

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

Key words :

Utility perception,
Advertisement,
Awareness

Accepted :
December, 2009