An Analysis on the Usage of Farm Machinery - *A Multivariate Approach*

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ABSTRACT

In this paper an attempt was made to study various factors that influence a farmer in the selection of agricultural machines. The study was carried out in Krishna, Guntur and Prakasam districts of Andhra Pradesh state. The researcher has collected primary data from 90 farmers who had bought implements for agriculture purpose in these districts. Factor analysis was used to find out the most influencing factors considered by the farmers while making the selection of farm machinery. It is found that there are five influencing factors that are involved in selection of farm machinery.

Key words: *Descriptive research, Factor analysis, Farm machinery, Farmer behavior.*