



RESEARCH PAPER

Relationship between profile characteristics of chrysanthemum growers with knowledge and adoption of recommended production technologies

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Abstract : The present study was conducted with the specific objective to study relationship between profile characteristics of chrysanthemum growers with knowledge and adoption of recommended production technologies in Dharwad and Gadag districts of Karnataka. Thirty chrysanthemum growers from four hoblis from the selected talukas of the selected districts were randomly selected to comprise a sample size of 120 farmers. Profile characteristics of respondents, namely education, annual income, extension contact, extension participation, mass media exposure, economic motivation and risk orientation, had positive and significant relationship with knowledge level of chrysanthemum growers. Whereas, age, family size, land holding, area under chrysanthemum cultivation and experience in flower cultivation had no significant relationship with the knowledge level of chrysanthemum growers. Profile characteristics of respondents, namely education, extension contact, extension participation, mass media exposure, economic motivation and risk orientation, had positive and significant relationship with adoption level of chrysanthemum growers, whereas age, family size, land holding, annual income, area under chrysanthemum cultivation and experience in flower cultivation had no significant relationship with the adoption level of chrysanthemum growers.

Key Words : Knowledge, Adoption, Correlation, Relationship

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