

Table 3 Probit estimates of the determinants of awareness of improved rice varieties

Variables	Coefficient	T-stat	Marginal effects
Age	-0.013	-0.81	-0.006
Household size	-0.031	-0.55	-0.001
Membership in association	0.394	0.86	0.018
Access to media	1.133	2.30**	0.108**
Ownership of mobile phone	0.270	0.51	0.012
Years of formal education	0.038	0.77	0.002
Main occupation	0.975	1.34	0.096
Constant	0.690	0.55	
Number of respondents	149		
Prob>chi2	0.072		
Pseudo R ²	0.230		

Note: *, ** and *** Significant at 1%, 5% and 10% respectively