

Reasons Behind the Farmers' Behaviour About the Implementation of Sustainable Farming Practices

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ABSTRACT The present study aimed to investigate the factors affecting the farmers' behaviour towards the implementation of sustainable farming practices by using the theory of planned behaviour (TPB) in Northern Cyprus. For this reason, a total of 208 farmers were randomly selected and an adopted TPB survey was carried out with face-to-face interviews. Results demonstrated that the farmers' past behaviour about the application of sustainable farming practices is low. The three constructs of TPB, that is, attitudes (ATT), subjective norms (SN) and perceived behavioural control (PBC), were all found to have large to weak positive influence on the behavioural intention. Among the three TPB constructs, SN was found to have the highest score, but the highest impact on the behavioural intention was measured as ATT. Results showed that improving farmers' attitude about the sustainable farming practices would improve the farmers' behavioural intentions and education plays an important role in it.