

PRISMA Direct Sales Agent Research

Analytical Insights No. 3

Gender & Farmer Satisfaction with Marketing

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Indonesian women’s roles in agriculture tend to be less visible and are frequently overlooked by agricultural input companies, government extension workers and even development programs. Unsurprisingly, gender considerations are largely absent from agricultural marketing activities and direct sales agent (DSA) models. To understand and address this gap, PRISMA conducted research on 10 agricultural sector partners and their respective DSA programs. The study, which spanned 3 provinces and included 500 survey respondents, evaluated several aspects including farmer uptake and preferences. The findings of the research are captured in two briefs and three analytical snapshots.



FARMER SATISFACTION WITH MARKETING ACTIVITIES

	FARMER'S GENDER		
	TOTAL	 MEN	 WOMEN
BASE	511	302	209
Satisfaction	4.18	4.07	4.33
Relevancy	4.28	4.20	4.40
Easiness to Understand	4.28	4.19	4.41
Easiness to Practice	4.28	4.21	4.40
Importance	4.39	4.32	4.48

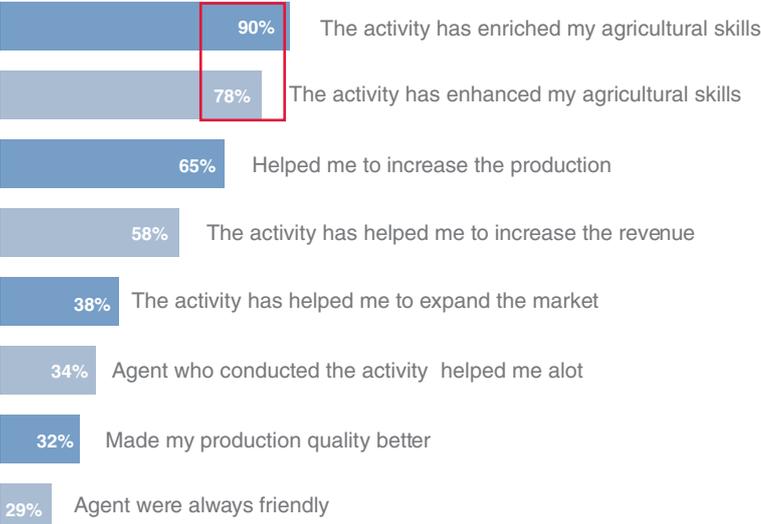
Rating from zero to five, with zero represents the lowest and five represents the highest score

Each meeting organised by a DSA is an opportunity to transfer knowledge and skills to farmers in addition to promote and sell agricultural products. Ensuring the marketing materials resonate with the target audience is a key factor for sales conversion. To better understand the level of farmer satisfaction with the marketing activities, the research explored women and men farmer satisfaction with DSA marketing activities. Overall, the farmers reported a high-level of satisfaction across a range of areas including relevancy, comprehensible, practicable and importance. Suggesting that while it is important to assess the suitability of marketing content, these agri-businesses do not need to make substantive changes to their marketing materials.

Further probing the specific farmer¹ 'likes' and 'dislikes' confirmed the initial findings regarding the content of the marketing activities. Farmers valued the emphasis on applied learning and results. Though over 40% of the farmers reported no dissatisfaction with the marketing activities, the results point to an opportunity for these agribusinesses to improve the follow-up and friendliness of their existing women and men agents.

LIKING n=88

DISLIKING n=511 none: 41%



Do you want to learn more about designing and implementing successful and inclusive sales agent models? Please check out other briefs in this series available at PRISMA website:
Women Agents: Insights and Recommendations
COVID-19 Update: Women Direct Sales Agents

¹ The Sex-disaggregated data unavailable