

# **Information Output 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 output behaviour (60.00%) followed by high (23.33%) and low (16.67%) levels. The relationship between profile characteristics and information output behaviour of input dealers indicated 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 output behaviour of input dealers. Multiple Linear Regression Analysis gave the R<sup>2</sup> value of 0.8365, thus inferred that selected independent variables put together contributed 83.65 per cent of the total variation in the information output behaviour of the input dealers. The independent variables like farming experience and innovativeness of the respondents had contributed significantly at 0.01 level of probability towards the variation in the information output behaviour of the input dealers.

**Key words :** Information output behaviour, Input dealers, Profile, Relationship.