

A study on satisfaction level of Kannada farm magazine readers about various components*

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Abstract : The study conducted to know the satisfaction level of Kannada farm magazine readers about various components of Krishimunnade, Sirisambruddhi and Krishimitra revealed that, 59.45 per cent of the respondents were satisfied with the various components of the farm magazines, followed by most satisfied (26.11 %) and least satisfied (14.44 %) with respect to the overall satisfaction level of Kannada farm magazine readers. Majority of the respondents (63.33 %) belonged to most satisfied category towards name of the magazines followed by the format (52.78 %) and quality of the paper used (41.11 %). It was observed that 63.89 per cent of the respondents were most satisfied with the clarity of the message followed by accuracy of the message (58.33%), brevity of the message (54.45%), adoptability of the message (53.89%) and utility of the message (40.00%). The data indicated that 65.56 per cent of the respondents were most satisfied with timely publication, followed by periodicity (48.89 %).

Key words: Krishimitra, krishimunnade, readers, satisfaction, sirisambruddhi

Introduction

Agriculture development process mainly involves generating knowledge, its transfer and utilization by the farmers. For rapid agriculture development, there is a need for constant flow of technological information from research system to extension system and there upon to the farmers for adoption. So, in the process of transfer of technology, effective communication has a significant role for agricultural development. Today there is a greater need for communication of information as the present day, "Knowledge explosion" in the world has necessitated a "communication explosion" in its wake, because "never in the annals of human history was there a need for so many people to know so much and so quickly as it is today". At the same time, the key role of communication in any form is to plant new ideas in the minds of human beings. Because of all influences to which man is subjected to, the influence of ideas is probably the most important one. Preparing and distribution of the message to the millions of Indian villagers in the ways that it is received, understood, accepted and applied is therefore, the greatest opportunity and paramount challenge to all extension workers. Hence, the responsibility reposed on extension workers is considerable, as they have to act as teachers to farmers in dissemination of innovations or new ideas by using various channels of communication for adoption.

Moreover, print medium of communication is found to be one of the most credible sources of information and hence, these printed media have acquired greater significance in the context of increased literacy level over last decades. There has been substantial increase in the literacy rate in India from 46.00 per cent in 1981 to 64.84 per cent in 2001 (rural 58.74 % and urban 79.82%) and in Karnataka from 38.41 per cent in 1981 to 66.64 per cent in 2001 (rural 59.33 % and urban 80.58 %). This clearly indicates that printed materials can be better utilized for onward transmission of farm information.

Farm periodicals have great future in India for sustainable development of the rural areas. The effectiveness of the printed word in terms of its comprehension by the intended clientele would be substantially affected by how well the matter is organized and presented to them. Hence, the text characteristics

and layout of farm journals is most important. Ward (1996) the famous farm journalist has referred to a farmer as the real agricultural scientist who will experiment on different technologies in his field and will earn experience what is good or bad through 'learning by doing' and 'seeing is believing' approaches of extension. Various events or news on discoveries of a particular adaptive technology in the universities/research institutions /government or semi government organizations/private organizations should be published in the farm journals in simple language and style that interests the readers.

Therefore, by considering all the above dimensions and to analyse the satisfaction level of the subscriber farmers towards various components of farm magazines, a comprehensive study was designed on the use of three widely circulated farm magazines viz., Krishimunnade, Sirisambruddhi and Krishimitra. The specific objectives of the study are to ascertain the satisfaction level of Kannada farm magazine readers with regard to various components of the farm magazines and to study the association between profile characteristics of respondents with variable satisfaction level

Material and methods

The study was conducted during the year 2008-09 in sixteen selected districts of Karnataka State. These districts were chosen according to the availability of the strength of the farm magazine readers obtained from the publishers of the respective farm magazines.

In Karnataka nearly 30 farm magazines are being published by the government organizations, private organizations and non government organizations. Three farm magazines namely Krishimunnade- under government organizations, Sirisambruddhi- from non government organizations and Krishimitra- from private sector were selected for the study, based on the criteria of highest circulation as well as the availability of the subscribers for each farm magazines.

List of subscriber farmers for each of the three selected farm magazines, belonging to selected 16 districts of Karnataka were obtained from the publishers. Among these lists, 375 readers farmers were selected randomly using random number table

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and pretested questionnaire was mailed to readers farmers but only 210 subscriber farmers returned the filled in questionnaires. Among these questionnaires, 180 questionnaires which were complete in all respects were considered and overall 60 subscriber farmers from each of the farm magazine were selected making a total sample size of 180 for the study.

The scale developed by Manjunath and Balasubramanya (2002) was followed. The respondents were asked to indicate the degree of satisfaction through their responses on three point continuum namely; most satisfied, satisfied and satisfied with scores 3, 2, 1 for positive statements and 1, 2, 3 for negative statements, respectively. The scale consists 28 statements and the maximum and minimum scores obtained by the individual on this scale were 84 and 28, respectively.

Based on the score, the respondents were grouped into three categories by using mean and standard deviation as measure of check.

| Category | Score |
|----------|-----------------------------|
| Low | (\leq Mean - 1 S.D.) |
| Medium | (Between Mean \pm 1 S.D.) |
| High | (\geq Mean + 1 S.D.) |

The data were tabulated and analyzed by using suitable statistical tools to draw necessary inferences and conclusions.

Result and discussion

With respect to the overall satisfaction level of Kannada farm magazine readers, it was observed from table-1, 59.45 per cent of the respondents were satisfied with the various components of the farm magazines, followed by most satisfied (26.11 %) and least satisfied (14.44 %). This might be due to the fact that, all three farm magazines are having beautiful and pleasing names, multicoloured cover page with attractive illustrations. This shows overall satisfaction level of Kannada magazine readers with respect to all the three farm magazine was almost same. Hence, chi square was found to be non significant. The findings by Manjunath and Balasubramanya (2002) and Sandesh (2004) show medium satisfaction level which are supportive to the present results. It was indicated in the table- 2 that majority of the respondents (63.33 %) belonged to most satisfied category towards name of the magazines followed by the format (52.78 %) and quality of the paper used (41.11 %). Whereas 55.55 per cent of them were satisfied with illustrations, these facts might be due to the fact that farm magazines are having beautiful and pleasing names and also attractive multicoloured cover page with good illustrations/photos and printed on superior quality papers.

It was observed from the table that 63.89 per cent of the respondents were most satisfied with the clarity of the message

followed by accuracy of the message (58.33%), brevity of the message (54.45%), adoptability of the message (53.89%) and utility of the message (40.00%). Further, 61.11 per cent of them were satisfied with use of simple sentences, followed by use of simple words (53.33%), practicability of the message (49.45%) and an equal percentage (46.11 %) of them were satisfied with presentation style and utility of the message, respectively. Where as it is interesting to note that 29.44 per cent of them were least satisfied with timeliness of the message. Thus, it could be inferred that though effective cover page is primary for good farm magazines, the content of the magazine is much more important determinant of its success and only effective cover page and format would not help. If the content aspects are not timely, adequate and irrelevant and not need based, then magazines will not be liked by the respondents.

The format is an important determinant from readers point of view. It was noticed from the table - 2, that 62.22 per cent of the respondents were most satisfied with size of the letters and almost equal per cent of the respondents (50.00 %) were most satisfied with the use of tables and graphs and caption of the article, followed by subtitles (48.89 %) used in the farm magazines, respectively. It might be due to the fact that, in all the three magazines, is Krishimunnade, Sirisambuddhi and Krishimitra, standard letter style with 14 font size letters, suggestive captions and at least two tables/graphs wherever needed are being adopted.

A glance at the contents of table-2 revealed that 67.78 per cent of the respondents were most satisfied with attractiveness of the illustration and 50.00 per cent of them with quality of illustration and appropriateness of the illustrations, followed by relationship of illustrations with content (41.11 %). Where as 51.67 and 37.78 per cent of them were satisfied with relationship of illustration with content and quality of the illustrations, respectively. These things might be due to the reason that in all three magazines simple and attractive illustrations have been made use of, so that even a common man can also understand the concept behind them very easily.

Proper management system is a very important factor for success of any of the farm magazines. The data presented in table indicated that 65.56 per cent of the respondents were most satisfied with timely publication, followed by periodicity (48.89 %). Further, 51.11 per cent of them were satisfied with editorship, followed by periodicity (26.67 %) and timely publication (26.11 %). In general, this might due to the fact that Krishimunnade is being published from Agricultural University, a government sector, Sirisambuddhi by non government organization sector (i.e., NGOs) Krishimitra is

Table 1. Over all satisfaction level of Kannada farm magazine readers about various components of the magazines n=180

| Satisfaction level | Krishimunnade (n ₁ =60) | Sirisambuddhi (n ₂ =60) | Krishimitra (n ₃ =60) | Overall (n=180) | x ² |
|--------------------------------------|---------------------------------------|---------------------------------------|-------------------------------------|--------------------|----------------|
| Least satisfied (\leq Mean-1.S.D) | 05 (8.33) | 12 (20.00) | 09 (15.00) | 26 (14.44) | 4.59 NS |
| Satisfied (Between mean \pm 1.S.D) | 35 (58.34) | 31 (51.67) | 41 (68.33) | 107 (59.45) | |
| Most satisfied (\leq mean+1.S.D) | 20 (33.33) | 17 (28.33) | 10 (16.67) | 47 (26.11) | |

Figures in parentheses indicate percentage

NS = Non significant

Table 2. Satisfaction level of kannada farm magazine readers about various components of the magazines n=180

| Components | Satisfaction level | | | χ ² |
|-------------------------------|--------------------|-------------|-----------------|----------------|
| | Most satisfied | Satisfied | Least satisfied | |
| I. Cover page | | | | |
| Name of the Magazine | 114 (63.33) | 55 (30.56) | 11 (6.11) | 432.60** |
| Format | 95 (52.78) | 73 (40.55) | 12 (6.67) | |
| Illustrations | 49 (27.23) | 100 (55.55) | 31 (17.22) | |
| Readability | 42 (23.33) | 115 (63.89) | 23 (12.78) | |
| Quality of the paper used | 74 (41.11) | 71 (39.45) | 35 (19.44) | |
| II. Content and language | | | | |
| Accuracy of the message | 105 (58.33) | 45 (25.00) | 30 (16.67) | 366.37 ** |
| Clarity of the message | 115 (63.89) | 49 (27.22) | 16 (8.89) | |
| Brevity of the message | 98 (54.45) | 53 (29.44) | 29 (16.11) | |
| Utility of the message | 72 (40.00) | 83 (46.11) | 25 (13.89) | |
| Practicability of the message | 56 (38.11) | 89 (49.45) | 35 (19.44) | |
| Use of simple words | 68 (37.78) | 96 (53.33) | 16 (8.89) | |
| Use of simple sentences | 58 (32.22) | 110 (61.11) | 12 (6.67) | |
| Presentation style | 70 (38.89) | 83 (46.11) | 27 (15.00) | |
| Adoptability of the message | 97 (53.89) | 57 (31.67) | 26 (14.44) | |
| Timeliness of message | 58 (32.22) | 69 (38.33) | 53 (29.45) | |
| III. Format | | | | |
| Caption of the article | 89 (49.44) | 63 (35.00) | 28 (15.56) | 287.00** |
| Use of subtitles | 88 (48.89) | 68 (37.78) | 24 (13.33) | |
| Use of tables and graphs | 90 (50.00) | 72 (40.00) | 18 (10.00) | |
| Size of the letters | 112 (62.22) | 56 (31.11) | 12 (6.67) | |
| Column arrangement | 69 (38.33) | 75 (41.67) | 36 (20.00) | |
| IV. Illustrations | | | | |
| Appropriateness | 90 (50.00) | 52 (28.89) | 38 (21.11) | 152.45** |
| Attractiveness | 122 (67.78) | 40 (22.22) | 18 (10.00) | |
| Quality | 98 (54.44) | 68 (37.78) | 14 (7.78) | |
| Relation with content | 74 (41.11) | 93 (51.67) | 13 (7.22) | |
| V. Management | | | | |
| Editorship | 82 (45.56) | 92 (51.11) | 06 (3.33) | 146.17** |
| Timely publication | 118 (65.56) | 47 (26.11) | 15 (8.33) | |
| Periodicity | 88 (48.89) | 48 (26.67) | 44 (24.44) | |
| Distribution system | 65 (36.11) | 40 (22.22) | 75 (41.67) | |

Figures in parentheses indicate percentage

** Significant at 5 per cent level

published by private sector, so the management aspects might be good. But, it was also observed that 41.67 and 24.44 per cent of the respondents were least satisfied with distribution system and periodicity of the magazines. This might be due to the fact that majority of the respondents were situated in villages and remote places, hence, it is very difficult to distribute the magazines with in the stipulated time.

The table also indicates that name of the magazine and format of the cover page were found to be most satisfied with Kannada farm magazine readers compare to other parts of the cover page. With respect to content and language, the clarity of message, accuracy of the message, brevity of the message and adoptability of the message were most satisfied by the Kannada farm magazines readers compare to other sub components of the content and language. In case of format, the size of the letters was most satisfied compare to other components of the format. The satisfaction level of Kannada farm magazine readers about illustrations was found to be very high in case of attractiveness of the magazine compare to other components. It is quite common that the subscribers have higher satisfaction level for the timely publication of the

farm magazine because the readers are intended to have season based and updated technical know-how of scientific farming. So, the cover page, content and language, format illustration and management had significant association with satisfaction level.

The influence of independent variables over the dependent variable i.e. satisfaction level was presented in table- 3 revealed that, Out of 14 variables the variables such as education, annual income, social participation, mass media utilization, extension contact, cosmopolitaness, progressiveness, economic motivation and risk orientation had exhibited positive and significant relationship with dependent variable satisfaction level of the respondents towards various components of farm magazines at 1 per cent level of probability. The other variables such as age occupation, family size, land holding, farming experience have exhibited non significant relationship with satisfaction level of the respondents towards various components of farm magazines. The above findings lead to accept the hypothesis that there exists relationship between profile characteristics of the respondents and their satisfaction level towards various components of farm magazines.

Table 3. Correlation analysis of independent variables with dependent variable satisfaction level
n=180

| Sl. No. | Variables | Correlation coefficient 'r' values |
|---------|------------------------|------------------------------------|
| X1 | Age | -0.089 |
| X2 | Education | 0.671** |
| X3 | Occupation | 0.010 |
| X4 | Family size | 0.061 |
| X5 | Farming experience | -0.064 |
| X6 | Land holding | 0.082 |
| X7 | Annual income | 0.313** |
| X8 | Social participation | 0.458** |
| X9 | Mass media utilisation | 0.477** |
| X10 | Extension contact | 0.509** |
| X11 | Cosmopolitaness | 0.445** |
| X12 | Progressiveness | 0.595** |
| X13 | Economic motivation | 0.446** |
| X14 | Risk orientation | 0.521** |

** Significant at 1 % level

The variable age had non significant relationship with satisfaction level. It might be due to the fact that old age people might have showed less satisfaction towards farm magazines because of repetitive readings and one more reason might be agriculture technologies will not be changing frequently. Where as with respect to young age group, these things might be new to them and hence they show more interest. This finding lead to accept the hypothesis that there exists relationship between profile characteristics of the respondents and their satisfaction level towards various components of farm magazine. This finding is in conformity with the findings of Natikar (2001) and Sandesh (2004), whose results had non significant relationship with satisfaction level.

The results revealed that the variable education had significant association with the satisfaction level at one per cent probability. This trend of result might be due to the fact that because of education, the individuals knowledge horizon gets enlarged, as a result the respondent farmer's satisfaction level might have changed. The findings of Manjunath and Balasubramanya (2002), and Sandesh (2004) are supportive to these results and had significant association with the satisfaction level. This finding leads to accept the hypothesis that there exists relationship between profile characteristics of the respondents and their satisfaction level towards various components of farm magazine.

The variable occupation did not exhibit any relationship with the satisfaction level of the respondents. This trend might be due to the fact that the people who are having occupation both as farming and business or farming and service had not shown interest in the field of agriculture and they might not devote their maximum time for agriculture profession always. Thus, may not be looking for new ideas or new technologies.

The results also revealed that family size exhibited no relationship with satisfaction level. The satisfaction level depends upon readability, interest and how the individuals make use of the various things, which are published in the magazines. So the person who may belong to small family or big family might not be affected with satisfaction level towards farm magazines. The same thing holds good for the other variable land holding. The findings of Manjunath and Balasubramanya

(2002) and Sandesh (2004) are in supportive to these results and exhibited no relationship with satisfaction level.. This finding leads to accept the hypothesis that there exists relationship between profile characteristics of the respondents and their satisfaction level towards various components of farm magazine.

The variable annual income had exhibited positive and significant relationship with satisfaction level of farm magazine readers. The factor income again depend upon other factors like land holding, mass media utilisation, extension contact which in turn have influence on getting higher income. Therefore, income might have direct impact over the satisfaction level of respondents. This finding leads to accept the hypothesis that there exists relationship between profile characteristics of the respondents and their satisfaction level towards various components of farm magazine.

The variable farming experience had non significant relationship with satisfaction level towards different components of farm magazines. This might be due to the fact that farming experience not directly depends upon age, education, extension contact, social participation etc, since more than 20.00 per cent majority of the respondents belonged to young age group, education up to middle school and low social participation, these factors might have the reasons influenced towards non significant relationship with their satisfaction level. This finding is in conformity with the findings of Manjunath and Balasubramanya (2002), whose findings had non significant relationship with satisfaction level towards different components of farm magazines..

Social participation exhibited positive and significant relationship with satisfaction level at one per cent level of probability. This might be due to the fact that most of the respondents were either member or officer bearers in one or the other organizations and it is important to note that they regularly participated in the activities conducted by these social organizations. This finding is in conformity with the findings of Natikar (2001) and Sandesh (2004), whose findings exhibited positive and significant relationship with satisfaction level. This finding lead to accept the hypothesis that there exists relationship between profile characteristics of the respondents and their satisfaction level towards various components of farm magazine.

The variable mass media utilization exhibited positive and significant relationship with satisfaction level of respondents towards different components of Kannada farm magazines. Almost all the respondents possessed radio, television and newspaper and were regular listeners of radio, regular viewers of television and regular readers of newspapers. As a result, they might have been exposed to different ideas, technologies and recent advances. These factors might have improved their knowledge level which in turn might be responsible for development of favourable attitudes and resulted in their satisfaction.

This finding is in agreement with the findings of Natikar (2001) and Sandesh (2004), whose findings exhibited positive and significant relationship with satisfaction level. The hypothesis that there exists relationship between profile characteristics of the respondents and their satisfaction level towards various components of farm magazines is accepted.

The variable extension contact showed significant relationship with satisfaction level at one per cent level of probability. This might be due to high extension contact of the

individuals will help them to know about the new ideas or technologies as early as possible and more than this, they might have got practical experience, if they see by their naked eyes. This finding is in line with the findings of Karibasavaraja (1992) and Karippai (1998), whose findings had significant relationship with satisfaction level. This finding leads to accept the hypothesis that there exists relationship between profile characteristics of the respondents and their satisfaction level towards various components of farm magazine.

The findings of the table also showed that there was positive and significant association between the farmers cosmopoliteness (visits to near by towns) and their satisfaction level. Hence, the hypothesis that there is significant relationship between the satisfaction level of respondents and their cosmopoliteness. This finding is in accordance with the findings of Amareshkumar (2000). Thus, it may be concluded that farmers who visited the town might have been influenced by their satisfaction level.

The variable progressiveness exhibited positive and significant relationship with the satisfaction level of the respondents towards farm magazines. An individual is said to be innovative, when he is relatively earlier in adopting the new ideas when compared to other individuals. The individual who adopts news ideas/new technologies/ recent advances in his field naturally gets higher yield and higher income so all these factors might have exhibited this kind of result. This finding is in conformity with the findings of Barman and Gogoi (2000), Natikar (2001), Manjunath and Balasubramanya (2002) and Sandesh (2004), whose findings exhibited positive and significant relationship with the satisfaction level. This finding leads to accept the hypothesis that there exists relationship between profile characteristics of the respondents and their satisfaction level towards various components of farm magazine.

Economic motivation also exhibited the positive relationship with satisfaction level of the respondents. Economic motivation again depends upon the education level, landholding and exposure to mass media which in turn act as source of motivation to earn more annual income. To earn more income, the individuals search for new technologies/ new ideas by reading the farm magazines. Hence, there exists a positive relationship with satisfaction level. This finding is in accordance with the findings of Barman and Gogoi (2000), Natikar (2001) and Sandesh (2004) whose findings exhibited the positive relationship with satisfaction level of the respondents.

The other variable risk orientation exhibited positive and significant relationship with satisfaction level of the respondents towards different components of Kannada farm magazines. The result might be due to the fact that, the risk orientation again depends upon the extent of size of land holding, annual income, economic motivation, progressiveness, social participation and confidence of farmers in farming. Probably these factors might have influenced them towards new technologies and satisfaction level of the respondents. This finding has similarity with the finding of Natikar (2001) and Sandesh (2004), whose findings exhibited positive and significant relationship with satisfaction level. Hence, the finding leads to accept the hypothesis that there exists relationship between profile characteristics of the respondents and their satisfaction level towards various components of farm magazine.

Multiple regression analysis was used to determine the extent of contribution of independent variables to the dependent variable. The results presented in table-4 reveals that the independent variables education and risk orientation exerted positive and significant relationship on dependent variable satisfaction level towards various components of farm magazine. Out of 14 variables studied for their relationship with satisfaction level (dependent variable) only two variables mentioned above have shown positively significant relationship, but other variables such as age, occupation, family size, farming experience, land holding, annual income, social participation, mass media utilization, extension contact, cosmopoliteness, progressiveness and economic motivation exhibited non significant association with dependent variable satisfaction level of subscriber farmers towards use of farm magazine.

Totally 14 independent variables were subjected to path analysis in order to find out their direct, indirect and substantial indirect effects on dependent variable satisfaction level of respondent towards various components of farm magazines. The findings of path analysis presented in table 5 confirmed the results obtained through multiple regression analysis.

It was observed from the table that the independent variables education (0.4207) exerted highest positive direct effect on satisfaction level of the respondents towards different components of farm magazines, followed by risk orientation (0.1620), progressiveness (0.1415), extension contact (0.0901), social participation (0.0707), economic motivation (0.0498). On the other hand variables such as mass media utilization (-0.1205), farming experience (-0.0378), cosmopoliteness (-0.0348), age (-0.0134) and land holding (-0.0207) had negative direct effect on satisfaction level of the respondents towards different components of farm magazines.

Among the variables studied, the independent variables such as mass media utilisation (0.5975), cosmopoliteness (0.4798), progressiveness (0.4535), extension content (0.4189), economic motivation (0.3962), social participation (0.3873), risk orientation (0.3590) exhibited highest positive total indirect effect on satisfaction level of the respondents towards different

Table 4. Multiple regression analysis of independent variable with dependent variable satisfaction level n=180

| Sl. No. | Independent variables | Regression coefficient | Standard error | t value |
|---------|------------------------|------------------------|----------------|---------|
| X1 | Age | -0.013 | 0.085 | -0.158 |
| X2 | Education | 1.56** | 0.440 | 3.56 |
| X3 | Occupation | 0.397 | 1.408 | 0.282 |
| X4 | Family size | 0.172 | 0.232 | 0.733 |
| X5 | Farming experience | -0.0498 | 0.115 | -0.432 |
| X6 | Land holding | -0.014 | 0.053 | -0.274 |
| X7 | Annual income | 0.000003744 | 0.001 | 0.572 |
| X8 | Social participation | 0.166 | 0.166 | 0.998 |
| X9 | Mass media utilisation | -0.169 | 0.150 | -1.124 |
| X10 | Extension contact | 0.162 | 0.189 | 0.858 |
| X11 | Cosmopoliteness | -0.361 | 0.829 | -0.435 |
| X12 | Progressiveness | 1.160 | 0.766 | 1.515 |
| X13 | Economic motivation | 0.152 | 0.254 | 0.592 |
| X14 | Risk orientation | 0.314* | 0.167 | 1.98 |

R² =0.704

F value=11.59**

Constant=35.78

** Significant at 1%

* Significant at 5%

Table 5. Path coefficients showing direct, indirect and substantial effect of independent variables on dependent variable satisfaction level of respondents towards various components of farm magazines n=180

| Sl. No | Independent variables | Direct effect | Total indirect effect | Substantial effect through 1 | Substantial effect through 2 |
|--------|------------------------|---------------|-----------------------|------------------------------|------------------------------|
| X1 | Age | -0.0134 | -0.0764 | -0.0422 (x2) | -0.0279(x5) |
| X2 | Education | 0.4207 | 0.2503 | 0.1098(x12) | 0.0064(x12) |
| X3 | Occupation | 0.0166 | -0.0066 | -0.0049(x9) | 0.0958(x14) |
| X4 | Family size | 0.0424 | 0.0186 | -0.0111(x10) | 0.0093(x14) |
| X5 | Farming experience | -0.0378 | -0.0262 | -0.0325(x2) | -0.0119(x12) |
| X6 | Land holding | -0.0207 | 0.1027 | -0.0341(x10) | 0.0310(x9) |
| X7 | Annual income | 0.0416 | 0.2714 | 0.1718(x2) | 0.0449(x12) |
| X8 | Social participation | 0.0707 | 0.3873 | 0.2337(x2) | 0.0688(x14) |
| X9 | Mass media utilisation | -0.1205 | 0.5975 | 0.2793(x2) | 0.1023(x14) |
| X10 | Extension contact | 0.0901 | 0.4189 | 0.2790(x2) | 0.1005(x14) |
| X11 | Cosmopoliteness | -0.0348 | 0.4798 | 0.2719(x2) | 0.0783(x14) |
| X12 | Progressiveness | 0.1415 | 0.4535 | 0.3266(x2) | 0.0890(x14) |
| X13 | Economic motivation | 0.0498 | 0.3962 | 0.2309(x2) | 0.1096(x14) |
| X14 | Risk orientation | 0.1620 | 0.3590 | 0.2488(x2) | 0.0777(x12) |

components of farm magazines, followed by annual income (0.2714), education (0.2503), land holding (0.1027), family size (0.0186). The other variables such as age (-0.0764), farming experience (-0.0262), occupation (-0.0066) had negative total indirect effect over satisfaction level of the respondents towards various components of farm magazines.

Out of 28 indirect substantial effects, the independent variables such as age (x1), farming experience (x5), annual income (x6), social participation (x8), mass media participation (x9), extension contact (x10), cosmopoliteness (x11), progressiveness (x12), economic motivation (x13), risk orientation (x14) passed through education (x2) exerted substantial indirect influence on satisfaction level of the respondents towards various components of farm magazines. Eight variables namely education (x2), family size (x4), social participation (x8), mass media participation (x9), extension contact (x10), cosmopoliteness (x11), progressiveness (x12), economic motivation (x13) passed through risk orientation (x14) and had exhibited substantial indirect effect over satisfaction level. While other five independent variables such as education (x2), occupation (x3), farming experience (x5), annual income (x7), risk orientation (x14) passed through progressiveness (x12) and exerted substantial indirect effect over satisfaction level. The other variables family size (x4), land holding (x6) passed through mass media participation (x10), age (x1) passed through land holding (x6), occupation (x3) passed through farming experience (x5) and land holding passed through extension contact (x10) and exhibited substantial indirect effect over satisfaction level of the respondents towards various

components of farm magazine. Based on the above findings, the following inferences can be drawn.

The independent variables education, risk orientation, progressiveness, extension contact, social participation and economic motivation exerted highest positive direct effect on satisfaction level of the respondents towards different components of farm magazines. The independent variables like mass media utilization, cosmopoliteness, progressiveness, extension contact, economic motivation and social participation, exhibited highest positive indirect effect over satisfaction level of the respondents towards various components of farm magazines, followed by risk orientation, annual income, education, land holding and family size. Education with the influence of age, farming experience, annual income, social participation, mass media participation, extension contact, cosmopoliteness, progressiveness, economic motivation and risk orientation exerted substantial indirect influence over satisfaction level of the respondents towards various components of farm magazines.

Risk orientation with the influence of other eight variables namely education, family size, social participation, mass media participation, extension contact, cosmopoliteness, progressiveness, economic motivation exhibited substantial indirect effect over satisfaction level. The independent variable progressiveness with the influence of education, occupation, farming experience, annual income and risk orientation exerted substantial indirect effect over satisfaction level of the respondents towards various components of farm magazines.

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