

INNOVATION BEHAVIOR AND THE USE OF RESEARCH AND EXTENSION SERVICES IN SMALL-SCALED AGRICULTURAL HOLDINGS



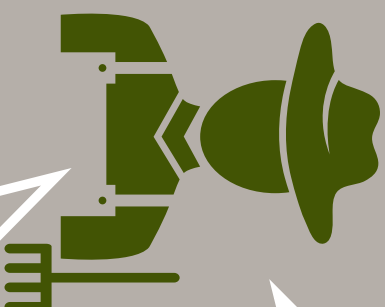
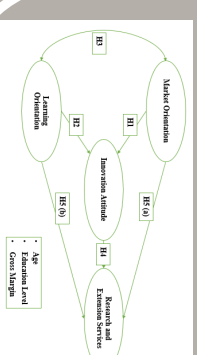
1 Purpose
The aim of this research is to analyze the influence of farmers' innovation behavior on the use of research and extension services.

Keywords: Market orientation (MO), learning orientation (LO), innovation attitude (IAT), extension services (RES), agricultural innovation.



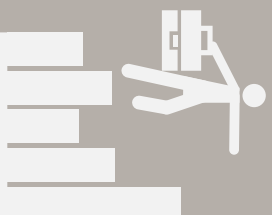
2 Case study
Sample of farmers (253) from Valencia, Spain.

Methodology
Structural Equation Model (SEM), establishing a relationship between factors (MO, LO, IAT) that affect farmer's use of RES.
Control variables: age, education level, and farm size in terms of gross margin.



Conclusions

4 Synergies between MO and LO, provide us a background for innovativeness in agricultural SMEs.
- IAT does not appear to be a mediator in any relationship tested.
- LO and level education keeps a significant direct effect on RES.
- Our study seems to indicate a possible gap between RES users and providers of public services.



3 Results

CFA

- Cronbach's $\alpha = 0.879$
- $\chi^2 = 159.137, df = 121, p = 0.011$
- Model fit: $\chi^2/df = 1.315, CH = 0.977, GH = 0.936, RMSSEA = 0.035$

SEM

- MO \rightarrow LO: coefficient = 0.756, (p = ***), H3 confirmed
- MO \rightarrow IAT (H1), LO \rightarrow IAT (H2), confirmed
- IAT \rightarrow RES, H4 rejected

Mediation

- MO \rightarrow IAT \rightarrow RES, not significant with & without mediator
- LO \rightarrow IAT \rightarrow RES, significant only without mediator (coefficient = 0.501, p = 0.011), H5(a) y H5(b), rejected.

