



## **Potato Growers' Attitude toward Agricultural Water Management (AWM)**

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In recent century, water care is vital for safeguarding livelihood and food security. Therefore the main purpose of this study was to investigate factors and attitudes which affect farmers' behavior on agricultural water management. Data gathering process was done by questionnaire in Hamedan province. The questionnaire was first validated by a panel of experts and then finalized after a pilot test process through calculating Cronbach Alpha coefficient and it was 81 percent. The result showed that there was a positive significant relationship between level of education, cultivation land of potato, product performance and attitude toward agricultural water management. There was also significant relationship between age, number of family members and farming experience and attitude toward agricultural water management. The result of the multivariate regression revealed that 74.3 percent of variability in farmer's attitude toward agricultural water management stems from age, Social interaction, and product performance, cultivation land of potato and Job satisfaction. Finally based on the results, some recommendations have been provided.

**Key Words:** Attitude, Potato growers, Agricultural Water Management, Multivariate regression.