

Supplementary Data of Article ABR-26-277

Supplementary I: Respondent Questionnaire Results

R	Q01	Q02	Q03	Q04	Q05	Q06	Q07	Q08	Q09	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Y01	Y02	Y03	C	Q	C	Y	AI
R001	3.00	4.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	50.00	
R002	4.00	4.00	5.00	5.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	5.00	4.00	4.11	4.67	91.67	
R003	3.00	3.00	3.00	4.00	4.00	3.00	3.00	3.00	4.00	3.00	4.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	3.00	3.53	3.00	50.00		
R004	5.00	5.00	5.00	5.00	4.00	5.00	5.00	5.00	5.00	4.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	4.89	5.00	100.00		
R005	3.00	3.00	3.00	4.00	4.00	4.00	4.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	4.00	3.00	4.00	4.00	3.00	3.00	3.00	3.42	3.00	50.00		
R006	5.00	5.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	4.00	4.05	4.33	83.33		
R007	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.95	4.00	75.00		
R008	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	3.00	3.00	3.16	3.00	50.00		
R009	3.00	4.00	2.00	2.00	2.00	2.00	3.00	3.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	2.00	2.00	4.00	2.00	3.00	2.00	3.11	2.33	33.33		
R010	4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.95	4.00	75.00		
R011	2.00	4.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	2.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.68	4.00	75.00		
R012	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.05	4.00	75.00			
R013	3.00	4.00	5.00	3.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	3.42	4.00	75.00		
R014	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	75.00		
R015	4.00	5.00	4.00	3.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	3.00	3.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	75.00		
R016	4.00	4.00	4.00	2.00	2.00	2.00	2.00	5.00	2.00	2.00	1.00	2.00	1.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.37	2.00	25.00		
R017	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	2.00	2.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	4.68	5.00	100.00		
R018	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	100.00		
R019	5.00	5.00	5.00	2.00	4.00	1.00	4.00	1.00	2.00	1.00	1.00	5.00	3.00	2.00	4.00	4.00	1.00	2.00	5.00	3.00	3.00	2.00	3.00	2.67	41.67		
R020	3.00	3.00	4.00	4.00	4.00	4.00	5.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	5.00	5.00	4.00	5.00	5.00	4.00	4.00	3.74	4.33	83.33		
R021	4.00	5.00	5.00	4.00	4.00	4.00	5.00	5.00	5.00	5.00	4.00	3.00	4.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	4.53	5.00	100.00		
R022	4.00	5.00	5.00	5.00	5.00	5.00	5.00	4.00	5.00	5.00	5.00	4.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	4.84	5.00	100.00		
R023	4.00	5.00	2.00	1.00	5.00	2.00	1.00	2.00	3.00	3.00	3.00	1.00	2.00	3.00	4.00	4.00	3.00	3.00	5.00	1.00	1.00	1.00	2.95	1.00	0.00		
R024	2.00	3.00	1.00	5.00	3.00	4.00	5.00	3.00	5.00	3.00	5.00	1.00	1.00	5.00	3.00	5.00	5.00	5.00	4.00	5.00	4.00	5.00	3.58	4.33	83.33		
R025	4.00	4.00	3.00	2.00	5.00	3.00	4.00	2.00	2.00	3.00	3.00	4.00	4.00	3.00	3.00	2.00	3.00	3.00	5.00	3.00	3.00	3.00	3.26	3.00	50.00		
R026	3.00	4.00	3.00	2.00	4.00	4.00	4.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	3.00	5.00	4.00	4.00	4.00	4.00	4.00	3.00	3.68	3.67	66.67		
R027	5.00	5.00	3.00	3.00	5.00	5.00	5.00	5.00	5.00	4.00	4.00	4.00	5.00	4.00	5.00	5.00	5.00	4.00	5.00	5.00	4.00	4.00	4.53	4.33	83.33		
R028	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	4.00	5.00	5.00	5.00	3.00	4.00	5.00	5.00	5.00	4.00	5.00	4.79	4.67	91.67		
R029	5.00	5.00	5.00	3.00	5.00	5.00	5.00	5.00	3.00	3.00	3.00	3.00	5.00	3.00	3.00	3.00	3.00	5.00	5.00	5.00	5.00	5.00	4.05	5.00	100.00		
R030	5.00	5.00	5.00	5.00	4.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	4.95	5.00	100.00		
R031	4.00	4.00	4.00	2.00	2.00	2.00	2.00	1.00	1.00	1.00	1.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.21	2.00	25.00			
R032	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	100.00		
R033	4.00	4.00	4.00	4.00	3.00	3.00	4.00	4.00	4.00	5.00	1.00	3.00	4.00	1.00	3.00	1.00	1.00	1.00	4.00	3.00	1.00	4.00	3.05	2.67	41.67		
R034	4.00	5.00	4.00	4.00	4.00	3.00	4.00	3.00	3.00	3.00	1.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.68	4.00	75.00		
R035	4.00	4.00	4.00	4.00	4.00	5.00	4.00	4.00	3.00	4.00	3.00	4.00	3.00	4.00	4.00	5.00	5.00	4.00	4.00	4.00	4.00	3.00	4.00	3.67	66.67		
R036	5.00	5.00	4.00	3.00	4.00	5.00	2.00	5.00	4.00	5.00	4.00	3.00	4.00	4.00	4.00	4.00	5.00	5.00	4.00	5.00	4.00	4.00	4.16	4.33	83.33		
R037	4.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	3.00	4.00	4.00	4.00	3.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	3.00	3.68	3.67	66.67		
R038	3.00	3.00	4.00	2.00	3.00	3.00	4.00	3.00	3.00	3.00	4.00	2.00	2.00	3.00	3.00	4.00	4.00	4.00	4.00	3.00	2.00	2.00	3.21	2.33	33.33		
R039	4.00	5.00	3.00	3.00	5.00	5.00	5.00	1.00	5.00	3.00	3.00	1.00	1.00	4.00	3.00	5.00	3.00	5.00	5.00	5.00	5.00	5.00	3.63	5.00	100.00		
R040	4.00	4.00	4.00	3.00	4.00	3.00	4.00	3.00	4.00	3.00	4.00	2.00	2.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	3.47	4.00	75.00		
R041	4.00	4.00	4.00	5.00	5.00	2.00	4.00	4.00	5.00	4.00	5.00	3.00	3.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.05	4.00	75.00			
R042	5.00	3.00	3.00	1.00	5.00	5.00	5.00	5.00	3.00	5.00	3.00	3.00	3.00	3.00	5.00	5.00	3.00	4.00	5.00	5.00	5.00	5.00	4.00	5.00	100.00		
R043	5.00	5.00	5.00	5.00	4.00	4.00	5.00	5.00	5.00	5.00	5.00	4.00	4.00	4.00	5.00	5.00	5.00	5.00	4.00	5.00	5.00	4.00	4.68	4.67	91.67		
R044	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	100.00		
R045	4.00	4.00	3.00	4.00	4.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	3.16	4.00	75.00		
R046	3.00	3.00	3.00	4.00	3.00	2.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.32	4.00	75.00		
R047	3.00	3.00	3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.11	3.00	50.00		
R048	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	75.00		
R049	5.00	5.00	5.00	5.00	5.00	5.00	4.00	4.00	4.00	5.00	4.00	4.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	4.68	5.00	100.00		
R050	4.00	5.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00	3.00	3.00	4.00	3.00	3.00	4.00	4.00	4.00	5.00	4.00	4.00	3.79	4.33	83.33		
R051	5.00	5.00	5.00	5.00	5.00	4.00	5.00	4.00</																			

[illegible]

Supplementary 2: Quantitative Measurements Used in This Study

Construct	Code	Measurement Item
Social Aspect	Q01	Information about early-maturing rice varieties is easy to obtain.
	Q02	Extension workers actively introduce early-maturing rice varieties.
	Q03	Farmers in my area accept the use of early-maturing rice varieties.
	Q04	Early-maturing rice matches the farming habits in my area.
	Q05	Farmers' planting decisions are influenced by their surroundings.
Economic Aspect	Q06	The use of early-maturing rice is supported by the local community.
	Q07	Using early-maturing rice can reduce production costs.
	Q08	Early-maturing rice produces better harvests than regular varieties.
	Q09	Using early-maturing rice increases farmer income.
	Q10	Harvests from early-maturing rice have good market value.
	Q11	Using early-maturing rice reduces the risk of farming losses.
Agribusiness and Food Security Aspect	Q12	Seeds for early-maturing rice are easy to obtain.
	Q13	Production facilities required for cultivation are readily available.
	Q14	Early-maturing rice has good market prospects.
	Q15	The development of early-maturing rice is supported by the government.
	Q16	Early-maturing rice supports increased cropping intensity.
	Q17	Early-maturing rice can increase local food production.
	Q18	Early-maturing rice helps farmers adapt to climate change.
	Q19	Early-maturing rice is suitable for short growing seasons.
Acceptance Aspect	Y01	I am interested in planting early-maturing rice in the next cropping season.
	Y02	I am willing to recommend early-maturing rice varieties to other farmers.
	Y03	I am interested in expanding the cultivation area of early-maturing rice on my farm.

Supplementary 3: Descriptive Statistic of Each Construct

Item	Mean	Median	SD
Q01	3.785	4.000	0.905
Q02	4.215	4.000	0.801
Q03	3.785	4.000	0.967
Q04	3.481	4.000	1.069
Q05	3.949	4.000	0.880
Q06	3.772	4.000	0.957
Q07	3.665	4.000	1.044
Q08	3.513	4.000	0.995
Q09	3.690	4.000	0.983
Q10	3.513	4.000	0.929
Q11	3.646	4.000	0.984
Q12	3.108	3.000	1.080
Q13	3.424	4.000	1.048
Q14	3.595	4.000	0.965
Q15	3.987	4.000	0.852
Q16	3.962	4.000	0.836
Q17	3.728	4.000	1.007
Q18	3.854	4.000	0.916
Q19	4.152	4.000	0.831
Y01	3.949	4.000	1.021
Y02	3.899	4.000	0.979
Y03	3.899	4.000	0.979