

# **Direct and Indirect Relationship of Farmers' Personal, Psychological and Communication Characteristics and Their Perceived Communication Effectiveness of Extensionists**

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## **ABSTRACT**

About forty two per cent of the farmers perceived that the communication effectiveness of extensionists was medium. Majority of the farmers were middle aged, functionally literate, small farmers, with high farming experience, untrained. Somewhat satisfied with extension services, had high innovativeness, high scientific orientation, high economic motivation, medium communicative initiative, high communicative responsiveness and low interaction with extensionists. Path analysis revealed that farmer-extensionists interaction and farming experience had the highest direct effect while communicative responsiveness and innovativeness had the highest total indirect effect on farmers perceived communication effectiveness.

**Key words :** Farmers, Extensionists