|  |  |
| --- | --- |
| **Fig. S1** SNA of fertilizer information sources- Vadamugam Vellode-B village | **Fig. S2** SNA of fertilizer information sources- Kanagapuram-A village |
| **Fig. S3** SNA of fertilizer information sources- Thenmugam Vellode-B village | **Fig. S4** SNA of fertilizer information sources- Vadugapatti-A village |

|  |  |
| --- | --- |
| **Fig. S5** SNA of fertilizer information sources- Sivagiri-A village | **Fig. S6** SNA of fertilizer information sources- KollenKovil-B village |
| **Fig. S7** SNA of fertilizer information sources- Kathirampatti village | **Fig. S8** SNA of fertilizer information sources- Nasiyanur village |

|  |  |
| --- | --- |
| **Fig. S9** SNA of fertilizer information sources- Kadhampalayam village | **Fig. S10** SNA of fertilizer information sources- Nallampatti village |

**Conversion factors used for estimating nutrient application**

**Nitrogen in various fertilizers and manure**

The following yardsticks were used for estimating nitrogen,

**Table S1** Nitrogen in various fertilizers and manure (TNAU Agritech Portal 2014)

|  |  |  |  |
| --- | --- | --- | --- |
| Fertilizer | Percentage of nitrogen | Quantity | Nitrogen per kg of fertilizer |
| Urea | 46% | 1 kg | 460 g |
| Ammonium chloride | 25 % | 1 kg | 250 g |
| Diammonium phosphate | 18 % | 1 kg | 180 g |
| 17:17:17 | 17 % | 1 kg | 170 g |
| 20:20:0:13 | 20 % | 1 kg | 200 g |
| Farmyard manure | 0.5 % | 1 kg | 5 g |

**Phosphorus in various fertilizers and manure**

The following yardsticks were used for estimating phosphorus,

**Table S2** Phosphorus in various fertilizers and manure (TNAU Agritech Portal 2014)

|  |  |  |  |
| --- | --- | --- | --- |
| Fertilizer | Percentage of nitrogen | Quantity | Nitrogen per kg of fertilizer |
| Diammonium phosphate | 46 % | 1 kg | 460 g |
| 17:17:17 | 17 % | 1 kg | 170 g |
| 20:20:0:13 | 20 % | 1 kg | 200 g |
| Farmyard manure | 0.2 % | 1 kg | 2 g |

**Potassium in various fertilizers and manure**

The following yardsticks were used for estimating potassium,

**Table S3** Potassium in various fertilizers and manure (TNAU Agritech Portal 2014)

|  |  |  |  |
| --- | --- | --- | --- |
| Fertilizer | Percentage of nitrogen | Quantity | Nitrogen per kg of fertilizer |
| Muriate of potash | 60 % | 1 kg | 600 g |
| 17:17:17 | 17 % | 1 kg | 170 g |
| Farmyard manure | 0.5 % | 1 kg | 5 g |

The fertilizer recommendation was collected from TNAU Agritech Portal (2014).

**Table S4** ANOVA table of surveyed farmer’s socioeconomic characters

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Variable | | Age of the respondent  (In years) | Years of schooling  (In years) | Household size  (In numbers) | Land owned  (In acres) | Years of experience in farming  (in years) | Expenditure  (In rupees) |
| Vadamugam  Vellode- B | Mean | 53.20 | 9.40 | 3.76 | 2.05 | 33.44 | 8256.4 |
| SD | 11.08 | 4.84 | 1.35 | 2.11 | 11.25 | 5344.07 |
| Kanagapuram- A | Mean | 54.96 | 10.94 | 3.32 | 4.45 | 30.46 | 11770 |
| SD | 11.50 | 3.92 | 1.04 | 3.05 | 10.56 | 4092.31 |
| Thenmugam  Vellode- B | Mean | 50.54 | 10.32 | 3.36 | 4.72 | 27.06 | 10140 |
| SD | 11.30 | 3.74 | 1.22 | 3.30 | 10.66 | 3741.71 |
| Vadugapatti- A | Mean | 56.96 | 10.12 | 3.34 | 5.47 | 33.7 | 10170 |
| SD | 11.41 | 3.91 | 1.14 | 4.87 | 12.89 | 4856.73 |
| Sivagiri- A | Mean | 55.70 | 10.36 | 3.18 | 6.69 | 33.16 | 9200 |
| SD | 11.23 | 3.87 | 1.24 | 5.94 | 10.69 | 3010.19 |
| Kollen  Kovil- B | Mean | 52.56 | 11.14 | 3.60 | 6.15 | 30.96 | 9400 |
| SD | 11.30 | 3.87 | 1.23 | 5.13 | 12.83 | 3131.47 |
| Kathirampatti | Mean | 48.68 | 11.32 | 3.70 | 3.16 | 25.94 | 8210 |
| SD | 10.23 | 3.37 | 1.31 | 3.21 | 10.89 | 2880.42 |
| Nasiyanur | Mean | 56.02 | 10.16 | 3.24 | 3.44 | 35.18 | 10300 |
| SD | 12.64 | 4.39 | 1.42 | 1.66 | 14.11 | 3592.79 |
| Kandham  palayam | Mean | 53.58 | 10.68 | 3.66 | 3.65 | 31.74 | 12620 |
| SD | 13.22 | 4.14 | 1.38 | 1.43 | 13.89 | 9487.67 |
| Nallampatti | Mean | 45.02 | 12.38 | 4.08 | 7.23 | 24.56 | 14450 |
| SD | 9.36 | 3.68 | 1.10 | 3.93 | 11.26 | 4789.71 |
| F | | 5.33 | 2.10 | 2.57 | 9.97 | 4.55 | 8.28 |
| p | | 0.000 | 0.028 | 0.007 | 0.000 | 0.000 | 0.000 |

**Note: SD** is the Standard Deviation.