

BIBLIOGRAPHY

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ABSTRACT

This study characterized the La Trinidad Farmers, determined the level of awareness of the respondents on the promotional strategies used by Benguet Farmers Marketing Cooperative, determined the respondents perceptions and attitudes towards the promotional strategies, and determined the comments and suggestions of the respondents for the improvement of the promotional strategies of Benguet Farmers Marketing Cooperative.

The respondents were La Trinidad farmers from different ages, both males and females, were either married or single and majority had formal education.

All of the respondents attended the Pre-Membership Educational Seminar and few of them listened to the radio program guesting of Mr. Frank Pagnas.

Respondents had generally positive and favorable perceptions and attitudes towards radio program guesting and the Pre-membership Educational Seminar. Majority suggested that more information on Benguet Farmers Marketing Cooperative should be broadcasted during radio program guesting and guest speakers should provide more information on the said cooperative and its benefits most especially to the farmers during seminars.

The study recommends that the radio program guesting should be aired continuously to increase the awareness level of the respondents, the cooperative should conduct more seminar

that will cater to the information needs of the respondents and the cooperative should consider the suggestions of the respondents for the improvement of their promotional strategies.



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INTRODUCTION

Rationale

The growing problems in agriculture and vegetables marketing system like smuggling, vegetable production and pricing is preventing agriculture to move forward in progress. These problems affected the farmers here in the Philippines most especially in Benguet. To help the Benguet farmers in dealing with these problems Benguet Farmers Marketing Cooperative came to existence.

Benguet Famers Marketing Cooperative according to Mr. Frank Pagnas, Interim Board of Director of Benguet Farmers Marketing Cooperative, is a cooperative of Benguet farmers which will manage marketing systems of vegetable products in Benguet. The cooperative was founded by the Provincial Governor Nestor Fongwan as supported by the Office of Municipal Agriculturist (OMAG) and the Office of Provincial Agriculturist (OPAG). The cooperative was launched on June 2010 which was initiated by the Provincial Government lead by Governor Nestor Fongwan. Also, the birth of the cooperative was coupled with goals that will sustain the growth and demand of vegetable products in Benguet. In addition, it also aims to lessen smuggling in Manila through supplying the importer regularly.

Since the cooperative is a newly established organization, Pagnas added that they used promotional strategies to promote the cooperative to the Benguet farmers. This is also to inform the farmers and disseminate information about Benguet Farmers Marketing Cooperative. Strategies used were radio program guesting which is aired through Boses Ti Farmers and the Pre- Memberships Educational Seminar (PMES)



which was conducted per municipality.

Thus, promotional strategies today played a significant role in different organizations especially in promoting their goods, services and ideas to their target audience. On the other hand, Engel *et al* (1989) defined promotional strategy as a controlled integrated program of communication methods and materials designed to present an organization and its products to prospective consumers; to communicate need satisfying attributes or profit performance. They also added that promotion is a persuasive communication.

Meanwhile, since farmers are the major target of Benguet Farmers Marketing Cooperative it is pertinent to determine their perceptions and attitudes towards the promotional strategies used by Benguet Farmers Marketing Cooperative. This study may be helpful to the cooperative in specifying what promotional strategies are effective and acceptable to the farmers. Also, there is a need to study because the result may lead to the improvement of the promotional strategies of Benguet Farmers Marketing Cooperative.

Statement of the Problem

This study focused on the perceptions and attitudes of La Trinidad farmers towards the promotional strategies used by Benguet Farmers Marketing Cooperative.

Specifically it answered the following questions:

1. What is the socio-demographic profile of the respondents?
2. Are the respondents aware of the promotional strategies used by BFMC?
3. What are the perceptions of the respondents on the following promotional strategies used by Benguet Farmers Marketing Cooperative?



- a. radio program guesting
 - b. seminar
4. What are the attitudes of the respondents on the promotional strategies used by BFMC?
 5. What are the respondent's comments and suggestion on the promotional strategies used by BFMC?

Objective of the Study

The general objective of the study was to find out the La Trinidad farmer's perceptions and attitudes towards the promotional strategies used by Benguet Farmers Marketing Cooperative.

Specifically it aimed to:

1. characterize the respondents
2. find out if the respondents are aware of the promotional strategies used by BFMC.
3. determine the respondent's perceptions towards the promotional strategies used by BFMC.
4. determine the respondent's attitudes towards the promotional strategies used by BFMC.
5. list down the comments and suggestion of the respondents on the promotional strategies used by BFMC.



Importance of the Study

The result of the study can lead to the improvement of the promotional strategies of Benguet Farmers Marketing Cooperative.

Perceptions and attitudes that were gathered from the farmers may serve as reference for the Benguet Farmers Marketing Cooperative in specifying what promotional strategy is acceptable and effective to the farmers. It may also serve as reference to the students who will be conducting research related topic.

Scope and Limitation

The study focused on the respondent's perceptions and attitudes on the promotional strategies used by Benguet Farmers Marketing Cooperative.

Moreover, the study included the respondent's socio-demographic profile, awareness on the promotional strategies used by Benguet Farmers Marketing Cooperative and the respondent's comments and suggestions.



REVIEW OF LITERATURE

Profile of the Respondents

Bardoquin (2008) stated that majority of her respondents who were the La Trinidad famers belonged to aged bracket 41-50 and only 2 belonged to age bracket 20 and below. Majority (61.66%) of the farmers were male and some (38.33%) were female. This shows that males were actively engaged in farming. Also, majority (81.66%) of the farmers were married and 18.33% were single.

In terms of educational attainment majority of the respondents reached secondary level; 30% reached elementary and 13.33% reached college. This shows that most of the respondents reached low educational attainment. Majority of the respondents were Kankana-ey, some were Ibaloi and few were Ifugao and one of them was half Ilokano and Iloggo. In addition, the respondents mainly planted strawberry followed by lettuce, onions, celery and carrots.

Promotional Strategy

Promotion refers to communicate undertaken to persuade others to accept ideas, concepts and things. Engel *et al* (1987) defined promotional strategy as a controlled integrated program of communication methods and materials designed to present an organization and its products to prospective customers, to communicate need satisfying attributes of products to facilitate sales and thus contribute to the long run profit performance.



Engel *et al* (1987) added that the goal of a promotional strategy is to influence the thinking and behavior of the people. Also, the source uses a combination of message and media-strategy to influence a persuasible audience.

Radio Advertisements as Promotional Strategy

Radio is the most intimate and has always been a popular medium of advertising according to Godbole (2000). Radio advertising is one of many different types of advertising. It has been in practice for many years, but it has only been in the last few years, that its true potential has been realized and consequently, tapped (Buzzle, 2000).

Consequently, many organizations and businesses rely on advertising methods like email marketing, Internet marketing, newspaper and magazine advertisements, others are taking advantage of all the benefits that they can derive from using radio advertising opportunities. Radio advertising is an innovative way to reach thousands, and sometimes millions of listeners, and to therefore reach a broad audience. Moreover, radio advertising can be a very effective way to get your company's message to a large, broad market and to anyone who has access to a radio (Directory, 2006).

In terms of radio advertising benefit, Anonymous added that corporations, small business owners, and charitable organizations all benefit from the use of radio advertising. Radio advertising can alert various communities about a business's products or services or it can alert people to the existence of one's organization. Further, radio advertising is a good way to teach people about what one's business or organization has to offer the community. Basically, radio advertising is just another way to get one's business or organization "on the map" or recognized.



Added that radio advertising is an art—the right things need to be said, the right times needed be accessed, and your advertisement will have to create a lasting memory for the listener. Some effective radio advertisement are the use of catchy jingles, catchy logos and persistent (Directory, 2006).

Information Education Communication Material (IEC) as Promotional Strategy

One of the most popularly used promotional strategies nowadays is Information Education Communication Materials (IEC) since it comprise a wide range of media, including newspapers, brochures, posters, information leaflets, radio programmes as well as audio and video tapes (Y2Y, 1999). UNFPA (1999) also defined IEC as the process of learning that empowers people to make decisions, modify behaviors and change social conditions. Thus, IEC is a management and implementation of communication programs designed to improve awareness, knowledge, attitudes skills and practice group about a new idea or technology according to Mercado (1991) as cited by Luis (2008).

Moreover, Education Communication Materials (IEC) means sharing information and ideas in a way that is culturally sensitive and accepted to the community, using appropriate channels, messages and methods (WHO, 1995).

Interpersonal Communication

Interpersonal communication is the process where a person expresses his thoughts, converts the thoughts into a well designed message and sends the message across a communication channel (oral, visual, written, etc.) and the receiver receives the message and responds to the message and sends his reply back via the communication



channel (Manohar, 2000). Also, WHO (1995) stated that interpersonal communication can be done on a one-to-one basis or with a small groups, and can promote sharing of information, encourages dialogue and help people to make their own decisions. Thus, interpersonal communication is one of the most effective methods of communication.

Meanwhile, seminar is one of the most popular interpersonal communications used as promotional strategies nowadays. Hard (2011) defined seminar as a lecture, presentation or discussion for a group of attendees about a particular topic or industry. A seminar agenda may include a single track of presentations or multiple breakout sessions. According to Wikipedia seminar has the function of bringing together small groups for recurring meetings, focusing each time on some particular subject, in which everyone present is requested to actively participate.

Level of awareness

In order to become successful and take advantage of many of the opportunities available, you must first be aware. The key is to make sure your level of awareness is at its highest in order so that you will be able to spot opportunities before everyone else. If you are not prepared, if you don't train yourself to be aware of your surroundings, you will only be frustrated, disappointed and unable to capitalize (Jones, 2011).

Allwords English Dictionary (1998) defined awareness as the state or level of consciousness where sense data can be confirmed by an observer.

Pavlina (2006) stated that when you and the other person are at a compatible level of awareness, communication will be smooth and effortless. But when your awareness



levels are incompatible, communication is largely ineffective. Anything you say will simply fall on deaf ears.

Once your audience are aware of the information you disseminate, you will need to motivate them to access, view and used it. Materials can be designed to help them and other audiences understand why relative quality information is important to them, and to encourage them to seek out information about the subject and incorporate it into their decision-making procedures (Hamel, 2005) as cited by (Tayaban, 2009).

Perception

Kelly (1995) defined perception as the process of interpreting and giving meaning to sensation of particular object. Thus, Perception involves all the ways of becoming aware of the things, people, happenings or ideas. Judgment involves all the ways of coming to conclusions about has been perceived. If people differ systematically in what they perceive and in how they reach conclusions then it is only reasonable for them to differ correspondingly in their interest, reactions, values, motivations and skills (Myer, (2004) as cited by Busitan (2009).

Furthermore, Myers (1983) stated that perception refers how to comprehend the object and event in the external reality around us.

Buyagan (2003) as cited by Palayen (2007) stated that majority (94%) of the listeners of DA- CHARM on the air in Tabaan sur, Tuba, Benguet claimed that the topics aired in the program were helpful. In the same study, perception of the respondents towards the time of airing, majority (90%) said that the time was appropriate for the



program, 6% claimed that the program is too late and only 4 % claimed that the time of airing was too early.

As of the time of airing, Allan (2007) claimed that sixty five percent of the listeners of Boses ti Farmers in Poblacion , Kibungan , Benguet said that the time of airing of the program was appropriate while 34% claimed that it is too early so that could not listen to the radio program regularly.

On other hand, Bolona (2008) found out that all coop members of Fiber Industry Development Authority in Kapangan, Benguet claimed that the speakers during the resource speakers during the trainings and seminars being conducted by FIDA were expert in their fields, very accommodating, approachable, and answered the questions convincingly. As to the venue, they feel comfortable and said that it was just appropriate venue for the topics that were being discussed.

Attitude

Attitude is any belief or opinion that includes an evaluation of some person, object or event along a continuum from negative to positive and that predisposes us to act in a certain way toward that object, person, or event (Plotnik, 1999).

Plotnik added that there were three functions of attitude which are the predispose, interpret and evaluate. Predispose is the predisposing function of attitudes means that they guide or influence us to behave in specific ways and the interpreting function means that they provide convenient guidelines for interpreting and categorizing objects and events and deciding whether to approach or avoid them. Meanwhile, the evaluate function of attitude means that they help us stand up for those beliefs and values that we consider very important to ourselves.



Bardoquin (2008) claimed that majority (81.67%) of the La Trinidad farmers were in favor of the agricultural advertisements showed in televisions because of the information they show about agriculture while some (26.67%) said that the products shown in the advertisements are effective. Only 10% of the respondents were not in favor of the advertisements because some of the products were not effective.

On the other hand, Tawang (2006) found out that 61% respondents of Madaymen, Kibungan, Benguet agreed with the information presented on the pesticide posters. According to them, it was useful because it was one of their sources of information for a specific use of a pesticide and it informed them about the new brands of pesticides. The posters also informed the respondents about the right dosage of pesticide use for their farms. In addition, 39% of the respondents disagreed because the posters did not contain information they want to know like how effective the pesticide was in controlling pests in vegetables. It can also be noted that based on sex, more (85%) females agreed on the information presented in the posters while only 31.25% of the total male respondents agreed.



METHODOLOGY

Locale and Time of the Study

The study was conducted in La Trinidad, the capital town of Benguet (Figures 1 and 2). It is the next town to Baguio City and is 256 km north of Manila. It is bounded on the north by the municipality of Tublay, on the south by Baguio, and on the west by Sablan and Tuba. La Trinidad, Benguet is composed of 16 barangays namely: Alapang, Alno, Ambiong, Bahong, Balili, Beckel, Betag, Bineng, Cruz, Lubas, Pico, Poblacion, Puguis, Shilan Tawang and Wangal.

The municipality is relatively the most developed settlement in the province of Benguet because of its proximity to the City of Baguio. It is the gateway of the southern low lands into the Cordillera Region. Due to its advanced development, La Trinidad is considered as one of the Central Business Districts of Benguet.

The municipality was chosen as the study area because it is one of the target areas of Benguet Farmers Marketing Cooperative. Selected barangays were Tawang, Shilan, Bineng, Beckel, Poblacion, Wangal and Alno. These were selected since these barangays were where most farmers were engaged with vegetable farming and farmers can listen to the radio program where Benguet Farmers Marketing Cooperative aired their radio program guesting.

The study was conducted on January - February 2011.





Figure 1. Map showing the locale of the study

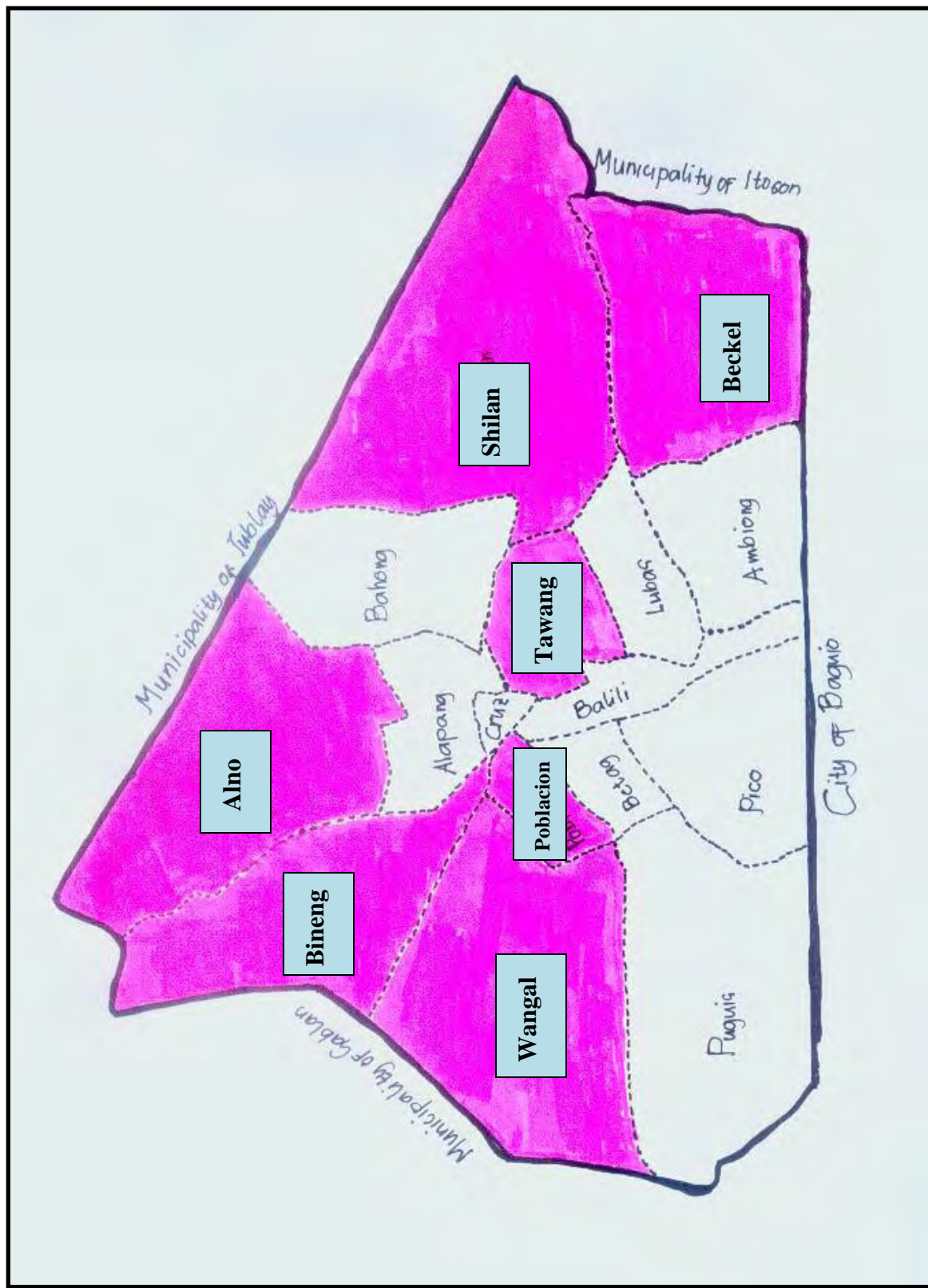


Figure 2. Map of La Trinidad showing the location of the study



Respondents of the Study

The respondents of the study were nine farmers from Bineng, six from Beckel, six from Poblacion, four from Alno, six from Tawang, three from Shilan and six from Wangal for a total of 40 respondents. The respondents were chosen using purposive sampling. The criteria for choosing them were: should have attended Pre-membership Educational Seminar (PMES) conducted by Benguet Farmers Marketing Cooperative and should be a vegetable farmers.

The attendance of the participants who attended the Pre-Membership Educational Seminar was used to select the respondents. The top barangays in terms of the number of participants were chosen. Then from the list of participants, all the respondents in the chosen barangays were included. But those who refused and not available to be interviewed were not included.

Data Collection

An interview schedule was used in gathering information. The questions were translated to Ilokano and Kankana-ey in order to facilitate understanding between the researcher and the respondents during the interview.

The researcher went to the houses and farms of the selected respondents in order to gather the data.

Data Gathered

The data gathered were the socio-demographic profile of the respondents, level of awareness of the respondents towards the promotional strategies of the Benguet Farmers



Marketing Cooperative and their perceptions and attitudes. Their comments and suggestions were also gathered for the improvement of the promotional strategies of the cooperative.

Data Analysis

The data gathered from the respondents were consolidated and analyzed using descriptive statistics through frequency counts and percentage.



RESULTS AND DISCUSSION

Socio-demographic Profile of the Respondents

The study had 40 respondents who were purposively chosen. Majority or 72.5% were non members while 27.5% were members of Benguet Farmers Marketing Cooperative.

Table 1 presents the general characteristics of the respondents in terms of age, sex, civil status, educational attainment and tribal affiliation.

Age. Among the 40 respondents, 10 (25%) belonged to the age bracket 31-40, 35% belonged to the age bracket 41-50 while 27.5% fell within the age bracket 51-60. The youngest was 29 years old while 67 years old was the oldest.

Civil status and sex. In terms of sex, 62.5% were male while 37.5% were female. As to the civil status, majority (92.5%) of the respondents were married, some (5%) were single and only one (2.5%) was a widow. The result agrees with the study of Catano (2010) that there is a slight difference in the number of male and female engaged in farming.

Educational attainment. In terms of their educational attainment, the finding shows that majority (37.50%) of the respondents reached high school, 27.50% reached elementary while the same percent reached college. Among the 40 respondents, 7.50% of them finished vocational courses.

The result implies that majority of the respondents had formal education while some of them had low educational attainment but literate enough to understand the radio program guessting and the Pre-Membership Seminar.



Table 1. Profile of the respondents

CHARACTERISTICS	FREQUENCY (N=40)	PERCENTAGE (%) (%)
Age		
30 and below	1	2.50
31-40	10	25.00
41-50	14	35.00
51-60	11	27.50
61-70	4	10.00
TOTAL	40	100
Sex		
Female	15	37.50
Male	25	62.50
TOTAL	40	100
Civil Status		
Single	2	5.00
Married	37	92.50
Widowed	1	2.50
TOTAL	40	100
Educational Attainment		
Elementary	11	27.50
High School	15	37.50
College	11	27.50
Vocational	3	7.50
TOTAL	40	100
Tribal Affiliation		
Ibaloi	20	50.00
Kankana-ey	16	40.00
Kalanguya	3	7.50
Half Kankana-ey- Ibaloi	1	2.50
TOTAL	40	100



Tribal affiliation. Out of the 40 respondents, 50% were Ibaloi, 40% of them were Kankana-ey while 75% were Kalanguya. One of the respondents was half Kankana-ey and half Ibaloi.

This result agrees with the study of Bardoquin (2008) where Kankana-ey and Ibaloi were the leading tribes of the La Trinidad farmers.

Promotional Strategies Used by BFMC

Benguet Farmers Cooperative Marketing used radio program guesting and conducted Pre-Membership Educational Seminar in order to promote the cooperative to the farmers.

In the radio program guesting, Mr. Frank Pagnas, Interim Board of Director of BFMC served as the guest and it was aired in October 2010. The radio program guesting was aired 7-8 PM through Boses Ti Farmers that was aired on weekdays in DZWT. Mr. Pagnas promoted the cooperative through interactive discussion with the program host Mr. Dominador Dongla regarding with the role of the BFMC as marketing arm of the farmers. Marketing systems and strategies of the cooperative was also expounded by the guest and further explained the Farmers Education to be offered to the interested farmers. Benefits of the cooperative to the members especially to farmers were also emphasized in the discussion to convince the farmers.

The Pre-Membership Educational Seminar was conducted in August 10, 2010 purposely to educate and informed the members about the cooperative as a requirement before the cooperative will be registered and before the farmers become a member, and at the same time used in promoting the cooperative according to Mrs. Lilia N. Koh (2011), secretary and acting treasurer of the coop.



To promote the cooperative at the same time, they introduced the Benguet Farmers Marketing Cooperative to the respondents and discussed its vision and missions. Also, they included a lecture on how the members especially the farmers will be benefited if they will join cooperative in terms of marketing of their products, production planning and in farming according to Mr. Frank Pagnas (2010), Interim Board of Directors of BFMC.

Pagnas added that after the registration of BFMC to the CDA the cooperative will use other means of advocacy such as radio advertisement, flyers/ brochures of BFMC to continue disseminating the information to the farmers who are not knowledgeable on the cooperative.

Respondents' Awareness on the Promotional Strategies

All of the respondents were aware and attended the Pre-membership Educational Seminar (PMES) conducted by the Benguet Farmers Marketing Cooperative Officers and 32.5% of them listened to the radio program guesting of Benguet Farmers Cooperative Marketing officer Mr. Frank Pagnas aired in the program Boses Ti Farmers in DZWT.

According to the finding, majority of the respondents were invited to attend the Pre-Membership Educational Seminar through letters that were sent to them from the Department of Agriculture, Municipal Agriculturist Office and from the Mayor's Office. Some of them was invited personally by their barangay officials and friends, and heard about the seminar in the radio. Few of the respondents said that there was notice from their barangay hall.



Most of those who received the letters were barangay officials and a member of Barangay Agriculture and Fishery Council.

The finding supports the statement of Hamel (2005) as cited by Tayaban (2009) that once your audiences are aware of the information you disseminate, you will need to motivate them to access, view and used it. Materials can be designed to help them and other audiences understand why relative quality information is important to them, and to encourage them to seek out information about the subject and incorporate it into their decision-making procedures

Perceptions of the Respondents on the Radio Program Guesting

Radio promotion. Table 2 shows the perceptions of the respondents on the radio guesting of an officer of Benguet Farmers Marketing Cooperative to promote the cooperative. The radio program guesting was aired 1-5 minutes during the radio program Boses ti Farmers aired in DZWT which was aired 7-8 pm on weekdays.

Of the 40 respondents, only 13 listened to the radio guesting of Mr. Pagnas in Boses ti Farmers. The finding shows that great majority perceived the radio program guesting as convincing because it provided information about the cooperative (30.76%), the message was attractive and catchy (38.46%) and it was delivered clearly (61.54%). Only one of the respondents perceived it as not convincing because the length of the guesting was too short and the delivery of the message was too formal.



Table 2. Perceptions of the respondents on the radio guesing

PERCEPTIONS	FREQUENCY (N=13)	PERCENTAGE (%)
Convincing		
Provided information about BFMC	4	30.76
Message was attractive and catchy	5	38.46
Message was delivered clearly	8	61.54
Not Convincing		
Guesting was too short	1	7.69
Message delivery was too formal	1	7.69

**Multiple responses*

Time of airing. The radio program guesing was aired 7- 8 pm on weekdays during Boses ti Farmers in DZWT. Table 3 shows the perceptions of the respondents on the time of airing of the radio guesing. The finding shows that 76.92% of the respondents claimed that the time slot for the radio guesing is just appropriate while 15.38% said that it is too early and one of them said it is too late.

The result indicates that most of the farmers favored the slot for the radio guesing since they can listen to it while tuned in to program Boses ti Farmers.

The result of the study agrees with the finding of Allan (2007) that sixty five percent of the listeners of Boses ti Farmers in Poblacion , Kibungan , Benguet said that the time of airing of the program was appropriate while 34% claimed that it is too early so that could not listen to the radio program regularly.



Table 3. Perceptions on the time of airing and delivery of the radio program guesting

PERCEPTIONS	FREQUENCY (N=13)	PERCENTAGE (%)
Time of airing		
Appropriate	10	76.92
Too early	2	15.38
Too Late	1	7.70
TOTAL	13	100
Delivery		
Clear and effective	11	84.62
Delivery was too formal	1	7.69
No response	1	7.69
TOTAL	13	100

Delivery of the radio program guesting. The guest delivered the information in Ilokano and some terms were in English. Among the 13 respondents who listened to the radio program guesting, majority (84.62%) claimed that the guest way of delivering the information was clear and effective since they were able to understand the topics that were discussed. One of the respondents admitted also that the delivery of the information was too formal even the terms used were technical and it was hard for the farmers to understand the radio guesting. He further recommended that the delivery of information or message during the radio program guesting should be in a way that farmers can comprehend.



Effectiveness of the radio program guesting as a promotional strategy. All of the 13 respondents who listened to the radio program guesting said that it was effective as a promotional strategy because radio can reach distant farmers and a large number of listeners. They further added that the radio guesting was clear and attractive.

Meanwhile, some of the respondents said that radio guesting was effective as promotional strategy because most farmers were listening and own a radio while one of them said that it is easy to access.

Attitudes of the Respondents Towards the Radio Program Guesting

Reasons for listening to the radio guesting. Among the 13 respondents who listened to the radio program guesting, majority (76.92%) of them claimed that they listened to it to gain more information about the cooperative specifically on how the cooperative was established and its purposes. They also specified that they listen to the radio program guesting because they wanted to know the benefits of the cooperative to the members most especially to the farmers.

During the interview, two respondents claimed that they listened to the radio guesting for they were interested to know the membership procedures while 23.08% did not answer because they listened to the radio guesting only by chance.

Preferred time of airing. Table 4 presents the respondents' preferred time of airing of the radio program guesting of the BFMC officer. Among the 13 respondents who listened to the radio guesting, 46.15% said that they preferred 5-7 AM and 7-8 PM everyday so that they can listen to the radio program guesting either in the morning or evening, 30.77% preferred 7-8 in the evening so that they can listen to it while resting



Table 4. Preferred time of airing by the respondents

CATEGORY	FREQUENCY (N=13)	PERCENTAGE (%)
5-7 PM AND 7-8 PM	6	46.15
7-8 PM	4	30.77
5-7 AM	3	23.08
TOTAL	13	100

while 23.08% preferred 5-6 AM for they are still in their house.

The result imply that the farmers favored the time slot for the radio guesting and they also preferred it to be aired in the morning.

Perceptions of the Respondents on the Pre-Membership Educational Seminar

Perceptions on the PMES. Perceptions of the respondents on the Pre-Membership Educational Seminar is presented in Table 5. Majority (95%) of the 40 respondents who attended the seminar conducted by Benguet Farmers Marketing Cooperative perceived it as convincing because the seminar promoted and provided information about the cooperative while 5% of them said it was not convincing since they discussed lot of topics in one session and it confused him.



Table 5. Perceptions on the Pre-Membership Educational Seminar

PERCEPTIONS	FREQUENCY (N=40)	PERCENTAGE (%)
Convincing	38	95.00
Not convincing	2	5.00
TOTAL	40	100

Reasons of the respondents for being convinced and not convinced to join the cooperative after attending the Pre-Membership Educational Seminar is also presented in Table 6.

One way of evaluating the effectiveness of the seminar as promotional strategy was its effectiveness in convincing the farmers to support or join the cooperative. Out of the 40 respondents, there were two who were not convinced while 95% were convinced. Majority (63.16%) admitted that they were convinced to join the cooperative after attending the seminar since they could see the benefits of Benguet Farmers Marketing Cooperative to them in terms of marketing of their products and for financial needs; 21.05% said that they wanted to be a member to unite the Benguet farmers; and 15.79% stated that they clearly understand the topics that were discussed during the seminar.

According to the respondents they were convinced to support and join the cooperative after attending the PMES but they can not afford the share required by the cooperative so only few of them joined the said cooperative.

Meanwhile, the two respondents who were not convince said “diyak kita, diyak pati” or “to see is to believe” as they explained that they have to see it first if the



Table 6. Reasons for being convinced and not convinced

REASONS	FREQUENCY (N=40)	PERCENTAGE (%)
Convinced	(n=38)	95.00
They see the BFMC's benefits to them	24	63.16
want to be a member to unite the farmers	8	21.05
understand clearly the topic that were discussed	6	15.79
want improvement in economic	1	2.63
Not convinced	(n=2)	5.00
It's impossible to establish the cooperative	2	50.00
"to see is to believe"	2	50.00

* Multiple responses

cooperative will succeed before joining. They claimed that they do not believe that the cooperative will be successful for it is impossible for they have seen the fall of the previous cooperatives that have been established.

Results imply that seminar was effective in convincing the majority of the respondents to support and join the cooperative since 11 of them joined and most of them did not yet join for they can not afford the required Php. 4,000 share per member. According to them they will join the cooperative if they have enough money.



Perceptions on the effectiveness of the PMES. The perceptions of the respondents on the effectiveness of the seminar as a promotional strategy are presented in Table 7. Among the 40 respondents, there were two who said that seminar is not effective while majority (95%) claimed that it was effective because the seminar allowed the participants to ask questions directly to the speakers; information about the cooperative was explained clearly and effectively; and they can gain knowledge on agriculture.

In addition, the finding proves that the seminar conducted by the cooperative was effective because the respondents understood the cooperative's goal and principles after attending it. The respondents included that the seminar was an effective promotional strategy because farmers from different municipalities can attend thus they can gain more information about the cooperative. Meanwhile, the two respondents who said that the seminar was not effective reasoned that they preferred seminar conducted per barangay and the other one said that it depends on the participation of the respondents.

Table 7. Effectiveness of the seminar as perceived by the respondents

CATEGORY	FREQUENCY (N=40)	PERCENTAGE (%)
Effective	38	95
Not Effective	2	5
TOTAL	40	100



Perceived benefits of the PMES. Table 8 shows the benefits of the seminar conducted by Benguet Farmers Marketing Cooperative as perceived by the respondents. All of the respondents claimed that the seminar helped them to understand clearly the goals and objectives of the cooperative since it was well explained by the speakers and they learned the membership procedures of Benguet Farmers Marketing Cooperative. Majority (62.5%) of them said that they also gained knowledge regarding marketing systems, strategies and planning production of vegetables which they could apply their farms.

Table 8. Perceived benefits of the PMES to the respondents

PERCEPTIONS	FREQUENCY (N=40)	PERCENTAGE (%)
Understood the goals and objectives of BFMC	40	100
Learned membership procedures	40	100
Gained knowledge on marketing and agriculture	25	62.50
Gained knowledge on the by laws of coop	12	30.00
Gained knowledge on BFMC's benefits	6	15.00
Gained knowledge on proper management their products	5	12.50
Can interact with the speakers	2	5.00

* Multiple responses



The finding also shows that the respondents gained knowledge on the bylaws of the cooperative; its benefits to the farmers and members; and importantly they gained knowledge on the proper management of their products concerning the health and welfare of the consumers.

The results proved that the respondents as well as the Benguet Farmers Marketing Cooperative benefited from the seminar because through the Pre-membership Educational Seminar they were able to convince majority of participants to join.

Attitudes of the Respondents Towards the Pre-Membership Educational Seminar

Reasons for attending the seminar. Reasons of the respondents for attending the Pre-Membership Educational Seminar are presented in Table 9. All of the respondents attended the seminar conducted by Benguet Farmers Marketing Cooperative because they were invited by their barangay officials and through letters from the Mayor's Office, Municipal Agriculturist Office (MAO) and Department of Agriculture (DA). Majority (52.5%) said that they attended the seminar because they wanted to know what the cooperative was all about and its benefits to the Benguet farmers while 35% claimed that they wanted to support the cooperative by joining and 27.50% said that it is because they wanted to gain knowledge on agriculture that they can apply to their farms.

Based on the interview, some of the respondents said that they attended the seminar to fulfill duty as member of the cooperative and they wanted to unite the farmers of Benguet to make the cooperative possible.



Table 9. Reasons of the respondents for attending the seminar

REASONS	FREQUENCY (N=40)	PERCENTAGE (%)
To learn more of BFMC	21	52.50
To be member of the coop	14	35.00
To gain knowledge on agriculture	11	27.50
To fullfil duty as Member of BFMC	2	5.00

* Multiple responses

Sharing of information learned. Table 10 shows that among the 40 respondents there were two who did not share the information or lessons they have learned from the seminar while 95% did. The respondents who shared the information said that they wanted others to know about the cooperative and its benefits to convince them to join. They also did share the information if somebody asked them about the seminar and when there were some agricultural issues they were dealing with.

Based on interviews, respondents said that they shared the information to their neighbors and organizations during meetings and conversations. They also shared information with the other farmers who did not attend the seminar while one of the respondents doubts to share the information because others might blame him if the cooperative will not meet their expectations.



Table 10. Sharing of information among those who attended the seminar

CATEGORY	FREQUENCY (N=40)	PERCENTAGE (%)
Shared the information	38	95
Did not share the information	2	5
TOTAL	40	100

Comments and Suggestions for the
Improvement of the Radio
Program Guesting

Comments and suggestions of the respondents for the improvement of the radio program guesting of the BFMC officer is presented in Table 11. The finding shows that out of the 13 respondents, 30.77% of them said that the radio program guesting should provide more information about the cooperative and its benefits to the farmers while 23.08% claimed that the radio guesting was informative since it disseminates information about the cooperative. Meanwhile, one of the respondents said that the delivery of the message during the radio program guesting was too formal and the farmers might not understand it.

One respondent also suggested that there should be radio program guesting of officers that will be aired in the morning and evening so that farmers always have the chance to listen to it while 30.77 % of the respondents did not comment.



Table 11. Comments and suggestions for the radio program gustering

COMMENTS AND SUGGESTIONS	FREQUENCY (N=13)	PERCENTAGE (%)
Comments		
Informative	3	23.08
The delivery was too formal	1	7.69
No comments	4	30.77
Suggestions		
More info. on BFMC and its benefits should be broadcast	4	30.77
Simple terms should be used	1	7.69
Should be aired during morning and evening	1	7.69

* Multiple response

Comments and Suggestions for the Improvement of the Seminar

Table 12 shows the comments and suggestions of the selected respondents to the seminar conducted by Benguet Farmers Marketing Cooperative. Among the 40 respondents, 40% commented that the seminar was nice because some of the speakers explained the topics clearly and it is educational because they understand the purpose and benefits of the cooperative.

This result supports the study of Calisaan (2008) where 46.15% of the respondents in Sablan, Benguet said that the use of seminars, trainings, and workshop helped them understand more about the program. Also, the respondents claimed that they gained knowledge from the topics discussed during the seminar and they found it helpful in maintaining the high quality and marketing of their products through application of



Table 12. Comments and suggestions for seminar

COMMENTS AND SUGGESTIONS	FREQUENCY (N=40)	PERCENTAGE (%)
Comments		
Nice and educational	16	40.00
Some topics was not clear and one of the speakers was boring	2	5.00
No comments	5	12.50
Suggestions		
More info. on BFMC and its benefits	10	25.00
Tap grassroots level and experts	4	10.00
Venue should be convenient	4	10.00
conduct seminar per barangay	3	7.50
more seminars should be conducted	2	5.00
continuous dissemination of info.	1	2.00

* Multiple responses

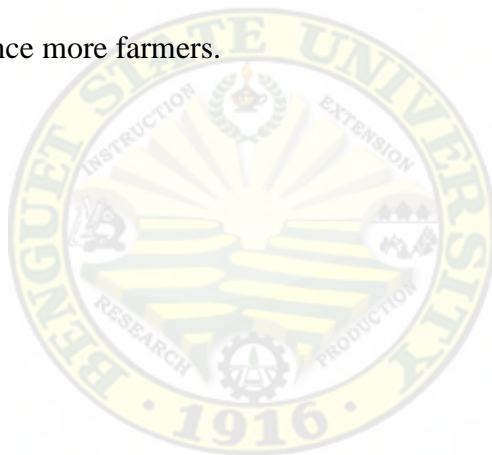
application of marketing strategies and production planning they have learned. Meanwhile, 5 % of the respondents said that some topics were not clear and even one of the speakers was boring and it makes them sleepy.

The finding also shows that 25% of the respondents suggested that the speakers should provide more information and reports about the benefits and developments cooperative during the seminar while 10% suggested that they should tap grassroots



levels which are the farmers and more speakers who are expert in marketing aspects of cooperative. The same percent of the respondents suggested that the seminar should be conducted in a more convenient place making the participants comfortable and they should control the number participants.

Some of the respondents also suggested that the cooperative should conduct seminar per barangay so that farmers from far barangays can attend the seminar and farmers can easily understand the topics that will be discussed. The respondents who suggested this believed that through this way, farmers might be convince to join the cooperative. Continuous dissemination of information was also suggested by the respondents to convince more farmers.



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study focused on the perceptions and attitudes of La Trinidad farmers towards the promotional strategies used by Benguet Farmers Marketing Cooperative which are the radio program guesting and Pre-Membership Educational Seminar (PMES). The study was conducted in the selected barangays of La Trinidad, Benguet with the following objectives: characterize the La Trinidad farmers, determine the respondents' level of awareness, perceptions and attitudes toward the promotional strategies used by Benguet Farmers Marketing Cooperative, and identify their comments and suggestions for the improvement of the promotional strategies.

All data were gathered through interview schedule from the 40 respondents and were analyzed through frequency counts and percentage. Questions were translated in Ilokano and Kankana-ey to facilitate understanding between the researcher and the respondents. The study was conducted from January to February 2011.

Majority of the respondents were male, married and belonged to age bracket 41-50. Majority had formal education and only 11 of the 40 respondents were member of Benguet Farmers Marketing Cooperative. Ibaloi and Kankana-ey were the leading tribal affiliation of the respondents.

Among the 40 respondents, only 13 of them listened to the radio program guesting of Mr. Frank Pagnas in the program Boses ti Farmers aired in DZWT. Majority of them perceived it as convincing and effective as a promotional strategy since radio can reach distant farmers, easy to access and most farmers were listening to radio.



Majority of the respondents favored the time slot for the radio program guesting and preferred it to be aired 5-6 AM in the morning. Meanwhile, majority of the 40 respondents who attended the Pre-Membership Educational Seminar were convinced to join the cooperative because of its benefits most especially to the farmers. They also claimed that the seminar was effective as a promotional strategy because information on the cooperative was explained clearly and effectively.

Furthermore, the respondents suggested that more information on the cooperative should be aired using simple terms so that farmers will be able to understand it. Speakers during seminar should provide more information and reports on the development of the cooperative. Also, the cooperative should conduct seminar per barangay to convince more farmers.

Conclusions

Based on the results of the study, the following conclusions are drawn:

1. The radio program guesting was not so popular among the respondents.
2. The respondents have positive perceptions on Benguet Farmers Marketing Cooperative.
3. The respondents have a generally positive attitude towards Benguet Farmer Marketing Cooperative.
4. Majority of the respondents suggest that radio program guesting and seminars should provide more information on the cooperative.



Recommendations

Based on the conclusions, the following recommendations are drawn:

1. Radio program guesting of the cooperative must be aired continuously to increase the awareness level of the respondents towards the radio program guesting.
2. The cooperative should conduct more seminars that will cater to the information needs of the respondents on Benguet Farmers Cooperative Marketing.
3. The Benguet Farmers Marketing Cooperative should consider the suggestions of the respondents for the improvement of their promotional strategies.



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APPENDIX A

Communication Letter

Benguet State University
College of Agriculture
DEPARTMENT OF DEVELOPMENT COMMUNICATION
La Trinidad, Benguet

Sir,

Greetings!

I am a senior student of Benguet State University taking up Bachelor of Science in Development Communication major in Community Broadcasting under the College of Agriculture. As part of the requirement of this degree, I am currently conducting my undergraduate thesis entitled “Perceptions and Attitudes of La Trinidad Farmers towards the Promotional Strategies Used by Benguet Cooperative Marketing”.

In this connection, may I request your good office to allow me to gather important information that will answer the objectives of my study from the concerned people in your barangay. Rest assured that all information that will be gathered is for academic purposes only.

Your approval to this request will be very much appreciated. Thank you and God bless.

Respectfully Yours,

IRENE B. CABINTA
Student Researcher

NOTED:
ANNA LIZA B. WAKAT
Adviser

APPROVED:



APPENDIX B

Interview Schedule

Benguet State University
College of Agriculture
Department of Development Communication
La Trinidad ,Benguet

Perceptions and Attitudes of La Trinidad Farmers on the Promotional Strategies
Used by Benguet Cooperative Marketing

INTERVIEW SCHEDULE FOR THE RESPONDENTS

Instruction: Please answer the following and put check mark on the appropriate column
to indicate your response.

I. SOCIO- DEMOGRAHIC PROFILE

Name (Optional): _____

Age: _____ Sex: _____ Civil Status: _____

Address: _____

Occupation: _____

Highest Educational Attainment: _____ Tribe: _____

____ Elementary

____ High School

____ College

____ Vocational

Dialect spoken: _____

II. Awareness

1. Which of the following promotional strategy do you know?

A. Radio Advertisement

Station: _____

Program: _____

B. Seminar

Title: _____

Date: _____

Place: _____



III. Perceptions

1. Radio

A. What can you say about the radio advertisements of Benguet Cooperative Marketing is it

convincing? Why?

- attractive and catchy
- delivered clearly
- provide information about BCM
- Others (pls. specify)

Not convincing? Why?

- the radio advertisement is boring
- not delivered clearly
- does not give information about BCM
- Others (pls. specify)

B. What can you say about the time of airing?

- too late
- appropriate
- too early
- others (pls. specify)

C. What can say about the delivery of the radio advertisement?

- clear and effective
- too long and boring
- hard to understand
- too short
- Others (pls. specify)

D. Do you think the radio advertisement is an effective promotional strategy?

Yes, why? _____

No, why? _____

E. What are your comments and suggestion for the improvement of the radio advertisement?



2. Seminar

A. What do you think about the seminar conducted by BCM?

- promoting the BCM
 disseminating information and benefits of BCM
 convincing
 not convincing
 Others (pls. specify)

B. Do you think the seminar helps you to understand the goals and purpose of BCM?

Yes, Why? _____

No, Why? _____

C. Do you think the seminar conducted by BCM is effective in promoting the cooperative?

Yes, Why? _____

No, why? _____

D. What are the perceived benefits of seminar?

E. What are your comments and suggestion for the improvement of the upcoming seminar?

IV. Attitudes

1. Radio Advertisement

A. Did you listen to the radio advertisement of the BCM?

Yes, why? _____

No, why? _____

B. What time of airing do you prefer to listen to it?

C. After listening to it, do you share and encourage your neighbors to listen to it?

 Yes No

D. Did the radio advertisement convince you to join the cooperative?

Yes, why _____

No, why? _____

2. Seminar

A. Did you attend any seminar conducted by Benguet Cooperative Marketing?

Yes, why? _____

No, why? _____

B. After attending the seminar, do you share the information to someone?

____ Yes

____ No

C. After attending the seminar, are you convince to join the cooperative?

Yes, why? _____

No, why? _____

