

INNOVATION BEHAVIOR AND THE USE OF RESEARCH AND EXTENSION SERVICES IN SMALL-SCALED AGRICULTURAL HOLDINGS



1 Purpose
The aim of this research is to analyze the influence of farmers' innovation behavior on the use of research and extension services.

Keywords: Market orientation (MO), learning orientation (LO), innovation attitude (IAT), extension services (RES), agricultural innovation.



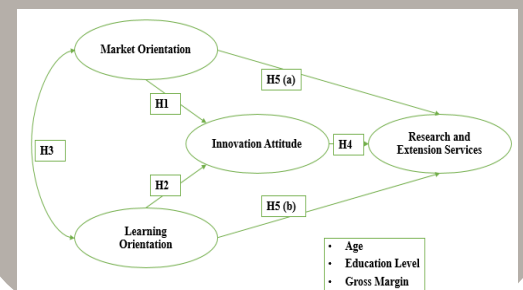
Conclusions

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- Synergies between MO and LO, provide us a background for innovativeness in agricultural SMEs.
 - IAT does not appear to be a mediator in any relationship tested.
 - LO and level education keeps a significant direct effect on RES.
 - Our study seems to indicate a possible gap between RES users and providers of public services.



2 Case study
Sample of farmers (253) from Valencia, Spain.

Methodology
Structural Equation Model (SEM), establishing a relationship between factors (MO, LO, IAT) that affect farmer's use of RES.
Control variables: age, education level, and farm size in terms of gross margin.



3 Results

CFA

- Cronbach's $\alpha = 0.879$
- $\chi^2 = 159.137, df = 121, p = 0.011$
- Model fit: $\chi^2/df = 1.315, CFI = 0.977, GFI = 0.936, RMSEA = 0.35$

SEM

- MO \leftrightarrow LO: coefficient = 0.756; (p = ***), H3 confirmed
- MO \rightarrow IAT (H1), LO \rightarrow IAT (H2), confirmed
- IAT \rightarrow RES, H4 rejected
- Mediation
MO \rightarrow IAT \rightarrow RES, not significant with & without mediator
LO \rightarrow IAT \rightarrow RES, significant only without mediator (Coefficient = 0.501; p = 0.011). H5(a) y H5(b), rejected.

