

**EFFECTS OF INTERNET ADOPTION ON FINANCIAL GROWTH OF
AGRIpreneurs IN KENYA: A CASE OF MKULIMA YOUNG COMPANY**

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ABSTRACT

The 21st century has witnessed rapid transformation of businesses as a result of information and communication technology, actualised through internet adoption. This study focused on evaluating the effects of internet adoption on the financial growth of agripreneurs in Kenya. The specific objectives were to identify the effects of market accessibility; the effects of access to farming information and the influence of easier access to farming resources on financial growth of agripreneurs in Kenya. This study was significant to agripreneurs by contributing to the body of knowledge regarding the use and implementation of internet systems. This study will benefit researchers and scholars alike who will use its findings as a reference to enrich literature. The Technology Acceptance Model, Diffusion of Innovation Theory and Resource-Based Theory guided this study. This research was in the form of a case study with the target population being 5715 agripreneurs from Mkulima Young. Stratified random sampling method was utilized to come up with the study sample of 94 respondents. Primary data was collected through questionnaires with both closed and open ended questions. A pilot study was conducted to evaluate the validity and reliability of the questionnaire. Data collected was coded and processed using Statistical Package for Social Scientists (SPSS) software. The researcher analyzed the data using descriptive and inferential statistics. The findings were presented through charts, tables and narratives. These findings were that adoption of the internet by agripreneurs facilitates the accessing of reliable farming information, leading to positive financial growth. The research also found that internet adoption enhances access to farming resources by the farmers, a factor which contributes to the financial growth of the agripreneurs. The study therefore recommended that agripreneurs should be trained on how to access, use and benefit from the marketing avenues that are available online. Agripreneurs should be informed on the various farming resources available online such as a wide range of seedlings and fertilizer. Finally, the government and other key stakeholders are recommended to invest more resources in a bid to increase internet connectivity countrywide.