

FARM USE PESTICIDES AND FACTORS THAT INFLUENCE FARMERS DECISION ON IT

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ABSTRACT

Today, more and more countries are facing the effects of globalization and increasing unfair competition across the globe. On the other hand, consumers are becoming more and more sensitive to consuming quality products. The definition of quality and information on it is more and more an indisputable element of the strategies developed by the economic actors (Bramley, Biénabe, and Kirsten, 2008.) Under these conditions only a good management of the farm gives the farmers the opportunity to be competitive in the market as well as to have a sustainable development by using human, economic and natural resources efficiently. Our study attempts to analyze the main factors that influence the farmers' selection of pesticides. To explore this process, we conducted surveys with farmers in the area of Ndroq near Tirana, capital of Albania. The data analysis is done through the decision tree.

Keywords: Decision making, decision tree, farmer, pesticide.