

Table 4. Multiple linear regression of adoption and its predictors among dairy farmers

n=60

Predictor variables	Unstandardized coefficients		Standardized coefficients	t value	Level of Significance
	B	SE	B		
Constant	2.65	2.55		1.04	0.30
Subjective norm	0.64**	0.13	0.57	4.86	0.00
Perceived costs	-0.18	0.19	-0.12	-0.98	0.33
Perceived utility	-0.08	0.26	-0.03	-0.30	0.76
Perceived output	-0.24	0.25	-0.13	-0.99	0.33
Result demonstrability	-0.20	0.22	-0.11	-0.90	0.37
Attitude	0.31	0.41	0.09	0.76	0.45

**p value < 0.001 R² = 34%