered by either the removal of obstacles or the introduction of motivating elements (Krueger, *et.al*, 2011). The propensity to perform an action is hinged on the individual disposition (stable individual characteristics), which ultimately reflects the choice aspect of behaviour (I want to do it, or I will do it), (Shapero, 1982). The EPM asserted that self-efficacy is a direct and important influence towards behavioural intention. The perceived feasibility in EPM, is therefore, related to individual skill and capacity to perform. The EPM concentrated on the effects of precipitating events on behavioural intention to act. The effects of exogenous factors in relations to intention and behaviour is used to analyse the determinants of farmers' intention to commercialize as entrepreneur in farming business. This study identifies relevant predictors of farmers' intention to commercialize based on the three constructs of EPM (perceived desirability (attitude and social norms), perceived feasibility (self-efficacy) and credibility)and included socio-demographic factors such as age, level of education, farm size, farm experience, infrastructures, finance as independent variables.

This study added precipitating events as a moderator between intention and behaviourto fill the intention behaviour gap and thus consideredfarmers as actual entrepreneurs. The potential aspect was omitted from the model mainly because of overlap. This study, hypothesized behaviour intention as the degree to which a farmer has articulated plans to commercialize farming operation or reject to improvefarming business (Krueger and Brazeal, 1994; Stopford and Baden-Fuller, 1994).

Conceptual framework of the study

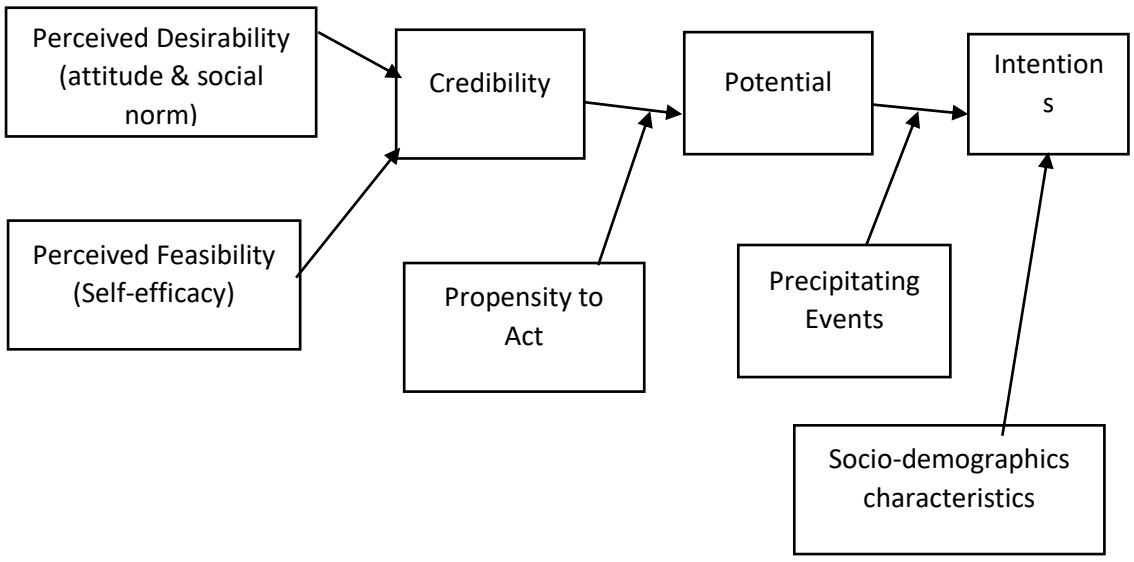

Figure 1. Conceptual framework adopted for the study

METHOD

2.1 Study sample and instruments used for measurement

The study used a sample of 650 farmers in Badplaas,Albert Luthuli Local Municipality who were either mainly smallholders or subsistence farmers. The questionnaireused to obtain responses from farmers were derived from a structured and semi-structured questionnaire survey. The questionnaire was divided into two sections. The first part was on socio-economic demographic involving age, level of formal education, farm training, farm size, farm experience and contact with agricultural extension advisors. The second part consist of statements prepared for respondents to give their informed opinion on a 5-point Likert scale (Most often = 5; Very often = 4; Undecided = 3; Often = 2; Less often = 1) to indicate entrepreneurial intentions of commercialization of individual farm. The 5-point Likert scale assumes recognition in previous studies (Gorton *et al*. 2008; Adnan *et al*., 2017). However, the list of statements given to the respondents were based on information gathered from the conceptual framework of the study (Figure1).

Procedure

The study employed validated variables and used them in the context of willingness to commercialize individual farm. The framework amalgamated some variables to fit the study. The measurement variables: perceived desirability (attitude and social norms), perceived feasibility (self-efficacy) and credibility were adopted from EPM (Krueger and Brazeal 1994). The statement used to obtain responses about Perceived Desirability (attitude and social norm) towards commercialization was addressed. The loading of the statements was "commercialization of farm increase profit" and "productivity" The Perceived Feasibilityaspect relates to farmers' perception of his ability to undertake commercialization (self-efficacy). The statements that satisfied this variable include: "Yes! I nurse the idea to commercialize my farm". The Credibilitygroup comprised of statements indicating the extent of choice between alternatives and propensity to perform. For instance, statements like: 'I am sure I want to do it" I have the capability to use the right type of pesticides" and "it is within my capability to do so". However, EPM, stated that the perception of a task as desirable and feasible, and therefore credible, the intention is not finalised to realise behaviour if the exogenous variables is absent. Intention can only be converted to action when it is activated by either the removal of a known barrier or the introduction of re-enforcers (Krueger, *et.al*,2011). The propensity to act is dependent on individual characteristics, which ultimately reflects the choice domain of behaviour (I want to do it, or I will do it).

The model

The ordinal regression model was used for the study. The ordinalregression assists to decide whether a group of independent variables, predicts the ordinal dependent variable and predicts the extent of an outcome that is observed as: Most often, Very often, Undecided, Often, and Less often, based on two or more independent variables (Agresti, and Kateri, 2017). Consequently, the following model was used to explore the relationship between the independent variables on the probability that a farmer indicates as follows: Most often, Very often, Undecided, Often, and Less often, Likert scale responses to determine willingness to implement commercialization, which can be expressed as follows:Assume Y_i as ordinal response with q categories as in Most often, Very often, Undecided, Often, and Less oftenfor observation i .

Where i = 1….n, the ordered model (Fernandez, et.al 2019) for the likelihood that Y_i takes the category $K(K = 1 \ldots\ldots q)$ is characterised by the following log odds:

$$Log\left[\frac{p\left(Y_i = K/\chi_i/\right)}{P\left(Y_i = K/\chi_i/\right)}\right] = \alpha_k + \theta k\beta^1 x_i,\ i = 1, \ldots., n,\ k = 2, \ldots, q, \quad (1)$$

Where the addition of monotone non-decreasing constraints:

$O = \theta_1 < \theta_2 < \ldots\ldots < \theta q = 1$ (2)

confirms that the response Y_i, is ordinal. And so, the vector χ_i
is a set of predictor variables (covariates) for observation *i* and can be categorical or continuous; However, the $P\times 1$ vector of parameters β represents the effects of $\chi_i$onthe log odds for the category *K*, relative to the baseline category of Y_i parameters. The model treats the first category as the baseline category, with $\{a_2 \ldots a_q\}$ as the intercepts, and $\{\emptyset_1, \emptyset_2, \emptyset_q\}$ are the parameters which can be explained as the 'scores' for the categories of the response variable *Yi.* Then, restrict $a_1 = \emptyset_1 = 0$ and $\emptyset_q = 1$ to ascertain identification. With this, the response likelihood probabilities are as follows:

$\theta_{ik} = P\,(Y_i = K/\chi_i) = exp\,(a_k + \theta_k \beta\chi_i)$

$\Sigma_e^q = 1\ exp\,(\alpha_l + \theta_l \beta\chi_i)$ *for K = 1, ……, q* (3)

The model is appropriate for the study because it shows the level of an outcome.

RESULTS

The description of variables used in the study are presented in table 1. The demographic characteristics of farmers (n = 650) represents the sample used for the study. The average age of farmers as indicated in the table were 4.2 years (SD = 1.40) and level of formal education 1.95 (SD = 0.97). Result also show that farmers who received farm training had a mean of 2.28 (SD = 0.85) whereas, the mean of farm experience recorded 2.73 (SD = 1.21) farm experience. Furthermore, the mean farm size was 1.52 (SD = 0.55) while the mean of farmers who had contact with advisors were 3.86 (SD = 1.20).

Table 1. Demographic characteristics and variables used in the analysis

Independent variables	**Description**	**Mean**	**Std. deviation**
Perceived desirability	Ordinal variable based on 5-point Likert-scale	3.8938	1.36638
Perceived feasibility	Ordinal variable based on 5-point Likert-scale	2.2862	1.20526
Credibility	Ordinal variable based on 5-point Likert-scale	2.8729	1.51751
Propensity	Ordinal variable based on 5-point Likert-scale	4.0554	1.15248
Farm training	Informal agricultural training (I =Yes, 2 = No)	2.2831	.85273
Agric Advisor	Contact with agriculture advisors (1 = yes, 2= No)	3.8631	1.20529
Age	Age of farmer in years (1= < 20yrs, 2 = 20-30yrs, 3 = 31-40yrs, 4 = 41- 50yrs, 5= 51-60yrs, 6= ≥ 61yrs	4.2046	1.40535
Level of formal education	Formal education obtained (1= No school, 2=Primary, 3=secondary, 4=tertiary)	1.952	.9739
Farm size	Size of farm measured in acres (1 = < 1acre, 2 = 1 – 5acres , 3 = 6-10 acres, 4 = 11-15 acres, 5 = ≥ 16 acres)	1.5246	.55804
Farm experience	The number of years in farming (1 = < 5 yrs, 2 = 5-10 yrs, 3 = 11-15yrs , 4 = ≥ 16 yrs	2.7385	1.21593

The factors affecting adoption of intention to commercialize farming practice

The ordinal regression model (Table 2) indicate -2 Log Likelihood = 586.115, Goodness-of-Fit: Chi-Square Pearson= 63.281, Deviance Chi-square = 66.017, Pseudo R-Square: Cox and Snell = 0.221, Nagelkerke = 0.314, and McFadden = 0.205 which suggests that the model adequately explained the variables.The independent variables hypothesised in the study were Age (AGE), level of education (LOE), farm size (FRMSZ), farm experience (FAREX), perceived desirability (PCD), perceived feasibility (PCF), credibility (CRD), propensity to act (PROP), precipitating events: farm training (FATR),agriculture advisors (AGRAD), and dependent variable intention (INTENC).

In table 2, the result indicates that perceived desirability (PCD), perceived feasibility (PCF)and creditability (CRD), which is a component of EPM, significant and positively related to intention to commercialize farm business with $P<0.050$, $P< 0.045$, and $P<0.038$ respectively. The variable propensity to act, shows a significant and positive relationship to the adoption of commercialization of farm with a $P<0.000$.

The precipitating eventswhich embodies farm training (FATR) and agriculture advisors (AGRAD)also recorded *a* significant and positive relationship to commercialization with *P<0.010* and *P*<0.000 respectively.

Table 2. Results of polytomous universal model used for determining farmers' intention to adopt commercialization

						95% Confidence Interval	
Variables	*β*	Std. Error	Wald	df	Sig.	Lower bound	Upper bound
Demographic characteristics:							
[AGE=1,00]	1.304	.823	2.509	1	.113	-.310	2.917
[LOE=1,0]	.092	.607	.023	1	.880	-1.098	1.282
[FRMSZ=1,00]	-.140	.446	.099	1	.754	-1.015	.735
[FAREX=3,00]	.144	.242	.355	1	.551	-.330	.619
EPM:							
[PCD=3,00]	-.783	.399	3.846	1	.050**	-1.565	.000
[PCF=1,00]	.827	.413	4.011	1	.045**	.018	1.636
[CRD=1,00]	.788	.379	4.318	1	.038**	.045	1.530
[PROP=1,00]	1.794	.474	14.352	1	.000**	.866	2.722
Precipitating Events:							
[FATR=3,00]	-1.823	.708	6.638	1	.010**	-3.210	-.436
[AGRAD=1,00]	-1.632	.365	19.972	1	.000**	-2.348	-.916
Model Fitting Information:							
-2 Log Likelihood	586.115						
Goodness-of-Fit:							
Chi-Square Pearson	63.281						
Deviance Chi-square	66.017						
Pseudo R-Square:							
Cox and Snell	.221						
Nagelkerke	.314						
McFadden	.205						

DISCUSSION

The study adopted the modified entrepreneurial potential model (EPM) approach to exemplify factors influencing farmers' intentions to adopt commercialization. The findings extrapolated from the ordinal logistics regression indicated that perceived desirability (PCD), perceived feasibility (PCF), credibility (CRD), propensity to act (PROP), and precipitating events: farm training (FATR),agriculture advisors (AGRAD), were homogeneous across the regression, thus influencing the intention of farmers to transition from subsistence to commercial farming.

Result indicates that PCD, which is the first component of EPM is significant and positively related to intention to commercialization depicting entrepreneurial intention. This result suggest that subsistence farmers may voluntarily transition to commercial farming because of the inherentbenefits of commercialization of farming. This finding is corroborated by the study of Davis *et.al* 2013), found that attitude is an antecedent to the adoption of farming practice. Perceived benefit and ease of use of a particular innovation is a determinant of attitude and intention to change behaviour. Finding also shows that PCF is significant and positively influence the transitioning from subsistence to commercial farming. The PCF finding, suggest that perceived self-efficacy contributes to motivation to perform (Bandura and Locke, 2003). The confidence exerted by subsistence farmer, influences his willingness to adopt commercializing his farm. In addition, finding reveals that credibility (CRD),

was significant and positively impact on the intention to commercialize. This result is supported by Krueger and Brazeal, 1994; Veciana et al. (2005), found that what is credible must be desirable and feasible as a precursor towards behaviour. Previous studies (Louho*et al.,* 2006; Yuen et al., 2010) have also found that CRD is a determinant of behavioural intention. The result of PROP, indicate a strong positive and significant relationship to behavioural change. This result suggests that behaviour change is dependent on the propensity to act. This result, is substantiated by Krueger (1994), found that in the absence of propensity to act, it is difficult to express intention. Entrepreneur-farmers who have a good disposition in their decision to commercialize their farm will certainly believe that they possess the ability to do so.

Furthermore, result also indicate that precipitating events (FATR and AGRAD), shows significant and positive relationship for intention to transition to commercial agriculture. This resultsuggeststhat although a farmer may perceive the idea of commercialization as desirable and feasible, and therefore credible, the farmer may not have finalized his intention to realize his behaviour if the precipitating event is lacking (Veciana et.al, 2005). Therefore, precipitating events can bepositive (e.g. international or local opportunities, availability of infrastructures including resources) or negative (e.g., declining profit, government policies, financial crisis, increase cost of farming),and serve to encourage entrepreneurs-farmers to consideravailable alternatives on the best way to go about farm commercialization.

CONCLUSION

Farmers' intentions to commercialize is hinged on a variety of heterogeneous factors. Entrepreneurial intention is important for any decision to start any farm business. Intention is an unswerving antecedent of actualbehaviour, and the more robustintention for behaviour,the greater the success of behaviour prediction or actual behaviour. Nevertheless, for any behaviour to happen among farmers' or entrepreneurs, the antecedents like personality traits, motivational factors, subjective norms, entrepreneurial ecosystem, entrepreneurial self-efficacy, and entrepreneurial potential plays a significant role. These antecedents are premised on entrepreneurial intentions. Surmounting farm commercialization obstacles requires upgrading existing farm infrastructures and upskilling farmers' adaptation to the era of farm precision and fourth industrial revolution in agriculture and innovation. The paper recommends, that for subsistence farmers to transition to commercial farming or potential entrepreneurs; there is need for government to identify and adopt policies that will increase farmers' perceived feasibility and perceived desirability.

ACKNOWLEDGEMENTS

The author acknowledges UMPfor the ethical clearance granted for the purpose of this study and forsponsoring the study and Mr NkabuleTapelofor assisting with data collection.

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