

Factors Affecting Farmers' Unwillingness to Cultivate Native (Rice) Cultivars of Rice in Shaft

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The general objective of this research is to study the factors that have led to the non acceptance of traditional cultivars of rice cultivars among Shaft farmers. The present study was applied in a descriptive, correlative and field-based manner, using questionnaires and interviews. The statistical population of this research is all rice cultivators of Shaft area in Guilan province. The sampling method was available and 290 samples were ed based on Cochran formula. The data gathering tool was a researcher-made questionnaire whose content validity and visual appearance were confirmed by the supervisor and reliability of the questionnaire was estimated by Cronbach's alpha method higher than 0.7. In order to analyze the data in the descriptive statistics section, SPSS23 software and inferential statistics of LISREL8.80 software and structural equation modeling were used. The results showed that low fertility, high susceptibility to pests, assurance of sales, poor economies of the region and high variety of Indian rice were the most important inhibitors of farmers' desire to plant traditional rice in Shafts.

Keywords : farmer's desire, rice, traditional cultivars, shafts

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