**Table S1.** Outcome beliefs and social referents included in the structured questionnaire

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| Outcome beliefs statements (*i*) (scale +2 to -2)  Strongly agree to Strongly disagree (bi)  Very important to Unimportant (ei)  Using improved grassland in my farm….. | Salient referents (*j*) (scale +2 to -2)  Strongly encourage to Strongly discourage (sb*j*)  Very motivated to Not at all motivated (m*j*) |
| 1. Increases fodder production | 1. Self-initiative |
| 2. Provides fodder of good nutritive quality | 2. Self-observation |
| 3. Provides fodder availability throughout the year | 3. Father |
| 4. Decreases animal feeding expenses | 4. Other experienced farmers |
| 5. Cheap way to feed the herd | 5. Bother |
| 6. Increases milk production | 6. Uncle |
| 7. Grassland is easy to manage | 7. University |
| 8. Demands high financial investments | 8. Government |
| 9. Investments are not recovered from milk sales | 9. Veterinarian |
| 10. Requires availability of land | 10. Grandfather |
| 11. Requires land of good nutritive quality |  |