**Investigating Iranian farmers' water conservation behaviors through psychological Model**

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**Abstract**

The Middle East and North Africa (MENA) is the most water-scarce area of the world. Agriculture reportage for the overwhelming majority of water demand in MENA. This is while, water scarcity is one of the greatest environmental problems threatening the agriculture section. Iran is among the countries located in this section. The Iran average of 92% of water is used in agriculture. Because, farmers do not use the available water well. Thus, it is necessary to encourage and guide them toward the proper use. Water issues are associated with individual lifestyles, it is important to understand people’s decision-making processes regarding consumption behaviors related to the water. Furthermore, attempts to promote voluntary action will require an understanding of existing behaviors, and also an understanding of how behavioral change can be influenced. Conservation psychology models include variables as predictors of conservation behavior. The present study uses the Norm Activation Model (NAM) as a theoretical basis to predict the personal norm and behavior regarding water conservation through a survey on 360 farmers selected using a multistage, stratified random sampling method in western Iran. Data was collected by using a researcher-made questionnaire. After preparing the questionnaire and ensuring its validity by experts, its reliability was confirmed by calculating Cronbach's alpha values ​​for the variables investigated through a pilot study. Findings revealed that, two variables influenced on the personal norm toward water conservation namely ascription of responsibility and self-efficacy. Water conservation behavior, also was significantly determined by personal norm. Finally, based on the research results, suggestions for better use of water by farmers were provided.

**Key words:** Norm Activation Model, Farmers Behavior, Agriculture, Water Conservation

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