

## **BIBLIOGRAPHY**

BARDOQUIN, JENNY P. APRIL 2008. Perceptions on and Attitudes Towards Agricultural Advertisements on Television Among Vegetable Farmers in La Trinidad, Benguet. Benguet State University, La Trinidad, Benguet

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## **ABSTRACT**

The study was conducted to characterize the respondents of the study, identify the reasons of the respondents in watching television, enumerate some agricultural advertisements the respondents recall, identify the TV channels where agricultural advertisements are being shown, determine the perceptions of the respondents on agricultural advertisements, determine the attitudes of the respondents towards agricultural advertisements, identify some suggestions for the improvement of agricultural advertisements and identify the information needs of the respondents.

An interview schedule was done to gather information in Swamp, La Trinidad, Benguet. The study was conducted from December 2007 to January 2008.

Majority of the respondents were male, married, belonged to bracket 40-51 years old, reached secondary level and were literate enough to understand agricultural advertisements.

Majority of the respondents recalled agricultural advertisements in ABS-CBN that were dramatized and through their brand names.

Majority of the respondents said that agricultural advertisements were helpful to farmers because it inform farmers about new technologies and gives additional information about pest management.

Moreover, majority of the respondents would recommend the agricultural advertisements to others to prove if the products were effective and so that the farmers will be updated.

Among the 60 respondents, 48.33% said that they were applying the information they got from agricultural advertisements.

Suggestions for the improvement of the agricultural advertisements were: the agricultural advertisements should be more creative by adding colorful visuals, should have enough air time length, it should show more information about the products and local channels should be monitored so that the reception would be clear.

The respondents wanted to be informed about pest control, insects that attack strawberry, farm management, vegetable production and organic farming.

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## INTRODUCTION

### Rationale

Advertising is said to be the lifeblood of media. It provides information that helps match buyers and sellers in the market place. It also affects consumer's preferences and tastes, changes product attribute and differentiates the product from competitive offerings (Anonymous, 2007).

Advertising has a great influence on our lives. We are exposed to countless commercial messages everyday persuading us to buy brand name products, creating images for us to adopt, and convincing us that we need and want more. Because of this, it is important for us to carefully examine advertisements to determine exactly what they are saying. While most advertisements honestly inform and educate us, some are false or deceptive and illegal (Anonymous, 2007).

Pesticide advertising could also play an important role in increasing farmers' 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 (RiceIPM, 2003).

In La Trinidad, some farmers watch pesticide advertisements as the main source of information. Others listen to radio, read posters, leaflets and brochures for them to know important informations on farming.

Thus, it is important to know the perceptions and attitudes of the farmers on agricultural advertisements shown on television.



### Statement of the Problem

The study aims to determine the perceptions and attitudes of vegetables farmers in swamp area, La Trinidad, Benguet on Agricultural advertisements that are seen on television. Specifically, it aims to answer the following questions:

1. What is the socio-demographic profile of the respondents?
2. Why do the respondents watch television?
3. What TV channels show agricultural advertisements?
4. What agricultural advertisements do the respondents recall?
5. What are the perceptions of the respondents on agricultural advertisements shown on television?
6. What are the attitudes of farmers toward agricultural advertisements shown on television?
7. What are the suggestions of the respondents for the improvement of agricultural advertisements?
8. What are the information needs of the respondents?

### Objectives of the Study

The study aims to:

1. Characterize the respondents;
2. Identify the reasons of the respondents in watching television;
3. Identify the TV channels where agricultural advertisements are being shown;
4. Enumerate some agricultural advertisements the respondents recall;



5. Determine the perceptions of the respondents on agricultural advertisements on television;
6. Determine the attitudes of the respondents towards agricultural advertisements on television;
7. Identify some suggestions for the improvement of agricultural advertisements;
8. Identify the information needs of the respondents.

### Importance of the Study

The results of the study may help the respondents know how to improve their farming practices through the information they acquired from agricultural advertisements like pest and farm management, alternative products that they can use and organic farming.

The study may also help television advertisers improve and produce more advertisements that are beneficial and effective to farmers.

### Scope and Limitation of the Study

The study was focused on the perceptions and attitudes of farmers on agricultural advertisements shown on television like pesticides, fertilizers and feeds. The agricultural advertisements were monitored on what time and channels they were aired.

It was limited to 60 farmers from Swamp area in La Trinidad, Benguet.

It did not include content analysis of the advertisements.





## **REVIEW OF LITERATURE**

### The Growth of Advertising and Promotion

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 a vital communication system for both consumers and businesses. The ability of advertising and other promotional methods to deliver carefully prepared messages to targeted audiences has given them a major role in the marketing program of most organizational companies ranging from large multinational corporations to small retailers increasingly rely on advertising and promotion to help them market products and services. In market-based economies, consumers have learned to rely on advertising and other forms of promotion to provide them with information they can use in making purchase decisions (Belch, et al, 1993).

### Television Ownership of the Respondents

The public has widely accepted television ever since its first year of significant operation in 1948. Television's Bureau of Advertising estimates that television commands 48% of our time as opposed to 32% for radio, 13% for newspapers and 7% for magazines. Television set ownership increased dramatically after World War II. Network began to develop major distribution systems at that time to reach affiliate stations in most areas of the United States and in many foreign countries (Bittner, 1983).

At present, Luzon continues as driver of the ABC class in the national urban scene, with Metro Manila as primary locale of the upper classes in Luzon. Luzon also



registers the highest TV ownership at 92% and steady cable ownership at 23%. AGBNMR survey also shows that the Visayas has the largest chunk of class E at 20% and the most number of homes with children at 64%. Visayas has the lowest TV ownership at 78%. Cable penetration is at 21%. Mindanao has the largest chunk of class D at 60% and the most number of big families, the survey states. It adds that Mindanao has the lowest cable penetration at 8%. An analysis of the September 3 to 16, 2006 data shows that Luzon and Mindanao have almost 94% household and individual reach—the percentage that watches TV at least one minute per day. Visayas registers an almost 90% household reach. Females show the highest TV reach. In terms of age, kids registers the highest TV reach followed by persons in their 40's, then those in their 30's and teens. Those in their 20's are at the last position (Anonymous, 2006).

#### Reasons for Watching Television

According to Emery (1980), television consumes more time and more attention of more people than all other media leisure activities combined. Television requires no mobility. Unlike movies on the theater, you do not have to go out to watch television. It is there in the home, available at any time. Television does not require literacy. Unlike print, it provides information about the world to the poorly educated and the illiterate.

Studies of Arboleda (1993) as cited by Ogsaen (2003), have shown that television brings the family together in the home, making it unimportant for them to go out for entertainment. It was also found to be most effective way to reduce boredom, due to its informative and entertaining programs. Thus, with people staying home to watch, visiting their neighbors and friends had become less frequent than before.



Cid and Edwards (1990) as cited by Aboen (2007), stated that programs or soap operas on television, feature the viewers' own characteristics and manners. They can see themselves in the main characters portrayed in the story and this touches their emotions or their inner feelings after watching. Television also updates viewers on latest news, products as well as how these products can be used.

### Perceptions of Respondents

People hear what they want to hear and remember information that agrees with their personal views. We all have our own positions and preconceptions, if we hear something we don't agree with, we will turn it off, tune it out or manipulate the message in our minds so it sounds like something we can agree with. In advertising, people tend to listen to messages about products they like. This is a real problem for a new product or for a product in an unpopular category (Wells, 1989).

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

### Attitudes of the Respondents

According to Wells (1989), opinion research is used 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 consider important. They also track our positive and negative reactions 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.

According to David (1980) as cited by 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. Individuals with high economic status have wider range of choices and those belong to low economic status have limited choices.

### Suggestions of the Respondents

According to Balandan (1995) as cited by Ogsaen (2003), the majority of the respondents suggested that the community channel in San Pablo City should have different format or styles like a news type public forum, talk shows, entertainment programs and others. Programs should be well advertised or promoted because still others did not know. Flyers, posters and promotional materials should also be distributed for additional information. Programs should also be improved, lively, interesting, with audience participation and aired at the right time slots. They also suggested that present reporters should be changed or replaced and they should be trained in broadcasting.

### Information Needs of the Respondents

Study of Fernando (2001) on VIACOMM as cited by Gonzales (2005), the respondents want possible business ventures where they can invest their money and earn income to be able to afford the increasing basic commodities. The 75% are interested about food preparations, food preservations and the like, 71% are interested about new ordinances so they will not violet any of them. The 66% of the respondents are interested



about environmental topics and some are interested to job vacancies or opportunities, health and tourist spot in Cordillera region.

Apilado (1981) as cited by Safawil (2005), stated that even though the vegetable farmers in La Trinidad had particular choices, they desired the following subject matters to be emphasized: vegetable production, orchard production, animal production, population education, health and nutrition, forestry and environmental topics.

In the study of Balandan (1995) as cited by Ogsaen (2003), community news was the most liked by the respondents who thought that they could benefit from it. Next were topics on livelihood and business. Other topics included environment, household information and house business, agriculture and games on TV.

#### Definition of Terms

1. Dramatization- the message is conveyed through the dialogue of two characters. Usually, one character is presented as having a problem. The other character offers him/her a solution. Later, the problematic character will be convinced and become satisfied with the solution offered to him.
2. Jingle- the message is presented in a song or through musical form. It does not always take professional musician to make a good jingle.
3. Straight narration- this format is the simplest, easiest and least costly to prepare. The message is narrated by the announcer in a straightforward manner. (Tabing and Osalla, 2001).



## **METHODOLOGY**

### Locale and Time of the Study

La Trinidad (Figure 1) is made accessible to the 13 municipalities of the province of Benguet by five highway systems such as; Mountain Trail on the Northeast, Mankayan road on the North, Kennon road on the South, Kayapa road on the Southeast and Naguillan road or Quirino Highway on the West. The town is bounded on the East by the municipality of Itogon and the North by the municipality of Tublay and on the West by the municipalities of Sablan and Tuba and on the South by Baguio City (Bugalin, 2005).

The study was conducted specifically in Swamp area (Figure 2) 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 well known by tourists from different places in our country.

The study was conducted in December 2007.

### Respondents of the Study

The respondents of the study were 60 vegetable farmers of Swamp, La Trinidad. They will be purposively chosen based on the following criteria:

1. The farmers' household should have a television in their house.
2. They should be television viewers.





Figure 1. Map of Benguet showing the locale of the study.





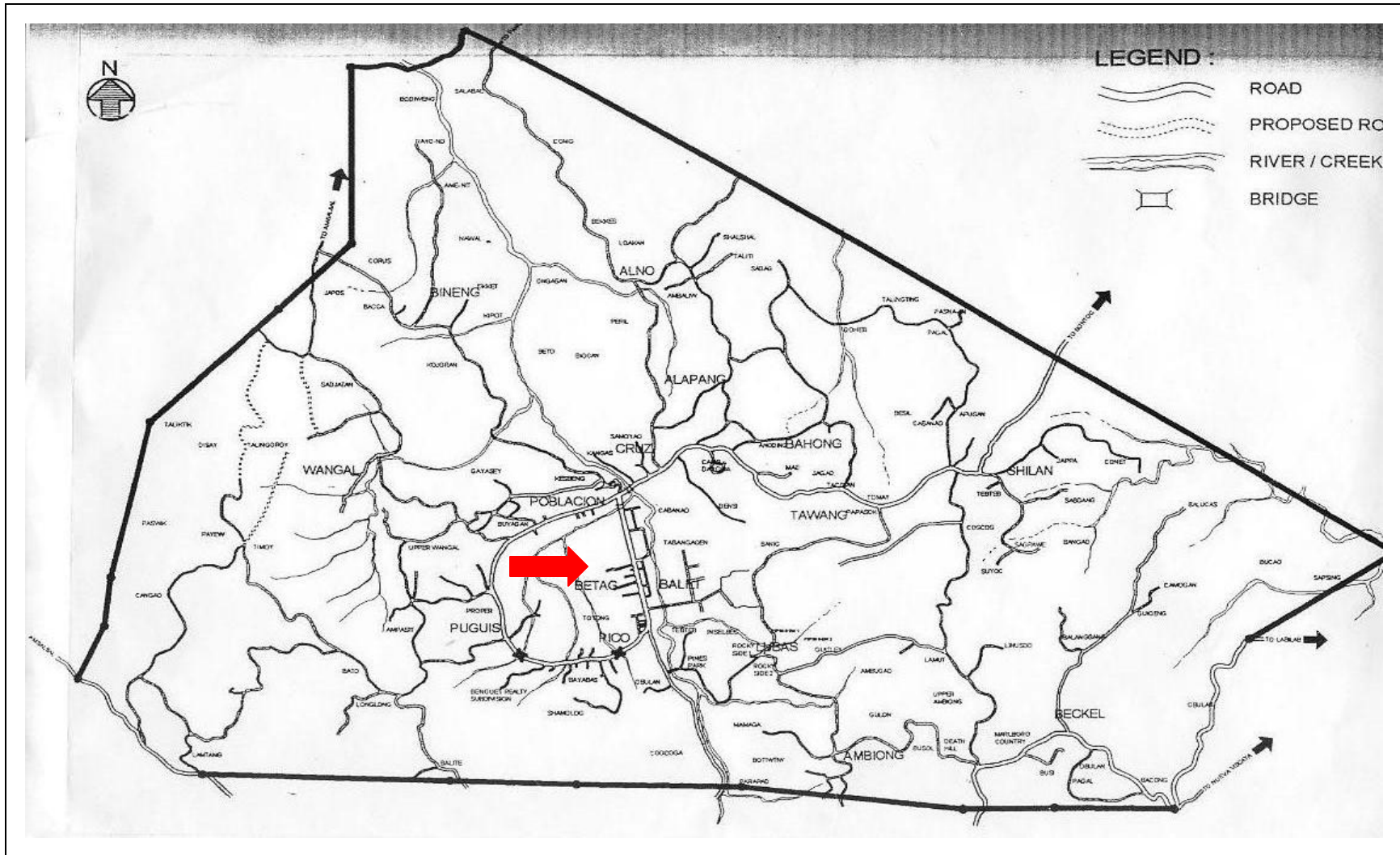


Figure 2. Map of La Trinidad, showing the location of the study.





### Data Collection

An interview schedule was used to gather information from the respondents. The questions will be 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, the reasons of the respondents in watching television, the TV channels where agricultural advertisements are being shown, the agricultural advertisements the respondents recalled, the perceptions and attitudes of the respondents toward agricultural advertisements, suggestions for the improvement of agricultural advertisements and the information they get from agricultural advertisements.

### Data Analysis

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



## RESULTS AND DISCUSSION

### Socio- Demographic Profile of the Respondents

Table 1 presents the general characteristics of the respondents in terms of age, sex, civil status, educational attainment, main crops planted, other source of livelihood, land ownership and farm size.

*Age.* Almost half of the respondents belonged to bracket 41-50 (45%) and only 2 (3.33%) belonged to age bracket 20 and below.

In the study of Ballesteros (1987) as cited by Pucay (2003), most of the respondents belonged to age bracket 41-50.

*Sex.* In terms of their sex, majority or 61.66% were male and 38.33% were female. This shows that males were actively engaged in farming.

*Civil status.* Majority or 81.66% of the respondents were married and 18.33% were single.

The study agrees with the study of Ballesteros (1987) as cited by Pucay (2003), where majority (95%) of the respondents were mostly married.

*Educational attainment.* Out of 60 respondents, 56.67% reached secondary; 30% elementary and 13.33% reached college. The result shows that most of the respondents have low educational attainment but are literate enough to understand information about agricultural advertisements.

*Tribal affiliation.* Among the 60 respondents, 43.33% were Kankana-ey, 36.67% were Ibaloi, 13% were Ifugao and one of them was half Ilocano and half Ilonggo who migrated in La Trinidad.



Table 1. Socio-demographic profile of the respondents

CHARACTERISTICS	FREQUENCY (N=60)	PERCENTAGE (%)
<b>Age bracket</b>		
20 and below	2	3.33
21-30	5	8.33
31-40	22	36.67
41-50	27	45.00
51-60	4	6.67
<b>TOTAL</b>	<b>60</b>	<b>100</b>
<b>Sex</b>		
Male	37	61.67
Female	23	38.33
<b>TOTAL</b>	<b>60</b>	<b>100</b>
<b>Civil Status</b>		
Married	49	81.67
Single	11	18.33
<b>TOTAL</b>	<b>60</b>	<b>100</b>
<b>Educational Attainment</b>		
Elementary	18	30.00
High school	34	56.67
College	8	13.33
<b>TOTAL</b>	<b>60</b>	<b>100</b>
<b>Tribal Affiliation</b>		
Kankana-ey	29	48.33
Ibaloi	22	36.67
Ifugao	6	13.33
Ilocano-Ilonggo	1	1.67
<b>TOTAL</b>	<b>60</b>	<b>100</b>



Table 1 Continued...

CHARACTERISTICS	FREQUENCY (N=60)	PERCENTAGE (%)
<b>Other Source of Livelihood</b>		
None	54	90.00
Carpentry	3	5.00
Storekeeping	2	3.33
Others (Referee)	1	1.67
<b>Farm Size</b>		
300-400 sq.m	31	51.67
500-600 sq.m	23	38.33
700-800 sq.m	5	8.33
900-1000 sq.m	1	1.67
<b>Main Crops Planted*</b>		
Strawberry	40	66.67
Lettuce	35	58.33
Onions	23	38.33
Celery	4	6.67
Carrots	3	5.00

\* Multiple responses

*Other source of livelihood.* Majority (90%) of the respondents had no other source of livelihood. Only 3 (5%) were carpenters, 2(3.33%) were storeowners and 1 (1.66%) was paid as a referee of basketball during athletic events.

*Farm size.* Among the 60 respondents, 51.67% cultivated 300-400 sq.m; 500-600 sq.m were cultivated by 23 of the respondents; 8.33% cultivated 700-800 sq.m and only 1 of the respondents cultivated 900-1,000 sq.m of land.



*Main crops planted.* In terms of crops planted, strawberry with 66.67% was the main crop planted by the respondents, followed by lettuce with 58.33%; onions (38.33%); celery (6.67%) and carrots (5%).

### Reasons for Watching Television

Table 2 shows the several reasons of the respondents in watching television. The leading reason was it gives information about agriculture (71.67%) followed by for entertainment (58.33%) through the movies they watch on HBO, Cinemax, etc. and sports in ABC channel and Solar Sports.

Table 2. Reasons for watching television

REASONS	FREQUENCY (N=60)	PERCENTAGE (%)
It gives information about agriculture	43	71.67
It entertains	35	58.33

\*Multiple responses

### TV Channels where the Respondents Saw the Agricultural Advertisements

Table 3 shows the TV channels where the respondents saw the agricultural advertisements. Majority (98.33%) of the respondents said that they saw more agricultural advertisements in ABS-CBN while 9 (15.25%) in GMA-7.



Table 3. TV channels where the respondents saw the agricultural advertisements

TV CHANNEL	FREQUENCY (N=60)	PERCENTAGE (%)
ABS-CBN	59	98.33
GMA	9	15.25

\*Multiple responses

#### Agricultural Advertisements that the Respondents Recalled

Table 4 presents the brands of pesticides, insecticides, fertilizers and feeds that the respondents recalled. *Siga*, which is an insecticide, aired in ABS-CBN from Mondays to Fridays ranked first, 33.33%; *Pigrolac* starter feeds, (23.33%) ranked second and aired in ABS-CBN; followed by *Mama Pro* milk enhancer feeds (21.67%), which is aired also in ABS-CBN from Mondays to Fridays.

Most of the agricultural advertisements were aired two to three times a day on local programs especially during TV Patrol Northern Luzon (ABS-CBN) which was from 5:30-6:00 pm and some were shown in GMA-7 everyday from 1:00-5:00 pm.

*Siga*. Insecticide used for temperate crops like cabbage, carrots, carrots etc. It is classified as organophosphate. It is aired in ABS-CBN every Monday to Friday from 1:00-5:00 pm especially during TV Patrol Northern Luzon.

*Pigrolac*. Starter feeds for piglets that are 45-50 days old. It is aired in ABS-CBN every Monday to Friday especially during TV Patrol Northern Luzon from 1:00-5:00 pm using a jingle.



*Mama Pro*. This is a milk enhancer which is a product of Pigrolac to make sure that there will be enough milk for each piglet. It is aired in ABS-CBN every Monday to Friday from 1:00-5:00 pm during TV Patrol Northern Luzon using a jingle.

Table 4. Agricultural advertisements on television that the respondents recalled

BRAND NAME	CLASSIFICATION	TREATMENT	FREQUENCY (N=60)	PERCENTAGE (%)
Siga	Insecticide	Dramatized	20	33.33
Pigrolac (Starter feeds)	Feeds	Jingle	14	23.33
Mama Pro (Milk enhancer)	Feeds	Jingle	13	21.67
Padan	Insecticide	Straight narration	12	20.00
Siglat	Pesticide	Straight narration	9	15.00
Crop Giant	Fertilizer	Dramatized	7	11.67
Antracol	Pesticide	Straight narration	5	8.33
Captan	Pesticide	Dramatized	3	5.00
B-meg	Feeds	Dramatized	1	1.67

\*Multiple responses

#### Perceptions on the Length of the Agricultural Advertisement

Table 5 shows the perceptions of the respondents on the length of the agricultural advertisements which were aired from 1-3 minutes. Most (60%) of the respondents said that the advertisements had enough time duration, 30% said that it was too short because the information shown were incomplete and 8.33% said it was too long and sometimes were boring because of the long information they about the products.



Table 5. Perceptions on the length of the agricultural advertisement

REACTION	FREQUENCY (N=60)	PERCENTAGE (%)
Enough	36	60.00
Too short	18	30.00
Too long	5	8.33
TOTAL	60	100

#### Advantages and Disadvantages of Watching Agricultural Advertisements

Table 6 presents the advantages and disadvantages of watching agricultural advertisements as perceived by the respondents. The leading answer was it gives additional information on pest management where farmers were able to easily control pests and insects that attack their crops (81.67%); followed by farmers are informed about new technologies used in farming (75%) and it can help farmers choose alternative products to use (16.67%).

On the other hand, out of 60 respondents, 26 (43.33%) said that there were no disadvantages of watching agricultural advertisements. Others reasons were some of the information they show are not true (36.67%), it affects the farmers' decision in buying new products (15%) because some of the farmers tried other products that were not effective. Lastly, farmers said that the information are sometimes exaggerated.





Table 6. Advantages and disadvantages of watching agricultural advertisements

REASONS	FREQUENCY (N=60)	PERCENTAGE (%)
Advantages		
Gives additional information on pest management	49	81.67
Farmers are informed about new technologies used in farming	42	75.00
It can help farmers choose alternative products to use	11	16.67
Disadvantages		
None	26	43.33
Some of the information they show are not true	22	36.67
It affects the farmers in buying new products that are not effective	9	13.33
The information are sometimes exaggerated	6	10.00

\*Multiple responses

#### Reasons for Favoring or Not Favoring the Agricultural Advertisements

Table 7 shows the reasons of the respondents for favoring and not favoring the agricultural advertisements. Majority (81.67%) of the respondents were in favor of the advertisements because of the information they show about agriculture while 16 (26.67%) said that the products shown in the advertisements are effective.

On the other hand, only 10% of the respondents were not in favor of the advertisements because some of the products are not effective.



Table 7. Reasons for favoring or not favoring the agricultural advertisements

REASONS	FREQUENCY (N=60)	PERCENTAGE (%)
For favoring		
Helpful to farmers because of the information they show	49	81.67
The products shown in the advertisements are effective	6	26.67
For not favoring		
Some of the products are not effective	6	10.00

\*Multiple responses

#### Reasons for Recommending or Not Recommending the Agricultural Advertisement

Table 8 presents the reasons of the respondents for recommending and not recommending the agricultural advertisements. Forty (66.67%) of the respondents said that they will recommend the agricultural advertisements to other farmers to prove if the products are effective and for other farmers to be updated 13.33%.

However, 18 (30%) of the respondents said that they want to use the products first to prove if it is effective and to know if the product is worth recommending and 13.33% said that the products could be dangerous to one's health.



Table 8. Reasons for recommending or not recommending the agricultural advertisement

REASONS	FREQUENCY (N=60)	PERCENTAGE (%)
For recommending		
To prove if the product is effective	40	66.67
So that farmers will be updated	8	13.33
For not recommending		
Try first the product before recommending to others	18	30.00
It can be dangerous to our health	8	13.33

\*Multiple responses

#### Reasons for Applying or Not Applying the Information from the Agricultural Advertisements

Table 9 shows the reasons of the respondents for applying and not applying the information they get from agricultural advertisements. Thirty-six (48.33%) respondents said that they applied the information to prove if the products are effective and to increase productivity (15%).

Twenty-seven (45%) of the respondents said that they tried the products but did not apply the information because they had their own way of applying the agricultural products and the products are sometimes not effective.



Table 9. Reasons for applying or not applying the information from the agricultural advertisements

REASONS	FREQUENCY (N=60)	PERCENTAGE (%)
For applying		
To prove if the products are effective	36	48.33
To increase productivity	9	15.00
For not applying		
The products are sometimes not effective	27	45.00

\*Multiple responses

#### Effectiveness of Agricultural Advertisements in Persuading Farmers to Buy Agricultural Products

Table 10 presents the perception of the respondents on the effectiveness of agricultural advertisements in persuading farmers to buy products. Majority (80%) of the respondents said that agricultural advertisements did not affect them in buying pesticides, insecticides, fertilizers and feeds, while the rest said that the agricultural advertisements were effective in persuading them to buy products. They said that they bought what was advertised to compare it with the products that they have tried.

Unfortunately, according to them, some products were not effective and it led to financial loss.

This finding agrees with that of the results of Pucay (2003), where most (60%) of the respondents said that they cannot just adopt pesticides introduced to them without



testing its capability or verifying it to any person who is knowledgeable with the technology.

Table 10. Effectiveness of agricultural advertisements in persuading farmers to buy agricultural products

CATEGORY	FREQUENCY (N=60)	PERCENTAGE (%)
Not effective	48	80.00
Effective	12	20.00
TOTAL	60	100

Respondents' Satisfaction on the Information Shown in Agricultural Advertisements

Table 11 shows that out of 60 respondents, 68.33% said that they were satisfied with the information shown in the agricultural advertisements because farmers gained information and knowledge from the advertisements and they also showed new technologies like new varieties of rice and organic fertilizers that can be used by the farmers and can produce higher income.

Only 31.66% of the respondents were not satisfied because they wanted to try the products first and some of the information shown are not true and are sometimes exaggerated.



Table 11. Respondents' satisfaction on the information shown in agricultural advertisements

RESPONSE	FREQUENCY (N=60)	PERCENTAGE (%)
Satisfied	41	68.33
Not Satisfied	19	31.67
<b>TOTAL</b>	<b>60</b>	<b>100</b>

Suggestions of the Respondents for the Improvement of the Advertisements

Table 12 presents the respondents' suggestions for the improvement of the agricultural advertisements. Thirty-four (56.67%) of the respondents suggested that the advertisements should be creative to attract the attention of the viewers, 38.33% said that agricultural advertisements should have enough airing time, 15% suggested that the advertisement should be clear because some of them looked old. This could be due to the reception of local channels. Lastly, 15% said that advertisers should add more information about the products like its effects on plants and the dosage of the products.

Table 12. Suggestions of the respondents for the improvement of the advertisements

SUGGESTIONS	FREQUENCY (N=60)	PERCENTAGE (%)
Make the advertisement creative	34	56.67
Enough time for the advertisement	23	38.33
Make the advertisements clear because some looked old and blurry	9	15.00
Add more information about the products	9	15.00

\*Multiple responses



### Information Needs of the Respondents

Table 13 presents the information needs of the respondents. It shows that 46.67% requested information for pest control and insects that attack strawberry (43.33%). Other information needs were farm management, vegetable production and organic fertilizers.

The result is similar to that of the study of Laguitnay (2002) as cited by Pocdo (2003), that there were 21 or 46.66% of the respondents in Pacso, Kabayan, Benguet who requested information on pest control, specifically leaf miners and diseases to be included in the discussion of the extension programs of Benguet State University.

Table 13. Information needs of the respondents

INFORMATION	FREQUENCY (N=60)	PERCENTAGE (%)
Pest Management	28	46.67
Insects that attack strawberry	26	43.33
Farm Management	12	20.00
Vegetable Production	6	10.00
Organic Fertilizer	4	6.67

\*Multiple responses



## **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

### Summary

The study was conducted in Swamp, La Trinidad, Benguet to characterize the respondents; identify the reasons of the respondents in watching television; identify the TV channels where agricultural advertisements are being shown; enumerate some agricultural advertisements the respondents recall; determine the perceptions and attitudes of the respondents towards agricultural advertisements on television; identify some suggestions for the improvement of agricultural advertisements and identify the information needs of the respondents.

The study included 60 respondents who were vegetable growers. Majority of them belonged to bracket 41-50; mostly male; married; reached secondary level and cultivated 300-400 sq.m farm land.

Majority of the respondents have seen agricultural advertisements in ABS-CBN and some in GMA 7.

Majority of the respondents recalled agricultural advertisements that were dramatized and through the brand names of pesticides, insecticides, fertilizers and feeds such as Siga, Pigrolac (Starter feeds) and Mama Pro (Milk enhancer).

Majority of the respondents said that agricultural advertisements had enough air time length.

As perceived by the respondents, majority of them said that agricultural advertisements informed farmers about new technologies in farming and it gives additional information on pest management.





However, some of the respondents said that the information from agricultural advertisements were sometimes not true and exaggerated. It also persuaded the farmers to buy new products that were not effective that that led to financial loss.

Majority of the respondents were in favor of the agricultural advertisements because of the information shown were helpful to farmers but some were not in favor because the products shown in the agricultural advertisements were not effective.

Majority of the respondents recommended the agricultural advertisements to others to prove if the products are not effective and so that farmers will be updated.

However, some of the respondents did not recommend the agricultural advertisements to others because they wanted to try the products first and it could be dangerous to one's health.

Among the 60 respondents, 48.33% said that they were applying the information they got from agricultural advertisements to prove if the products were effective and to increase productivity.

Majority of the respondents said that the agricultural advertisements persuaded them in buying agricultural products because they tried using other products to compare it with the products they have tried.

The respondents suggested that the advertisements should be more creative by adding colorful visuals, should have enough air time for the advertisements, should show more information about the products and should be clear because some of them looked old and the reception of the local channels were blurry.



With regards to the information needs, the respondents wanted to be informed about pest control, insects that attack strawberry, farm management, vegetable production and organic farming.

### Conclusions

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

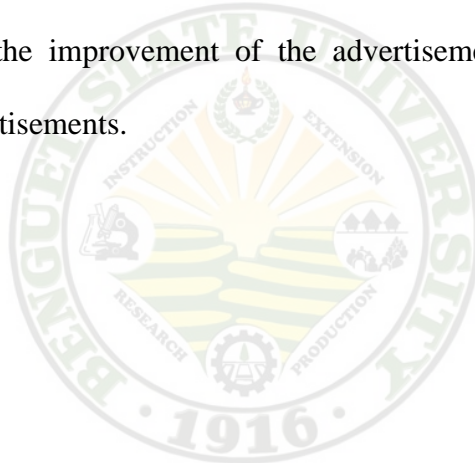
1. Agricultural advertisements are helpful to farmers because the information they show.
2. Agricultural advertisements cannot persuade the Swamp farmers in buying agricultural products.
3. The respondents' perceptions and attitudes on agricultural advertisements were mostly positive.
4. Most of the respondents suggest that agricultural advertisements should be more creative.
5. The respondents wanted to be informed about pest control, insects that attack strawberry, farm management, vegetable production and organic farming.



### Recommendations

Based on the findings and conclusions, the following are recommended:

1. Agricultural advertisements should show complete information so that the people especially farmers will know more information about the agricultural products being advertised.
2. Advertisers should make the advertisements creative to attract more viewers.
3. The reception of local channels should be monitored so that the agricultural advertisements will not be blurry.
4. Producers should also conduct surveys to determine the information needs of the farmers for the improvement of the advertisements and to produce more agricultural advertisements.



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APPENDIX A. Interview Schedule

A. RESPONDENT CHARACTERISTICS

1. Name (optional): \_\_\_\_\_
2. Age: \_\_\_\_\_
3. Sex: \_\_\_\_\_ Male      \_\_\_\_\_ Female
4. Civil Status:  
\_\_\_\_\_ Single                                      \_\_\_\_\_ Separated  
\_\_\_\_\_ Married                                      \_\_\_\_\_ Widow/widower
5. Educational Attainment  
\_\_\_\_\_ Elementary level/graduate      \_\_\_\_\_ No formal education  
\_\_\_\_\_ Secondary level/graduate      \_\_\_\_\_ Others (please specify)  
\_\_\_\_\_ College level/graduate      \_\_\_\_\_
6. Tribe  
\_\_\_\_\_ Kankana-ey                                      \_\_\_\_\_ Ilocano  
\_\_\_\_\_ Ibaloi                                      \_\_\_\_\_ Others (please specify)
7. Main Crops Planted  
\_\_\_\_\_ Cabbage                                      \_\_\_\_\_ Chinese Cabbage  
\_\_\_\_\_ Beans                                      \_\_\_\_\_ Others (please specify)  
\_\_\_\_\_ Potato                                      \_\_\_\_\_
8. Other source of livelihood  
\_\_\_\_\_ Carpentry                                      \_\_\_\_\_ Store keeping  
\_\_\_\_\_ Animal Raising                                      \_\_\_\_\_ Others (please specify)  
\_\_\_\_\_ Jeepney driver                                      \_\_\_\_\_
9. Farm size  
\_\_\_\_\_ 100-200 sq. m                                      \_\_\_\_\_ 700- 800 sq. m  
\_\_\_\_\_ 300- 400 sq. m                                      \_\_\_\_\_ 900- 1,000 sq. m  
\_\_\_\_\_ 500- 600 sq. m



## B. REASONS FOR WATCHING TELEVISION

- \_\_\_\_\_ It gives me information about agriculture
- \_\_\_\_\_ It entertainment
- \_\_\_\_\_ It somehow eases tension
- \_\_\_\_\_ To gather information
- \_\_\_\_\_ Others (please specify) \_\_\_\_\_

## C. WHAT TV ADVERTISEMENTS DO YOU RECALL?

\_\_\_\_\_

## D. IN WHAT TV CHANNEL HAVE YOU SEEN IT?

\_\_\_\_\_

## E. RESPONDENTS' PERCEPTIONS ON AGRICULTURAL ADVERTISEMENTS

### 1. What can you say about the length of the advertisement?

- \_\_\_\_\_ Too long
- \_\_\_\_\_ Too short
- \_\_\_\_\_ Enough
- \_\_\_\_\_ Others (please specify)

### 2. What are the advantages in watching agricultural advertisements?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### 3. What are the disadvantages in watching agricultural advertisements?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## F. RESPONDENTS' ATTITUDES ON AGRICULTURAL ADVERTISEMENTS

1. Are you in favor of the advertisements shown?

\_\_\_\_\_ Yes, why? \_\_\_\_\_.

\_\_\_\_\_ No, why? \_\_\_\_\_.

2. Are you willing to recommend the advertisement?

\_\_\_\_\_ Yes, why? \_\_\_\_\_.

\_\_\_\_\_ No, why? \_\_\_\_\_.

3. Are you applying the information you get from agricultural advertisements in your farm activities?

\_\_\_\_\_ Yes, why? \_\_\_\_\_.

\_\_\_\_\_ No, why? \_\_\_\_\_.

4. Are these agricultural advertisements affecting you in deciding what products to buy? (Fertilizers, pesticides, feeds)

\_\_\_\_\_ Yes

\_\_\_\_\_ No

5. Are you satisfied with the information being shown?

\_\_\_\_\_ Yes, why? \_\_\_\_\_.

\_\_\_\_\_ No, why? \_\_\_\_\_.

## H. SUGGESTIONS OF THE RESPONDENTS FOR THE IMPROVEMENT OF THE ADVERTISEMENT.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_.

## I. INFORMATION NEEDS OF THE RESPONDENTS

1. What topics do you want to be advertised?

\_\_\_\_\_

\_\_\_\_\_.





