

## PRISMA Direct Sales Agent Research

# Analytical Insights No. 2 Gender & Farmer Satisfaction with Agents

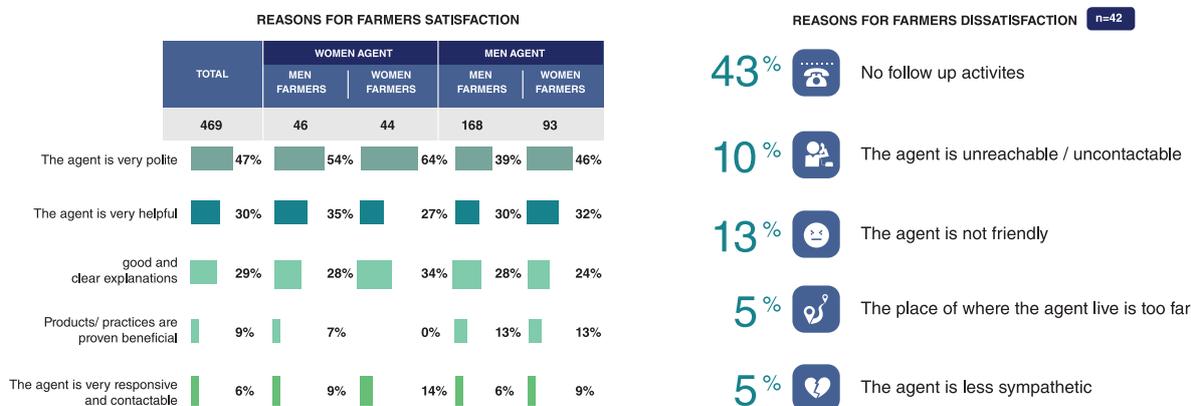
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Indonesian women’s roles in agriculture tend to be less visible and are frequently overlooked by agricultural input companies, government extension workers and even development programs. Unsurprisingly, gender considerations are largely absent from 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 AGENTS

One of the roles of a DSA is to encourage farmers, women and men, to try new products and production techniques, many of which may draw the farmer outside of their comfort zone but can result in higher productivity and income. Consequently, the farmers’ level of trust and satisfaction with the agent is paramount. The research explored the levels of women and men farmers’ satisfaction with agents. The results show that there was a high level of satisfaction with both the women (93%) and men (92%) farmers. The satisfaction rate of farmers who were approached by women agents (95%) was higher than that of farmers who were approached by men agents (91%) or both men and women agents (91%).



In probing the reasons underlying the farmer satisfaction ratings, the study revealed that both women and men farmers appreciated the helpfulness, politeness and communication style of both women and men agents. Politeness and communication style were of particular value to women farmers with respect to women agents. In regard to farmer dissatisfaction with agents (women and men), a lack of follow up activities was the most cited reason followed by unfriendly agents and unreachable agents.

Though this data only shows farmer preferences and is not necessarily correlated with impact, it does provide some indication that women agents may be preferred over men agents (although more research is needed). It also suggests that by focusing on improving the follow-up support provided by agents to farmers, women and men, companies can improve customer satisfaction.

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