

PESTICIDES BUYING BEHAVIOR OF PADDY FARMERS' IN THE
NUWARAGAMPALATHE-EAST DIVISIONAL SECRETARIAT DIVISION IN
ANURADHAPURA DISTRICT

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This study was conducted to analyze the pesticide purchasing behaviour and to uncover factors affecting insecticides buying behaviour of paddy farmers. Understanding of which is very much in developing an effective marketing strategy for companies engaged in pesticide production and marketing. On the other hand, different factors such as cultural, social, personal and psychological may affect pesticides buying behaviour of the farmers.

This study was conducted in selected part of the Nuwaragampalatha (East) Divisional Secretariat area in 2007. The target group of 55 paddy farmers was selected randomly. Data were collected through interviewing paddy farmers who used pesticides in the season Maha 2006/2007. A binary logistic model was used in analyzing survey data.

In the sample average income of a family was Rs. 14,800 per month. Farmers were having an average period of 21 years of experience in farming. 65 percent of the respondents were fulltime farmers. Only 2 percent of the respondents were with no education. Average age of the respondents was 48 years. Extent cultivated to paddy in Maha 2006/2007 has ranged between 0.25 and 8.0 acres with a mean value of 2.0 acres.

The results indicated that more than 90% farmers had used insecticides and weedicides. The efficient use of insecticides and weedicides could reduce cost of production of paddy but, farmers had applied these chemicals without proper guidance. Agricultural

extension service was not efficient. So, farmers had made their purchasing decision using information gathered through several sources as well as on their own experience. 71% of farmers had concerned effectiveness of pesticides when evaluation of alternatives. Nature of purchase proved that there was no credit bound relationship with retailers and farmers. Farmers have enjoyed high level of satisfaction due performance of pesticides used.

The statistical analysis revealed that impact of agricultural extension service, price of the insecticides, brand/trade name, and opinion of peer farmers have significantly contributed to the demand for insecticides. Establishment of efficient and effective sources of information promotes effective and efficient use of pesticides and to strengthen them the activities of the agricultural extension service are very important.

Key words: Credit bound relationship, Agro chemicals, Paddy industry