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学 位 論 文 題 目	EXPLORING THE NEXUS OF RICE TECHNOLOGY ADOPTION, COMMERCIALIZATION, AND CONSUMER PREFERENCES IN ETHIOPIA エチオピアにおけるコメの栽培技術普及・商業化および消費選好に関する総合的考察
論 文 審 査 委 員	(主査) 教 授 吉田 行郷 (副査) 教 授 櫻井 清一 教 授 栗原 伸一 教 授 丸山 敦史

論 文 内 容 の 要 旨

Agriculture is the backbone of Ethiopia's economy, contributing 32.8% to the national GDP, and providing employment to 72.7% of the population.

A study was conducted to identify and generate information on the factors influencing improved rice technology adoption and its impact, commercialization of smallholder farmers and consumers' preferences for rice consumption in Ethiopia.

The study used two sets of cross-sectional data collected from 594 rice-producing households and 200 rice consumers in the year 2018 and 2023 respectively through a multistage sampling technique.

The data were analyzed using descriptive statistics and econometric models including multivariate probit, Probit, Tobit, Endogenous switching regression, and Propensity score matching models. A multivariate probit (MVP) model results showed that the adoption levels of improved rice varieties, row planting, recommended rate of Urea fertilizer, recommended rate of DAP/NPS fertilizer, and recommended weeding frequency was 24.4%, 23.4%, 40.9%, 38.6%, and 52.4% respectively.

On the other hand, the endogenous switching regression model result indicates that adoption of improved rice varieties has a robust and positive impact on rice yield, income and commercialization, while reducing multidimensional and subjective poverty.

Moreover, the Tobit model results of rice input commercialization showed that educational status of the household head, credit use, share of irrigated land cultivated, membership in social groups, and land dedicated to rice production were found to influence significantly and positively the level of output commercialization.

However, total cultivated land and distance to the main market had a negative influence. Furthermore, the Tobit model results of rice input commercialization indicated that farming experience of the household head, credit, irrigated land, extension service, and land allocated

for rice were found to influence significantly and positively the degree of input commercialization while distance to the main market affected the degree of input commercialization negatively.

In addition, the findings reveal that consumers' choices and preferences are influenced by socioeconomic factors, affordability, perceived quality, convenience, and cultural compatibility of rice type.

Furthermore, Key quality attributes, including color, price, level of impurities, and breakage play pivotal roles in shaping consumer choices. Generally, the government should devise ways to ease the accessibility of improved rice seeds and fertilizers along with the introduction of labor-saving technologies to increase productivity, commercialization, and reduce reliance on imported rice.