

Title of Article : Adoption of Mobile Technology by Farmers in Southwest-Nigeria: A Cross-Sectional Study.

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Abstract: This study evaluates the behavioral intention of farmers in selected areas of Nigeria to adopt mobile technology for agricultural purposes. A theoretical framework was developed based on the technology acceptance model (TAM) and innovation diffusion theory (IDT). Five variables were evaluated. Convenience sampling was employed in the investigation. A total of 202 responses were retrieved. Factor analysis was performed to test the reliability and validity of the measurement items. Correlation analysis was used to test the conformity of the empirical data with the presumed model using SPSS version 16. All five measurement items: perceived ease of use, perceived usefulness, relative advantage, compatibility, and attitude were found to be direct predictors of adoption behavior. The study provides evidence for the potential of mobile technology in agriculture.