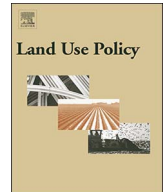


Contents lists available at [ScienceDirect](https://www.sciencedirect.com)

Land Use Policy

journal homepage: www.elsevier.com/locate/landusepol

Using the reasoned action approach to understand Brazilian successors' intention to take over the farm

Manoela Morais, João Augusto Rossi Borges*, Erlaine Binotto

Federal University of Grande Dourados, Rodovia Dourados – Itahum, Km 12, Dourados, Brazil

ARTICLE INFO

Keywords:

Attitude
Farmer succession
Farm transfer
Perceived behavioral control
Perceived norms
Theory of planned behavior

ABSTRACT

Family farming is the predominant form of farm ownership in many countries and it plays an important role in global food security. In family farming, farm transfer usually occurs intergenerational and, therefore, the survival of family farming depends on the availability of a successor within the family. However, an ageing farmer population and out-migration of rural areas characterizes the agricultural sector in many countries, including Brazil. Together, the out-migration and the ageing of farmers are considered as barriers to a more sustainable agriculture and land use. This study used the reasoned action approach (RAA) as a framework to identify the impact of psychological factors, socioeconomic and farm characteristics on Brazilian successors' intention to take over the farm. The RAA hypothesizes that intention is determined by three psychological constructs: attitude, perceived norms, and perceived behavioral control. A survey with 227 potential successors was conducted. Potential successors were recruited via snowball sampling, as this population is hard to reach. Results show that the intention of potential successors in taking over the farm was mainly determined by their positive evaluations of taking over the farm (attitude), followed by their positive perceptions about their own capability in taking over the farm (perceived behavioral control), and their perceptions about the social pressure to take over the farm (perceived norms). Moreover, farm size is positively correlated with potential successors' intention to take over the farm, indicating that the larger the farm is, the higher the intention of potential successors to take it over.

1. Introduction

Family farming is the predominant form of farm ownership in developed and developing countries and it plays an important role in global food security by producing a vast amount of agricultural products (FAO, 2014). In Brazil, family farming contribute 10% to the gross domestic product, and Brazilian family farmers provide on average 40% of the production of major crops (FAO, 2014; Foguesatto and Machado, 2015).

In family farming, farm transfer usually occurs intergenerational and, therefore, the survival of family farming depends, at least in part, on the availability of a successor within the family (Bertoni and Cavicchioli, 2016; Leonard et al., 2017). In many countries, however, potential successors, particularly the youth, out-migrate or demonstrate intention of leaving rural areas at some point in the future (Bjarnason and Thorlindsson, 2006; Bednaríková et al., 2016; Chen et al., 2014; Mihi-Ramirez and Kumpikaite, 2014). Therefore, an ageing farmer population characterizes the agricultural sector in many countries (Bertoni and Cavicchioli, 2016; Duesberg et al., 2017; Foguesatto et al.,

2016; Leonard et al., 2017). Together, the out-migration of the youth of rural areas and the ageing of farmers are considered as barriers to a more sustainable agriculture and land use. For instance, previous research has shown that younger, well-educated farmers are more open to adopt environmentally friendly farming practices, while older farmers are less likely to engage in agri-environmental schemes (Duesberg et al., 2017; Prokopy et al., 2008; Suess-Reyes and Fuetsch 2016). Therefore, intergenerational farm transfer is needed to the sustainability of global agriculture (Leonard et al., 2017). In addition, intergenerational farm transfer provides transmission and accumulation of site-specific knowledge in agricultural activity (Bertoni and Cavicchioli, 2016).

In Brazil, out-migration of rural areas, particularly the youth, have increased in the last decades. Foguesatto and Machado (2015), using data from the 2010 Brazilian Census, showed that the percentage of youths living in rural areas decreased from 50% in 1970–18.5% in 2010. Moreover, it has been identified that in some Brazilian regions, potential successors, particularly in family farming, do not intend to take over the farm (Spanevello et al., 2011; Foguesatto et al., 2016; Panno, 2016). This trend has become a source of major concern of the

* Corresponding author.

E-mail addresses: manoela_morais@hotmail.com (M. Morais), joaoborges@ufgd.edu.br (J.A.R. Borges), ErlaineBinotto@ufgd.edu.br (E. Binotto).

<http://dx.doi.org/10.1016/j.landusepol.2017.11.002>

Received 10 February 2017; Received in revised form 28 October 2017; Accepted 2 November 2017
0264-8377/ © 2017 Elsevier Ltd. All rights reserved.

Brazilian agricultural sector. Indeed, there are initiatives from Brazilian government and private agricultural organizations to encourage successors to take over the farm (Lima et al., 2013). Given the relevance of family farming in Brazil and the importance of intergenerational farm transfer to the survival of family farming it is useful to explore successors' intention to take over the farm.

A common approach used by researchers to study farmer succession is to collect data using household surveys, where the head of the farm indicate whether or not a farm has a potential successor. This strand of literature found that larger farms are more likely to be transferred within the family (Aldanondo Ochoa et al., 2007; Glauben et al., 2004; Glauben et al., 2009). In addition, the probability of intra-family succession increases with farm performance (Glauben et al., 2004; Glauben et al., 2009; Hennessy and Rehman, 2007). Regarding specialized/diversified farms, some studies found that specialized farms are more likely to have an appointed successor (Glauben et al., 2004) whereas others studies found that on-farm diversification increases the probability of having a successor (Sottomayer et al., 2011; Stiglbauer and Weiss, 2000). The probability of succession decreases with the parents' education level (Bertoni and Cavicchioli, 2016; Mishra et al., 2010) and increases with parent's age (Kimhi and Nachlieli, 2001; Mishra et al., 2010). The formal education of the heirs also influences the probability of succession. Indeed, a higher level of formal education of the potential successor decreases the probability of succession (Aldanondo Ochoa et al., 2007; Hennessy and Rehman, 2007). This approach, however, do not consider the intention of successors, nor the factors that influence their intentions to take over the farm.

Another common approach used by researchers is to investigate the expectations of rural young people in out-migrate rural areas. This strand of literature found that rural youth perceptions of occupational opportunities elsewhere being better than in farming increases their intention to out-migrate rural areas (Bjarnason and Thorlindsson, 2006; Rérat, 2014; Thissen et al., 2010). In addition, not being raised in the community, feeling of not being at home, and a lack of parental control increases youth rural intention to out-migrate rural areas (Bjarnason and Thorlindsson, 2006; Thissen et al., 2010). Youth intention to out-migrate rural areas decreases if rural youth parent's support the study of agriculture, if rural youth family's owns agricultural land, and if rural youth believe that it is not difficult to establish an own business (Bednaríková et al., 2016). Family background, such as parents' education level, and personal characteristics, such as gender, age and education level also influence youth expectations of out-migrate rural areas (Corbett, 2005; Garasky, 2002; et al., 2014; Mihi-Ramirez and Kumpikaite, 2014; Stockdale, 2006). Both approaches, however, have not considered the impact of psychological factors on successors' intention to take over the farm.

Specifically in Brazil, farm structural changes have been associated with the out-migration of rural areas. For instance, the adoption of technologies at farm level decreased the amount of necessary labor, diminishing the number of jobs available in rural areas; and wages in cities have become more attractive in recent years (Barros, 2014; Maia and Sakamoto, 2014). In addition, previous research conducted in Brazil found that limited access to leisure and cultural options, and a lack of parents' recognition of successors' knowledge and their work influence successors' decisions to out-migrate rural areas (Foguesatto and Machado, 2016; Spanevello et al., 2011).

One approach to studying the role of psychological factors on people's intention and behavior is the reasoned action approach (RAA) and its earlier version, the theory of planned behavior (TPB). In the RAA, behavior originates from the individual's intentions, which in turn are determined by three central socio-psychological constructs: attitude, perceived norms, and perceived behavioral control. In the context of this paper, attitude explains how successors evaluate the behavior of taking over the farm; the role of perceived social pressure on successors' intention to take over the farm is explained by perceived norms; perceived behavioral control identifies successors' perceptions about their

capability in taking over the farm.

Recently, the RAA and the TPB have been used in agriculture to understand farmers' conservation behavior and farmer's intention to adopt conservation agriculture practices (for example, Borges et al., 2016; Lalani et al., 2016; van Dijk et al., 2016; Van Hulst and Posthumus, 2016); to investigate farmers' intention to adopt practices related to animal welfare and to animal health (for example, Bruijnijis et al., 2013; de Lauwere et al., 2012; Sok et al., 2015); to understand farmers' intention to use business management practices (for example, Hansson et al., 2012; Martinovska Stojcheska et al., 2016; Senger et al., 2017). In farm succession studies, Duesberg et al. (2017) conducted a qualitative study using the TPB as a framework to understand the perceptions of farmers without a successor regarding various land transfer option. Morais et al. (2017) used the RAA as a framework to understand the beliefs underlying successors' intention to take over the farm. However, the RAA has not previously been used to analyze the relative impact of attitude, perceived norms, and perceived behavioral control on potential successors' intention to take over the farm.

In the light of the foregoing, the objectives of this study were: to identify the impact of psychological factors on Brazilian successors' intention to take over the farm; and to identify the impact of socio-economic and farm characteristics on Brazilian successors' intention to take over the farm. Results could provide insights that can be used by policy makers to adjust current policies and develop new programs to encourage Brazilian successors to take over the farm.

2. Methodology

2.1. Reasoned action approach (RAA)

The RAA predicts that a given behavior originates from individuals' intention (INT) to perform the behavior, which in turn is explained by attitude (ATT), perceived norms (PN) and perceived behavioral control (PBC) (Fishbein and Ajzen, 2010). Attitude is the degree to which execution of the behavior is positively or negatively evaluated, perceived norms refers to a person's perception of the social pressure upon them to perform or not perform the behavior, and perceived behavioral control is the perceived own capability to successfully perform the behavior (Wauters et al., 2010; Sok et al., 2015). There are two components of PN: injunctive norms (NI) are the perceptions of others of what one should do, while descriptive norms (ND) are the perception of what others actually do (Fishbein and Ajzen, 2010). As a general rule, the intention to act is stronger when attitude and perceived norms are more favorable, and when perceived behavioral control is greater (Fishbein and Ajzen, 2010). These three constructs together either form a positive or a negative intention to perform the behavior.

In this study, the intention of a successor is defined as follows: a successor anticipates taking over the farm after the head of the farm quits the job. In the context of this paper, successors have a higher intention to take over the farm in the following circumstances: when they evaluate the behavior of taking over the farm as more favorable (attitude), when they perceive social pressure to take over the farm to be higher (perceived norm), and the more positive their perceptions about their own capability to take over the farm (perceived behavioral control). Four hypotheses were derived from the RAA model:

H₁: Attitude has a positive influence on successors' intention to take over the farm.

H₂: Injunctive norms have a positive influence on successors' intention to take over the farm.

H₃: Descriptive norms have a positive influence on successors' intention to take over the farm.

H₄: Perceived behavioral control has a positive influence on successors' intention to take over the farm.

In addition, in RAA, background factors, such as socioeconomic characteristics are assumed to influence people's intention and behavior indirectly through beliefs, which are the predecessors of attitude,

Download English Version:

<https://daneshyari.com/en/article/6546663>

Download Persian Version:

<https://daneshyari.com/article/6546663>

[Daneshyari.com](https://daneshyari.com)