

An Exploration of Farmers' Academy Participants' Cognition toward Agricultural Social Responsibility and the Factors Influencing their Behavioral Intentions— A Case Study of the Hualien District Farmers' Academy Training Center¹

Cheng-Mu Lin² Chia-Li Chen³ Jung-Meng Tseng⁴ Hsing-Jung Liu⁵

Abstract

This study aims to understand the level of recognition of agricultural social responsibility among Farmers' Academy participants, the Differences in Agricultural Social Responsibility Across Various Background Variables and factors Influencing Behavioral Intentions Toward Agricultural Social Responsibility. The study focuses on participants of the advanced elective courses at the Hualien District Farmers' Academy Training Center in 2023, a questionnaire survey method was used for data collection, a total of 87 valid questionnaires were collected, data compilation was conducted. Statistical analysis was completed using methods such as descriptive statistics, reliability analysis, item analysis, independent samples *t*-tests, one-way analysis of variance and structural equation modeling. The research results indicate that the participants' level of recognition of agricultural social responsibility is ranked as follows: "environment," (mean=5.42) "economy," (mean=5.36) and "society" (mean=5.32). Significant differences were found in some aspects of the three major dimensions and behavioral intentions across factors such as "educational level," ($f=2.851$) "second-generation farmers," ($t=-2.212$) and "farming status." ($t=-2.129$) Ultimately, the key factors influencing behavioral intentions toward agricultural social responsibility are "environment" ($\beta=0.337$) and "society." ($\beta=0.278$) Based on the research conclusions, this study presents recommendations and promotional strategies related to agricultural social responsibility for reference.

Keywords: sustainable Management, ESE Indicators, promotional strategies

1. Research article No.322 of Hualien District Agricultural Research and Extension Station.

2. Assistant researcher, Agricultural Extension, Hualien DARES.

3. Former contract-based assistant, Agricultural Extension Section, Hualien DARES.

4. Associate researcher researcher, A gricultural Extension Section, Hualien DARES.

5. Associate researcher researcher, Chief of Agricultural Extension Section, Hualien DARES.