Predicting the intention to use an e-learning module on climate-smart horticulture

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The recent surge of information and communication technologies (ICTs) has changed nearly every business, including horticulture. Farmers can use climate information and ICT-based agro-advisory services to help them make seasonal decisions, technology choices and marketing strategies. Such drastic changes are upending traditional horticultural practices, and introducing a plethora of new opportunities and challenges. This study aimed to identify the factors influencing farmers' intention to use an e-learning module. The study included 137 respondents from two districts in Arunachal Pradesh, North East India. The technology acceptance model was used as a basis for the study. Dijkstra–Henseler's rho, Jöreskog's rho, Cronbach's alpha, average variance extracted and Heterotrait–Monotrait ratio of correlations were used to assess the reliability and validity of scale. ADANCO software was used to perform PLS–SEM, which showed that facilitating conditions and subjective norms had a significant positive effect on the intention to use an e-learning module. The proposed model had a good fit.

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procedures from the normal methods of cultivation is the need of the hour. E-learning has resulted in improved learning effects than face-to-face conversation. Farmers could benefit from using well-designed and appropriately implemented e-learning and it was also recommended that learning could be improved by offering hands-on experience and laboratory activities[2]. India, having various languages and enunciation, extension employees face issues in communication with individuals, particularly rural folk, where national vernacular and scientific jargon are of insignificant impact. E-learning could be useful to overcome the geographical, physical, psychological and gender barriers of learners.

Training courses and farmer-to-farmer interactions are critical for adopting climate–smart agriculture; thus, fostering a long-term extension system is vital[3,4]. To facilitate effective learning, numerous organizations and institutions are increasingly incorporating technology in their approach. For them, one of the benefits of embracing e-learning is the potential for a significant pay-off. Additionally, although existing techniques could only cover a limited minority of participants annually, e-learning could reach thousands of individuals worldwide, making it a long-term, cost-effective alternative. E-learning also enables the integration of a wide range of educational approaches, the blending of