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Original Paper

Analysis of Factors Influencing Farmers' Entrepreneurial Intentions

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Abstract

This paper examines the impact of perceived usefulness, perceived ease of use, perceived entertainment, and subjective norms on farmers' entrepreneurial intentions using structural equation modeling based on survey data from 126 farmers. The results of empirical analysis show that perceived usefulness, perceived ease of use, and subjective norms all present significant effects on entrepreneurial intentions, with perceived usefulness having the most significant effect, except for perceived entertainment. It is recommended that relevant departments create a favorable entrepreneurial atmosphere and supportive environment by carrying out diversified training, improving infrastructure construction, dredging up entrepreneurial financing channels, and playing the role of entrepreneurial role models. This will promote the transformation of entrepreneurial intentions to entrepreneurial behavior more effectively.

Keywords

Entrepreneurial intentions, Farmers, influencing factors

1. Introduction

Rural development is a global concern. Developing the farmers' economy is crucial for achieving sustainable development and reducing the rural-urban gap. Farmers' entrepreneurship is considered an important strategy to promote rural economic development. Farmers can utilize the resource advantages of rural areas to engage in diversified economic activities, such as agricultural product processing, agro-tourism, and rural e-commerce. This can promote the diversified development of the rural economy and inject vitality into it. Simultaneously, promoting local entrepreneurship among farmers can effectively alleviate issues such as the lack of employment opportunities and contribute to increasing their income and improving their quality of life.

The willingness to become an entrepreneur, as the primary factor influencing entrepreneurial behavior,

has a significant positive correlation with entrepreneurial behavior. Studying the factors that influence entrepreneurial intentions have significant theoretical and practical implications for analyzing and predicting entrepreneurial behavior. Motivating farmers to start their own businesses locally is crucial. Joint efforts are needed to provide financial support, entrepreneurial training, talent incentives, and infrastructure allocation. These efforts will provide farmers with entrepreneurial opportunities and support, stimulate their entrepreneurial passion and motivation, and promote the prosperity and development of the rural economy.

The objective of this paper is to analyze the factors that influence farmers' willingness to become entrepreneurs and to explore the relationship between their willingness and perceived usefulness, perceived ease of use, perceived entertainment, and subjective norms. Farmers' entrepreneurial intentions refer to their attitudes, tendencies, and intentions towards entrepreneurial activities, which are the prerequisites and foundations of their entrepreneurial behavior. The main factors influencing farmers' entrepreneurial intentions are perceived usefulness, perceived ease of use, perceived entertainment, and subjective norms. These factors reflect farmers' perception and evaluation of the utility, difficulty, fun, and social pressure of entrepreneurial activities. This paper analyzes the influence of various factors on farmers' entrepreneurial intentions using structural equation modeling. The study is based on survey data from 126 farmers. The aim is to provide insights and suggestions for improving farmers' entrepreneurial intentions and behaviors.

2. Literature Review

The study of entrepreneurship and entrepreneurial intentions has a long history, dating back to the 18th century when scholars began analyzing the phenomenon and developing comprehensive theories and models. Based on this foundation, subsequent scholars have suggested that entrepreneurial intention is a crucial factor that influences entrepreneurial behavior. They have explored the impact of entrepreneurial intentions on entrepreneurial behavior from various perspectives. Bird (1988), who was among the first to study entrepreneurial intentions, proposed that it is a psychological state that motivates entrepreneurs to consider investing significant time and effort to achieve entrepreneurial goals. By assessing the strength of entrepreneurial intentions, one can predict the likelihood of implementing entrepreneurial behavior. Bird (1988) argued that personal and social factors influence the success rate of transforming entrepreneurial intentions into behaviors. Ajzen (1991) proposed the theory of planned behavior, which states that behavioral intentions are influenced by subjective attitudes, norms, and perceived behavioral control. Li et al. (2008) argue that entrepreneurial intention is a general description of the extent to which individuals possess entrepreneurial traits and their attitudes and abilities towards entrepreneurship. It is a subjective evaluation and should be clearly marked as such. Although scholars in various countries have different interpretations of entrepreneurial intentions, a significant body of research indicates that it has a substantial impact on entrepreneurial behavior.

Therefore, many scholars have studied entrepreneurial intentions as a starting point for researching the

factors that influence it. The current research mainly focuses on two perspectives: individual factors and external factors. At the individual level, according to Brockhaus' (2002) perspective, characteristics such as gender, age, and education level mainly influence entrepreneurial intentions to varying degrees. Pieter et al. (2007) conducted research on farmer entrepreneurs in several countries, analyzing personal skills, risk and opportunity identification ability, cooperation, and monitoring awareness. They found that personal quality factors have varying degrees of influence on entrepreneurial intentions. Zhu and Xu (2022) demonstrated, based on the AMO framework, that farmers with high entrepreneurial competence are more likely to translate their entrepreneurial intentions into entrepreneurial behaviors than those with low entrepreneurial competence. Miao et al. (2020) proposed that individual information and rational coping abilities enhance entrepreneurial intentions. Additionally, they found that younger farmers with higher incomes exhibit stronger entrepreneurial intentions. Wang and Zhu (2021) noted that local sentiment is a significant factor in promoting farmers' entrepreneurial intentions. Additionally, farmers with higher entrepreneurial psychological capital possess greater ability to resist risk and stress, resulting in stronger entrepreneurial willingness. Scholars' research on external factors is mainly focused on government policies, financial environment, social networks, and regional economic development. Zhu and Kang (2013) argue that farmers' entrepreneurial intentions can be enhanced through a supportive financial environment and policies. Additionally, entrepreneurial role models in rural society can also stimulate farmers' entrepreneurial intentions. Wang and Shen (2017) classified rural areas into two categories: developed and moderately developed, based on their level of economic development. They found a significant difference in farmers' entrepreneurial intentions between the two regions, which was influenced by the entrepreneurial activity and interpersonal environment of the region. Zhang (2018) discovered that entrepreneurial subsidies and microfinance policies have a greater impact on the entrepreneurial intentions of the new generation of farmers than the older generation. Specifically, the provision of entrepreneurial microfinance has a more promotional effect on farmers' entrepreneurial intentions. Dong and Zhao (2019) analyzed various social relationship networks, such as entrepreneurial, interpersonal, and association networks, and concluded that social networks play a crucial role in addressing the lack of entrepreneurial motivation among farmers.

In summary, academics have conducted numerous studies on entrepreneurial intentions and its influencing factors. However, further in-depth research is still needed. Relevant studies have only considered certain aspects or a few factors, lacking systematicity and completeness. Therefore, it is necessary to integrate many factors into a unified model for research. This paper utilizes the Theory of Planned Behavior and the Technology Acceptance Model as theoretical frameworks to investigate the factors that influence the entrepreneurial intentions of farmers. The study integrates perceived usefulness, perceived ease of use, perceived entertainment, subjective norms, and willingness to be creative into five dimensions. The aim is to provide practical suggestions for improving the entrepreneurial intentions of farmers, promoting their entrepreneurial efforts in the countryside, raising their incomes, and developing the rural economy.

3. Survey Design

3.1 Survey Design and Data Sources

3.1.1 Research Program and Sample Selection

The aim of this paper is to examine the factors that influence farmers' willingness to start their own business in the local area. Firstly, we will explore the characteristics of the surveyed farmers, then cluster and analyze them. Finally, we will provide corresponding countermeasures and suggestions to promote entrepreneurship among farmers in the local area.

The research employed the questionnaire method, which was divided into three parts. The first part provided a description of the research's purpose and introduced the concepts related to farmers' entrepreneurship in the local area. The second part collected basic information from the respondents, while the third part consisted of a scale that investigated the farmers' entrepreneurship in the local area. The scale was divided into five parts: perceived usefulness, perceived ease of use, perceived entertainment, subjective norms, and entrepreneurial willingness.

3.1.2 Data Sources and Reliability Analysis

The research sample consisted of farmers from different cities in China. Questionnaires were randomly distributed based on gender and age strata using a combination of convenience and stratified proportional sampling. The collected data underwent processing, which included the elimination of invalid questionnaires, clearing of outliers, handling of missing values, and cleaning up of mutually exclusive data. Finally, we obtained 126 valid questionnaires, which we converted to SPSS files for export and further verification.

To ensure the suitability of this sample for market research, validity and reliability tests were conducted. Reliability was used to assess the accuracy of quantitative data responses, while validity determined whether the measurements accurately reflected the intended characteristics. The results indicate that the questionnaire has good reliability as the Cronbach's coefficient is greater than 0.7 and the KMO value is 0.864, confirming that this sample passes the validity and reliability tests. Additionally, the questionnaire is able to reflect the statistical characteristics well.

Table 1. Reliability Test

Variable name	Cronbach's α
Population (statistics)	0.879
Perceived usefulness	0.808
Perceived ease of use	0.665
Perceived entertainment	0.865
Subjective norm	0.8506
Entrepreneurial intention	0.887

Table 2. Validity Test

KMO and Bartlett's test		
Kaiser-Meyer-Olkin metric of sampling adequacy		0.864
Bartlett's test of sphericity	approximate chi-square (math.)	2194.106
	Df	406
	Sig.	0.000

3.2 Descriptive Analysis

After surveying the farmers, we used basic information such as gender, age, monthly income, and preferences to create a profile of the respondents. This allowed us to analyze the characteristics of the potential market and draw preliminary conclusions. Out of the 126 respondents, the majority (93) were between the ages of 18 and 25. Fourteen respondents were between 36 and 50 years old, while the remaining age groups (26-35 and 50+) had fewer respondents, with 10 and 9 respectively.

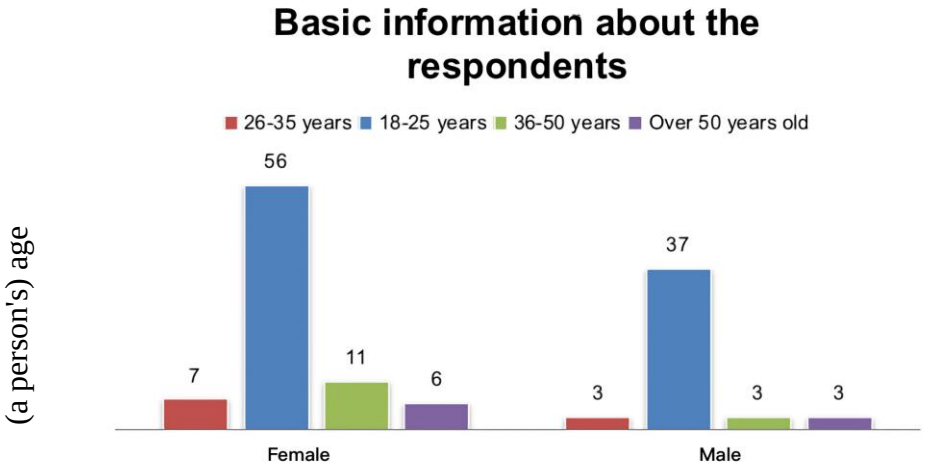

Figure 1. Age and Gender Distribution

The survey results show that the majority of respondents (32.54%) reported a monthly income between 2001-3500 yuan. The two other most common income ranges were less than 2000 yuan (30.95%) and 3501-6000 yuan (15.87%). The remaining three income ranges had smaller shares: 9.52% for 6001-10,000 yuan, 8.73% for 10,001-20,000 yuan, and 2.38% for 20,000 yuan or more.

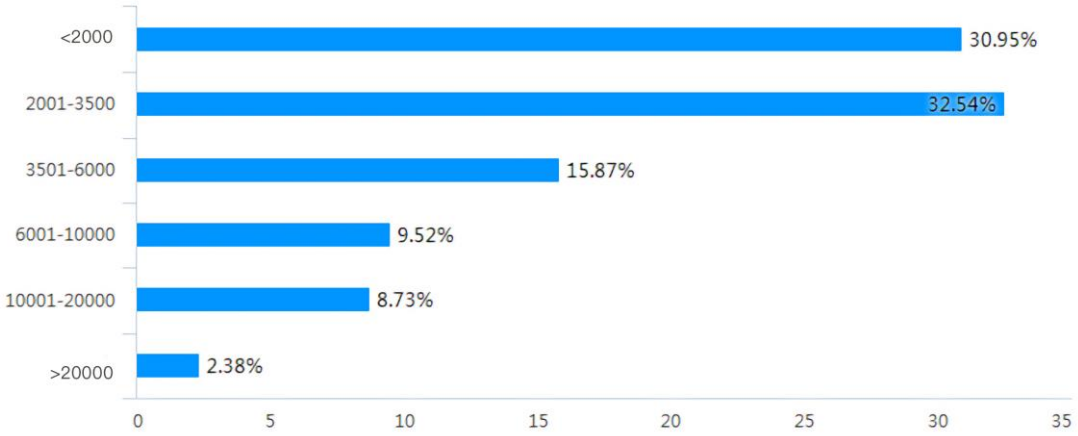

Figure 2. Distribution of Monthly Income Range of Respondents

The figure below shows the results of a cross-tabulation analysis of respondents' length of service and their knowledge of entrepreneurship policies. Among all respondents, the largest proportion are farmers who have heard of entrepreneurship policies but have never used them, accounting for 71%. The data shows that 43% of the surveyed population have some degree of understanding of entrepreneurship and related policies, as they have used or heard of them. This has positively contributed to the motivation of farmers to start local businesses. Only 11.9% of the overall population surveyed falls into this category. This indicates that farmers have some awareness of entrepreneurship and related policies, which can motivate them to start their own businesses locally. Only a small percentage (11.9%) have never been exposed to such policies.

When comparing different age ranges of workers, those with 7-10 years of experience had the highest percentage of individuals who have used it (66%) and the lowest percentage of individuals who have never heard of it (0%). The data indicates that individuals with longer working experience are more likely to express interest in entrepreneurship, with 67% of this group willing to pursue it. In contrast, only 50% or less of individuals in other age ranges have utilized entrepreneurship policies. Furthermore, a small percentage of young people with less than four years of service have never been exposed to entrepreneurship policies, with the majority having heard of it but never used it. The findings suggest that rural farmers who have work experience outside their home country may have the necessary work-related savings to start their own businesses locally. It is important to note that the text already adheres to the desired characteristics and language, therefore no changes were made.

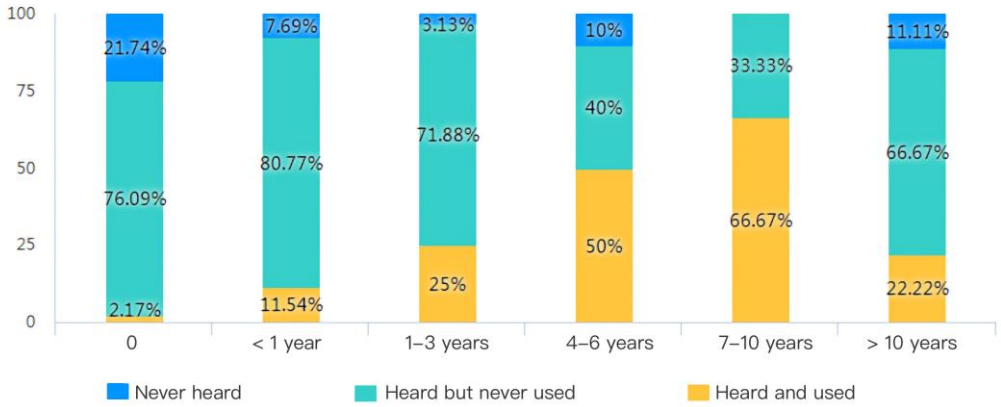

Figure 3. Distribution of Length of Service and Level of Understanding

3.3 Analysis of Factors Influencing Farmers' Entrepreneurial Intentions

This paper comprehensively studies the factors affecting farmers' entrepreneurial intentions using structural equation modeling. The study combines the theory of planned behavior and the technology acceptance model and sets up five latent variables: perceived usefulness, perceived ease of use, perceived entertainment, subjective norms, and entrepreneurial intentions. The outcome variable is entrepreneurial intentions. For each latent variable, two to four question choices ranging from 2 to 4 were established using principal component analysis. The study included 126 respondents, and its purpose was to analyze the relationship between the five latent variables and entrepreneurial intentions using structural equation modeling.

Table 3. Definition of Latent Variables for Structural Equations

Latent variable	Research Definitions
Perceived usefulness	Farmers see entrepreneurship as a way to meet survival needs, increase income, enhance social status and create social value
Perceived ease of use	Farmers find it less difficult to start a business with low barriers to entry
Perceived entertainment	Farmers Level of subjective interest and liking for starting a business in the local area
Subjective norm	The extent to which farmers' entrepreneurial intentions are influenced by the advice and behavior of the people around them
Entrepreneurial intention	Farmers' willingness to start local businesses

3.3.1 Measurement Model Validation

Measurement modeling tests involve assessing the reliability and validity of scales. Reliability analysis is used to determine whether the individual measurement items are consistent with the measurement variables. In this survey, the reliability test was conducted by observing two indicators: Cronbach's

alpha and Composite Reliability (CR). It is commonly accepted that a Cronbach's alpha value and a CR value greater than 0.7 indicate acceptable consistency between the question choices of the measurement variables. As presented in the table below, the Cronbach's coefficients are consistently above 0.7, and the combined reliability is also above 0.7, indicating good internal consistency of the measurement question items and acceptable reliability.

Regarding validity analysis, two commonly used tests are convergent validity and discriminant validity. Convergent validity ensures that question choices measuring the same underlying trait will fall under the same factor construct and will be highly correlated with each other.

Table 4. Reliability and Convergent Validity

latent variable	Cronbach's Alpha
Perceived usefulness	0.808
Perceived ease of use	0.665
Perceived entertainment	0.865
Subjective norm	0.8506
Entrepreneurial intention	0.887

Table 5. Distinguishing Validity

	Perceived usefulness	Perceived ease of use	Perceived entertainment	Subjective norm	Entrepreneurial intention
Perceived usefulness	**0.654**				
Perceived ease of use	0.639	**0.727**			
Perceived entertainment	0.554	0.721	**0.774**		
Subjective norm	0.651	0.686	0.592	**0.790**	
Entrepreneurial intention	0.510	0.565	0.510	0.779	**0.710**

3.3.2 Base Path Assumptions

H1: There is a significant positive effect of perceived ease of use on perceived usefulness

H2: There is a significant positive effect of perceived entertainment on perceived usefulness

H3: There is a significant positive effect of perceived entertainment on perceived ease of use

H4: There is a significant positive effect of subjective norms on perceived ease of use

H5: There is a significant positive effect of subjective norms on perceived entertainment

H6: There is a significant positive effect of perceived usefulness on entrepreneurial intentions

H7: Perceived ease of use has a significant positive effect on entrepreneurial intentions

H8: There is a significant positive effect of perceived entertainment on entrepreneurial intentions

H9: There is a significant positive effect of subjective norms on entrepreneurial intentions

The path of the model is plotted using AMOS software based on the assumptions mentioned above. Before determining the significance of the results and correlation coefficients, it is important to analyze the overall fit of the model. This can be done by ensuring that the root mean square error of approximation (RMSEA) is less than or equal to 0.080 and the standardized mean square residuals (SRMR) are less than or equal to 0.1. According to Byrne (2009), the model fit can be tested using indicators such as the comparative fit index (CFI), goodness of fit index (GFI), and adjusted goodness of fit index (AGFI), all of which should be greater than 0.900. As shown in the table below, all four indicators are within a reasonable range, although the AGFI test results do not fall within the range of the best fit, the error is within acceptable limits. Therefore, this indicates that the model fit is good and acceptable, and the analysis can proceed to the next step.

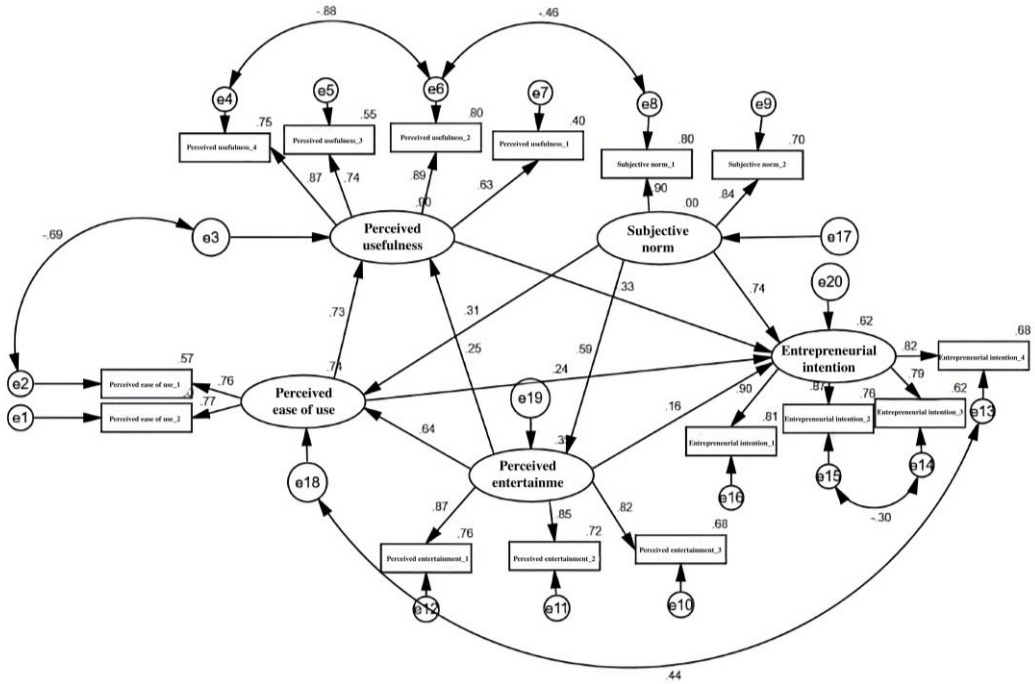

Figure 4. Structural Equation Model Fitting Results

Table 6. Overall Model Fitness Test Results

Goodness-of-fit indicator	Evaluation criteria	Test results
Chi-square/df	<5	1.401
SRMR	<0.08	0.0714
RMSEA	<0.08	0.018
GFI	>0.9	0.916
AGFI	>0.9	0.867
CFI	>0.9	0.979

3.3.3 Analysis of Results

The regression results for the model path coefficients are presented below. Based on the analysis of the results reported by AMOS, it is evident that only the path from Perceived Entertainment to entrepreneurial intentions is not statistically significant, while all other paths are significant.

Table 7. Parameter Estimates and Hypothesis Testing Results

Hypothesis	Trails	Standardized trail factor	Barlett's test value	Result
H1	Perceived ease of use → Perceived usefulness	0.73	***	Push
H2	Perceived entertainment → Perceived usefulness	0.25	***	Push
H3	Perceived entertainment → Perceived ease of use	0.64	***	Push
H4	Subjective norms → Perceived ease of use	0.31	***	Push
H5	Subjective norms → Perceived entertainment	0.59	***	Push
H6	Perceived usefulness → Entrepreneurial intentions	0.33	***	Push
H7	Perceived ease of use → Entrepreneurial intentions	0.24	***	Push
H8	Perceived entertainment → Entrepreneurial willingness	0.16	----	None
H9	Subjective norms → Entrepreneurial intentions	0.74	***	Push

Based on the table above, it can be concluded that hypothesis 8 is not valid and that perceived entertainment does not significantly affect farmers' entrepreneurial intentions in their locality. The majority of the hypotheses have been confirmed. At this stage, most farmers are in a wait-and-see stage regarding entrepreneurship in rural areas. Therefore, they lack entrepreneurial experience, making it difficult to judge their entrepreneurial intentions based solely on perceived entertainingness, which is considered the starting point of entrepreneurial behavioral experience.

Secondly, regarding entrepreneurship in rural areas, farmers are primarily concerned with whether it provides higher income compared to traditional farming or foreign labor employment, as well as other advantages such as improved social status and value. They also consider whether the current policy and hardware environment have lowered the threshold of entry and difficulty of entrepreneurship, making it a more favorable choice. These factors correspond to the perceived usefulness and perceived ease of use of local entrepreneurship. This paper presents the results of a structural equation model that examines the relationship between farmers' perceived usefulness and perceived ease of use of local entrepreneurship and their entrepreneurial intentions. The findings indicate that perceived usefulness and perceived ease of use have a significant and positive impact on farmers' willingness to engage in entrepreneurship.

It is important to note that the Internet has rapidly developed in recent years, particularly with the rise of the e-commerce industry. This industry has shown great potential for growth and vitality. For

instance, e-commerce entrepreneurship is a new concept and industry. Recommendations from friends, family, or successful entrepreneurs can effectively stimulate farmers' entrepreneurial spirit. The general public often waits for the right time to observe the dynamics of emerging opportunities, but this also means that emerging opportunities and spaces will have a greater attraction to the public. However, emerging opportunities and spaces may have a greater attraction to the public. As people around them start their own businesses with some success, the follow-the-leader effect will be gradually amplified. This is important for those who are on the fence about starting their own businesses to make the leap from watching to making the decision to start their own businesses. According to the results of the AMOS software, subjective norms have a significant and positive influence on farmers' entrepreneurial intentions in their local area. Among all the latent variables, subjective norms have the greatest impact on entrepreneurial intentions.

Finally, the structural equation modeling also presents the correlation between the latent variables. The data show that perceived ease of use can significantly and positively influence perceived usefulness. This may be because for farmers, entrepreneurship is more advantageous than employment in helping them increase their income and other values. While perceived ease of use reflects the low threshold and ease of starting a business, if starting a business is easier than finding employment, the public may prefer to prioritize perceived usefulness over perceived ease of use, ceteris paribus. This paper finds that perceived entertainment can have a positive impact on both perceived usefulness and perceived ease of use. However, it has a greater positive impact on perceived ease of use. This is because perceived entertainment and perceived ease of use are both non-core needs for entrepreneurial behavior and are additional considerations. It is important to safeguard the core needs before satisfying the main body of the farmers' preferences and lowering the barriers to entry. The basic needs are ensured before additional conditions are proposed to meet farmers' personal preferences and reduce the entry barrier, thus strengthening the relationship between the two. Additionally, the data indicates that subjective norms have a significant and positive impact on perceived ease of use and entertainment. This inference is based on the fact that recommendations and success stories of other entrepreneurs can more easily inspire farmers' interest and confidence in entrepreneurship, and provide a reference for their own entrepreneurial path. Subjective norms provide a basis for perceived ease of use and perceived entertainment, establishing a link between subjective norms, perceived ease of use, and perceived entertainment.

4. Conclusions and Recommendations

In summary, it is evident that perceived usefulness, perceived ease of use, and subjective norms have significant effects on entrepreneurial intentions. Therefore, based on the above findings and the current entrepreneurial environment and policy context, this paper proposes four recommendations to enhance local entrepreneurship among farmers.

Firstly, diversified entrepreneurship training has been provided to enhance farmers' entrepreneurial

qualities and skills. The government has conducted research on the needs of farmers in various entrepreneurial fields and provided targeted training content based on common and specific needs. This helps to cultivate farmers' abilities to cope with stress, manage risks, and innovate, as well as develop specialized skills. The program aims to enhance the confidence of entrepreneurial farmers. The government should enhance its entrepreneurial training resources, collaborate with universities and training institutions, establish training bases, and organize regular offline and online training sessions. These sessions should be convenient for the public and led by professionals and successful entrepreneurs to maximize farmers' participation. The language used should be clear, objective, and value-neutral, avoiding biased or emotional language. Additionally, the text should adhere to conventional academic structure and formatting, with precise word choice and grammatical correctness. The program incentivizes farmers to complete training courses by subsidizing training costs and providing rewards for participation. It also facilitates entrepreneurial exchanges among farmer-entrepreneurs, allowing them to share training tips, information, and resources, and promote cooperation in a timely manner. Government-provided entrepreneurship training can help farmers understand the opportunities and challenges of entrepreneurship, improving success rates and sustainable development.

Secondly, enhance the fundamental social structure to establish a conducive environment for entrepreneurship. The government should increase investment in rural infrastructure construction. This includes improving the hardening and smoothness of rural roads, providing more efficient and economical irrigation services, guaranteeing the safety of farmers' drinking water, strengthening the construction of rural power grids and energy sources, and creating rural industrial parks to realize industrial integration and resource sharing. These measures will improve the convenience of entrepreneurship for farmers in various aspects. The development of Internet + rural e-commerce and other entrepreneurial methods requires a comprehensive coverage of communication networks in rural areas. This will create a perfect layout of the integrated commercial network system. The government should strengthen the construction of rural e-commerce logistics distribution and cold chain facilities. It should also improve the logistics distribution network and support the development of rural courier enterprises. Additionally, the government should invest in the construction of cold chain facilities such as refrigerated refrigeration equipment, cold storage, and cold chain logistics and distribution vehicles. This will provide convenient and fast transportation and logistics services, reduce product transportation losses and costs, and improve the market competitiveness of rural entrepreneurial products. At the same time, financial investment should be strengthened to optimize rural education, medical services, and health services. This will create a better living environment for farmers, making rural entrepreneurship more comfortable and attractive. It will also encourage migrant workers to return to rural areas and start their own businesses, creating a more positive entrepreneurial atmosphere. Improving rural infrastructure can enhance the production environment and living conditions in rural areas, creating better conditions and momentum for farmers to start their own businesses.

Thirdly, we can improve financing channels for entrepreneurship and alleviate the pressure of raising funds. It is important to support farmers' entrepreneurship with capital, and difficulty in financing is a major hindrance to their endeavors. To address this issue, the government should first strengthen financial policy support by providing financial assistance, including entrepreneurial loans and investment subsidies, to key projects in rural areas. This will help reduce the cost and risk of farmers' entrepreneurship. Additionally, tax incentives should be provided to qualified entrepreneurial projects to reduce the tax burden of farmer entrepreneurs and encourage more farmers to participate in entrepreneurship. Secondly, the financial service system should be improved, and the coverage of financial services should be expanded. Credit support for farmers' entrepreneurial projects should also be strengthened, and financial products and services should be innovated actively. Innovative financial product design should be carried out according to the actual situation of farmers who need to start their own business, and the types of financial products should be expanded. The state's relevant departments should guide small and micro financial institutions to rural areas, expanding financing options for farmers' entrepreneurship and reducing the financial market's entry barriers. Additionally, loan procedures for farmers' entrepreneurship should be simplified by banks and financial institutions by streamlining application materials and eliminating unnecessary information and document collection. The government and financial institutions have collaborated to establish uniform approval standards for entrepreneurial loans, streamline the approval process, and clarify the responsibilities of each main body involved in the approval process. They have implemented online loan applications and approvals, utilizing big data and artificial intelligence to rapidly assess the credit and risk level of applicants, thereby reducing manual operation time and costs. Through these means, the financing channels for entrepreneurial farmers will be unclogged to the greatest extent possible. The financing threshold will be lowered, and funds will flow to entrepreneurs more accurately and quickly.

Fourthly, identifying successful farmer entrepreneurs and using them as role models to motivate and lead others. Role models are crucial in inspiring farmers to start their own businesses. They are successful individuals with admirable stories of entrepreneurship. As relatives or friends of other people in the village, they are also the closest successful farmers and are better able to gain the support and trust of other farmers. Accessing successful farmer entrepreneurs can inspire and motivate others, while also providing practical and feasible entrepreneurial guidance. Government agencies and rural social organizations should conduct interviews and exchanges with these entrepreneurs to understand their experiences and share their insights with others in rural areas. To enhance the exchange and influence among farmers, increase publicity and promotion through organizing online and offline entrepreneurship forums and exchange meetings. Publish farmers' entrepreneurship stories in the media network to cultivate their entrepreneurial intentions. Encourage entrepreneurial farmers to independently call on their friends and relatives to join in entrepreneurship and motivate each other to inspire. Successful farmer entrepreneurs can provide professional advice and guidance to aspiring farmers, act as mentors for entrepreneurial support, and guide other farmer entrepreneurs to prepare for and implement their

business plans. This creates a supportive environment for the development of farmer entrepreneurship. By publicizing the successful experiences of these exemplary farmer entrepreneurs, more farmers can be encouraged to become entrepreneurs and promote the development of the rural economy.

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