



## RESEARCH PAPER

# Factors influencing the buying behaviour of cotton farmers towards pesticides in Guntur district of Andhra Pradesh

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**Abstract :** Introduction of high-yielding varieties and fertilizer responsive varieties has influenced the incidence of pests and diseases. To eradicate them farmers are willing to use pesticides which are quick action. As the pest incidence is increased, emergence of new pests there was also an increase in the usage of pesticides. The pre-scheduled survey was done in Guntur district of Andhra Pradesh. A representative sample of 100 farmers were taken for the study. India ranks 4<sup>th</sup> largest producer of pesticides with an estimated market size of 4.9 billion US dollars after the United States, Japan and China with a market share of 10 percent globally. Cotton ranks 2<sup>nd</sup> in the consumption of pesticides among agricultural crops. Andhra Pradesh ranks 1<sup>st</sup> in the production of cotton. The major source of pesticide purchase is from private dealer. The payment method was both cash and credit. The major source of information regarding pesticides was by the pesticide dealers, progressive farmers, pesticide company representatives. The basis for pesticides application was previous usage experience, pesticide dealer recommendations, neighbor farmer recommendation. The farmers had satisfaction towards availability of the choice products, accessibility to input stores, availability of a range of products. The major constraint faced by the farmer was high price, high interest on credit. The overall problems faced by the farmers was lack of usage information, unavailability of product during peak pest incidence.

**Key Words :** Pesticides, Consumption, Buying, Const, Information

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