

Impact of Heuristic Biases & Socio-Economic Behaviour Factors on Farming-Related Decisions of Agriculture Communities in Tamil Nadu¹

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Abstract

The impact of heuristic biases and socio-economic behavioural factors on farming-related decisions of agriculture communities, forms the subject of this paper. Though many studies have used psychological insights to investigate farming-related decisions, very few studies have employed psychological and socio-economic factors to study the same. Farming community produces a greater number of food crops and farming is more a way of life for them. The current research paper examines heuristic biases, biophysical, social and economic determinants of the agrarian community in Tamil Nadu, particularly Tiruchirappalli District. The study found the impact of behavioural and social-economic factors on agriculture communities. The study used discussions by three focus groups like male farmers, female farmers and agricultural advisors during the study period.

JEL Code : A1, A130, G4, G40, Q1

Keywords : Heuristic Biases; Behavioural; Social; Economic; Biophysical; Farming; Agriculture; Tamil Nadu; India

I. Introduction

GOMES, SAES, NUNES and Vilpoux 2022 has defined heuristics as a conscious mental shortcut method, which plays a vital role in the problem solving and decision-making process. Heuristics represents three behavioural biases like representativeness, anchoring and availability bias (Bhuvanewari and Vanitha 2023; Kahneman and Tversky 1979). This behavioural bias can arise in people and create the illusion of overconfidence and gambler's fallacy bias. These cognitive errors could be connected with male and female farmers' demographic factors and agriculture advisors'

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