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great by
deeds, not by
birth"
-Chanakya

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Impact of Social Networks on Farmers Adoption of Smartphones

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Abstract:

Among many technology-based solutions proposed to overcome the various problems and challenges facing Indian agriculture, the adoption of smartphones holds significant promise. Despite the growing penetration of the internet and smartphone in India, the usage of smartphones for agricultural purposes amongst Indian farmers has been very limited. This study examined the impact of social networks on the adoption of smartphones among farmers. The data for empirical analysis was collected from 1006 farmers in Pulivendula Mandal, Kadapa district of Andhra Pradesh in India through a primary survey. The estimates of instrumental variable (IV) probit regression show that social networks have an impact on the adoption of smartphones among farmers. Higher smartphone adoption among farmers' connections would reduce the chances of smartphone adoption by that farmer. Further, if a farmer is more central to a network, he/she would have a higher chance of smartphone adoption. Other key factors that impacted smartphone adoption are farmers' age and social status, the number of people in the farmers' households and owned land. Findings from this research provides novel evidence to policy makers on leveraging smartphones to disseminate agriculture information and encouraging innovation diffusion.



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