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Factors Influencing New Entrant Dairy Farmer's Decision-making Process around Technology Adoption

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Abstract

Purpose The purpose of this study was to explore the factors influencing grazing system to the Irish dairy farming sector. The study was conducted in the Irish dairy farming sector, which is a significant part of the Irish economy. The study aimed to identify the factors influencing the adoption of technology among new entrant dairy farmers. The study was conducted in the Irish dairy farming sector, which is a significant part of the Irish economy. The study aimed to identify the factors influencing the adoption of technology among new entrant dairy farmers.

Method The study used a qualitative research approach, involving semi-structured interviews with 10 new entrant dairy farmers. The interviews were conducted in the Irish dairy farming sector, which is a significant part of the Irish economy. The study aimed to identify the factors influencing the adoption of technology among new entrant dairy farmers.

Findings The findings of the study indicate that the factors influencing the adoption of technology among new entrant dairy farmers include the farmer's knowledge of technology, the farmer's access to technology, the farmer's attitude towards technology, the farmer's perceived benefits of technology, and the farmer's perceived costs of technology. The study also identified the factors influencing the adoption of technology among new entrant dairy farmers, including the farmer's knowledge of technology, the farmer's access to technology, the farmer's attitude towards technology, the farmer's perceived benefits of technology, and the farmer's perceived costs of technology.

Conclusion The conclusion of the study is that the factors influencing the adoption of technology among new entrant dairy farmers are complex and multifaceted. The study identified the factors influencing the adoption of technology among new entrant dairy farmers, including the farmer's knowledge of technology, the farmer's access to technology, the farmer's attitude towards technology, the farmer's perceived benefits of technology, and the farmer's perceived costs of technology. The study also identified the factors influencing the adoption of technology among new entrant dairy farmers, including the farmer's knowledge of technology, the farmer's access to technology, the farmer's attitude towards technology, the farmer's perceived benefits of technology, and the farmer's perceived costs of technology.

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technology decisions are primarily motivated by financial considerations and are closely related to the PU and PEOU scores of the technology. Grassland measurement had the lowest adoption rate (51%) compared to AI (86%) and farm financial management (84%).

Practical Implications: The substantial importance of PU and PEOU to technology adoption decisions indicates that future research, extension and education programmes should place increased emphasis on the benefits and usability of key technologies in addition to evaluating their scientific merit.

Originality/Value: For the first time information assessing technology adoption amongst new dairy farmers is available. This has the potential to improve and increase extension and education for new dairy farmers in a future post-quota environment.

Key Words:

Technology adoption

Decision-making

Extension

Pasture-based system

New dairy farmers

Farmer learning

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