ASSESSING THE ENVIRONMENTAL FACTORS THAT INFORM THE CHOICE OF WATER SUPPLY SYSTEM BASED ON FARMER'S PERCEPTION: A CASE STUDY OF FARMERS IN JASIKAN& HOHOE, GHANA

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Abstract- This study provides the environmental behaviors of farmers in choosing a water supply system in Jasikan and Hohoe in Ghana. It also identifies the factors that underline their choice.Cost of power, water conservation, environmental-awareness, and biodiversity protection that inform a choice of water supply technology in Ghana is evaluated using theValue-Belief-Norm (VBN) model. The aim is to thoroughly understand the factors that inform environmental behavior. This study also employs a contingent valuation survey to investigate the factors influencing households′ willingness to pay for improved water services in Ghana. Our results suggest that income, and power cost rank highest (74%). Most farmers did not demonstrate their ample environmental awareness. The highest average scores of environmental behaviors were related to low-cost behaviors and those that imposed the fewest behavioral restrictions.

Keywords- Behavioral restrictions, contingent valuation, environmental behavior, Value-Belief-Norm and willingness to pay