Investigating Factors Influence Farmers’ Intention Regarding Safe Use of Pesticides through Health Belief Model

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Abstract
Use of pesticides in agriculture has increased agricultural production and productivity. However, negative externalities from such use have increased too. These externalities include damage to agricultural land, fisheries, fauna and flora. Furthermore, increased mortality and morbidity of humans due to unsafe use of these chemicals are the most prevalent and serious occupational hazards faced by farmers and agricultural workers in developing countries. As such, the aim of this article to investigate farmers’ intention regarding safe use of pesticides. To achieving this aim, the study uses health beliefs model to predict the intentions regarding safe use of pesticides in a multistage, random quota sample of farmers (n= 150) in a survey conducted in Southern Iran, Boushehr province. Findings revealed that the model is a suitable for predicting intention. Hierarchical regression analysis showed that cue to action, perceived severity and self-efficacy can predict 38.5% of variances in safe use pesticides intentions. Therefore, those farmers who received more cue to action, perceived more severity and feel less self-efficacy also had a greater intention to engage in safe behavior.

Keywords: Pesticides, Farmers’ Intention, Health Beliefs Model, Boushehr.

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