

THE FACTORS AFFECTING THE HERBICIDE PURCHASING DECISION OF PADDY FARMERS IN AMPARA DISTRICT

A dissertation submitted to the
Faculty of Animal Science and Export Agriculture
Uva Wellassa University
In partial fulfillment of the requirements for the award of the
Degree of Bachelor of Science in Export Agriculture

By
RATNAGOWRI KARUNANITHI

**Faculty of Animal Science and Export Agriculture
Uva Wellassa University**

2012

ABSTRACT

This study was aimed at analyzing the factors that affect on the herbicide purchasing decision of paddy farmers in Ampara district. Understanding of farmers' buying behavior will enhance to developing an effective marketing strategy for manufactures and distributors engaged in herbicide marketing. This study was conducted in four Divisional secretariats of Ampara district in the season Yala 2012. Factors as socio-cultural, economic, individual and psychological are accounted to be affecting the herbicide buying behavior of farmers. Considering the above factors, a structured questionnaire was developed and pretested. Then the questionnaire was administered interviewing 100 paddy farmers selected randomly. A descriptive analysis and multiple regression model were used in analyzing survey data. The descriptive statistics results revealed that 67% of the respondents were fulltime farmers. Extent cultivated for paddy has mean value of 7.178 acres. Respondents were having an average period of 16 years of experience in paddy cultivation. Average age of the respondents was 45 years. Nature of herbicide purchase indicates that 62% of them preferring cash purchase and 10% of them preferring credit purchase. 67% of them purchase from a single retailer. According to the regression analysis, co efficient of determination (R^2) is 0.754. It suggested that 75.4 % variation can be explained by the model. Positive impact of post purchase satisfaction in last season, extent of cultivation and the opinion of fellow farmers have significant ($p<0.01$) influence on farmers' decision making process. Use of mechanical control method and the influence of commercial advertisements of product-related characteristics made a negative influence and the opinion of Agriculture instructor made a positive influence on farmers' decision making process.

Key words: Decision making, Herbicide, Farmer's behaviour