

Information Input Behaviour of Input Dealers and its Relationship With Profile Characteristics

M Leelavani, G Sivanarayana and G B M Ram Naidu

Department of Extension Education, Agricultural College, Bapatla 522 101, Andhra Pradesh

ABSTRACT

The study revealed that majority of the input dealers possessed medium information input behaviour (68.33%) followed by high (16.67%) and low (15.00%) levels. The relationship between profile characteristics and information input behaviour of input dealers observed that computed 'r' value of education, business experience, occupation, farming experience, annual income, training received, economic orientation and innovativeness were positively significant at 0.01 level of probability and social participation was positively significant at 0.05 level of probability, while age and land holding were non-significant with the information input behaviour of input dealers. Multiple Linear Regression Analysis gave the R² value of 0.8833, thus inferred that selected independent variables put together contributed 88.33 per cent of the total variation in the information input behaviour of the input dealers. The independent variables like economic orientation and innovativeness of the respondents had contributed significantly at 0.01 level of probability towards the variation in the information input behaviour of the input dealers

Key words : Information input behaviour, Input dealers, Profile, Relationship.