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.

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 farmer\(^1\) ‘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 \(n=88\)

- The activity has enriched my agricultural skills: 90%
- The activity has enhanced my agricultural skills: 78%
- Helped me to increase the production: 65%
- The activity has helped me to increase the revenue: 58%
- The activity has helped me to expand the market: 38%
- Agent who conducted the activity helped me a lot: 34%
- Made my production quality better: 32%
- Agent were always friendly: 29%

### DISLIKING \(n=511\)

- I don’t really get along with the agent: 28%
- Agent didn’t follow up after the activity: 26%
- Agent is difficult to be contacted: 9%
- The activity is irrelevant to our problem: 8%
- The activity did not offer something new: 7%
- Agent were unfriendly: 6%
- Agent who conducted the activity didn’t help me at all: 5%
- No significant change on my production quality: 4%

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\(^1\) The Sex-disaggregated data unavailable

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