

From intentions to action: Explaining sustainable practice adoption among smallholder oil palm farmers in Indonesia

A. Bernal-Escobar

Department of Agricultural Economics and Rural Development, University of Göttingen, Germany

Introduction

- Providing oil palm smallholders in Indonesia with adequate information and support is critical to facilitate the adoption of sustainable practices
- Policies should not only consider financial incentives and regulations, but also behavioral factors shaping smallholders' adoption decisions
- A behavioral perspective for understanding the adoption of sustainable practices can help identify which factors facilitate or constraint adoption, informing more targeted interventions

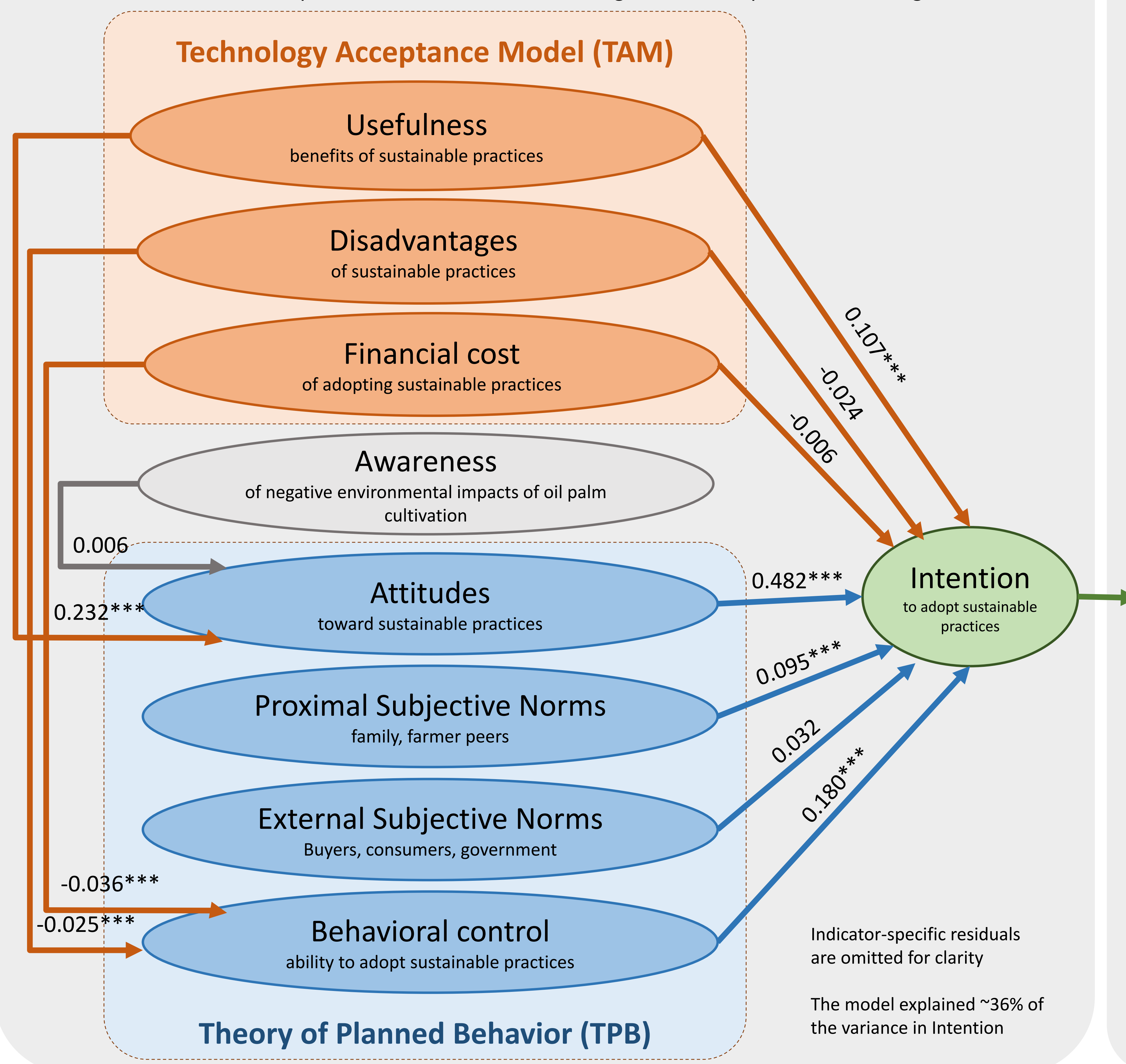
Methods

- The conceptual framework combines the Theory of Planned Behavior with the Technology Acceptance Model
- Structural equation modelling of latent behavioral constructs measured through multiple survey indicators
- Survey data from 1,600 smallholders across four regencies in Jambi Province
- Logit models to assess the association between intentions and actual implementation of five sustainable practices

Results

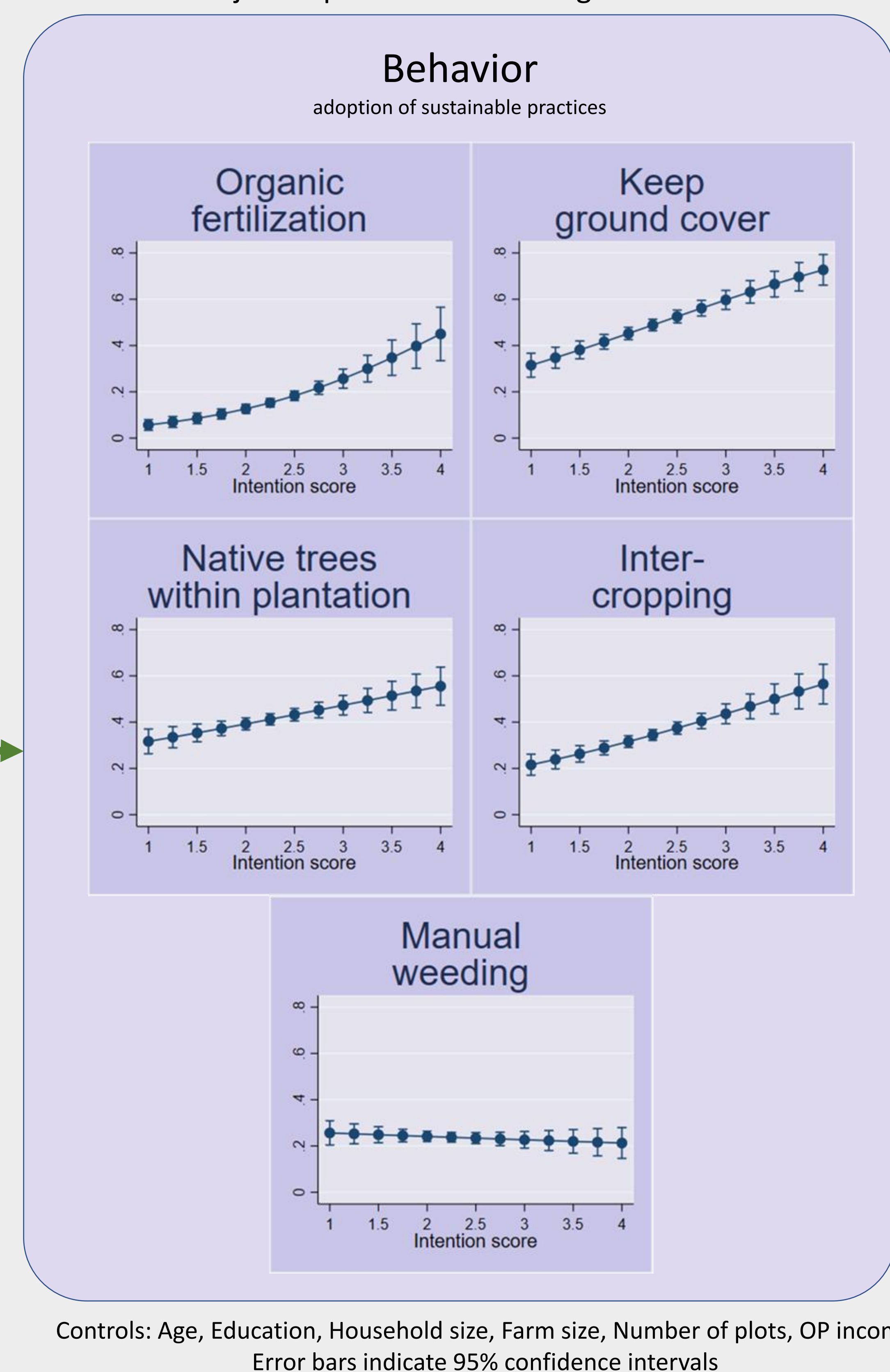
A. Structural Path Model of Intention to Adopt Sustainable Practices

Standardized path coefficients estimated using structural equation modelling



B. Predicted probability of adoption by intention score

Adjusted predictions from logit models



Conclusions

- Information campaigns should emphasize the practical benefits of sustainable practices rather than raising awareness alone
- Reducing financial barriers could strengthen farmers ability to adopt sustainable practices
- General adoption intentions many not translate equally across practices, limiting one-size-fits-all approaches