SOCIAL PSYCHOLOGY PREDICTORS FOR THE ADOPTION OF SOIL CONSERVATION MEASURES IN CENTRAL CHILE

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With low adoption rates of soil conservation measures (SCM) widespread, it is examine determinants of current and potential future adoption of SCM in the "*Secano Costero*" region of Central Chile. Randomly selected farmers (N=140) spent an equivalent of 48,000 CLP/year (~79 USD) on current SCM. A contingent valuation of a hypothesized soil conservation program revealed a willingness to pay of 30,610 CLP/year (~50.4 USD) for future adoption. Socio-psychology variables from Protection Motivation Theory (PMT; response efficacy, perceived barriers) were used to predict current and potential future adoption. Current spending on SCM is influenced by perceptions of (1) erosion problem severity, (2) response efficacy of SCM, (3) farming problems, and (4) barriers (lack of labor and draught animals). In addition, farm size and education were also significant predictors. Willingness to pay for future adoption of SCM is influenced by farmers' perception of (1) the response efficacy of SCM and (2) the community support to the program as well as farm size, age and gender. These results suggest that formal psychometric scale development for social-psychology predictors for the adoption of SCM, e.g. based on PMT, is a promising avenue to the analysis of soil conservation decision.