

Factors Contributing to the Adoption of Recommended Dairy Management Practices among Small-scale Dairy Farmers in Sri Lanka

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Sri Lanka continues to face a shortfall in dairy production, despite its high livestock production potential. Understanding the production environment of dairy farmers, is essential for enhancing productivity. Therefore, this study was designed to identify factors contributing to the adoption of recommended management practices. The study employed a cross-sectional research design and a quantitative research method. The study was conducted in the Central Province and utilized a questionnaire as the research instrument. A total of 393 small-scale dairy farmers were selected using a multistage sampling method. Adoption of Recommended Management Practices was assessed, based on breeding and reproductive management, feed and fodder management, and clean milk production. The conceptual model was developed by integrating the Unified Theory of Acceptance and Use of Technology, the Theory of Planned Behavior, and the data, information, knowledge, and wisdom framework. Data were collected on demographics of dairy farmers, knowledge, attitude, performance expectancy, effort expectancy, social influences, facilitation conditions, voluntariness, intention to adopt, and adoption of recommended management practices. Partial Least Squares Structural Equation Modeling was employed to analyze the structural relationships between multiple variables. Results revealed that knowledge, effort expectancy, social influence, facilitating conditions, voluntariness, and adoption intention significantly contribute to the adoption of recommended dairy management practices. These findings highlight the need of government interventions to enhance facilitating conditions and leverage social influence for improving national dairy productivity.

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