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Investigating the drivers of innovation diffusion in a low income country context

The case of Adoption of Improved Maize Seed in Malawi

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Highlights

- We use system dynamics to model the of improved maize seed in Malawi
- The simulation model is based on survey data from Malawi
- We assess the impact of factors related to farmers expectations on adoption
- Additional marketing and branding increases adoption
- Counterfeit seed affects adoption rates but low rates of infringement can be tolerated

Abstract: *To match the rapidly changing demand for food to its supply, agricultural productivity needs to be increased. The adoption of improved agricultural technologies is therefore crucial for sustainable agricultural development. In this paper we investigate the adoption dynamics of improved seed by farmers in Sub-Saharan Africa. Farmers' expectation is found to be a particularly important element in defining the adoption decision process. The aim of this study is to assess ways to stimulate future expectation. Using survey data from Malawi, we examine the role of expectation in the decision-making process of farmers adopting improved seed. We use these data in a dynamic simulation model to assess*

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