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The Relationship Between Perceived Ease of Use, Perceived Usefulness and the Intention to Adopt Digital Marketing

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ABSTRACT

Digital marketing is transforming how farmers promote and sell their products by providing direct access to consumers through online platforms. By adopting digital tools such as social media, websites, and e-commerce, farmers can increase their visibility, build customer relationships, and improve their income. This shift empowers farmers to become more competitive, reduce reliance on middlemen, and adapt to the demands of a modern, technology-driven market. This study investigates the intention of small- to medium-scale farmers in Cabanglasan, Bukidnon to adopt digital marketing, emphasizing the roles of perceived ease of use and perceived usefulness. Using a quantitative descriptive and correlation method, data were gathered from 100 respondents through a Bisaya-translated survey and analyzed with Pearson's Product-Moment Correlation (Pearson's r). Findings revealed that farmers generally view digital marketing platforms as accessible and valuable, with high mean scores indicating favorable perceptions. While both perceived ease of use and usefulness significantly correlate with the intention to adopt, usefulness demonstrated a stronger influence. The results imply that enhancing digital literacy and promoting the tangible benefits of digital marketing can drive wider adoption among rural farmers. The study suggests that targeted interventions by the government, academe, and technology providers are essential to overcome barriers such as limited access to infrastructure and a lack of confidence in digital tools. The implications highlight the transformative potential of digital marketing in improving agricultural productivity, market reach, and economic sustainability in rural communities.

INTRODUCTION

In recent years, digital marketing has become an increasingly vital tool for farmers worldwide. Many farmers had begun using digital platforms to enhance their visibility, engage with consumers, and improve sales performance as the agricultural sector adapted to evolving market demands and rising competition. According to Purmono (2023), the adoption of social media platforms such as Facebook, YouTube, and TikTok, along with e-commerce systems and search engine optimization (SEO), had enabled farmers to communicate with consumers more directly and efficiently. The introduction of digital marketing had brought a significant transformation to the agricultural industry, which had traditionally relied on face-to-face transactions and local markets. Purmono (2023) noted that farmers in countries such as Brazil, India, and the United States increasingly utilized online tools to promote their products, engage with customers, and expand their market reach. In these regions, social media platforms, e-commerce websites, and SEO strategies had become essential elements of farmers' marketing practices. In the Philippines, where agriculture employed a substantial portion of the population, the sector had also undergone digital transformation as more farmers adopted digital marketing strategies to reach consumers. Traditional marketing approaches had posed difficulties for local farmers to directly connect with their target customers due to geographical barriers and reliance on intermediaries (Astoriano *et al.,*2022). However, in recent years, digital tools such as e-commerce websites and social media platforms including Facebook, YouTube, and TikTok have emerged as effective channels for promoting agricultural products and fostering direct customer relationships (Tabuena *et al.,* 2022).

Despite these developments, the Food and Agriculture Organization (FAO, 2021) reported that the overall rate of digital marketing adoption among farmers remained low. Limited internet connectivity, insufficient digital literacy, and inadequate financial resources to invest in digital infrastructure were identified as major contributing factors. Similarly, Abas (2020) found that these barriers reduced the likelihood of small-scale and rural farmers adopting digital marketing, leading to missed opportunities to access wider markets. Many farmers in remote underdeveloped areas remained left behind as digital marketing transformed the global agricultural landscape. Although tools such as social media, e-commerce, and mobile applications had shown potential in improving market access and profitability, the digital divide persisted in many developing countries. Farmers in rural regions—particularly in sub-Saharan Africa, Southeast Asia, and rural Latin America faced challenges such as poor internet infrastructure, low digital literacy, and the high cost of internet services (Alizadeh *et*

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al., 2024).

Given that farming served as the main source of livelihood for residents of Cabanglasan, it was noteworthy that no previous study had examined the use of digital marketing in the area. Kaponis *et al.,* (2025) emphasized that digital marketing tactics, including social media and e-commerce promotion, played a vital role in connecting farmers directly with consumers. However, limited internet access and inadequate digital literacy remained significant obstacles. Therefore, exploring farmers' intention to adopt digital marketing in Cabanglasan was essential to understand their readiness, influencing factors, and barriers to digital adoption Chaudhary *et al.,* 2024). Ultimately, the rise of digital marketing had reshaped how agricultural products were promoted and sold, empowering farmers to expand their market reach, engage directly with consumers, and enhance profitability.

LITERATURE REVIEW

The Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), proposed by Davis (1989), served as a framework for understanding the factors influencing individuals' acceptance of new technologies. It emphasized that technology adoption was primarily shaped by users' perceptions of its usefulness (PU) and ease of use (PEOU). In agriculture, farmers' perceptions of the convenience and practicality of digital marketing tools determined their willingness to adopt and effectively use them. The perceived simplicity and effectiveness of online platforms such as social media, e-commerce, and mobile applications in achieving business goals significantly influenced farmers' decisions to engage in digital marketing (Khan *et al.,* 2021).

Effectiveness of Digital Marketing

Digital marketing has increasingly proven to be an essential instrument for improving the market performance of smallholder farmers across different regions. According to Tiwari and Gupta (2020), the adoption of digital platforms such as social media and e-commerce had significantly broadened farmers' access to markets and enhanced profitability. Their study revealed that farmers who utilized these platforms experienced greater market visibility, better price negotiations, and improved sales outcomes. Moreover, these tools enabled direct communication between farmers and customers, thereby reducing reliance on intermediaries and increasing farmers' profit margins.

In the Philippines, digital marketing played a crucial role in empowering farmers to widen their market reach, strengthen product visibility, and minimize dependence on traditional market middlemen. Shelenko *et al.,* (2025) observed that Filipino farmers increasingly adopted online platforms like social media and e-commerce as internet connectivity and smartphone usage grew in rural areas. These tools transformed farmers' marketing strategies by helping them access urban markets, lower operational costs, and engage in transparent pricing practices.

Spychała *et al.,* (2024) further explored how smallholder farmers in rural Philippine communities utilized digital marketing to promote agricultural produce. Their research focused on the effectiveness of platforms such as Facebook, Instagram, and local e-commerce sites in increasing visibility and improving customer interaction. Survey results revealed that farmers using these platforms reported higher sales and greater consumer trust. However, the study also identified challenges, including unstable internet access, insufficient digital literacy, and limited institutional support for promoting digital marketing initiatives.

In Luzon, Calleja *et al.,* (2019) examined the effectiveness of social media in promoting agricultural products. Their findings indicated that farmers were using Facebook, Twitter, and YouTube to sell directly to consumers in both rural and urban settings. The researchers emphasized the importance of digital content such as promotional videos, posts, and live events in raising consumer awareness about locally produced goods. Although the results demonstrated the potential of social media to improve market access, the study also noted barriers such as poor connectivity and the digital skills gap among elderly farmers. The authors recommended government-backed programs to strengthen farmers' capacity to use social media effectively

Atli (2024) highlighted the broader global shift toward digital marketing, describing it as a vital approach for farmers to reach broader markets and engage customers more effectively. Nevertheless, their research identified ongoing issues, including weak technological infrastructure and low digital literacy among farmers. They also proposed strategies for improving competitiveness through better access to online agricultural communities and digital marketplaces.

Similarly, Chakraborty, U. (2019) found that digital platforms such as Facebook and WhatsApp enabled smallholder farmers to directly contact customers, bypass intermediaries, and thereby increase revenue. Poudel and Regmi (2021) supported this finding, noting that e-commerce platforms allowed farmers to reach both domestic and international buyers, leading to higher earnings and better control over marketing operations.

(Jagwan, *et al.,* 2023) also confirmed that digital platforms, particularly Facebook and e-commerce sites, were instrumental in raising farmers' market awareness in rural India. Their research revealed that these platforms allowed farmers to showcase their products and sell directly to consumers without relying on middlemen, ultimately boosting income. Likewise, Alhassan and Abdul-Rahman (2019) reported that social media platforms such as Facebook, Instagram, and WhatsApp had become cost-effective tools that empowered smallholder farmers to build brand loyalty and overcome traditional market barriers, although persistent problems with connectivity and literacy remained.

Hassan and Sulaiman (2020) assessed how e-commerce platforms promoted direct sales and improved profit

margins by reducing dependency on intermediaries. Their study, however, also highlighted challenges such as a lack of marketing knowledge and inadequate access to digital tools among rural farmers. Smith and Ochieng (2021) discovered similar findings in Sub-Saharan Africa, where farmers increasingly used mobile applications, SMS services, and social media to advertise products and gather market information. Yet, low mobile literacy and poor internet infrastructure continued to limit the full potential of digital marketing.

Kumar and Singh (2022) discussed how Indian farmers employed a variety of digital tools, including online marketplaces and payment systems, to expand their customer base and obtain better prices. However, the authors identified obstacles such as language barriers, inadequate infrastructure, and limited digital skills. Likewise, Ghosh and Bhatt (2021) found that farmers employed advanced techniques such as influencer marketing and online advertising to shape consumer behavior, but they also faced difficulties with digital training and trust issues in online transactions.

In Latin America, Perez and Martinez (2020) demonstrated that digital marketing significantly contributed to the expansion of agricultural exports by connecting farmers to global buyers through online advertising and social media. Nonetheless, language differences and complex international regulations remained key barriers. Johnson and Davis (2019) examined U.S. farmers and found variations between organic and conventional producers in their use of digital tools, noting that online marketing supported transparency and consumer demand for sustainable products.

In Europe, Berge and Thomas (2019) reported that farmers increasingly turned to websites and online marketplaces to sell directly to consumers, thereby bypassing traditional retail chains. Although this approach improved market accessibility and profitability, challenges such as legal restrictions, logistical limitations, and the digital divide persisted. Lee and Sung (2020) added that digital marketing facilitated agricultural diversification, enabling farmers to expand their product lines and tap into new market segments, though successful integration required training and adaptation to digital environments.

Perceived Ease of Use

Chakraborty and Roy (2019) reported that smallholder farmers found digital platforms like Facebook and e-commerce websites relatively easy to use after receiving basic training. Their research suggested that the perceived ease of use played a significant role in encouraging adoption, even in areas with limited internet connectivity (Alonzo & Abellana, 2025). Similarly, Cruz and Panganiban (2020) studied farmers in Central Luzon, Philippines, and found that many perceived social media and online markets as accessible and versatile marketing tools. However, differences in digital literacy influenced the extent to which farmers could integrate these technologies into daily operations.

In Mindanao, Alonzo and Rivera (2021) discovered that younger farmers found digital platforms more intuitive compared to older generations, who faced challenges due to limited technological familiarity. Their research emphasized the importance of digital literacy programs to make platforms more accessible and improve adoption rates. Santos and Delgado (2022) focused on rice farmers and reported that while social media—particularly Facebook—was perceived as straightforward, users still faced issues such as slow connectivity, content creation challenges, and lack of knowledge about platform algorithms.

Diaz and Mercado (2021) explored the perceptions of Visayan coconut farmers regarding digital tools like mobile applications and online marketplaces. Younger, tech-savvy farmers found these tools highly usable, while older ones struggled due to unfamiliarity with digital interfaces. The researchers stressed the need for training programs tailored to specific age groups. Similarly, Pimentel and Gonzales (2020) examined vegetable growers in Luzon and concluded that many found digital platforms easy to use but were limited by technical and language barriers. The study recommended localized training to enhance adoption (Alonzo *et al.,* 2025).

Beyond the Philippines, Poudel and Regmi (2021) discovered that Nepalese farmers considered e-commerce tools simple to use once they received initial training, although those with lower digital literacy found the transition challenging. Bhatt and Jain (2022) noted similar findings in rural India, where farmers reported that user-friendly designs and support from agricultural agencies facilitated higher adoption rates.

Akinmoladun and Okunade (2021) studied Nigerian farmers and found that younger participants perceived social media tools as easier to navigate, while older farmers faced technological barriers. The study suggested that structured, user-friendly training programs could increase adoption levels across age groups. Rachmawati and Wibowo (2020) in Indonesia found that after attending workshops, farmers regarded e-commerce (dela Peña *et al.,* 2025) and Facebook as practical tools for direct selling and price management. Similarly, Melesse and Feysel (2021) reported that Ethiopian farmers who were trained to use digital platforms found them efficient, as these tools reduced both time and effort required in traditional marketing activities.

Perceived Usefulness

Tiwari and Gupta (2020) found that Indian farmers perceived digital marketing and mobile applications as useful tools for improving price transparency and market access. Farmers reported that bypassing intermediaries through digital platforms reduced transaction costs and increased income. Alton and William (2020) also observed that smallholder farmers regarded social media and e-commerce as effective means of promoting agricultural products, communicating with customers, and boosting sales while minimizing dependence on middlemen

Dub and Mbatha (2021) emphasized that farmers viewed digital marketing as a valuable strategy for expanding product visibility and engaging consumers, though they noted continued challenges with literacy and internet access. Likewise, Nkrumah and Appiah (2020) highlighted that Sub-Saharan African farmers recognized the usefulness of e-commerce platforms in enhancing market accessibility and price transparency, despite ongoing infrastructural deficiencies.

Jain and Kuma (2021) found that Indian farmers valued digital tools for their ability to attract new clients, strengthen brand identity, and negotiate favorable prices, though they expressed concerns about high initial costs and technological barriers. Nguyen and Le (2020) also revealed that Southeast Asian farmers believed online sales platforms and mobile apps could improve their earnings by allowing direct sales to consumers and reducing dependency on traders.

In the Philippines, Ramirez and Bautista (2021) reported that farmers perceived digital tools such as social media and e-commerce as highly beneficial for expanding their market reach and customer interaction. They noted that these tools were particularly advantageous in rural regions, where traditional marketing was less effective. Garcia and Valenzuela (2020) supported these findings, showing that farmers in the Visayas regarded digital marketing as instrumental in improving brand recognition, product transparency, and overall market competitiveness.

Delacruz and Santos (2021) focused on Mindanao and discovered that farmers found e-commerce and social media promotions highly useful in connecting directly with consumers and negotiating better prices. However, they also faced barriers such as weak internet infrastructure and limited awareness of digital analytics. Martinez and Torres (2020) reported that Philippine coconut farmers viewed platforms like Facebook and Instagram as valuable tools for reaching broader and even international markets, though many lacked the technical know-how to maximize these opportunities.

Gonzales and Mercado (2021) studied Luzon's vegetable growers and found that they considered digital marketing helpful for diversifying farm income and promoting various agricultural products, including organic produce and handmade goods. Although farmers acknowledged the usefulness of digital marketing in business expansion, the absence of adequate training and reliable internet access continued to restrict its potential (Abellana & Alonzo, 2025).

H1: the perceived ease of use signifies positive correlation to the intention to adopt digital marketing

Significant Relationships between the Perceived Ease of Use to the Intention to Adopt Digital Marketing

The findings indicated that there was a weak but positive relationship between perceived ease of use and farmers' intention to adopt digital marketing. This suggested that while the simplicity of using digital marketing platforms had only a minor influence, it still contributed to farmers' willingness to embrace such technologies. Pimentel and Gonzales (2020) emphasized that the usability of marketing tools played a significant role in shaping farmers' perceptions, particularly in rural areas where social media sites like Facebook, Instagram, and online marketplaces were used to promote agricultural products. Similarly, Poudel and Regmi (2021) explored how the perceived ease of use influenced the adoption of digital marketing tools among farmers, finding that even though the relationship was not strong, it remained meaningful in encouraging technology acceptance. The analysis also revealed that the relationship was statistically significant, meaning that ease of use remained a relevant factor in farmers' decision-making processes. Furthermore, Akinmoladun and Okunade (2021) observed that younger farmers tended to perceive digital platforms as easier to use, while older farmers often encountered difficulties. They suggested that providing user-friendly training programs could enhance digital literacy, making it easier for all farmers to adopt and effectively use digital marketing tools to improve their marketing outcomes.

H2: The Perceived Usefulness Signifies Positive Correlation To The Intention To Adopt Digital Marketing

Significant Relationships Between The Perceived Usefulness To The Intention To Adopt Digital Marketing

The results revealed that perceived usefulness had a positive influence on farmers' intention to adopt digital marketing, indicating that farmers who recognized the benefits of using digital tools were more likely to integrate them into their marketing practices. This finding aligned with the study of Tiwari and Gupta (2020), which emphasized that the more farmers perceived digital marketing as advantageous to their business operations, the stronger their intention to adopt such platforms became. Similarly, Reyes and Lopez (2020) confirmed that the relationship between perceived usefulness and adoption intention was statistically significant, suggesting that the observed connection was not the result of random factors. The results demonstrated that farmers were motivated to adopt digital marketing when they believed it could enhance their productivity, expand their market reach, and improve profitability. Furthermore, De Vera and Macias (2021) supported the notion that individuals who found digital marketing beneficial were more inclined to use it as part of their business strategies. Overall, the findings highlighted the crucial role of perceived usefulness in driving technology acceptance among farmers, indicating that demonstrating the tangible benefits of digital marketing could encourage wider adoption and contribute to the modernization and competitiveness of the agricultural sector.

MATERIALS AND METHODS

The study employed a quantitative descriptive-correlational design to examine the extent to which farmers

in Cabanglasan, Bukidnon adopted digital marketing, the challenges they encountered, and their perceptions toward its use. Conducted in a rural agricultural community in Northern Mindanao, the research involved farmers who had not yet utilized digital marketing platforms. Participants were selected through purposive sampling based on specific criteria, ensuring that only active farmers between the ages of 18 and 65 were included. Purposive sampling involves selecting participants based on specific criteria relevant to the research objectives (Lazarte et, el. 2021) Data were gathered using a structured survey questionnaire translated into Bisaya for clarity and cultural appropriateness. Prior to the main data collection, a pilot test was conducted to ensure the instrument's reliability and validity. The final survey used a five-point Likert scale to measure perceived ease of use, perceived usefulness, and the level of intention to adopt digital marketing. Pearson's Product-Moment Correlation was employed to analyze relationships among these variables. Pearson's correlation was used to measure the strength and direction of the linear relationship between farmers' perceptions of digital marketing and their intention to adopt it (Villamor et, al 2023) Ethical standards were strictly observed throughout the study, including obtaining informed consent, maintaining participant confidentiality, and ensuring transparency in data collection and reporting. The researchers also followed institutional protocols and secured necessary approvals before conducting the study, ensuring the integrity and reliability of the research findings.

RESULTS AND DISCUSSION

The Table 1, "Perceived Ease of Use Presentation," highlights the respondents' ratings of four statements

Table 1: Illustrates respondent's level of perceived ease of use to adopt Digital Marketing

	Perseived Ease of Use			
No.	**Statement**	**SD**	**MEAN**	**Interpretation**
1.	I find digital marketing platforms easy to learn. (Sayon ra nako makat-on ang mga digital marketing platforms.)	1	4	Digital marketing is perceived as easy to use.
2.	I feel confident in using digital marketing tools. (Nakasalig ko sa paggamit sa mga gamit sa digital marketing.)	0.94	3.78	Digital marketing is perceived as easy to use.
3.	I feel comfortable to use digital marketing. (Komportable ko sa paggamit sa digital marketing.)	1.01	3.91	Digital marketing is perceived as easy to use.
4.	The digital marketing platforms I have encountered are user-friendly. (Ang mga digital marketing platforms nga akong nabatayan kay sayon gamiton.)	0.96	4.1	Digital marketing is perceived as easy to use.
	TOTAL	0.9775	3.9475	Digital marketing is perceived as easy to use.

regarding the ease of using digital marketing platforms. With an overall mean score of 3.9475, the findings reflect a relatively high level of confidence and more useful in terms of perceived ease of use to adopt digital marketing and there is a moderate degree of variation in the responses about perceived ease of use in digital marketing, as indicated by the overall standard deviation (SD) of 0.9775. The study references notable research, such as The Effect of Perceived Ease of Use, Reward, and Perceived Risk toward Digital Marketing Intention by Chakraborty and Roy (2019), which underscores the impact of ease of use in influencing adoption decisions.

The highest recorded mean of 4.1 within this dataset further emphasizes respondents' growing confidence in utilizing digital marketing tools effectively and the statement about feeling comfortable using digital marketing has the highest SD (1.01), indicating a wider range of opinions; some respondents may find it easy, while others may find it difficult. This aligns with the conclusions of Assessing the Level of Intention: The Role of Website Design, Reliability, and Perceived Ease of Use by Diaz and Mercado (2021), suggesting that a well-designed and user-friendly interface enhances trust and willingness to engage with digital platforms. Conversely. the lowest mean of 3.78 still points to a positive perception of user-friendliness across these platforms. It indicates that even at the lower spectrum, respondents generally experience minimal doubts about their capability to adapt to and benefit from digital marketing tools and the most consistent responses and overall agreement among respondents are indicated by implies that respondents generally find digital marketing to be easy to learn, user-friendly, and helpful, despite minor variations in perceptions. These observations are consistent with findings from (Poudel and Regmi's 2021), The Effect of Perceived Usefulness, Perceived Ease of Use, and Trust on Repurchase Intention on E-Commerce, which emphasizes that ease of use is a pivotal factor in fostering trust and technology adoption.

Table 2, which assesses perceived usefulness for adopting digital marketing, reveals respondents' plans for integrating digital marketing strategies based on four key

Table 2: Illustrates the respondents of perceived usefulness to adopt Digital Marketing

	Perceived Usefulness			
No.	**Statement**	**SD**	**MEAN**	**Interpretation**
5.	I believe digital marketing can help increase the sales of my farm products. (Nagtuo ko nga ang digital marketing makatabang sa pagtaas sa mga baligya sa akong mga produkto sa uma.)	0.96	4.02	Digital marketing is perceived as useful.
6.	Digital marketing can help me reach more customers for my products. (Ang digital marketing makatabang kanako sa pag-abot sa daghang mga kostumer para sa akong mga produkto.	0.95	3.82	Digital marketing is perceived as useful.
7.	Using digital marketing tools is easy and understandable. (Ang paggamit sa mga himan sa digital marketing sayon ug masabtan.)	1.06	3.87	Digital marketing is perceived as useful.
8.	Digital marketing can provide valuable information to enhance my business strategies. (Ang digital marketing makahatag og bililhon nga impormasyon aron mapalambo ang akong mga estratehiya sa negosyo.)	3.11	4.11	Digital marketing is perceived as useful.
	TOTAL	1.52	3.96	Digital marketing is perceived as useful.

statements. With an overall mean of 3.96, the findings indicate a favorable opinion toward the value of digital marketing. Respondents exhibit "More useful in terms of perceived ease of use to adopt digital marketing" and there is a moderate degree of variation in the responses about perceived ease of use in digital marketing, as indicated by the overall standard deviation (SD) of 1.52 suggesting growing confidence in the utility of digital marketing practices. Several studies reinforce this conclusion. For instance, Alton & William's (2020) research on the effectiveness of digital marketing strategies for farmers in Tagaytay highlights how digital marketing has proven valuable even in agricultural settings.

The highest mean score, 4.11, demonstrates strong agreement with the idea that digital marketing represents " More useful in terms of perceived ease of use to adopt digital marketing and the statement about feeling comfortable using digital marketing has the highest SD (3.11), indicating a wider range of opinions some respondents may find it easy, while others may find it easy." This suggests participants perceive digital marketing as increasingly essential and reliable for their future adoption plans. Similarly, Dub & Mbatha's (2021) study on the effects of perceived usefulness, perceived ease of use, reward, and perceived risk on digital marketing adoption highlights the pivotal role of these factors in shaping user intentions.

Even the lowest mean score of 3.82 still points toward a reduced level of doubt, emphasizing the overall positive attitude toward digital marketing adoption and overall agreement among respondents are indicated by the lowest SD, 0.95, which relates to confidence in using

Table 3: Illustrate the level of intention to adopt digital marketing

	Intention To Adopt Digital Marketing			
No.	**Statement**	**SD**	**MEAN**	**Interpretation**
9.	I intend to use digital marketing for promoting my farm products in the next year. (Intensyon nako nga gamiton ang digital marketing aron ipromotar ang akong mga produkto sa uma sa sunod tuig.)	1.22	3.83	Farmers show a high intention to adopt digital marketing.
10.	I plan to explore digital marketing platforms to promote my products. (Naga plano ko nga susihon ang mga digital marketing platforms aron ipromotar ang akong mga produkto.)	0.98	3.8	Farmers show a high intention to adopt digital marketing.
11.	In the future, I would recommend using digital marketing to other farmers. (Sa umaabot, akong irekomendar ang paggamit sa digital marketing sa ubang mga mag-uuma.)	0.98	4.07	Farmers show a high intention to adopt digital marketing.
	Total	1.06	3.9	Farmers show a high intention to adopt digital marketing.

digital marketing tools implies that respondents generally find digital marketing to be easy to learn, user-friendly, and helpful, despite minor variations in perceptions. Finally, the work of Nkrumah & Appiah (2020) underlines the importance of perceived usefulness, website design, reliability, and ease of use in fostering digital marketing adoption, especially among farmers. Collectively, these studies demonstrate that perceived usefulness significantly influences the level of intention and readiness to adopt digital marketing across different industries and demographics.

Table 3 presents data on the Intention to Adopt Digital Marketing, evaluating three specific statements that gauge respondents' plans to integrate digital marketing into their practices. The overall mean score of 3.9 suggests that there is "less doubt regarding the level of intention to adopt digital marketing." This indicates a generally positive outlook among farmers toward utilizing digital marketing tools to improve their agricultural activities and there is a moderate degree of variation in the responses about perceived ease of use in digital marketing, as indicated by the overall standard deviation (SD) of 1.06 suggesting growing confidence in the utility of digital marketing practices. The Role of Digital Technologies in Promoting Agricultural Development by Aditya K. *et al.* (2021) supports the notion that digital tools are instrumental in modernizing agricultural practices and fostering development.

The highest mean score, 4.07, highlights "less doubt regarding the level of intention to adopt digital marketing," underscoring a particularly strong intention in certain aspects of digital marketing adoption and the statement about feeling comfortable using digital marketing has the highest SD (1.22), indicating a wider range of opinions some respondents may find it easy, while others may find it easy. Research such as Effectiveness of Digital Marketing Strategies of Small Farmers in Tagaytay amidst the Pandemic by Jerico Sebastian B. Chavez *et al.* (2022) further illustrates the potential benefits of embracing digital marketing. The study sheds light on how digital strategies can empower small farmers, allowing them to remain resilient during challenging times.

On the other hand, the lowest mean score, 3.8, still points to a positive intention among farmers, signifying "less doubt regarding the level of intention to adopt digital marketing and overall agreement among respondents are indicated by the lowest SD, 0.98, which relates to confidence in using digital marketing tools implies that respondents generally find digital marketing to be easy to learn, user-friendly, and helpful, despite minor variations in perceptions." This finding aligns with The Impact of Digital Marketing on Rural Farmers' Economic Sustainability by Nguyen *et al.* (2023), which highlights how digital marketing can enhance economic sustainability by improving productivity and extending market reach.

Table 4: Significant relationships between the Perceived ease of use to the Intention to adopt digital marketing

Independent Variables	Dependent Variables	R value	P value	Remarks	Decision
Perceived east of use	Intention to adopt digital marketing	.001624	.00001	Poor positive correlation	Reject null Hypothesis

The data indicates that perceived usefulness positively influences the intention to adopt digital marketing, as demonstrated by an R value of 0.311279, signifying a fair positive correlation. The study of Tiwari and Gupta (2020), highlights the fair positive correlation between perceived usefulness to the intention to adopt digital marketing.

The p value of .001624 is well below the standard significance level of 0.05, suggesting that the relationship observed between these variables is statistically significant and unlikely due to chance (Reyes & Lopez 2020). Consequently, the null hypothesis, which posits no relationship between perceived usefulness and the intention to adopt digital marketing, is rejected. These results underscore that individuals who perceive digital marketing as beneficial are more inclined to adopt it (De Vera & Macias 2021).

The data indicates that perceived usefulness positively

Table 5: Significant relationships between the Perceived Usefulness to the Intention to adopt digital marketing

Independent Variables	Dependent Variables	R value	P value	Remarks	Decision
Perceived usefulness	Intention to adopt digital marketing	0.311279	.001624	Fair positive correlation	Reject Null Hypothesis

influences the intention to adopt digital marketing, as demonstrated by an R value of 0.311279, signifying a fair positive correlation. The study of Tiwari and Gupta (2020), highlights the fair positive correlation between perceived usefulness to the intention to adopt digital marketing. The p value of .001624 is well below the standard significance level of 0.05, suggesting that the relationship observed between these variables is statistically significant and unlikely due to chance (Reyes & Lopez 2020). Consequently, the null hypothesis, which posits no relationship between perceived usefulness and the intention to adopt digital marketing, is rejected. These

results underscore that individuals who perceive digital marketing as beneficial are more inclined to adopt it (De Vera & Macias 2021).

CONCLUSION

This study explores farmers' intentions to adopt digital marketing in Cabanglasan, Bukidnon, by analyzing their perceptions of its usefulness and ease of use. Findings reveal that while farmers recognize the benefits of digital tools for expanding market reach and profitability, challenges such as limited confidence and unfamiliarity with platforms persist, with perceived usefulness showing a stronger correlation with adoption intention than ease of use. These insights underscore the need for targeted initiatives in digital literacy, infrastructure, and training to empower farmers, enhance economic sustainability, and bridge the digital divide in agriculture.

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