

**FACTORS AFFECTING ON SPECIALTY
FERTILIZER PURCHASING AMOUNT OF BANANA
FARMERS**

(CASE STUDY IN EMBILIPITIYA DS DIVISION)

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ABSTRACT

This study was aimed at analyzing factors that affecting on specialty fertilizer purchasing amount of banana farmers in Embilipitiya DS division. Understanding fertilizer buying behavior will help to develop an effective marketing strategy for fertilizer manufactures and distributors engage in fertilizer marketing. There are several specialty fertilizers in the market.

Structural questionnaire was developed and pre tested. Then the questionnaire was administered by interviewing 100 banana farmers who selected randomly. Multiple regression model and descriptive analysis were used in analyzing survey data. According to the descriptive statistics 99% of respondents were male. Respondents' age lay in between 20-70 years old. All most all the respondents' education level was under bachelor's degree. Majority of the respondents' income level was between 400, 000 - 1, 000, 000. Highly cultivated banana varieties were Puwalu, Embul and Seeni.

According to the regression analysis coefficient of determination (R^2) was 84.7%. It suggested that variation can be explained by the model. The results of this study indicated that land extents, number of plants, price level were the most significant factors that affect for the specialty fertilizer purchasing amount. Fertilizer transportation distance was negatively affected to the specialty fertilizer purchasing amount. Availability of fertilizer traders positively affect to the specialty fertilizer purchasing amount. Respondents who cultivated Puwalu variety have higher tendency to purchase higher amount of specialty fertilizer than the other respondents. Specialty fertilizer purchasing amount has negatively impact with the farming experience and the age of the respondents.

Key words: Specialty fertilizer, buying behavior