

Table S1. Socio-demographic and farm-related characteristics of biotech and organic farmers.

Socio-Demographic and Farm-Related Characteristics	Biotech Farmers		Organic Farmers	
	Frequency (<i>n</i> = 35)	Percentage (%)	Frequency (<i>n</i> = 35)	Percentage (%)
Age				
39 and below	10	28.6	7	20.0
40–59	17	48.6	18	51.4
60 and above	8	22.9	10	28.6
TOTAL	35	100.0	35	100.0
Family size				
3 and below	9	25.7	10	28.6
4–5	15	42.9	12	34.3
6 and above	11	31.4	13	37.1
TOTAL	35	100.0	35	100.0
Number of years farming				
10 years and below	7	20.0	3	8.6
11–20 years	13	37.1	13	37.1
21–30 years	6	17.1	7	20.0
31–40 years	2	5.7	7	20.0
41 years and above	7	10.0	5	14.3
TOTAL	35	100.0	35	100.0
Number of years farming using current farming method				
5 years and below	17	48.6	19	54.3
6–10 years	11	31.4	6	17.1
11 years and above	7	20.0	10	28.6
TOTAL	35	100.0	35	100.0
Land area				
2 ha and below	27	77.1	19	54.3
3–4 ha	5	14.3	4	11.4
5 ha and above	3	8.57	4	11.4
TOTAL	35	100.0	35	100.0
Land area used for current farming method				
2 ha and below	27	77.1	30	85.7
3–4 ha	5	14.3	2	5.7
5 ha and above	3	8.57	3	8.6
TOTAL	35	100.0	35	100.0
Estimated expenses ^a				
P10,000 and below	0	0.0	25	71.4
P10,001–P30,000	11	31.4	6	17.1
P30,001–P50,000	14	40.0	1	2.9
P50,001 and above	10	28.6	3	8.6
TOTAL	35	100.0	35	100.0
Profit ^a				
P20,000 and below	6	17.1	17	48.6
P20,001–P50,000	18	51.4	10	28.6
P50,001–P100,000	8	22.9	6	17.1
P100,001–P150,000	2	5.7	1	2.9
P150,001 and above	1	2.9	1	2.9
TOTAL	35	100.0	35	100.0

^a 1 USD ≈ 50 PHP.

Table S2. Chi-square tests for internal response variables as contextualized Consumer Decision Model stages ^a for the directed graph analyses (DAGs).

Internal response variables of biotech farmers (n = 35)	Phi	Cramer's V	Significance
Need recognition stage and Search stage	0.608	0.304	0.678
Search stage and Pre-purchase evaluation of alternatives stage	0.761	0.439	0.062
Pre-purchase evaluation of alternatives stage and Purchase stage	0.853	0.492	0.003 **
Purchase stage and Adoption stage	0.342	0.342	0.252
Adoption stage and Post-adoption evaluation and divestment stage	0.287	0.287	0.411
Internal response variables of organic farmers (n = 35)			
Need recognition stage and Search stage	0.689	0.398	0.165
Search stage and Pre-purchase evaluation of alternatives stage	0.773	0.446	0.052
Pre-purchase evaluation of alternatives stage and Purchase stage	0.603	0.348	0.389
Purchase stage and Adoption stage	0.469	0.469	0.103
Adoption stage and Post-adoption evaluation and divestment stage	0.303	0.303	0.201
Internal response variables of biotech farmers by Gonzalvo et al. (2020) (n = 111)			
Need recognition stage and Search stage	0.373	0.187	0.491
Search stage and Pre-purchase evaluation of alternatives stage	0.339	0.196	0.386
Pre-purchase evaluation of alternatives stage and Purchase stage	0.503	0.291	0.005 **
Purchase stage and Adoption stage	0.643	0.454	0.000 **
Adoption stage and Post-adoption evaluation and divestment stage	0.764	0.540	0.000 **

^a Blackwell et al. (2006); ** Significant at $p < 0.01$.

Table S3. Spearman correlation coefficients for organic farmers' socio-demographic and farm-related factors on internal response variables.

		Age	Family Size	Number of Years Farming	Number of Years Farming Using Current Farming Method	Estimated Expenses	Profit	Land Area	Land Area Used for Current Farming Method
Plant alternative	Correlation Coefficient	-0.176	0.036	0.024	-0.145	-0.235	0.055	0.276	0.284
	Sig. (2-tailed)	0.312	0.838	0.892	0.407	0.174	0.753	0.109	0.099
Familiarity level	Correlation Coefficient	0.234	-0.232	0.218	-0.077	0.222	-0.018	0.002	-0.010
	Sig. (2-tailed)	0.176	0.180	0.208	0.661	0.201	0.917	0.990	0.955
Benefit level	Correlation Coefficient	-0.110	0.085	-0.012	0.308	-0.051	-0.046	0.197	0.255
	Sig. (2-tailed)	0.531	0.626	0.947	0.072	0.772	0.792	0.256	0.140
Likelihood to buy	Correlation Coefficient	0.176	0.106	-0.087	-0.015	-0.127	0.163	-0.024	-0.082
	Sig. (2-tailed)	0.311	0.544	0.618	0.934	0.469	0.348	0.890	0.641
Coexistence perspective	Correlation Coefficient	0.009	-0.127	-0.264	-0.139	0.103	-0.018	0.072	0.014
	Sig. (2-tailed)	0.960	0.468	0.125	0.427	0.558	0.919	0.682	0.939
Likelihood to sell	Correlation Coefficient	-0.118	0.171	-0.215	0.113	0.034	-0.177	0.135	0.031
	Sig. (2-tailed)	0.501	0.327	0.214	0.517	0.845	0.309	0.441	0.860

* Significant at $p < 0.05$; ** significant at $p < 0.01$.

Table S4. Spearman correlation coefficients for organic farmers' socio-demographic and farm-related factors on influential factors relative to current farming method.

		Age	Family Size	Number of Years Farming	Number of Years Farming Using Current Farming Method	Estimated Expenses	Profit	Land Area	Land Area Used for Current Farming Method
Time	Correlation Coefficient	-0.016	-0.051	-0.206	-0.042	0.214	0.289	0.093	-0.003
	Sig. (2-tailed)	0.929	0.773	0.236	0.812	0.218	0.092	0.595	0.987
Capital	Correlation Coefficient	0.413 *	-0.246	0.304	-0.374 *	0.035	0.055	-0.118	-0.167
	Sig. (2-tailed)	0.014	0.154	0.076	0.027	0.843	0.752	0.500	0.336
Source of information	Correlation Coefficient	0.073	-0.164	0.284	0.054	-0.111	0.178	-0.107	-0.070
	Sig. (2-tailed)	0.677	0.345	0.098	0.758	0.526	0.308	0.542	0.689
Knowledge about current farming method	Correlation Coefficient	-0.274	-0.015	-0.132	0.116	0.259	0.023	0.199	0.207
	Sig. (2-tailed)	0.111	0.930	0.451	0.508	0.133	0.898	0.253	0.234
Knowledge about planting practices	Correlation Coefficient	-0.008	-0.371 *	0.258	0.060	0.031	0.044	-0.118	0.127
	Sig. (2-tailed)	0.961	0.028	0.135	0.730	0.858	0.803	0.499	0.468
Knowledge about planting requirements	Correlation Coefficient	0.037	-0.052	0.113	0.047	0.153	-0.060	-0.328	-0.182
	Sig. (2-tailed)	0.835	0.768	0.517	0.790	0.381	0.731	0.054	0.295
Knowledge about news	Correlation Coefficient	-0.090	0.053	-0.160	-0.027	-0.019	0.204	-0.143	-0.141
	Sig. (2-tailed)	0.605	0.761	0.359	0.876	0.912	0.239	0.414	0.419
Attitude towards planting method	Correlation Coefficient	-0.090	-0.002	0.001	-0.170	-0.077	0.351 *	0.352 *	0.319
	Sig. (2-tailed)	0.608	0.989	0.997	0.330	0.661	0.039	0.038	0.062
Attitude towards environmental effects	Correlation Coefficient	-0.178	0.068	-0.013	-0.179	0.322	0.371 *	0.092	0.101
	Sig. (2-tailed)	0.305	0.699	0.942	0.303	0.059	0.028	0.601	0.562
Attitude towards health effects	Correlation Coefficient	-0.139	-0.271	0.024	0.189	0.482 **	0.088	-0.166	0.007
	Sig. (2-tailed)	0.425	0.115	0.891	0.277	0.003	0.616	0.340	0.967
Benefit	Correlation Coefficient	-0.269	-0.109	-0.269	0.154	0.241	0.181	-0.197	-0.012
	Sig. (2-tailed)	0.118	0.532	0.117	0.376	0.164	0.298	0.256	0.944
Satisfaction	Correlation Coefficient	-0.266	0.067	-0.103	0.359 *	0.324	0.235	0.113	0.259
	Sig. (2-tailed)	0.123	0.704	0.558	0.034	0.058	0.175	0.517	0.133
Personal experiences	Correlation Coefficient	0.066	0.076	0.114	0.219	0.135	-0.026	0.026	0.092
	Sig. (2-tailed)	0.707	0.664	0.513	0.205	0.441	0.883	0.880	0.599
Usage of income	Correlation Coefficient	-0.291	0.088	-0.059	0.513 **	-0.017	0.099	0.170	0.295
	Sig. (2-tailed)	0.090	0.614	0.735	0.002	0.921	0.570	0.329	0.085
Beliefs on acceptability	Correlation Coefficient	-0.203	-0.068	0.032	0.344*	0.206	0.108	-0.046	0.062
	Sig. (2-tailed)	0.242	0.697	0.855	0.043	0.235	0.538	0.791	0.725
Acceptability in barangay	Correlation Coefficient	-0.172	-0.022	0.143	0.127	0.343 *	0.112	0.118	0.192
	Sig. (2-tailed)	0.324	0.898	0.411	0.467	0.044	0.521	0.499	0.270
Experiences of co-farmers	Correlation Coefficient	-0.073	-0.256	-0.043	0.008	0.438 **	0.133	0.008	0.120
	Sig. (2-tailed)	0.678	0.138	0.808	0.963	0.008	0.445	0.964	0.493
Personal opinion	Correlation Coefficient	-0.156	-0.062	-0.108	0.024	0.130	0.368 *	-0.017	-0.016

	Sig. (2-tailed)	0.371	0.722	0.538	0.892	0.455	0.029	0.924	0.926
Support of family	Correlation Coefficient	-0.129	-0.160	-0.200	0.134	0.324	0.165	0.047	0.194
	Sig. (2-tailed)	0.461	0.359	0.250	0.444	0.057	0.343	0.787	0.264
Perception/opinion of family	Correlation Coefficient	0.102	-0.313	-0.248	-0.241	0.165	-0.150	-0.169	-0.179
	Sig. (2-tailed)	0.558	0.067	0.151	0.164	0.343	0.391	0.331	0.303
Situation of co-farmers	Correlation Coefficient	0.043	-0.396 *	0.266	-0.276	-0.025	0.100	0.032	0.028
	Sig. (2-tailed)	0.807	0.019	0.122	0.109	0.886	0.568	0.854	0.875
Market situation	Correlation Coefficient	0.183	-0.259	0.148	-0.202	-0.251	-0.049	-0.103	-0.083
	Sig. (2-tailed)	0.294	0.133	0.397	0.244	0.146	0.778	0.554	0.634
Situation after planting	Correlation Coefficient	-0.169	-0.045	-0.187	-0.052	0.013	0.063	-0.034	0.003
	Sig. (2-tailed)	0.333	0.797	0.282	0.769	0.942	0.719	0.844	0.986

* Significant at $p < 0.05$; ** significant at $p < 0.01$.

Table S5. Spearman correlation coefficients for biotech farmers' socio-demographic and farm-related factors on internal response variables.

		Age	Family Size	Number of Years Farming	Number of Years Farming Using Current Farming Method	Estimated Expenses	Profit	Land Area	Land Area Used for Current Farming Method
Plant alternative	Correlation Coefficient	-0.077	-0.007	0.055	0.196	-0.104	0.272	0.180	0.105
	Sig. (2-tailed)	0.660	0.968	0.753	0.259	0.553	0.114	0.300	0.547
Familiarity level	Correlation Coefficient	-0.027	-0.005	-0.117	0.050	0.043	0.099	0.183	0.184
	Sig. (2-tailed)	0.876	0.976	0.503	0.775	0.807	0.570	0.293	0.291
Benefit level	Correlation Coefficient	-0.056	-0.146	-0.117	-0.031	0.169	0.144	0.183	0.186
	Sig. (2-tailed)	0.751	0.403	0.502	0.861	0.332	0.408	0.293	0.285
Likelihood to buy	Correlation Coefficient	-0.050	-0.265	-0.121	0.112	0.176	0.109	-0.039	-0.077
	Sig. (2-tailed)	0.777	0.124	0.487	0.521	0.312	0.533	0.823	0.659
Coexistence perspective	Correlation Coefficient	0.105	-0.399 *	-0.082	0.018	-0.065	-0.129	0.181	0.208
	Sig. (2-tailed)	0.546	0.018	0.639	0.920	0.711	0.459	0.297	0.232
Likelihood to sell	Correlation Coefficient	0.116	-0.266	0.024	0.060	0.076	-0.092	-0.196	-0.249
	Sig. (2-tailed)	0.507	0.123	0.893	0.731	0.665	0.598	0.258	0.149

* Significant at $p < 0.05$; ** significant at $p < 0.01$.

Table S6. Spearman correlation coefficients for biotech farmers' socio-demographic and farm-related factors on influential factors relative to current farming method.

		Age	Family Size	Number of Years Farming	Number Of Years Farming Using Current Farming Method	Estimated Expenses	Profit	Land Area	Land Area Used for Current Farming Method
Time	Correlation Coefficient	-0.018	-0.021	0.060	0.042	0.058	0.027	-0.028	-0.027
	Sig. (2-tailed)	0.918	0.904	0.733	0.811	0.743	0.879	0.871	0.877
Capital	Correlation Coefficient	0.081	-0.056	0.108	-0.164	0.038	0.124	0.039	0.075
	Sig. (2-tailed)	0.643	0.751	0.537	0.346	0.830	0.478	0.822	0.667
Source of information	Correlation Coefficient	-0.230	-0.320	-0.225	-0.054	-0.029	-0.256	0.007	0.094
	Sig. (2-tailed)	0.184	0.061	0.193	0.757	0.871	0.137	0.966	0.592
Knowledge about current farming method	Correlation Coefficient	0.235	-0.147	0.252	0.122	-0.149	-0.128	-0.164	-0.222
	Sig. (2-tailed)	0.173	0.399	0.144	0.484	0.394	0.463	0.348	0.200
Knowledge about planting practices	Correlation Coefficient	0.003	-0.286	0.008	0.095	-0.192	-0.253	-0.302	-0.327
	Sig. (2-tailed)	0.987	0.095	0.962	0.587	0.270	0.142	0.078	0.055
Knowledge about planting requirements	Correlation Coefficient	0.031	-0.180	0.104	0.089	-0.055	-0.328	-0.214	-0.234
	Sig. (2-tailed)	0.861	0.301	0.550	0.612	0.754	0.055	0.218	0.176
Knowledge about news	Correlation Coefficient	0.030	-0.238	0.084	-0.065	-0.075	-0.223	-0.354 *	-0.320
	Sig. (2-tailed)	0.862	0.168	0.630	0.711	0.669	0.197	0.037	0.061
Attitude towards planting method	Correlation Coefficient	-0.061	-0.307	-0.123	0.244	0.034	-0.026	0.088	0.054
	Sig. (2-tailed)	0.727	0.073	0.481	0.157	0.848	0.883	0.614	0.757
Attitude towards environmental effects	Correlation Coefficient	-0.230	0.008	-0.090	-0.251	0.217	-0.047	-0.226	-0.188
	Sig. (2-tailed)	0.183	0.962	0.605	0.146	0.211	0.790	0.192	0.280
Attitude towards health effects	Correlation Coefficient	-0.239	0.196	-0.043	-0.057	0.097	-0.012	0.103	0.178
	Sig. (2-tailed)	0.166	0.260	0.808	0.746	0.580	0.944	0.555	0.307
Benefit	Correlation Coefficient	-0.069	-0.073	-0.038	-0.074	-0.077	0.165	-0.157	-0.219
	Sig. (2-tailed)	0.695	0.676	0.829	0.672	0.659	0.344	0.368	0.207
Satisfaction	Correlation Coefficient	-0.110	0.048	-0.017	0.058	0.064	0.053	0.246	0.233
	Sig. (2-tailed)	0.530	0.786	0.924	0.742	0.716	0.761	0.155	0.178
Personal experiences	Correlation Coefficient	0.005	-0.274	-0.092	-0.180	-0.092	-0.440 **	-0.193	-0.095
	Sig. (2-tailed)	0.975	0.111	0.600	0.301	0.600	0.008	0.266	0.588
Usage of income	Correlation Coefficient	0.088	-0.202	0.179	-0.159	-0.189	-0.006	-0.260	-0.267
	Sig. (2-tailed)	0.614	0.246	0.304	0.360	0.278	0.971	0.131	0.120
Beliefs on acceptability	Correlation Coefficient	-0.150	-0.164	-0.097	-0.177	-0.333	-0.256	-0.289	-0.330
	Sig. (2-tailed)	0.389	0.345	0.581	0.309	0.051	0.138	0.092	0.053
Acceptability in barangay	Correlation Coefficient	0.053	-0.205	0.157	-0.112	0.048	0.082	0.032	0.023
	Sig. (2-tailed)	0.764	0.237	0.367	0.523	0.784	0.639	0.856	0.898
Experiences of co-farmers	Correlation Coefficient	-0.227	0.051	-0.184	0.063	0.030	-0.240	0.006	-0.030
	Sig. (2-tailed)	0.191	0.773	0.291	0.721	0.865	0.164	0.972	0.866
Personal opinion	Correlation Coefficient	0.213	-0.122	0.217	-0.058	-0.090	-0.118	-0.181	-0.128
	Sig. (2-tailed)								

	Sig. (2-tailed)	0.219	0.486	0.210	0.741	0.609	0.501	0.297	0.465
Support of family	Correlation Coefficient	-0.024	-0.030	0.067	0.039	-0.132	-0.172	-0.223	-0.193
	Sig. (2-tailed)	0.889	0.863	0.704	0.822	0.449	0.323	0.199	0.267
Perception/opinion of family	Correlation Coefficient	-0.267	-0.111	-0.042	-0.147	-0.091	-0.170	-0.262	-0.254
	Sig. (2-tailed)	0.121	0.526	0.809	0.398	0.605	0.330	0.129	0.141
Situation of co-farmers	Correlation Coefficient	0.152	-0.237	0.083	-0.056	0.353 *	-0.158	0.113	0.216
	Sig. (2-tailed)	0.384	0.171	0.635	0.750	0.037	0.364	0.520	0.213
Market situation	Correlation Coefficient	0.254	-0.028	0.250	-0.090	0.068	-0.155	0.098	0.138
	Sig. (2-tailed)	0.141	0.875	0.147	0.606	0.700	0.374	0.577	0.428
Situation after planting	Correlation Coefficient	0.092	-0.030	0.203	-0.014	0.004	-0.365 *	-0.196	-0.161
	Sig. (2-tailed)	0.598	0.865	0.243	0.938	0.982	0.031	0.259	0.356

* Significant at $p < 0.05$; ** significant at $p < 0.01$.