

## **Knowledge, attitude and skills of farmers on adoption of new paddy seed varieties in Muda Area, Kedah**

### **ABSTRACT**

The study employed a quantitative approach and the data was collected via a survey questionnaire. The data was gathered from 250 farmers in Muda area through a simple random sampling and were analyzed using SPSS software version 21. The data collection process took two months to be finished. Results: The study clearly showed that the farmers in Muda area have high level of knowledge, attitude and skills on using new seed varieties. As expected results through further analysis of Pearson correlation, analysis indicated that knowledge has a positive significant relationship towards adoption of farmers on new seed varieties. Conclusion: Findings of this study brought a new viewpoint that knowledge among farmers is important to be emphasized since the knowledge element is important in influencing their level of adoption on new seed varieties. Hence, the exposure on new seed varieties should be double in order to educate and improve farmers' knowledge in adopting the new seed varieties. By increasing the level of knowledge, the skill and attitude can be enhanced. Thus, the collaboration between government and research institute are required to train farmers in developing their knowledge, skill and attitude in adopting the new seed technology.

**Keyword** : New paddy seed varieties;, Adoption; Muda area