



Functional analysis of cotton growers' attitude towards integrated weed management practices

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ABSTRACT

This study was carried out in Vadodara district of Gujarat state with the specific objective to study the attitude of cotton growers regarding integrated weed management practices, which revealed that majority (90.82 %) of the cotton growers had favourable to most favourable attitude towards integrated weed management practice, independent variables likes extension participation, mass media exposure, scientific orientation, risk preference, and economic motivation exerted positive and significant influenced on attitude of cotton growers in relation to integrated weed management practices. Extension participation had exerted maximum positive indirect effect on attitude of cotton growers and the first order substantial positive indirect effect on attitude was put forth by scientific orientation followed by land holding and economic motivation. Whereas the second order substantial positive indirect effect on attitude was put forth by scientific orientation, risk preference and mass media exposure. However, economic motivation + scientific orientation accounted for 46.90 per cent change in dependent variable.