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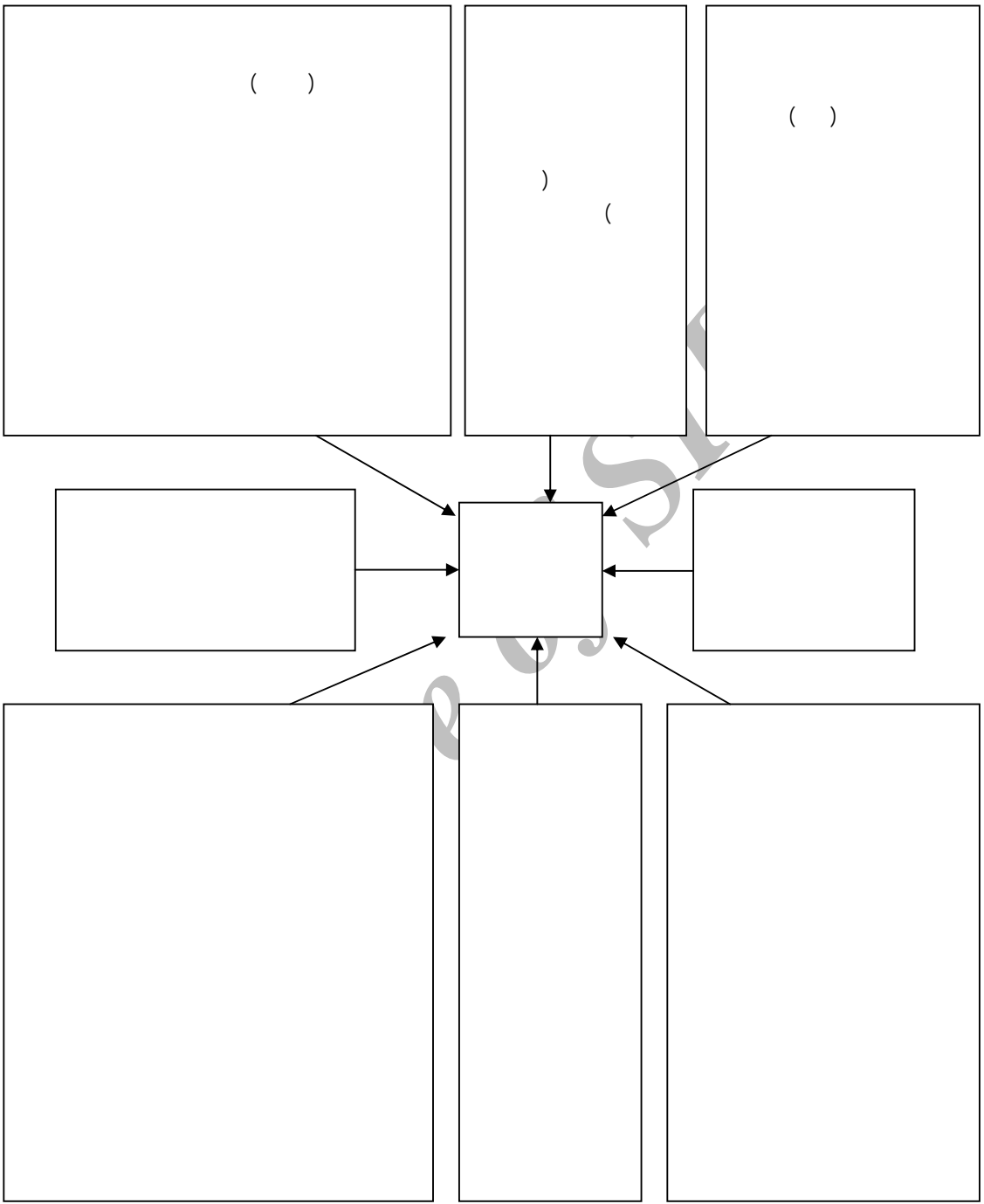
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## Factors Affecting the Adoption Behaviour Regarding Soil Conservation Technologies in the Zarrin Gol, Watershed in Golestan Province

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### Abstract

This research is aimed at determining the factors that affect the adoption of soil conservation technologies among farmers executing soil conservation practices in Zarrin Gol watershed, Golestan province. The study is carried out through survey and proportionate stratified random sampling procedure. Two hundred and forty farmers executing soil conservation operations in six villages of mountainous districts of Zarrin Gol watershed were interviewed using questionnaires. The data resulted from this procedure was analyzed through SPSS software. The findings of the study indicate that there is a significant positive correlation (99%) between the factors of working time period of second – occupational farmers, relative advantage, compatibility, triability, observability of results, complexity of soil conservation operations, total land under management, total land under cultivation, quantity of soil conservation loans, amount of installments, preference for counseling the grey-bearded about preservative operations and the dependent variable of the adoption rate of soil conservations operations. Moreover, there was also a significant and positive correlation (95%) between knowledge of the effects of soil conservation operations, number of training courses the farmer has participated in, amount of information received from radio as well as instructional pamphlets, and the dependent variable of adoption rate of soil conservation procedures. The findings of regression analysis indicate that 60% changes in dependent variable is explainable by independent variable factors of: compatibility of soil conservation operations, total land under ownership, condition of ownership lands, number of soil conservation loan, relations between soil conservation responsible organizations, access to loan, observability of results, amount of information received from radio and as well as farmer's wife's awareness of the existence of such conservation operations.

**Keywords:** Soil conservation, Adoption behavior, Relative advantage, Compatibility, Soil Conservation technologies.

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