

**Household socio-economic factors influencing choice of agro-advisory dissemination pathways for climate change in semi-arid areas of Kenya**

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Debrah Akeyo Onyango, University of Embu

Hezron Rasugu Mogaka, University of Embu,

Samuel Njiri Ndirangu, University of Embu

Kizito Kwena, Kenya Agricultural Research and Livestock Research Organization (KALRO)

Corresponding Author:

Debrah Akeyo Onyango, School of Agriculture, Department of Agricultural Economics and Extension, University of Embu, Embu-Kenya. Email: [debraonyango1@gmail.com](mailto:debraonyango1@gmail.com)

## **Abstract**

Development in Sub-Saharan Africa (SSA) is adversely affected by climate variability and change due to the dependence of its economies and livelihoods primarily on rain-fed agriculture. Agro-advisories boost informed decision-making as well as planning of farm activities. The purpose of this study was to characterize the pathways through which farmers receive usable location-specific agro-advisories as well as to evaluate the effect of the socio-economic environment in the access to such information. Data was collected from 400 randomly selected households in lower eastern Kenya in a cross-sectional survey. Multivariate probit regression was used to determine the factors influencing the choice of pathways used in accessing climate change adaptation information. Household socio-economic characteristics that were found to be significant in explaining access to disseminated agro-advisories include phone and radio ownership, level of education, marital status, and farm size among others. Based on these findings a conclusion is made that the socio-economic environment within which information is disseminated is vital in determining those who access information and probably act on it. Additionally, pathways found to be complementary or substitutable give information providers new insights on the channels to use in information dissemination. The study recommends that these factors be considered in efforts geared towards promoting agro-advisory preparation and dissemination to improve adaptation to climate variability and change in dryland areas.

## **Keywords**

Adaptation information, agricultural productivity, agro-advisories, climate variability and change, dissemination pathway