

Table 1 Marginal Effects and Robustness Checks for Stability of Results

| Variable | <u>Organic Inputs</u> | | | <u>Multicrop</u> | | | <u>HYV</u> | | |
|---|-----------------------|--------|-------------------------|---------------------|----------|-------------------------|----------------------|--------|-------------------------|
| | MVP Coef. (SE) | ME | Probit Coef. (SE) | MVP Coef. (SE) | ME | Probit Coef. (SE) | MVP Coef. (SE) | ME | Probit Coef. (SE) |
| Age | 0.016 (0.010) | 0.006 | 0.015 (0.009) | -0.041* (0.018) | -2.37E-5 | -0.027 (0.025) | -0.009 (0.009) | -0.003 | -0.009 (0.009) |
| Sex | 0.188 (0.210) | 0.083 | 0.219 (0.212) | -1.222** (0.373) | -0.001 | -1.378** (0.41) | -0.105 (0.217) | -0.035 | -0.106 (0.216) |
| Household Size | 0.077 (0.069) | 0.025 | 0.065 (0.067) | -0.086 (0.170) | 0.000 | -0.104 (0.2) | 0.021 (0.065) | 0.008 | 0.024 (0.067) |
| Intention | 0.119 (0.103) | 0.049 | 0.128 (0.104) | 0.563** (0.209) | 4.2E-4 | 0.475** (0.196) | 0.044 (0.105) | 0.019 | 0.058 (0.107) |
| Education | -0.028 (0.040) | -0.010 | -0.026 (0.040) | -0.241** (0.091) | -1.8E-4 | -0.198** (0.072) | 0.009 (0.042) | 0.001 | 0.004 (0.043) |
| Farm Experience | -0.034** (0.009) | -0.014 | -0.036** (0.009) | -0.015 (0.018) | 0.000 | -0.015 (0.022) | -0.016 (0.009) | -0.006 | -0.017 (0.01) |
| Farm Size | 0.082 (0.086) | 0.038 | 0.100 0.092 | 0.051 (0.169) | 0.000 | 0.188 (0.165) | -0.019* (0.009) | -0.006 | -0.019* (0.009) |
| Farm Income | 0.002 (0.002) | 0.001 | 0.003 (0.002) | 0.018* (0.008) | 1.25E-5 | 0.014 (0.008) | 0.004* (0.002) | 0.001 | 0.004* (0.002) |
| Training | -0.620** (0.228) | -0.230 | -0.604** (0.226) | 0.165 (0.601) | 0.000 | 0.306 (0.528) | 0.135 (0.241) | 0.059 | 0.181 (0.242) |
| Membership | 0.104 (0.287) | 0.012 | 0.032 (0.274) | 1.481** (0.361) | 0.001 | 1.297** (0.454) | -0.116 (0.256) | -0.040 | -0.122 (0.265) |
| Irrigation | -0.651** (0.246) | -0.247 | -0.650** (0.248) | 1.409* (0.568) | 0.001 | 1.363 (0.621) | 0.777** (0.290) | 0.246 | 0.754** (0.300) |
| Capital | -0.292 (0.358) | -0.105 | -0.277 (0.382) | 0.178 (0.456) | 0.000 | 0.299 (0.399) | -0.048 (0.387) | -0.017 | -0.054 (0.358) |
| Land Ownership | -0.857* (0.374) | -0.345 | -0.908** (0.375) | 0.648 (0.665) | 0.001 | 1.125 (0.638) | 0.999** (0.362) | 0.325 | 0.995 (0.386) |
| Constant | 0.501 (0.915) | | 0.667 (0.898) | 5.589 (1.920) | | 4.009 (2.045) | -0.023 (0.881) | | 0.056 (0.920) |
| Pseudo R ² (P> χ^2) | | | 0.185 (0.000) | | | 0.475 (0.003) | | | 0.122 (0.001) |

MVP Log pseudolikelihood = -427.50621; Wald $\chi^2(78) = 283.42$; Prob > $\chi^2 = 0.000$

Note: ME are marginal effects; * and ** show significance at $\alpha = 5\%$, and $\alpha = 1\%$, respectively

Table 1 Marginal Effects and Robustness Checks for Stability of Results (continued)

| Variable | <u>IPM</u> | | <u>Livestock Integ.</u> | | | <u>Water Conservation</u> | | | |
|---|----------------------|--------|-------------------------|----------------------|----------|---------------------------|---------------------|--------|-------------------------|
| | MVP Coef. (SE) | ME | Probit Coef. (SE) | MVP Coef. (SE) | ME | Probit Coef. (SE) | MVP Coef. (SE) | ME | Probit Coef. (SE) |
| Age | 0.016 (0.010) | 0.004 | 0.015 (0.01) | 0.012 (0.013) | 0.000 | 0.005 (0.015) | -0.023* (0.010) | -0.010 | -0.025 (0.010) |
| Sex | 0.217 (0.236) | 0.054 | 0.197 (0.243) | 0.664* (0.271) | 0.042 | 0.636** (0.277) | -0.051 (0.215) | 0.004 | 0.010 (0.215) |
| Household Size | 0.121 (0.082) | 0.028 | 0.101 (0.083) | 0.112 (0.074) | 0.009 | 0.129 (0.083) | 0.032 (0.067) | 0.005 | 0.013 (0.068) |
| Intention | 0.317** (0.113) | 0.089 | 0.324** (0.118) | -0.066 (0.138) | -0.014 | -0.207 (0.178) | 0.028 (0.103) | 0.009 | 0.022 (0.103) |
| Education | -0.040 (0.045) | -0.010 | -0.035 (0.045) | 0.262** (0.072) | 0.018 | 0.27** (0.069) | -0.056 (0.041) | -0.023 | -0.057 (0.041) |
| Farm Experience | -0.018* (0.009) | -0.005 | -0.017 (0.009) | -0.031* (0.016) | -0.002 | -0.028 (0.015) | -0.025** (0.010) | -0.012 | -0.029 (0.010) |
| Farm Size | 0.020 (0.014) | 0.005 | 0.018 (0.013) | 0.000 (0.006) | 0.000 | 0.001 (0.007) | -0.117 (0.127) | -0.041 | -0.103 (0.171) |
| Farm Income | 0.002 (0.002) | 0.001 | 0.002 (0.002) | -0.005 (0.003) | -4.31E-4 | -0.007 (0.004) | 0.002 (0.002) | 0.001 | 0.002 (0.002) |
| Training | -0.305 (0.251) | -0.080 | -0.289 (0.261) | 0.508 (0.309) | 0.020 | 0.309 (0.342) | -0.454 (0.247) | -0.195 | -0.489 (0.245) |
| Membership | 0.178 (0.265) | 0.049 | 0.177 (0.269) | 0.321 (0.370) | 0.019 | 0.294 (0.415) | -0.116 (0.246) | -0.041 | -0.103 (0.248) |
| Irrigation | 0.632 * (0.309) | 0.186 | 0.677* (0.311) | -0.550 (0.540) | -0.059 | -0.896 (0.485) | 0.454 (0.264) | 0.207 | 0.518 (0.258) |
| Capital | 0.267 (0.404) | 0.094 | 0.341 (0.441) | 0.086 (0.524) | 0.019 | 0.294 (0.47) | -0.012 (0.391) | -0.056 | -0.14 (0.359) |
| Land Ownership | 0.878* (0.392) | 0.242 | 0.879* (0.41) | -0.911 (0.525) | -0.053 | -0.808 (0.545) | -0.040 (0.416) | -0.017 | -0.042 (0.406) |
| Constant | -1.314 (1.087) | | -1.324 (1.166) | -4.488** (1.138) | | -4.396** (1.125) | 2.424** (1.012) | | 2.814 (1.009) |
| Pseudo R ² (P> χ^2) | | | 0.126 (0.093) | | | 0.287 (0.000) | | | 0.174 (0.002) |

MVP Log pseudolikelihood = -427.50621; Wald $\chi^2(78) = 283.42$; Prob > $\chi^2 = 0.000$

Note: ME are marginal effects; * and ** show significance at $\alpha = 5\%$, and $\alpha = 1\%$, respectively

Table 2. Outer model path coefficients of indicators and the latent constructs from the PLS-SEM

| Paths | Path Coefficients | St. Dev. | T-stat |
|------------------------------------|--------------------------|-----------------|----------------|
| att1 ← Attitude | 0.616 | *** | (0.076) 8.105 |
| att2 ← Attitude | 0.869 | *** | (0.017) 49.917 |
| att3 ← Attitude | 0.870 | *** | (0.019) 46.548 |
| in1 ← Injunctive Norm | 0.782 | *** | (0.028) 27.539 |
| in2 ← Injunctive Norm | 0.872 | *** | (0.016) 54.998 |
| in3 ← Injunctive Norm | 0.865 | *** | (0.018) 47.426 |
| int1 ← Intention | 0.913 | *** | (0.016) 56.437 |
| int2 ← Intention | 0.927 | *** | (0.014) 66.899 |
| int3 ← Intention | 0.921 | *** | (0.013) 71.008 |
| pb1 ← Perceived Behavioral Control | 0.887 | *** | (0.017) 53.144 |
| pb2 ← Perceived Behavioral Control | 0.848 | *** | (0.021) 40.737 |
| pb3 ← Perceived Behavioral Control | 0.900 | *** | (0.015) 61.237 |
| pe1 ← Perceived Ecological Benefit | 0.920 | *** | (0.014) 64.167 |
| pe2 ← Perceived Ecological Benefit | 0.944 | *** | (0.011) 85.937 |
| pe3 ← Perceived Ecological Benefit | 0.859 | *** | (0.020) 42.108 |
| sn1 ← Subjective Norm | 0.868 | *** | (0.026) 32.796 |
| sn2 ← Subjective Norm | 0.751 | *** | (0.049) 15.246 |
| sn3 ← Subjective Norm | 0.434 | *** | (0.109) 3.992 |

Table 3. Factor loadings of the inner model of PLS-SEM

| Hypothesized Paths | Path Coef. | St. Dev. | P-values | Effect Size (F²) | |
|--|--------------------|-----------------|-----------------|------------------------------------|---------------------------|
| Attitude → Intention | -0.045 0.144 ** | (0.049) | 0.353 | 0.004 0.024 | No effect Small effect |
| Injunctive Norm → Intention | | (0.067) | 0.031 | | |
| Perceived Behavioral Control → Intention | 0.196 *** | (0.062) | 0.002 | 0.063 | Small effect |
| Perceived Ecological Benefit → Intention | 0.542 *** | (0.049) | 0.000 | 0.498 | Large effect |
| Subjective Norm → Intention | 0.091 ** | (0.046) | 0.048 | 0.017 | No effect |
| Perceived Ecological Benefit → Attitude | 0.597 *** | (0.038) | 0.000 | 0.553 | Large effect |
| Attitude Model R ² (Adj R ²) | 0.356 | (0.354) | | | |
| Intention Model R ² (Adj R ²) | 0.713 | (0.708) | | | |