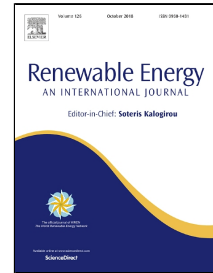


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Iranian agriculture advisors' perception and intention toward biofuel: green way toward energy security, rural development and climate change mitigation

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Abstract

Agricultural professionals play an important role in informing and educating farmers about biofuel through teaching or extension work. One of the questions commonly asked is if they are knowledgeable and possess positive attitude towards renewable energy sources. The aim of this article is to investigate Agricultural professionals' attitude and willingness towards biofuel using a random sample of professionals (n =180) in a survey conducted in Zanjan province in Iran. Structural equation modeling showed that "Outcome efficacy", "problem perception" and "perceived benefits" can significantly predict just about 38% variance of Agricultural professionals' personal norm. In turn, personal norm can predict 35% variance of Agricultural professionals' willingness. The findings yield public policy recommendations for stimulating biofuel extension and deployment among Agricultural professionals.

Key words: Perception, biofuel, climate change, rural development, renewable energy.

1. Introduction

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