

# **Influence of Economic Factors on Hass Avocado Production In Gatundu South Constituency, Kiambu County**

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## **Abstract**

### **ABSTRACT**

Avocado farming remains the economic backbone of horticultural farming in Kenya. In central Kenya in particular Kiambu County avocado farming is very popular and very high. Although they produce this much, they have not met the export market in Europe, this shows that they have not exhaustively farmed this hotcake crop. The essence of this study was to show the influence of economic factors on Hass avocado production. The specific objectives of the study were: To investigate cost of production influence high Hass avocado production, to examine the extent to which access to credit influence avocado production in Gatundu south constituency and to investigate the extent to which accessibility to market influence Hass avocado production. The target population was Hass avocado farmers both males and females. The estimated sample size was 30 farmers. The study employed stratified random sampling in order to capture the whole constituency. Systematic random sampling was used to select actual respondents. Pre-testing was used to validate the research instruments. A self-administered questionnaire with open ended questions was used and distributed to the respondents. They were later collected for analysis. The data was analyzed by the help of SPSS and assessed by the use of Pearson's correlation coefficient and presented in frequency tables and percentages. From the findings there was a strong negative correlation between the cost of production and the Hass avocado production, a positive correlation between credit access and the Hass avocado production and a positive relationship on the access to markets. The study concluded that access to credit, access to market and low production cost have an influence on Hass avocado production. Thus will lead to meeting the high market demand, increase food security and improve farmer's income. The study recommended that the county and national government to work together to formulate policies in enhancing extension services, help farmers access agricultural credits.