

Investigating Effective Factors on Production Skills of Tobacco Growers in Mazandaran Province

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This research was done aimed to investigation the effective factors on production skills of tobacco growers in Mazandaran province. This is an applied study based on descriptive-correlation method. Statistical population of this research consisted of 1500 tobacco growers of Mazandaran province, and 306 people were selected based on Morgan table. Content validity of the questionnaire was determined by experts and professors' ideas. After doing necessary reforms and preliminary tests, we achieved Cronbach's alpha coefficient 81%. The results achieved from the collective effect of independent variables on dependent variable through step wise multiple regression method indicate that the first variable entered into the equation was the variable of tobacco growers knowledge. Then, the variable of tobacco farmers' attitude and channels and information sources variable were entered into the regression equation in the next steps. The results show that these variables are explaining 82.9 % of changes are related to tobacco growers' skill.

Key Words: assessment, skill, tobacco grower, Mazandaran province