

Factors affecting the Herbicide purchasing decision of Paddy Farmers in Batticaloa District

¹Viharna Selvarajah and ²Thivahary Geretharan

¹Dept. of Crop Science, Faculty of Agriculture, Eastern University, Sri Lanka

²Dept. of Agricultural Economics, Faculty of Agriculture, Eastern University, Sri Lanka

E-mail:sviharnaa@yahoo.com

Abstract

The advent of herbicides has led to increase in crop yield and reduce drudgery among farmers. Farmers facing difficulties while deciding and purchasing herbicides regarding to various factors. There are a number of factors influencing farmers' decision in purchasing a herbicide. This study was conducted to find out the different factors that are influencing the herbicide purchasing decision of the paddy growers in Batticaloa district. Hundred number of paddy farmers were randomly selected for this study. Questionnaire survey was used as the primary data collection method. Secondary data were collected from published sources.

Based on the study conducted it was found that price of the herbicide is the main factor that influencing the herbicide purchasing decision of the paddy growers in the district, followed by brand name, quality and effectiveness and popularity of the herbicides. Also, the study reveals that most of the paddy farmers in the district completely rely on agrochemical traders to get the information related to herbicides. Significant association was observed between the educational level of farmers and purchasing decision based on own experience and based on the discussion with agrochemical traders. Majority of the paddy growers in the study area paid direct cash for purchasing herbicides rather than go for credit purchase. Further more it is also found out that farmers are getting more than 6% of discount rate from the agrochemical traders during the time of herbicide purchasing. Although farmers aware about the toxicity level of the herbicides majority of them were not considered the toxicity level of herbicides at the time of herbicide purchasing. Thus, establishment of efficient and effective sources of information is important to promote correct purchasing herbicides and to promote efficient use of herbicides.

Keywords: Agrochemical traders, herbicides, paddy growers, purchasing decision