

## **Intrinsic and Extrinsic Motivations in Organic Farming Practices and Farmers' Subjective Well-Being: The Case of French Organic Farmers**

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**Abstract :** This paper examines how different motivations to engage in organic farming may impact the farmers' subjective well-being using a survey database from the French Agence Bio. Three measures representing the subjective well-being of farmers brought by their involvement in organic farming are used in this study: feelings of pride, satisfaction, and feeling of happiness. We focus on the effects of two different types of motivations: intrinsic motivations, such as preservation of human health and public health, concern about the environment, and autonomy in farming decisions; extrinsic motivations, such as fair price, income, and demand incentives. Results show that not all intrinsic motivations can increase farmers's well-being. The intrinsic motivation relating to environment concern and aspiration seems to have the highest positive impact on the three proxies of SWB in our study. It is interesting to find out that the two extrinsic motivations (profitable price, satisfying the incentive of consumer and cooperative) are proven to have a negative influence. Some comparisons, explanations, and practical implications are also indicated in this research.

**Keywords :** intrinsic motivation, extrinsic motivation, subjective wellbeing, organic farmers

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