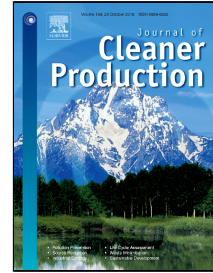


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Cleaner and greener livestock production: Appraising producers' perceptions regarding renewable energy in Iran

Elham Bozorgparvar, Masoud Yazdanpanah, Masoumeh Forouzani, Bahman Khosravipour



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## **Cleaner and greener livestock production: Appraising producers' perceptions regarding renewable energy in Iran**

**Elham Bozorgparvar**

Khuzestan Agricultural Sciences and Natural Resources University, Mollasani, Ahvaz, Iran

**Masoud Yazdanpanah**

Khuzestan Agricultural Sciences and Natural Resources University, Mollasani, Ahvaz, Iran

**Masoumeh Forouzani**

Khuzestan Agricultural Sciences and Natural Resources University, Mollasani, Ahvaz, Iran

**Bahman Khosravipour**

Khuzestan Agricultural Sciences and Natural Resources University, Mollasani, Ahvaz, Iran

### **Abstract**

This paper aims to use a comprehensive modeling framework to investigate the intention of Iranian livestock producers to deploy RE on their farms to mitigate climate change. A survey was conducted in southern Iran using a random sample of farmers (n=140). Structural equation modeling showed that attitude, moral norm, subjective norm, and perceived behavioral control are significant predictors of farmers' willingness to use RE. Attitude was determined by positive affect and perceived benefits, and moral norm was determined by perceived benefits, perceived cost, and outcome efficacy. The findings not only have public policy implications for promoting the use of RE by farmers in Iran, but also contribute to the literature on environmental psychology, renewable energy, and pro-environmental behavior in a non-Western country.

**Keywords:** Social acceptance, mitigation to climate change, livestock sector, agriculture extension, Iran

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