

BIBLIOGRAPHY

PADUA, CHERYL B. April 2013. The Benefits of Agricultural Radio Advertisements to Vegetable Farmers in La Trinidad, Benguet. Benguet State University, La Trinidad, Benguet.

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ABSTRACT

The study was conducted at Swamp, La Trinidad Benguet to characterize the profile of the respondents of the study, enumerate the reasons of the respondents for listening to radio, to identify the reasons of the respondents for using the radio, to determine the radio ownership of the respondents, to enumerate the radio station the agricultural advertisements were aired, to identify the information need of the respondents to be the contained of the advertisement, to enumerate the agricultural advertisements the respondents recalled, to enumerate the benefits of the agricultural advertisements, to identify the effects of the agricultural advertisements, and to enumerate the suggestions of the respondents for the improvement of the advertisements.

An interview scheduled was used to gather the needed data. The respondents of the study were 56 farmers in Swamp, La Trinidad, Benguet.

Most of the respondents were in the age range of 25-36 years old. Majority of them were found to be a daily radio listeners to DZWT, DZWX, DZEQ, DZBS and FM stations as there source of information, entertainments, and tips to their farming.

Majority of the respondents applies the ideas they heard from radio like the advertised effectiveness of fertilizers: Siglat, Crop giant, Triple 8, Triple 14, Triple 16, and



MBEM; insecticide advertisements like the Prevaton, GAP, Furiarang, Siga and Herbetise; on fungicide advertisements like the Dakunel and Herbicide; and the organic tips like planting using organic fertilizer to their farms.



INTRODUCTION

Rationale

As the saying goes, change is the permanent event in the world. And so man is undergoing change parallel to progress and development.

The key to direction, guiding and learning is the understanding of the needs, attitudes, interests, and goals of the learners (Gregorio, 1976).

According to Wittich and Schuller, 1967; hearing, seeing, looking and listening are the primary means of human learning. What we see and hear markedly influence, how we behave. The interplay of looking and hearing clearly influence how well people learn.

Advertising is a form of communication used to encourage or persuade an audience (viewers, readers or listeners) to continue or take some new action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspapers, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as websites and text messages.

Commercial advertisers often seek to generate increased consumption of their products or services through "Branding," which involves the repetition of an image or product name in an effort to associate certain qualities with the brand in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product



or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement (PSA) (Anonymous, 2007).

Pesticides advertising can also play an important role in increasing farmer's risk aversion. Since training and motivational materials related to pest management are relatively scarce. Advertisements continue to play a major role in influencing farmers' decisions (Anonymous, 2006).

In the early 1920s, the first radio stations were established by radio equipment manufacturers and retailers who offered programs in order to sell more radios to consumers. As time passed, many non-profit organizations followed suit in setting up their own radio stations, and included: schools, clubs and civic groups. When the practice of sponsoring programs was popularized, each individual radio program was usually sponsored by a single business in exchange for a brief mention of the business' name at the beginning and end of the sponsored shows. However, radio station owners soon realized they could earn more money by selling sponsorship rights in small time allocations to multiple businesses throughout their radio station's broadcasts, rather than selling the sponsorship rights to single businesses per show.

This practice was carried over to commercial television in the late 1940s and early 1950s. A fierce battle was fought between those seeking to commercialize the radio and people who argued that the radio spectrum should be considered a part of the commons to be used only non-commercially and for the public good. The United Kingdom pursued a public funding model for the BBC, originally a private company, the British Broadcasting Company, but incorporated as a public body by Royal Charter in 1927. In Canada,



advocates like Graham Spry were likewise able to persuade the federal government to adopt a public funding model, creating the Canadian Broadcasting Corporation. However, in the United States, the capitalist model prevailed with the passage of the Communications Act of 1934 which created the Federal Communications Commission (FCC). However, the U.S. Congress did require commercial broadcasting companies to operate in the "public interest, convenience, and necessity". Public broadcasting now exists in the United States due to the 1967 Public Broadcasting Act which led to the Public Broadcasting Service (PBS) and National Public Radio (NPR).

In La Trinidad Benguet, farmers bring their battery operated radio in their farm cite. They claimed that radio is cheaper and they can also operate them during power off or even electricity is not possible in their locality.

In La Trinidad, some farmers listen to agricultural advertisements as the main source of information. Others watch television, read posters, leaflets, and brochures for them know important information on farming (Anonymous, 2007).

Agricultural advertisements are an important medium and source of information to farmers.

The study is undertaken to have a better understanding on the “Benefits of the Agricultural Radio Advertisements to the Farmers”. Further, determine the reason and information need of the farmers in relation to agricultural advertisements.



Statement of the Problem

The study aims to determine the benefits of advertisements to vegetable farmers in swamp area La Trinidad, Benguet. Specially, it aims to answer the following questions:

1. Why do the farmers listen to radio?
2. What radio channel do agricultural advertisements are aired?
3. What agricultural advertisements do the farmers recall?
4. What are the benefits of listening to agricultural advertisements to farmers?
5. What are the information needs of the farmers?
6. What are the effects of agricultural advertisements?
7. What are the level of perceive benefits for the improvement of the agricultural advertisements?

Objectives of the Study

1. identify the reasons of the farmers for listening radio;
2. identify the radio channels where agricultural advertisements are being heard;
3. enumerate some agricultural advertisements that the farmers recall;
4. determine the benefits of listening of the farmers to agricultural advertisements;
5. identify the information needs of the farmers;
6. identify the effect of agricultural advertisements;and,
7. identify the level of perceive benefits for the improvement of agricultural advertisements.



Importance of the Study

Through this study, the researcher was able to understand the information needs of the farmer listeners, the benefits and effects of Advertisements to them.

The study may also help radio advertisers improve and produce more advertisements that are beneficial and effective to farmers. It may also serve as references of universities and students.

Scope and Limitation of the Study

The study focused on the benefits of agricultural advertisements being heard on radio like pesticides, fertilizers, and feeds to farmers.

It was limited to 56 farmers from swamp area in La Trinidad, Benguet.



REVIEW OF THE LITERATURE

The Growth of Advertising and Promotion

In the early 1920s, the first radio stations were established by radio equipment manufacturers and retailers who offered programs in order to sell more radios to consumers. As time passed, many non-profit organizations followed suit in setting up their own radio stations, and included: schools, clubs and civic groups. When the practice of sponsoring programs was popularized, each individual radio program was usually sponsored by a single business in exchange for a brief mention of the business' name at the beginning and end of the sponsored shows. However, radio station owners soon realized they could earn more money by selling sponsorship rights in small time allocations to multiple businesses throughout their radio station's broadcasts, rather than selling the sponsorship rights to single businesses per show.

According to Barker and Gaut (2002), during the 1930s and 1940s, radio was the television of today, with situation comedies, musicals, political addresses, and game shows. The success of radio often has been attributed to its mobility. We can carry portable radios on our pockets and bring them anywhere, from houses to fields. Radio is most reliable form of communication during emergencies because it can use batteries instead of electricity is an easily portable.

Advertising and promotion are an integral part of our social and economic systems. In the complex society and economic system in which we live, advertising has evolved into vital communication system for both consumers and businesses. The ability of advertising and other promotional methods to deliver carefully prepared messages to target audiences have



given them a major role in the marketing program of most organizational companies ranging from large multinational corporations to small retailers increasingly rely on advertisements and promotions to help them market their products and services. In market based economies, consumers have learned to rely on advertisements and other forms of promotion to provide them with information they can use in making purchase decisions (Belch and Belch, 1993).

Pesticides are used by farmers not only to increase crop yields, but also to stop losses. They serve as resources including labor, machinery services, and other inputs involved in mechanical weed control (Headley, 1967 as cited by Cuilan, 1996). The use of pesticides application lies on the ability to obtain the maximum biological effect with the minimum amount of pesticide materials. On the other hand, it requires good control effect to get sufficient coverage of the pesticides within infestation site of pest (Food and Fertilizer Technology Center, 1979).

Information Sources

In Lusod, Tawagan, Kabayan, Benguet, radio is the top source of information followed by other people then newspapers and tabloids (Abag, 2005 as cited by Songyo-en, 2008).

In the study of Onnon, (2005) as cited by Songyo-en, (2008) stated that in Alno and Bahong, La Trinidad Benguet, 80% of the 100 cutflower growers dependent on their fellow farmers as their source of information, 60% claimed that they listened to DZWT particularly on agricultural commercials, DA- CHARM and BSU-on-the-Air; 58% relied on farm supply outlet and very few read printed materials.



Aside from radio, farmers in Kabayan, Benguet got pesticide information from newspapers (37%), co-farmers (60%), and from trainings and seminars (35%) (Pucay, 2003).

Apilado (1981) as cited by Songyo-en (2008) in her study stated that 80% of the farmers in La Trinidad relied greatly on the fellow farmers for farm information, or large number need newspapers, and heard radio for farm news.

Aside from the sources of information enumerated above, written documents can also be a reliable source of information, the most accepted example of this is the press release that is defined as packaged information written by information officers of government agencies or institutions (Dacawe, 2003 as cited by Onnon, 2005).

Information Need

In barangay Lusod and Barangay Tawagan, Kabayan Benguet, 75% of the residents needed information on agriculture-related information because 55% of the residents were farmers, 35% new information technologies especially in terms of farming or agriculture, 10% information on politics and showbiz (Abag, 2005).

According to Allan (2007) almost all (93.2%) are radio listener in barangay Poblacion, Kibungan Benguet needed information on farming practices, 36.4% incooking tips, 34.8% in health and nutrition, 31.8% in animal production, and 15.9% in ornamental production. In the study of Pocdo, (2003) stated that in barangay Pacso, Kabayan Benguet, most of the farmers needed information on Health issues (78%), animal raising (68%), and food processing (38%).



According to Palayen (2007), majority (82%) of the vegetable farmers of barangay Baculungan Sur, Buguias needed information on general agriculture; 40% swine production; 26% health and nutrition.

Pur-ayan, (2007) as cited by Songyo-en, (2008) in her study stated that radio listeners of Irisan, Baguio City needed information on public service announcement; 93.33%, science and technology; 66%,marketing and cooperative; 38.33%, showbiz; 15%, sports; 15%, fashion;1.67%.

Radio Ownership of the Farmers

People hear what they want to hear and remember information that agrees with their personal views. We all have own positions and perceptions if we hear something we can't agree with, we will turn it off, tune it out or manipulate the messages in our mind so it sounds like something we can agree with. In advertising, people tend to listened messages about the products they like. This is a real problem for a new product or for a product in an unpopular category (Bittner, 1983).

In the study of Anno (2003), three barangays of Mankayan, Benguet stated that those aged 20 or younger preferred educational program. Those were 21-40 years old preferred informational programs only.

In the study of Apilado (1981) as cited by Pucay (2003), most respondents have higher education understand agricultural information more through mass media. They have more understanding on the technical knowhow on modern ways of farming.

In the study of Anno, (2003), the percentage of radio listeners included: every day, 35%; every other day, 15%; irregular, 9%; and on weekly basis, 1%. Similarly, the percentage



of the respondents and time of listening schedule were; 31%, early in the morning; 20%, noontime; 18%, afternoon; and 8%, listen whole day.

According to the study of Atiwag, (1999), reported that at least four out of five Filipinos (84%), aged 15 and above, listen to radio for about three hours a day; five to six a day. This would mean that about 24 million Filipinos comprise the adult radio audience. He also reported that radio listening is more of a daytime activity than an evening past time. Listeners listened atleast two hours in a day time and only an hour and a half in the evening.

Benefits of Listening to Radio

Studies conducted in the Philippines and other developing countries have shown that radio is the preferred medium of mass communication because people can listen to it while working; it is easier to listen than to read newspapers and magazines; there is lack of reading materials or even of reading materials are available, people cannot read; and radio is more easily understood, more entertaining and more personal (Jamias, 1975) as cited by Libag (2003).

Libag (2003) as cited by Dawigwey stated that the leading reasons for listening to radio programs are: it informs (91.11%) and it entertains (88.88%). Almost 19% claimed they just listen to learn songs. It also serve as reminders and enable then to control their temper and because they could not sleep.

The ability of radio to contribute to National development is attributed partly to the fact that people prefer over other mass media as it fulfills certain psychological needs and also because radio listening is easier than reading or viewing movies or televisions (Jamias, 1975) as cited by Palubos (2004).



Radio can help farmers in their farming activities through information. In La Trinidad, 28% claimed that their work become easier and they had fewer expenses. 18% percent claimed that their harvest increased and 16% percent claimed their income has also increased (Apilado, 1981 as cited by Pucay, 2003).

Attitudes of the Farmers

According to Bittner (1983), opinion research is use to check how people feel about other people, products and brands, appeals and contemporary trends. Attitudes reflect consumers' values. They tell the world what we stand for and identify the things and ideas we considered important. They also track our positive and negative reaction to things in our life. One of the most important areas for opinion research in advertising is product and brand perception. It is important to know how consumers see the product before developing an advertising strategy (Anonymous, 2007).

According to Gosodan (2003), the socio-economic status of the family affects the individual's attitudes and interest even if the choice of media and other television programs. Individual with high economic status have wider range of choices than to those belong to low economic status that have limited choices.

In the study of Palayen, (2007), claimed that the farmers listen to their favorite radio program while working to their field anytime of the day as they are picking fruits, removing weeds, cultivating, controlling pest and diseases, sorting gardening and packaging products.



Reasons for Listening of the Farmers

Study of Gonzalez (2005) on VIACOMM, the respondents or the farmers want possible business venture where they can invest their money and earn income to be able to afford the increasing basic commodities. The 75 percent are interested about food preparation, and food preservation, 71 percent are interested about new ordinances so that they will not violate any of them. The 66 percent of the respondents are interested about environmental topics and some are interested to job vacancies or opportunities, health and tourist spots in Cordillera region.

According to the study of Kimpaoy, (2001), most of the respondents (66.6%) are more to farming tips and 23.3% are interesting to the topic being heard while in the study of Balanggoy, (2003), majority of the respondents (38%) needed information on controlling pest and diseases, and few (32%) needed information on vegetable production. Unlike to the study of Anno, (2003) stated that he consider three motivational factors that lead the listener to the media; loneliness, curiosity, and self aggrandizements/ it motivate.

Study of Anno (2003) consider three motivational factors that lead to the media; loneliness, curiosity, and self-aggrandizement. These three factors and numerous others that might be cited are covered under the various functions. For example, the media creation of a tie of union satisfies loneliness; the educational function deals with curiosity and the reinforcement and educational functions on the self-aggrandizement motive.

Study of Dawigwey (2004), listener in Bontoc Mt. Province showed that 28% needed information on health nutrition such as family planning. Only 22% needed topics on Agriculture like rice and animal production. Since some of the respondents were farmers



so they needed vegetable prices to be aired. The rest of the respondents wanted to know community issues, as well as the prices of goods and commodities.

Majority (64.06%) of the respondents in Mankayan, Benguet claimed that they needed information on community issues so that they will be aware of the happenings in their community; 62.50% needed topics on health and nutrition like medical updates , curative measures for diseases; 30.67% on agricultural especially on farming tips, swine productions and current issues (Anno, 2003).

In Pandayan, Tadian Mt. Province, 38% of the respondents needed information on controlling pest and diseases, few (32%) needed information on vegetable production. Some of the respondents needed topics on science and technology, animal production and environmental issues (Balanggoy, 2003).

Farmers in Leogaoan, Buguias, Benguet listen to BSU-on –the-Air because it gives helpful tips in farming (66.6%) and aired topics are interesting (23.3%) (Kimpaoy, 2001). Farmers in Benguet claimed that radio is the most convenient source of entertainments and news most especially in their marketing practices (Kimpaoy, 2001).

This finding confirms with the study of Balanggoy (2003) that the number one information needs in Remedios, Cervantes, Ilocos Sur is about controlling pest and diseases.

Definition of Terms

Advertisement. Anything that draws good attention towards a product, service or person. Ads appear on television, as well as radio, newspapers, magazines and as billboards in streets and cities.



Self-aggrandizement. Emphasizing one's important or exaggerating. An example of self aggrandizement is a candidate stretching the truth about his accomplishments to win the position. It is a motivation to someone in order for him to do/ make better.

Portable. A thing that is capable to carry with us to anywhere like the battery radio, cell phones and others.

Psychological. Influencing or intended to influence mind or emotion.



METHODOLOGY

Locale and Time of the Study

The study was conducted especially in Swamp area or famously known as the “strawberry farm” in La Trinidad, Benguet. It is part of Barangay Betag and located at km 6 La Trinidad, Benguet. The farm is planted with vegetables like carrots, lettuce, cabbage, and other temperate crops. Strawberries are also grown in this area, which is as well known by the tourists from different places in our country.

The study was conducted in February 2013.

Respondents of the Study

The respondents of the study were 56 vegetable farmers of Swamp, La Trinidad. They were purposively chosen based on the following criteria after the initial survey to know if they are a radio listener:

1. The farmer’s household should have a radio.
2. They should be radio listener.

Data Collection

An interview schedule was used to gather information from the respondents. The questionnaire was translated into highland Ilocano in order to facilitate understanding between the researcher and the respondents.



Data Gathered

The data gathered were the socio–demographic profile of the respondents in listening radio, the radio frequency where agricultural advertisement are being heard, the agricultural advertisements, the respondents recall, the benefits of listening to agricultural advertisements, suggestion for the improvement of agricultural advertisements, effects of agricultural advertisements and the information they get from agricultural advertisements.

Data Analysis

All information from the respondents or farmers was tabulated, consolidated and analyzed using descriptive statistics such as percentage, and frequency counts.



RESULTS AND DISCUSSION

Profile of the Respondents

The table 1 shows the respondents' age and civil status. In terms of age, most of the respondents ages 26-35 (39.29%), 15-25 (23.21%), 36-45 (14.28%), 46-55 (12.5%), and 56-65 (10.71%) while in terms of civil status, most of the respondents were married (66%) and 34% to single.

Table 1. Profile of the respondents

CHARACTERISTICS	FREQUENCY (n=56)	PERCENTAGE (%)
Ages		
15-25	13	23.21
26-35	22	39.29
36-45	8	14.28
46-55	7	12.5
56-65	6	10.71
TOTAL	56	100.00
Civil Status		
Single	19	34.00
Married	37	66.00
TOTAL	56	100.00



Reasons of the Respondents in Listening to Radio

Table 2 indicates the reason of the respondents for listening to radio. Majority of the reasons of the respondents in listening to radio were for entertaining (87.5%), for information update (7.14%), and for motivation (5.36%).

Compared to the study of Kimpaoy, (2001), most of the respondents (66.6%) were more on farming tips and 23.3% are interested to the topic being heard while in the study of Balanggoy, (2003), majority of the respondents (38%) needed information on controlling pest and diseases, and few (32%) needed information on vegetable production. Unlike to the study of Anno, (2003), it stated that he consider three motivational factors that lead the listener to the media; loneliness, curiosity, and self aggrandizements/ it motivate.

It only shows that the radio listeners have different reasons, motivations and in listening to radio.

Table 2. Reasons of the respondents for listening to radio

REASONS FOR LISTENING	FREQUENCY (n=56)	PERCENTAGE (%)
For entertaining	49	87.5
For motivating	3	5.36
For updating	4	7.14
TOTAL	56	100.00

Reasons of the Respondents for Using the Radio



Table 3 shows the reason of the respondents for using the radio. Most of the respondents' reasons were because it is cheap (55.36%), easily understood (37.5%), entertaining (5.36%), and updated (1.79%).

Table 3. Reasons of the respondents for using the radio

REASONS FOR USING THE RADIO (n=56)	FREQUENCY (%)	PERCENTAGE
Cheap	31	55.36
Easily understood	21	37.5
Entertaining	3	5.36
Updated	1	1.79
TOTAL	56	100.00

Radio Listeners' Preferences

Table 4 shows the schedule of listening of the respondents, duration of listening, and frequency of listening.

Schedule of listening. Majority of the respondents were found to be listening daily as claimed by the respondents; 87.5% of the respondents listened in the morning, 61.71% in the afternoon, 23.21% in the night, 8.93% in the noon, and 1.79% anytime of his/her free time.



Compared to the study of Anno, (2003), majority of the respondents' time of listening were 31%, early in the morning; 20%, noontime; 18%, afternoon; and only 8% listen to whole day.

Duration of listening. Most of the respondents listened to radio daily as long as whole day (69.64%), 14.29% for 2 hours, 14.29% to anytime of their free time, and 1.79% to less than 1 hour.

Compared to Atiwag, (1999), reported that at least four out of five Filipinos (84%), aged 15 and above, listen to radio for about three hours a day; five to six a day. This would mean that about 24 million Filipinos comprise the adult radio audience. He also reported that radio listening is more of a daytime activity than an evening past time. Listeners listened atleast two hours in a day time and only an hour and a half in the evening.

Frequency of listening. According to the respondents, most of them usually tuned in everyday (89%), 5.35% to twice a week and 5.35% also to trice a week.

Compared to the study of Anno, (2003), most of the respondents (35%) listen to radio everyday, 15% every other day, 9% irregular, and 1% to weekly basis.



Table 4. Radio Listeners' Preferences

CHARACTERISTICS	FREQUENCY (n=56)	PERCENTAGE (%)
Schedule of listening		
Morning	49	87.5
Afternoon	34	60.71
Night	13	23.21
Noon	5	8.93
Any free time	1	1.79
*Multiple Responses		
Duration of listening		
Whole day	39	69.64
2 hours	8	14.29
3 hours	8	14.29
Less than 1 hour	1	1.79
TOTAL	56	100.00
Frequency of listening		
Everyday	50	89.00
twice a week	3	5.35
trice a week	3	5.35
TOTAL	56	100.00



Radio Station Where Agricultural Advertisements were Aired

Table 5 shows the radio stations where agricultural advertisements were aired. Majority of the respondents listened to DZWT (MPBC) (91.07%), and to DZWT (Bombo Radio-Baguio) (82.14%), to DZEQ (Radio Philippine Network) (3.57%) and to DZBS (Radyo ng Bayan) (3.57%).

According to the respondents who listened to DZWX and DZWT, they tuned in these stations because DZWX was more in information that they need like news, commentary and drama that can entertain them while in DZWT was more in educational programs and vernacular songs.

According also to those who listened to DZEQ, DZBS, and FM stations, they just listened to these stations when they are bored to DZWX and DZWT.

The result shows that the respondents wanted information that can entertain and help them.

Table 5. Radio stations where agricultural advertisements were aired

RADIO STATIONS	FREQUENCY (n=56)	PERCENTGE (%)
DZWT	51	91.07
DZWX	46	82.14
DZBS	2	3.57
DZEQ	2	3.57

*Multiple Responses



Information Wants/ Needs of the Respondents

Table 6 shows the information that the respondents' wants to be the content of the advertisements. Majority of the respondents wanted the farming practices, (89.29%) like the advertisements on fertilizers, pesticides, fungicide and organic tips wherein they get ideas that they can use/apply in their farms; health and nutrition, (16.07%); cooking tips, (12.5%); (5.36%) ornamental production, (3.57%) and animal production, (3.57%) to be the contained of the advertisements.

The result implied that the respondents wanted information about farming tips for the development of their farms and farming techniques.

Agricultural Advertisements the Respondents Recalled

Table 7 shows the agricultural advertisements the respondents recalled. Most of the respondents recalled fertilizer advertisements (69.64%) like the Siglat, Crop giant, Triple 8, Triple 14, Triple 16, and MBEM; the insecticide advertisements (41.07%) like the Prevaton, GAP, Furiarang, Siga and Herbetise; the fungicide advertisements (7.14%) like the Dakunel and Herbicide wherein they applied most of the products being advertised; and the organic tips (1.79%) like planting with using a organic fertilizer.

This indicates that the respondents are aware in every advertisement they heard from radio.



Table 6. Information wants/needs of the respondents

INFORMATION NEEDED	FREQUENCY (n=56)	PERCENTAGE (%)
Farming practices	50	89.29
Health and nutrition	9	16.07
Cooking tips	7	12.5
Ornamental production	2	3.57
Animal production	2	3.57

*Multiple Responses

Table 7. Agricultural advertisements the respondents recalled

ADVERTISEMENTS RECALLED	FREQUENCY (n=56)	PERCENTAGE (%)
Fertilizer advertisements	39	69.64
Insecticide advertisements	23	41.07
Fungicide advertisements	4	7.14
Organic tips	1	1.79

*Multiple Responses

Benefits of Agricultural Advertisements to the Respondents

Table 8 shows the benefits of agricultural advertisements to the respondents. Majority of the respondents stated that the advertisements gave them tips on what products they are going to use (85.71%), information/ update on price of the vegetables and other



news (12.5%), it serve them as a reminder when they heard the name of the product being advertised (5.36%), and for entertainment (3.57%).

Table 8. Benefits of the agricultural advertisements to the respondents

BENEFITS	FREQUENCY (n=56)	PERCENTAGE (%)
It gives tips on products	48	85.71
It informs/updates	7	12.5
It serves as a reminder	3	5.36
It entertains	2	3.57

*Multiple Responses

The result indicates that the agricultural advertisements provided tips to them and which they apply in their farms.

Effects of Advertised Product to Respondents' Production

The table shows 9 the good and bad effects of agricultural advertisements to the respondents.

Good effects. Majority of the respondents stated that fertilizer advertisements have more than good effects (53.57%) that made their plants healthier and bigger. While on the insecticide advertisements (21.43%), and fungicide advertisements (1.79%), it kept the plants not to be attacked by insects and pests. And for organic advertisements (1.79%) that they have higher price than to those non organic when they harvested.



Bad effects. Most of the respondents stated that they have more bad experience in relation to insecticide advertisements (19.64%). This happened when some insecticide products were not effective in killing pests. Further, it has harmful effect to the user like the Furiarang. The fertilizer products (3.57%) burned their plants and some are not effective like the MBEM fertilizer and fungicide advertisements (1.79%) for being ineffective when they applied it to their farms.

The result shows that the agricultural advertisements have good and bad effects in their farms when they applied it.

Table 9. Effects of advertised products

ADVERTISED PRODUCT	GOOD EFFECTS		BAD EFFECTS		NO RESPONSE		TOTAL	
	(n=56)	(%)	(n=56)	(%)	(n=56)	(%)	(F)	(%)
Fertilizer	30	50.57	2	3.57	5	8.93	37	66.07
Insecticide	12	21.43	11	19.64	-	-	23	41.07
Fungicide	1	1.79	2	3.57	-	-	3	5.36
organic	1	1.79	-	-	-	-	1	1.79

*Multiple Responses

Perceived Level of Benefits of the Advertised Products

Table 10 shows the perceived level of benefits and the weighted mean of the agricultural advertisements to the respondents.

Level of benefits. The level of benefit were divided to 3 levels; 1 as poor when the product had a bad effects and ineffective, 2 as fair when the products are adopted and did not change production, and 3 as good when the products are adopted and increased



production has very good effect. Majority of the respondents gave the fertilizer advertisements a marked of 2 as fair (44.64%), 8.93 percent to 3 as good and 3.57 percent to 1 as poor in the level of benefits. In the insecticide advertisements, most of them marked the 1 as poor (19.64%), 14.29 percent to 2 as fair and 7.14 percent to 3 as good while to fungicide advertisements, they marked the 1 as poor (3.57%) and 1.79 percent to 2 as fair; and to organic tips to level 2 as fair; (1.79%).

The results show that the fertilizer advertisements have more benefits and positive effects than to insecticide advertisements that have more negative effects.

Table 10. Perceived level of benefits to the respondents

ADVERTISEMENTS	LEVEL OF BENEFITS						WEIGHTE MEAN	
	1	2	3	1	2	3	N	(%)
	N	(%)	N	(%)	N	(%)	N	(%)
Advertisements								
Fertilizer	2	3.57	25	44.64	5	8.93	32	10.66
Insecticide	11	19.64	8	14.29	4	7	2	37.66
Fungicide	2	3.57	1	1.79	-	-	3	1.00
Organic	-	-	1	2.00	-	-	1	0.33

*Multiple Responses



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study was conducted at Swamp, La Trinidad Benguet to characterize the profile of the respondents of the study, enumerate the reasons of the respondents for listening to radio, to identify the reasons of the respondents for using the radio, to determine the radio ownership of the respondents, to enumerate the radio station the agricultural advertisements were aired, to identify the information need of the respondents to be contained of the ads, to enumerate the agricultural advertisements the respondents recalled, to enumerate the benefits of the agricultural advertisements, to identify the effects of the agricultural advertisements, and to enumerate the suggestions of the respondents for the improvement of the advertisements.

An interview scheduled was used to gather the needed data. The respondents of the study were 56 farmers in Swamp, La Trinidad Benguet.

Majority of them listened to radio for the reason that they were going to be entertained, motivated and were curious. They used the said media because of the price affordability, understandability, and updated source information.

Majority of them were found to be a daily radio listener to DZWT, DZWX, DZEQ, DZBS and FM stations as their source of information, entertainments, tips to their farming.

Most of the respondents recalled advertisements like the fertilizer advertisements like the Siglat, Crop giant, Triple 8, Triple 14, Triple 16, and MBEM; the insecticide advertisements like the Prevaton, GAP, Furiarang, Siga and Herbetise; the fungicide



advertisements like the Dakunel and Herbicide; and the organic tips like planting with using a organic fertilizer.

Majority of respondents determine the benefits of the agricultural advertisements being aired to radio. Some benefits were; it gave them tips gave them tips on what products they were going to use, information/ update on price of the vegetables and other news, it serve them as a reminder when they heard the name of the product being advertised, and entertainment.

Most of the respondents also stated that agricultural advertisements have good effects like the fertilizer advertisements that made their plants healthier and bigger while to those insecticide advertisements not to be attacked by insects pest, fungicide advertisements and to organic advertisements that they have higher price than to those non organic when they harvested; and bad effects like the insecticide advertisements when the product can't kill the insect pest and some pesticide have bad sent like the furiarang that affects the user while to those fertilizer advertisements burned their plants and some are not effective like the MBEM fertilizer and fungicide advertisements for being ineffective when they applied it to their farms.

The respondents have also suggestion for the improvement of the advertisements. They suggest that they want more advertisements on farming practices and tips on the products but it should be improve to be more effective and the advertisers should also remove the ineffective products being advertised.



Conclusions

Based on the findings of the study, the following conclusions were made:

1. Majority of the respondents listened to radio for the reason that they were going to be entertained and motivated;
2. Most of the respondents were radio listener that they listened daily to both DZWT, and DZWX;
3. Majority of the respondents were aware of radio advertisements like the fertilizer, pesticide, fungicide and organic tips advertisements;
4. Most of the respondents considered the agricultural advertisements to be beneficial to them;
5. Majority of the respondents needs/wants more information on farming tips and products; and,
6. Most of them considered the effects of the perceived benefits from the products being advertised.

Recommendations

1. Radio station should air more advertisements and information about agriculture.
2. Radio stations should conduct a study to know what the listener want to hear from their stations.
3. The radio advertisers should also improve and follow the standard ethics in advertisement.
4. The Radio advertisers should consider the effects of the perceived benefits of the products they advertise.



5. Radio listeners should not just rely on what they heard from advertisements but rather validate the information and avail after technical assistance from advertisers.



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