Information Processing Behaviour of Input Dealers and its Relationship with Profile Characteristics

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ABSTRACT

The study revealed that majority of the input dealers possessed medium information processing behaviour (68.33%) followed by high (20.00%) and low (11.67%) levels. The relationship between profile characteristics and information processing behaviour of input dealers observed that computed 'r' value of education, business experience, occupation, farming experience, annual income, social participation, training received, economic orientation and innovativeness were positively significant at 0.01 level of probability, while age and land holding were non-significant with the information processing behaviour of input dealers. Multiple Linear Regression Analysis gave the R^2 value of 0.7971, thus inferred that selected independent variables put together contributed 79.71 per cent of the total variation in the information processing behaviour of the input dealers. The independent variables like farming experience and economic orientation of the respondents had contributed significantly at 0.01 level of probability and social participation had contributed significantly at 0.05 level of probability towards the variation in the information processing behaviour of the input dealers.

Key words : Information Processing behaviour, Input dealers, Profile, Relationship