

# An Empirical Evidence to Measure an Impact of Social Media on Agro Tourist Intention- A Proposed model from Make in India Perspective Using Theory of Planned Behavior

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## ABSTRACT

*Rural development must be seen as a strategy to eliminate poverty while simultaneously benefiting the rural ecology or environment's sustainability (Bungau et al., 2015; Torretta et al., 2015), as every industry is motivated to develop a long-term solution for its own sector's sustainability (Ki si, 2019). The main intention of this study is to find out how the idea of planned behavior influences intention of Agro tourist. It also measures controlling effect of social networking site use in Agri tourism intention decision making. Here the single cross sectional research design adopted for the current study. Through the survey method using structures questionnaire the primary data has been collected. This research provides the useful implication to marketers as well as whole society providing role of the Agri-tourism in the sustainable growth of rural area. Decision making process of the Agri tourism intention & use of social networking site investigated accurately which provides the guideline for future policy formulation. This study talks about decision making process of Agri tourism intention through the help of theory of planned behavior which are lacked in previous researches. This study also checked the moderating effect of the social networking site usage on established relationship between theory of planed behavior and Agri tourism intention which is uniqueness of this study.*

**Keywords:** Agro Tourism, Theory of Planned Behavior, Social Media, Social Networking Site Usage, Agro Tourist Intention.

## I INTRODUCTION

Most countries, especially developed countries, must perceive rural progress as an opportunity to tackle poverty and take care of the sustainability of the rustic condition [6,61] so that each business is reinvigorated to search a viable solution in its individual sector [32] Sustainability places its focus on ideals and beliefs, which have as their principle objective to coordinate activities, in a reasonable and amicable style, considering ecological and social ramifications, just as monetary objectives [18].Agro-tourism, a type of agricultural tourism, has developed as a viable alternative to traditional tourist with a rapidly expanding worldwide demand. Developing local tourist activities, however, implies improving the social, cultural, and economic circumstances of individuals who live in rural areas, according to several experts.

Agro tourism is a form of tourism in which agricultural companies are turned into tourist attractions. Agritourism is an operation which has good connections with local communities and their tourism approaches and the financial, societal and ecological components of withstand for long period of time, so that one option will certainly be Agritourism for rural regions [44]. Agritourism can be consider as a revolutionary and differentiating Agricultural policy, with a significant focus on all aspects of sustainable, organic, bio-based activities and wellbeing and the climate, in other words, including recreative and recreational activities for travelers with numerous monetary and non-monetary merits for Agriculturalists,

visitors and societies [59,60]. In reality, Agriculture is a dynamic operation closely related to other local practices. Tourism in a rustic region cannot be separated from the commercial, societal& cultural life of its people [8].The notion of agro tourism [16,17] may be used to build the appeal that can be produced by integrating tourism with agriculture. Agro tourism is a type of tourism that involves farmers engaging in field activities as a tourist spot. Agro-tourism-based tourist goods can include not only activities, but also the usage of agricultural products [18, 19]. Furthermore, Agritourism gives the public education tools, aims to conserve fertile fields and encourages countries to grow industries [57].

Often promotional activities are performed by relevant organizations to encourage and develop Agritourism. Many of these advertising campaigns were inspired by individuals and social media were the most popular and prominent element. People take decisions today on the basis of online platform feedback and its ads. It becomes one of the leading forums industry across the globe for knowledge gathering and decisions on goods, locations, services etc. The power of social media does not leave Agritourism unaffected [47].

India's tourism industry is growing at a rate of 10.1 percent. The tourism industry is growing at a pace of 4% each year, as per the World Tourism Organization, and by 2010, over than one billion visitors will have visited various regions of the globe. The Indian tourism industry, on the other hand, is growing at a rate of 10%, which is 212 times more in comparison to the average rate

globally. The introduction of the agro-tourism idea not only maintains the current growth rate, but also contributes to future growth [9,11]. Conde Nast Traveller, a leading European travel newspaper, has recognized that India falls under top 10 places. India has already shown to be one of the most popular destinations on the planet [14,28]. The development of new goods, such as agro tourism, will only strengthen India's tourism industry's worldwide competitiveness. The huge and endless potential for this company to develop are provided by India's rich culture and geography. India's diverse agro-climatic environments, harvests, population, heritage, terrains, hills, coastline systems, and islands offer chances to develop year-round, multi-location tourist goods [33,39].

A growing number of tourists are opting for non-urban tourism destinations [44,46]. As a result, developing Agro-tourism centres in interior communities could help promote non-urban tourist destinations. However, in order to develop such institutions, proper facilities and publicity are required [48, 51,54]. In the X five-year plan, the budget for government projects and programmes was raised from 525 crores to 2900 crores. The government's commitment is reaffirmed by the increased cash allocation. The six-fold increase in funding allocation might be used for service provider capacity building, infrastructure development, and public awareness [47,49, 53].

## II LITERATURE REVIEW

The notion of agritourism has a favourable influence on rural communities by providing a new source of money, diversifying household activities, and boosting the economic activities of the rural people [24,9]. Furthermore, Katz and Boland (2000) [31] argue that value-adding acts are those that can increase the value of customers. Agriculture and tourism, when combined, may most likely provide excellent outcomes in terms of economic advantages for both rural and urban communities [25,1]. The notion of agritourism is a substantial economic driver against the growth of rural parts, as well as a tool for overcoming concerns of depopulation, which is a crucial component in the approach to local development [57, 47 , 37, 27].

Alternative farming practises are becoming more common in several agricultural areas, according to studies [5]. Agricultural background and numerous related operations are accelerating in most parts of Gujarat, as the complete farming guild is vigorously adopting its ingenuity and dedication to match the weight of shifting market place. Because of the perceived benefits of functioning (working) from home while being able to look after family responsibilities and the opportunity to generate additional revenue, tourism might be one of the most

prevalent of these distinguished activities [12; 10; 53; 4; 25]. In many affluent countries, farmers have evolved into entrepreneurs, earning extra income from second professions known as "off-farms activities," which are expected to account for around 75 percent of farm earnings. Researchers have attempted to incorporate a variety of off-farm activities (e.g., farmers' markets), in which farmers cultivate their farm goods and then sell them outside of the agricultural production context [67,68]. The current research focuses on agritourism, which encompasses a variety of topics such as vacation farms and rural tourism, all of which revolve around the agritourism notion [56, 65].

**(a) Sustainable development and Agri tourism** - Since the late 1980s, sustainability has been a rising issue for the tourism sector [66]. Environmental challenges and destination capability are the main concerns of sustainable tourism [37]. In the 1990s, ecological tourism rescued the site by avoiding overdevelopment, which could hurt the ecosystem [7]. The number of tourists and the companies specifically contributing to a site have been monitored to make this possible [22]. Muller (1994) [42] pointed to the need for sustainable tourism from five distinct viewpoints, with a view to qualitative growth: financial health; the subjective happiness of the local community; resources defense; balanced culture; and visitor satisfaction optimization. From the late 1990s, the term was modified to include environmental problems, such as those protected by the triple bottom line on sustainability [15]. Sustainable tourism thus has three facets that have a threefold foundation for sustainability. Firstly, the environmental factor, connected to critical ecosystem cycles, natural heritage and biodiversity conservation [62]. Secondly, there are the socioeconomic and environmental factors linked to violence, local society and crowding. The third issue concerns overseas investors' economic factors as well as the local labour market [12]. A sustainable holiday industry, as per the World Tourism Organization, is one that considers present and future economic, social, and ecological implications, as well as the requirements of visitors, companies, the ecosystem, and the host community [60, 63]. Farm travel is a type of rural holiday business hospitality operation, undertaken primarily by Agricultural businessmen and the families of farmers (which comprises the processing and marketing of household products) as well as the growth of tourism, which supplements the income [34, 19]. There is a substantial effect on income on quality of life for Agribusiness, so rural areas where Agribusiness is conducted are turned into locations where all components of local sustainable growth are integrated. There is an interest to develop

the infrastructure, to build the rural locations' spiritual life, strategic goals in terms of human capital, technological capabilities and the protection of heritage can be accomplished [38, 27, 43].

- (b) **Skill India and Agro Tourism** -Skill development is a critical component of poverty reduction since it improves employability, productivity, and promotes long-term enterprise development and inclusive growth. On the one hand, youth entering the labour market have no jobs; on the other hand, industries worry about a lack of suitably skilled employees. In terms of its structure, which is dominated by informal workers, high levels of underemployment, skill shortages, and labour markets with rigid labour rules and institutions, India's employment sector provides a significant challenge. The Agriculture Skill Council of India (ASCI) is making a contribution to country through agricultural skill development by enhancing workforce capabilities [70].
- (c) **Theory of Planned Behavior** - By way of the TPB model has become much more popular for general tourism, the number of researchers implementing the model for sustainable tourism has also risen. The tourism activity of low carbon in Kuo and Dai (2012) [32], using the TPB model, has been studied. In this model, the intention to undertake meant that little carbon travel spots should be visited in the forthcoming. The closing dependent variable was then determined by way of the preferential solution for little carbon vacation industry and transport [20]. collaborated with businessmen as their main focus instead of dealing with visitors. Using the TPB model, the investigators inquired into the involvement of stakeholders in sustainable tourism through tourism and demonstrated what influenced the views of stakeholders [26]. For the study of Sluggish Tourism, Meng and Choi used the TPB model [40]. The TPB models have been expanded by adding two additional factors: authentic understanding and environmental considerations. Attitude, subjective norms, and perceived behaviour control are three TPB variables that have been demonstrated to have significant effects on behavioural intent. Authentic understanding has had a notable effect among the two additional influences. The theoretical framework to analyze ecotourism activity was developed by Lee and Jan (2018) [35]. It consisted of four hypotheses, one of which was TPB. As a result, the TPB model supported all theories. Eom & Han applied the TPB to social-cultural sustainability community-created travel [16]. The research aimed at analyzing the development and the moderating impact of gender and age of participant tourist intentions. A TPB model has been developed with the resulting auto transcendence and protection

variables. The last vector depending of the model was to visit eco-friendly tours. From the literary analysis, the TPB model is an important method to analyze the actions of visitors. This research therefore seeks to examine the impact on tourism comportment for Agri tourism, the assumed behavior regulation and subjective standards of the TPB model [2].

- (d) **The Internet and Social Media and Tourism** - The value of internet has been decided by people who support tourism attractions. Most tourism firms in Agriculture are too limited for mass marketing. Yet social media can also be used to advertise small tourism attractions. The promotion of social media for rural tourism is particularly significant. Promotions made by social media are easy to find. Tourists collect social media information and submit travel information [34]. The effects of social media on the holiday business have been investigated in the following research. According to Xiang & Gretzel, social media plays an essential part in the sector of internet tourism as people plan their trips [68]. This study also looked at the link between social media and popular tourist search terms. We calculated the effects of web applications on the visibility of tourism websites [41]. The findings revealed that Facebook played an important part in rising the number of website users. The social media is seeking to see the impact of on the preparation for a break. The use of social media was found to have an effect on visitors who reviewed their original plans. The social network was the most common way to share their adventures with others while their holidays were over. Social networking users thought the social media travel knowledge that other users discovered and generated is more accurate than information from other outlets [18]. The association between social media use and visitor aspirations has been explored [43]. Agro tourism is also known as smart tourism and have a great growth prospects [63]. Tourists with a larger social media strength are most likely utilizes user-generated content. The motive for getting user-generated material increased user-generated content's general popularity, which in turn boosted visitors' reputation[21]. There were unique features of social media info. It was concluded that the information shared by social media related to tourism is relevant enough to be used to provide study data instead of conventional surveys [13]

## II SCOPE OF THE STUDY

The research is limited to Gujarat, Maharashtra, Madhya Pradesh, and Rajasthan in India's western region. As a sampling strategy, the researcher took samples from people of various ages. Based on an in-depth literature research, many statistic components such as age, gender,

marital status, education, occupation, Annual Family Income, and family persons are taken into account, as well as other characteristics.

- (a) Research Gap** - Many researchers have studied agro-tourism in general but there is a strong research gap and knowledge vacuum about the function of social media in agro-tourism with respect to Sustainable Development and Agritourism, Theory of Planned Behavior, and Social Media. The aim of this study is to fill the gap discovered throughout the literature review.
- (b) Need for Study and Rationale of Study** - Businesses are focusing on differentiation in today's competitive environment, attempting to get a comparative benefit by doing something different. Agro tourism is seen as a significant shift in marketing strategies, especially in terms of establishing a competitive edge. The goal here is to contribute new insights to the agro tourism age that is only getting started. Many scholars have studied agritourism in other countries, but there have been little studies on the subject in India. In terms of practical implications, the current study shows how agro tourism might analyze the function of social networking site usage as a moderator on Theory of planned behavior components and Agritourism behavioral aspects. From the management, practitioner, company, society, and government viewpoints, It is necessary to develop a statistically verified model for agro tourism. This research will provide them with crucial information. The purpose of this work is to respond to two major analytical questions. It begins by attempting to uncover an individual's decision-making process or journey, which leads to the formation of an intention to participate in Agritourism. There are numerous popular decision-making theories, but In a variety of areas, the Theory of Planned Behavior (TPB) model has been widely utilized to analyze the dynamic cycle., including agritourism. As a result, the TPB model is used in this paper as well. Although a few studies have used the TPB model to analyze the dynamic strategy of controllable travel voyagers, Those studies haven't focused on the function of digital media in agritourism. As a result, the paper's second focus is on determining the directed impact of web-based media consumption on agro-tourism.

### III RESEARCH METHODOLOGY

This study used a single cross-sectional descriptive research design method. The snowball sampling technique was chosen over the non-probability sampling method. Individuals who are familiar with the notion of 'Agritourism' and have previously participated in agrotourism were chosen as the study's sample unit. There are 1459 people in the sample. The study area was the western part of India, specifically the major cities of Gujarat, Maharashtra, Madhya Pradesh, and Rajasthan. Secondary data was collected from a variety of sources, including books, journals, websites, research papers, and articles. A structured questionnaire was sent to respondents in order to collect data on agritourism.

- (a) Research objectives** - The primary goal of the study is to use TPB to predict Agritourism behavioral intentions. The role of social network site usage as a moderator on Theory of planned behavior components and Agritourism behavioral aspects is also investigated in this study.
- (b) Hypothesis**
- H01: There is no significant effect of Attitude on Agri tourism behavioral intention.
  - H02: There is no significant effect of Subjective Norms on Agri tourism behavioral intention.
  - H03: There is no significant indirect effect of perceived behavioral control on Agri tourism behavioral intention
  - H04: There is no moderating effect of social networking site usage on the relation between factors of theory of planned behavior and Agri tourism behavioral intention.
- (c) Research Instrument** - Primary data was gathered using a structured questionnaire to learn about people's decision-making processes in regards to agritourism. Only closed-ended questions are included in the survey. The respondents' replies were computed using a seven-point Likert scale. The TPB's components were derived from previous studies used to develop the intention scale [29, 3, 32, 40, 50] To quantify social networking site usage, a single item was adapted from Narangajavana et al., (2017) [43]. The adopted elements were tweaked to fit the research study's goals.

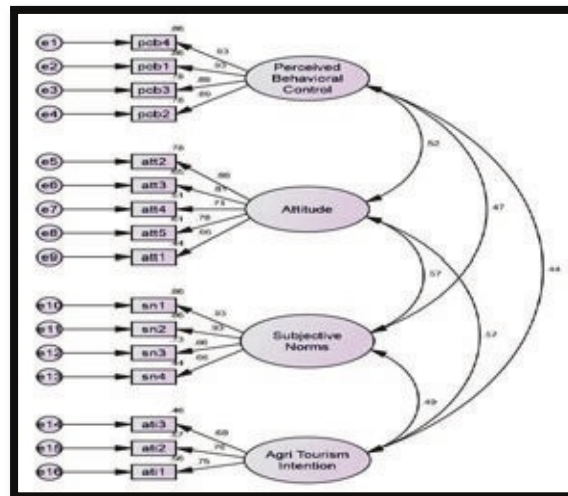
### IV DATA ANALYSIS

**(a) Respondents Profile**

**Table 1**

Respondent Profile				
No	Variables	Categories	Frequency (Total- 1499)	Percentage (Total-100)
1	Gender	Male	843	57.80
		Female	656	42.20
2	Age (in years)	18-28 years	328	22.50
		29-38 years	489	32.18
		39-48 years	158	10.58
		49-58 years	282	15.11
		Above 58 years	242	16.83
3	Marital Status	Married	745	51.07
		Unmarried	754	48.93
4	Education	No formal education	55	3.78
		Upto higher secondary	114	7.88
		Diploma	131	9.03
		Graduation	589	40.09
		Post graduation and above	570	38.02
5	Occupation	Student	378	25.94
		Entrepreneur	130	9.35
		Self Employed	448	30.71
		Salaried	395	27.09
		Retired	128	8.70
		Below 200000	285	19.54
6	Annual Family Income	200000 - 400000	448	30.71
		400000 - 600000	380	26.11
		600001 - 800000	134	9.20
		800001 - 1000000	117	8.05
		1000001 and above	95	6.40

**(b) Measurement Model**



**Fig 1**

Confirmatory Factor Analysis (CFA) was used on the builds to ensure that the presented factors load on the suggested buildings and are clearly demonstrative of these constructions.. The blend of CFA and build legitimacy appraisals permits the analyst to assess the nature of their measures inside an estimation model before testing the primary model. Most extreme probability assessment techniques are utilized to gauge the boundary of the full estimation of the model. Measurement model consist of four first order latent variables and 17 indicators. One of the items in the suggested mode had a factor loading of

less than 0.5 (atti. 4 – factor loading =0.48), hence it was eliminated from further research. All of the other items appear to be in proper working order when loaded onto the specific construct.

**(c) Reliability and Validity** - The factor loading was evaluated after the measurement model was run. Because indicator sf1 had a low factor loading (0.588) on the latent variable Slogan fit, it was eliminated from the study and the measurement model was rerun. The factor loading for all variables exceeds the threshold level of 0.7.

**Table No. 2**

Factor loading		
Factor	Indicator	Factor Loading
Attitude	Att1	0.66
	Att2	0.88
	Att3	0.81
	Att 4	0.71
	Att5	0.78
Subjective Norms	Sn1	0.93
	Sn2	0.93
	Sn3	0.86
	Sn4	0.66
Perceived Behavioral Control	Pcb1	0.93
	Pcb2	0.89
	Pcb3	0.89
	Pcb4	0.93
Agri Tourism Intention	Att1	0.75
	Att 2	0.76
	Att 3	0.68

It's vital to determine the estimation's internal body electorate before moving on to the next step. The scale's reliability may be determined using Cronbach's alpha coefficient of unshakeable quality. To figure out that a

thing is connected within or how it is connected to other things, you may utilize Entomb thing connection and Item to add up to connection.

**Table 3**

Reliability coefficients*				
Scale	Attitude	Subjective Norms	Perceived Behavioral Control	Agri Tourism Intention
Cronbach's alpha	0.874	0.902	0.948	0.770

According to Nunnally (1978), Cronbach's alpha value higher than 0.70 suggest a high level of insider. As the

values are above 0.7, we can conclude that data is reliable for further study.

**Table 4**

Quality Measurement								
	CR	AVE	MSV	MaxR(H)	Perceived Behavioral Control	Attitude	Subjective Norms	Agri Tourism Intention
Perceived Behavioral Control	0.949	0.822	0.271	0.952	<b>0.907</b>			
Attitude	0.881	0.599	0.323	0.892	0.521***	<b>0.774</b>		
Subjective Norms	0.911	0.722	0.323	0.940	0.466***	0.569***	<b>0.850</b>	
Agri Tourism Intention	0.772	0.530	0.320	0.775	0.444***	0.566***	0.489***	<b>0.728</b>

The intelligent estimate model is evaluated using external stacking, ordinary fluctuation elimination, and composite dependability. According to Joe F Hair et al., external layering ought to be greater than 0.7, AVE should be higher than or equal to 0.5, while Composite Reliability ought to be better than 0.7. Table 4 shows the model's quality estimation. AVE, composite dependability, delivers a great model fit since all of the measures are above the typical threshold.

There is evidence to suggest a fair degree of discriminant validity between these variables if the square root AVE value of a variable is greater than the assessed association between it and another variable. When comparing square root AVE gauges to their corresponding connection gauges, the overall results showed Discriminant legitimacy among these parameters. The discriminant validity test evaluates the amount of change in the pointers, which may help explain construction variances. The model has sound discriminant legitimacy since the square base of AVE is more notable than Correlation.

The aggregate chi-square value is 307.711 with such a significance level of 0.000, which is less than 0.05, suggesting that the research instrument does not match the observed data well. The CMIN/DF ratio of 3.140 indicates that the model is well-fit. The model's RMSEA is

0.059, which is well below the cutoff level and indicates excellent fit. With relative values of 0.970, 0.059, 0.957, 0.964, and 0.970, CFI, RMSEA, NFI, TLI, and IFI, the calculated model is wonderfully fit with the suggested model.

Table-5

Model Fit Criteria			
Measure	Estimate	Threshold	Interpretation
CMIN	307.711	--	--
DF	98	--	--
CMIN/DF	3.140	< 5	Acceptable
CFI	0.970	>0.90	Excellent
RMSEA	0.059	<0.08	Excellent
NFI	0.957	>0.90	Excellent
TLI	0.964	>0.90	Excellent
IFI	0.970	>0.90	Excellent

(d) Path Analysis

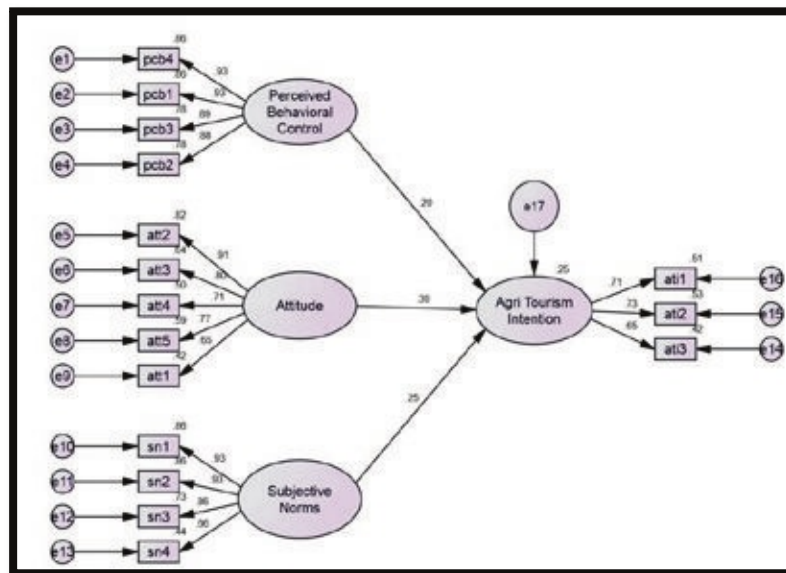


Fig 2

Figure no. 2 show the effect of the factors of the TPB on the Agri-tourism intention. Attitude has the beneficial effect on the Agri tourism intention with the beta weight of 0.39. H1 rejected as the repercussion of the attitude factor on the Agri-tourism is statistically significant ( $b = 0.39, t = 6.725, p < 0.001$ ). H2 represent the connection among subjective norms and Agri tourism intention. Subjective norms has positively and significantly influence the Agri tourism intention ( $b = 0.25, t = 4.597, p < 0.001$ ). With a normalized regression weight of 0.20,

apparent behavioral control has also affected Agri tourism intention positively. The H3 hypothesis was likewise rejected at the 5% and 1% levels of significance ( $b = 0.20, t = 3.667, p 0.001$ ). Among the three elements, attitude has the most effect, whereas perceived behavioral control has the least. Overall, three elements from the theory of planned behavior can account for around a quarter of the variation in Agritourism intention.

**(e) Multi-Group Analysis** - This research also aims to determine whether the use of social networking sites has a moderating influence on the claimed association between theory of planned behavior and Agritourism intention. Multigroup analysis was carried in AMOS. Multi-bunch is correlation of proposed model, where contrasts in way gauges for various inspected populaces have been generally innocent. Frequently, scientists essentially analyze and examine the distinction in size of specific model way appraises for at least two informational indexes. (e.g., Thompson et al. 1994). Average usage of the social networking site of all the respondents is 3.59 hours per day. On the basis of the average, whole sample group divided in to two sub groups. Individuals with social networking site usage more than 3.59 hours per day categorized as the high user of social networking site(n1 = 251)and Individuals

with social networking site usage less than 3.59 hours per day categorized as the low user of social networking site (n2= 358).

Individual with high level of social networking site usage indicate that all the factors of theory of plained behavior has the constructive and noticeable impact on the Agri tourism intention. Individual with low of social networking site usage also indicate that Agri tourism intention can be influence through components of theory of plained behavior significantly. Table 6 indicate that regression weight for the high SNS user group has the higher beta value compare to low SNS user group. Furthermore, a nested model comparison revealed that the difference between the two models is statistically significant at both the 5% and 1% levels of significance. As a result, the study's final hypothesis was also confirmed.

**Table 6**

Comparison of regression weight of two model		
Regression Effect	High User of social networking site	Low user of social networking site
Attitude → Agri tourism intention	0.38	0.36
Subjective Norms → Agri tourism intention	0.36	0.29
Perceived behavioral control → Agri tourism intention	0.21	0.17
Nested Model Comparisons	Df=15 , CMIN =39.782 P=0.000	

The difference between these two is statically important at the 5% level of significance, according to the findings of the nested model comparison. It's also possible to conclude that social networking sites moderate the link between the elements of the theory of planned behaviour as well as the likely to participate in agritourism.

**V MANAGERIAL IMPLICATION**

This paper is an original work that provides strong theoretical, managerial and business based implications for upliftment of farmers by making them self reliant. This is the first research to contribute to further development in this area based on theory of planned behavior. The study proposes the strong strategies for Farmers, Agriculture industry, marketers, entrepreneurs and firms. It can be suggested that marketers has to give supplementary important to attitude based marketing strategy which will provide more assistant to develop the Agri tourism. It is more useful to nurture the social moods and highlight the pleasure of the Agri tourism instead of making marketing strategy which focuses only on describing location information. Sharing of the Agri tourism experience on the social networking site could encourage more sustainable Agri tourism development. Marketers and companies or policy maker should have to focus on more and more to make sharing of the picture and experience of the Agri tourism on social networking sites. They may organize some events and activities which

emphasize on the sharing photo video, experience etc., on social networking site and also awarded with prizes. This will provide the upliftment of sustainable Agri tourism and uptimately it will be base for Aatmanirbhar Bharat.

**VI CONCLUSION**

Three aspects of the theory of planned behavior have a constructive and significant influence on agritourism intentions, according to the findings of this study. This research also found that attitude has the most positive, constructive, and significant influence on Agritourism intention, whereas perceived behavioral control had the least. Structure equation modeling, which indicated that people's intentions for agritourism can be predicted that use the theory of planned behavior, achieved the research study's main purpose. The study's second major goal was to look at the impact of social networking site usage on the relationship between components of the theory of planned behavior and Agritourism intention. That was validated by a multi group investigation. Multigroup analysis concluded that social networking site has the moderating effect on the proven model. This study also conclude that theory of planned behavior can predict Agri tourism intention more intensively for the high social networking site user group compare to the low social networking site user group. Difference between both groups decision making process for the Agri tourism intention was statistically significant.



## VII LIMITATIONS OF THE STUDY AND FURTHER SCOPE OF THE STUDY

The research is restricted to western India with limited sample size. Although this study focuses primarily on the concept of theory of planned behavior, other characteristics may also be utilized to predict Agritourism intent. Comparative analysis can be done in future by taking other cities into consideration with more than one moderating variables.

**(a) Agro Tourism – Achieving Aatmanirbhar Bharat's Vision (Relevance of Work) -** Aatmanirbhar Bharat is about empowering individuals and businesses to strengthen India by development of the rural economy. This study provides statistically validated very strong theoretical, managerial and entrepreneurial implications. It contributes for rural area development, new employment opportunities, Poverty reduction and to raise standard of living by human development. To conclude, the current study contributes to Aatmanirbhar Bharat by focusing upon the focal theme of festival that is “Make in India”.

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