

DETERMINANTS OF IMPROVED TECHNOLOGY ADOPTION AMONG CATTLE FARMERS IN BATTICALOA DISTRICT

T. Geretharan*, A. Alavudeen

Department of Agricultural Economics, Faculty of Agriculture, Eastern University, Sri Lanka

asmiya0731@gmail.com

Abstract

Cattle farming play a vital socio-economic role in the livelihood of livestock farmers in Batticaloa district, Sri Lanka. The current study examines the determinants of improved technology adoption among cattle farmers in the Batticaloa district. The primary data for the study were obtained from randomly selected 120 cattle farmers in two Veterinary ranges (Kaluwanchikudy and Chenkalady) by using structured questionnaires. The two Veterinary ranges were selected based on a large number of cattle farmers. Descriptive statistics, chi-square, and regression analysis were employed to analyze the data. The results revealed that more than half of the farmers had herd size ranging from 6 – 20 cattle. Majority of the farmers rear local breeds for dual purpose and practising extensive rearing system. The study further revealed that the use of individual communication sources significantly influences ($X^2 = 58.58$, $p < 0.05$) the adoption of improved technologies. Meantime, there was no significant association observed between the use of group communication sources and adoption of improved technologies ($X^2 = 2.02$, $p > 0.05$). Regression analysis indicated that educational level of cattle farmers ($p < 0.01$), use of individual communication sources ($p < 0.01$) and cattle farming knowledge of farmers ($p < 0.05$) significantly affects the adoption of cattle improved technologies. The findings imply that to enhance the adoption, efforts should be made to increase the knowledge level of cattle farmers through proper farmer education. Further, cattle farmers need to be encouraged to utilize individual communication to source cattle farming-related information.

Keywords: cattle farmers, group communication sources, improved technologies, individual communication sources