



**FARMERS' PURCHASING DECISIONS AND SUPPLY CHAIN DYNAMICS OF
AGRICULTURAL SUPPLIES IN BARANGAY LUMAPAO, CANLAON CITY:
A QUANTITATIVE INQUIRY**

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ABSTRACT

This study examined the relationship between farmers' purchasing decisions and agricultural supply chain dynamics in Barangay Lumapao Canlaon, Negros Oriental, Philippines using a quantitative descriptive-correlational design. A total of 45 farmers participated in the survey and the gathered data were analyzed using weighted mean, simple linear regression and Analysis of Variance (ANOVA). Results showed that purchasing decisions obtained a high mean score ($M=4.17$), while supply chain dynamics yielded a moderate mean ($M=3.41$). Regression analysis revealed a moderately strong positive relationship ($r=0.68$) with coefficient of determination ($R^2=0.46$), indicating that 46% of the variation in purchasing decisions is indicated by supply chain dynamics. The ANOVA result confirmed that the model is statistically significant, $F(1, 43)=30.47$, $p<0.001$. These findings suggest that improvements in availability, price stability, delivery efficiency, and accessibility significantly enhance farmers' purchasing behavior and decision-making process.

Keywords: *Delivery Efficiency, Smallholder Farmers, Agricultural Inputs, Price Stability, Accessibility, Rural Livelihood*

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