

**WILLINGNESS TO ADOPT CHEMICAL LEASING
SERVICE BY VEGETABLE FARMING IN
NUWARAELIYA DISTRICT, SRI LANKA**

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ABSTRACT

Chemical leasing service is a new strategic business model which is service oriented to promote sustainable chemical management. Reduce the consumption of chemicals and minimizes harmful environmental impacts caused by consumers. Vegetable cultivation is a main sector in using agro chemicals. In the cultivation of vegetables numerous problems have been encountered. Unavailability of inputs of time, higher production cost, disease and pest damages, low productivity, excess production during harvesting season and market fluctuation, low quality production, indiscriminate use of agro chemicals, High priced pesticides had a fewer tendency to be overused, excessive post- harvest losses and etc. Most of these problems can be solved by Chemical Leasing service. And it will be new trend to the society and new party can be entering to the agrochemical industry as service provider. Finding willingness to adopt chemical leasing service in Nuwera Eliya district will help to seek new opportunity in agriculture to enter new .This study showed that about 78.9% of consumers (farmers) in the sample willing to adopt this new innovative strategic model. To determine willingness to adopt Chemical Leasing service and factors affecting to willingness used chi-square test and binary logistic regression model. While 78.9% of farmers willing to accept this model in their agricultural activities these significant factors affect to determine their willingness. farmer's age groups, expected outcome, cost of agrochemicals, family pressure, trained people, storing facilities, paying method, service method, safety concern, other inputs given, waste disposal method's easiness and etc. variables are the affected predictors on willingness to adopt Chemical Leasing service . To achieve the objectives of this

study; Chi-square test and Binary Logistic model were used. In the first analysis, chi-square contingency test was used to determine willingness to adopt chemical leasing service frequencies is independent of the respondents' demographic and other factors. In the second analysis, the binary logistic was used to determine the extent to which selected factors or variables influenced the respondents' willingness to adopt chemical leasing service. All these factors will be measured and their affect to the chemical leasing service will be tested. Final objective of the study is to identify the most critical factors of that make influence on farmer willingness. In order to accomplish this objective, a Binary Logistic model can be constructed with respect to study factors

Key Words: willingness to adopt, Chemical Leasing Service