Reluctant Behavior of Talesh Rice Farmers in Accepting Transplant Banks in Rice Production

javad soleyman nezhad*,

Abstract The province has special position in rice production which is one of the most important grains that is regarded as a strategic product many years ago. Transplant bank is one of the methods which can help with other factors to the speed factor in rice planting and also in reduction of cost price in rice planting. In this regard the main purpose of the study is to investigate the role of preferred behavior of Talesh rice planters on their applying behavior in registering to transplant banks of rice. Because in this study the rice planters are as the respondents to the questionnaire, therefore the level of analysis is individual. Sampling method in this study is random and the numbers of case studies are 378 rice planters of Talesh. After gathering data through standard questionnaires, in order to evaluate the relations between variables, the technique of structural equation modeling with incidental squares approach is used. Overall the data analysis is through SPSS and PLS. the results of research hypotheses show the validation of insight's role, mental norms and perceived behavioral control for transplant banks on their preferred behaviors. Also the role of rice planters' preferred behavior on their applying behavior is confirmed for registering in transplant banks. In addition the role of preferred behavior in relation to rice planters' insight and the applying behavior on registering to transplant banks, the role of preferred behavior in relation to their mental norms and their applying behavior on registering to transplant banks, and the role of their preferred behavior in relation to their perceived behavior for registering to transplant banks are confirmed. Keywords: preferred behavior, applying behavior for registering to transplant banks, mental norm, perceived behavior control, transplant bank.

Keywords : Keywords: preferred behavior, applying behavior for registering to transplant banks, mental norm, perceived behavior control, transplant bank.