

Utility perception of agricultural advertisements by farmers

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ABSTRACT

The present investigation was conducted in Parbhani and Nanded districts of Maharashtra state. Two talukas from each district were selected randomly. Further, from each taluka, three villages were selected randomly. Ten respondents from each village were selected randomly. Thus, total of 120 respondents from 12 villages constituted the sample for the present study. The study revealed that more than half of the respondents (59.17 per cent) were in middle age group of 33-57 years, more than one third (41.67 per cent) were educated upto Secondary School level having semi-medium land holding (40.00 per cent). Majority of respondents (82.50 per cent) belonged to medium category of annual income, social participation (70.83 per cent), sources of information (49.17 per cent), extension contact (59.17 per cent), access to agricultural advertisements (50.00 per cent) and upper middle category of socio-economic status (50.83 per cent). Significant percentage (65.00 per cent) of respondents perceived medium utility of agricultural advertisements disseminated through different media. It was further noted that socio-economic characteristics like education, sources of information, socio-economic status, extension contact and access to agricultural advertisements were found to have positive and significant relationship with utility perception of agricultural advertisements by respondents.

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INTRODUCTION

Advertising is very basic tool for developing awareness about product, its availability and its differentiation from certain other products. Advertising is not merely pushing of the products into the hands of consumers. Advertising is an important source of information which is aimed at improving mass consumption levels with the help of effective distribution system assuring consistent price and quality control levels to the Indian consumers or the farmers. (Vyas, 1987).

India is a country where dialects, cultures and even cuisine change every 50 km. In these conditions, the challenge for Indian advertising is to understand what drives the varied group of Indian consumers to different products. (Joshi, 2005). Utility perception of agricultural advertisements is the degree to which an advertisement is perceived useful in getting information, knowledge and favourable motivation by the farmers to buy any product. Utility perception as a cognitive process may be influenced by a host of characteristics of the farmers. Different farmers may perceive differential utility of agricultural advertisements. Also the utility perception of different agricultural advertisements may be different to readers. Several agricultural advertisements appear in different media like

newspapers, television, radio, hoardings etc. Keeping in view the products advertised and different media of advertisements, it was felt necessary to investigate how far farmers perceive such advertisements useful to them. Therefore, the present investigation was undertaken with the following objectives: to study the personal and socio-economic characteristics of the farmers, to study the utility perception of the agricultural advertisements by the farmers and to explore the relationship of selected characteristics of the farmers with utility perception and use of agricultural advertisements by farmers.

METHODOLOGY

The present investigation was conducted in Parbhani and Nanded districts of Marathwada region of Maharashtra state during 2007-2008. Marathwada region consists of eight districts and out of them Parbhani and Nanded were randomly selected for the present investigation. Two talukas, namely, Parbhani and Purna taluka were randomly selected from Parbhani district and two talukas namely, Nanded and Ardhapur taluka were randomly selected from Nanded district. From each taluka, three villages were selected randomly. From Parbhani and Purna taluka, total six villages were randomly selected from

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Table 1 : Distribution of respondents according to the selected variables

Sr. No.	Category	Respondents	
		Frequency	Percentage
1.	Age		
	Young (Upto 32 years)	26	21.67
	Middle (33-57 years)	71	59.17
	Old (58 and above)	23	19.16
2.	Education		
	Illiterate	2	1.67
	Can read and write only	11	9.17
	Primary School level	12	10.00
	Secondary School level	50	41.67
	Higher Secondary level	25	20.83
3.	Land holding		
	Landless	0	0.00
	Marginal holding	6	5.00
	Small holding	28	23.33
	Semi-medium holding	48	40.00
	Medium holding	30	25.00
4.	Annual income		
	Low	6	5.00
	Medium	99	82.50
	High	15	12.50
5.	Social participation		
	Low	21	17.50
	Medium	85	70.83
	High	14	11.67
6.	Sources of information		
	Low	29	24.17
	Medium	59	49.17
	High	32	26.66
7.	Socio-economic status		
	Lower SES	0	0.00
	Lower middle SES	1	0.83
	Middle SES	26	21.67
	Upper middle SES	61	50.83
	Upper SES	32	26.67
8.	Extension contact		
	Low	21	17.50
	Medium	71	59.17
	High	28	23.33
9.	Access to agricultural advertisements		
	Low	32	26.67
	Medium	60	50.00
	High	28	23.33

Parbhani district. Similarly from Nanded and Ardhapur taluka of Nanded district, total six villages were randomly

selected. Total 12 villages were randomly selected for the purpose of the present investigation. From each village, ten respondents were randomly selected for the study. Thus, the total sample comprised of 120 respondents.

RESULTS AND DISCUSSION

The findings of the present study as well as relevant discussion have been presented under following heads:

Selection of personal and socio-economic characteristics of the respondents:

Table 1 clearly indicates that majority of the respondents (59.17 per cent) belonged to the middle age group, 41.67 per cent were educated upto Secondary School level, having semi-medium land holding (40.00 per cent), and medium annual income (82.50 per cent), social participation (70.83 per cent), sources of information (49.17 per cent), extension contact (59.17 per cent), access to agricultural advertisements (50.00 per cent) and upper middle socio-economic status (50.83 per cent).

Utility perception of agricultural advertisements by farmers:

Significant percentage (65.00) of the respondents was found in the medium category of utility perception of agricultural advertisements (Table 2).

Table 2 : Distribution of respondents according to utility perception of agricultural advertisements by farmers

Sr. No.	Category	Respondents	
		Frequency	Percentage
1	Low	22	18.33
2	Medium	78	65.00
3	High	20	16.67
	Total	120	100.00

Similar findings were reported by Dabhade (2001), Naganikar (2005) and Patil (2007).

Relationship of personal and socio-economic characteristics:

Personal and socio-economic characteristics of farmers like education, sources of information, socio-economic status, extension contact and access to agricultural advertisements were positively and significantly related with utility perception of agricultural advertisements by the respondents (Table 3).

Conclusion:

It is revealed that significant percentage of the farmers

Table 3 : Relationship between selected characteristics of respondents and utility perception of agricultural advertisements

Sr. No.	Independent variables	Coefficient of correlation (r)
1.	Age	-0.070 ^{NS}
2.	Education	0.447**
3.	Land holding	-0.101 ^{NS}
4.	Annual income	0.012 ^{NS}
5.	Social participation	0.007 ^{NS}
6.	Sources of information	0.260**
7.	Socio-economic status	0.600**
8.	Extension contact	0.776**
9.	Access to agricultural advertisements	0.601**

* and ** indicate significance of values at P=0.05 and 0.01, respectively
 N.S.- Non significant

was found in the medium category of utility perception of agricultural advertisements. Further, the attributes of the farmers like education, sources of information, socio-economic status, extension contact and access to agricultural advertisements were positively and significantly related with utility perception of agricultural advertisements by the farmers.

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