



## **Assessment of the Perceived Relative Advantage of the Adoption of Reforming and Improving Grape Orchard Innovations and affecting factors on its Adoption by Farmers in the Khoramdareh Township, Iran**

**S. Shirin Golbaz<sup>1</sup>, Esmail KaramiDehkordi<sup>2</sup>**

<sup>1</sup>MSc Graduate, University of Zanjan, Iran, <sup>2</sup>Associate Professor of Agricultural Extension, Communication and Rural Development, University of Zanjan, Iran  
shiringolbaz90@gmail.com  
e.karamidehkordi@gmail.com

Relative advantage of new innovations is one of the main characteristics determining innovation adoption. The reforming and improving grape orchard innovation is one the important public agricultural programs to develop orchards in Iran. The purpose of this paper is to investigate the relative advantage of the reforming and improving grape orchard innovation and its impact on innovation adoption from the perspective of grape farmers. Using a survey, a sample of 260 grape farmers of the Khoramdareh Township was randomly selected utilizing a multistage sampling technique and the data were collected by structured interviews using a questionnaire. The content and face validity of the questionnaire was discussed and reviewed by a panel of experts consisting university staff and agricultural professionals. Its reliability was also assessed through a pilot study and its main construct was approved to be reliable using the Cronbach Alpha Test (0.93). Overall, the attitude towards the relative advantage of this innovation tended to be positive. The farmers who accepted this innovation through the government interventions implemented between 2009 and 2012 as well as during the Toba Plan between 2001 and 2008 had more positive attitude than the rest of farmers. The regression analysis showed that the perceived relative advantage of the adoption of reforming and improving grape orchard innovation can positively be explained by farmers' vineyard size, family size, having membership in rural cooperatives, having non-grape farming job and being extension aide. Farmers' age and land area under arable crop cultivation negatively explained this relative advantage.

**Key Words:** Relative advantage, Government intervention, Socio-economic Characteristics, Adoption, grape farmers.