

# Study of Farmers' Attitude towards Grape Insurance

## Case Study: City of Qouchan

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### Abstract

The present study has been conducted with an aim to identify socio-economic factors effective in the process of accepting insurance in the city of Qouchan. The sample size included a random selection of 30 and the data collected through completed questionnaires. The obtained data were then analyzed and estimated on the basis of the Logit model. The results show that variables such as level and type of grapes, land under cultivation and, source of income would leave negative effects on farmers in accepting insurance of grape products. On the other hand, degree of education, income level, and required technical-agricultural knowledge for cultivation of agricultural products, usage of extension services, and age are among variables which are positively effective in accepting insurance. Other factors have no significant impact on the acceptance or denial of insurance among farmers.

### Keywords:

Socio-economic Factors, City of Qouchan, Agriculture Insurance, Grape, Acceptance of Insurance, the Logit Model.