

The Innovative Society: A Comparison Study of Innovation Diffusion among Farmers in Malaysia Two Major Granary Area

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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: This study had involved 400 farmers in MADA and KADA as the respondents

Findings: The result of the study found that there are significant differences in all dimensions studied between the two granary areas.

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: Communication; Innovation; Farmers; Rice; Malaysia

Paper type: Case study