

**CURB THE EXCESS USE AND ABUSE OF
AGROCHEMICALS BY REINFORCEMENT OF
CONSUMER'S LEVEL OF AWARENESS**

A dissertation submitted to the
Faculty of Animal Science and Export Agriculture
Uva Wellassa University
In partial fulfillment of the requirements for the award of
Bachelor of Science in Export Agriculture

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2014

ABSTRACT

This study was conducted in three areas of the upcountry regions. The purpose of this study is to get opinions from consumers which curb the excess use and abuse of agrochemicals by reinforcement of consumer's awareness. And to determine the approaches which reduce or stop the excess use and abuse of agrochemicals. I selected survey opinion type data collection method to obtain primary data. Using structured questionnaire I collected data from randomly selected 600 consumers. We build a model in deriving necessary data base on the 03 indices were developed to measure the awareness level, sensitivity level, action level of consumers.

I gathered some information about the consumer's opinion on reduction of agrochemicals. From the model, I analyze what is/are the best practice/s to curb the excess use and abuse of agrochemicals. Most of consumer population think traditional farm practices and verities is the most potential and sustainable solution to control the excess use and abuse of agrochemicals. Descriptive analysis, five point hedonic scale analysis were more helpful in determining the objectives of research. . This study starts with introduction part, literature review, methodology, interpretation & analysis and ends with conclusion, suggestion & recommendation.

Keyword: Consumer, Excess, Abuse, Agrochemicals, opinion survey, Awareness, Sensitivity, Action, Descriptive analysis, five point hedonic scale analysis.