

Innovation Diffusion: Farmers' Perception towards New Green Fertilizer in Granary Paddy Fields in Malaysia

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Abstract

Purpose: The study conducted to investigate the challenges that are faced in innovation diffusion effort of new green technology specifically on green urea

Design/methodology/approach: The study adopted a quantitative method employing survey technique

Findings: The paper will discuss the research findings that provide an insight into farmers' readiness to accept new green technology fertilizer, the extent of involvement in using green fertilizer, their perception on new fertilizer management and the role of agricultural extension officers.

Originality/value: The paper shall highlight areas for further improvement of strategic communication strategies for new green technology leading to effective diffusion of innovation for adoption.

Keywords: Innovation diffusion; communication strategy; green technology; fertilizer; agriculture

Paper type: Research paper

Introduction

Environmental concerns have encouraged the development of new green technology in various industries worldwide. In 2012, according to the International Energy Statistic, more than 32 billion tons of CO₂ were released throughout the world (Anon., n.d.). World's efforts are geared