

Willingness to Pay for Extension Services Among the Grape Growers of Ranga Reddy District in Andhra Pradesh

M Suresh kumar and V Jyothi

Department of Extension, Agricultural College, Naira 532 185, Andhra Pradesh

ABSTRACT

A study was conducted among the Grape growers to know their willingness for paid extension services. For the purpose of study sixty farmers were selected from six villages of three mandals in Ranga Reddy district of Andhra Pradesh state. Greater proportion of the respondents had high and medium categories of land holdings, innovativeness, achievement motivation, decision making ability, information seeking behaviour, deferred gratification, rationality, scientific orientation, economic orientation, value orientation, market orientation, management orientation, knowledge on enterprise and willingness to pay for extension services. The variables innovativeness, achievement motivation, decision making ability, information seeking behaviour, deferred gratification, rationality, scientific orientation, economic orientation, value orientation, market orientation, management orientation, knowledge on enterprise showed positive correlation with the willingness to pay for extension services.

Key words : Achievement Motivation, Decision Making, Extension, Innovativeness.