

The Perception of Nano-Pesticides Products In Romania*

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Abstract

The paper follows two main objectives: to understand farmers' perception and image of nano-pesticides products and to identify communication levers in order to improve the perceived image of bio-pesticides products. Orientations in terms of communication are product-focused and aim at enhancing the reputation of products, consequently with impact on product consumption. The present research is focused on the bio-pesticides products, regardless of their. This paper conducted a questionnaire survey of Romanian farmers' perception toward bio-pesticides products. The empirical study with indicated that farmers shown different awareness to domestic and foreign products.

Keywords: Ecological Products Perception, Nano-Pesticides Product