



## **Factors affecting Innovativeness of Flowers and Ornamental Plants Growers Case Study: Mahallat and Khomain Townships**

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Markazi province mainly Mahallat and Khomain townships are considered as important regions of Flower and ornamental plants in the country. In such a manner that 23% of area under cultivation and 18.6% of the farmers of this section are from Markazi province. In this research, the effective factors on innovativeness of the flower and ornamental plant Growers has been analyzed. The kind of the research is descriptive and a survey method has been used. The population of the research was 541 which 137 people have been selected by Cochran Coefficient Formula. The instrument of the study is a questionnaire which its validity has been approved by 10 people (of the population) and its reliability has been confirmed by Cronbach Alpha test (92%). The research dependent variable is the acceptance rate of innovations offered to the flower and ornamental plant growers in townships under study. The results of the correlation test showed that there are a significant and positive relation between innovativeness of the respondents and their education level, job satisfaction, participation in extension course, area of greenhouse, annual income, and participation in ornamental plants fairs. Besides, the average innovativeness of respondents in personal land using system was higher than others. Notification about bank credits and providing necessary official facilities for flower and ornamental plant growers to visit exhibitions and related festivals abroad, are suggestions of this research.

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