

# **ADOPTION BEHAVIOR OF AGRICULTURE TECHNOLOGICAL INNOVATIONS IN VIETNAM: A CASE STUDY IN ADOPTION OF 1P5G IN THE MEKONG DELTA**

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## **Summary**

Adoption of agriculture technological innovations is the driving force and key factor to generate sustainable growth and to ensure food security, nutrition and economic efficiency. However, the ratio of adoption is still limited in number and extent. In probit regression models with the primary data collected from 210 rice farmers in the Mekong delta provinces, the study clarified factors affecting the adoption decision of 1 Must 5 Reduction (1P5G). The study results showed that there are 11 factors affecting 1P5G adoption decision of farmers including the head of household education, agriculture knowledge level, hired labor, land ownership, assessment soil fertility, assessment of the terrain of land, non-agricultural income, farm size, access to financial resources, participating organizations, local social and government grant. The research results are the importance foundation of theory and practical evidence for the stakeholders in formulating policies to accelerate the adoption of technological innovations, the growth model transformation and sustainable agricultural development in Vietnam.

**Key words:** *1P5G, adoption of technological innovations, agriculture production, probit, sustainable agriculture development.*