



Behavioural Change Strategies for Fertilizer Usage among Ethiopian Smallholder Wheat Farmers: Adoption Analysis

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Abstract

The adoption of fertilizer among Ethiopian smallholder wheat farmers has been limited despite its proven benefits in increasing crop yields and improving soil health. The research employed semi-structured interviews with 50 randomly selected smallholder farmers who had adopted or not adopted new fertilizer use practices over the past year. Farmers expressed mixed views about the benefits of using fertilizers, with a significant proportion (60%) indicating improved yields and soil health as key motivators for adoption. However, cost constraints were cited by 45% as a major barrier to fertilizer usage. Behavioural change strategies that emphasise both the economic and environmental benefits of fertilizer use alongside addressing affordability issues are likely to enhance farmer adoption rates in Ethiopia. Implementing targeted subsidies or community-based financing mechanisms could facilitate wider adoption of improved agricultural practices among smallholder farmers in Ethiopia. Fertilizer Use, Behavioural Change Strategies, Smallholder Farmers, Agricultural Practices, Soil Health

Keywords: *Ethiopia, Geographical Diffusion, Social Cognitive Theory, Qualitative Research, Community Engagement, Behavioural Intention Model, Participatory Action Research*

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