

PRISMA Direct Sales Agent Research

Analytical Insights No. 1

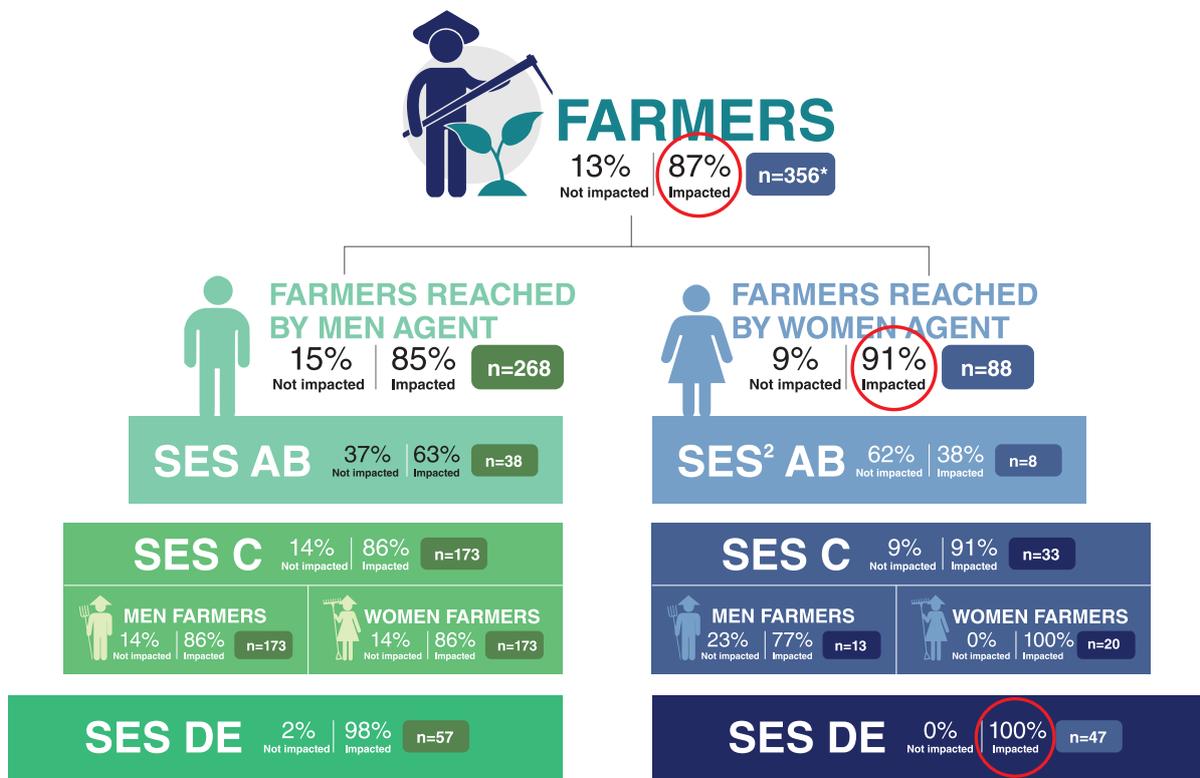
Gender & Direct Sales Agent Impact

Holly Krueger, Khairunnisa Usman, and Mediane Nurul Fuadah

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 snapshot pieces.



DIRECT SALES AGENT IMPACT¹



*Respondent base: reached by either men or women agents

figure 1: Direct Sales Agent "Impact"

¹ A farmer is considered 'impacted' if they have applied the agriculture knowledge they acquired in the marketing activity, which led to increased revenue/productivity.

² Socio-economic status (SES) classification is determined by respondent's monthly expenditure, water source, and electrical power source. SES A is classified as the highest and SES E is classified as the lowest.

The 'impact' of women and men agents, their ability to transfer the necessary knowledge and skills to ensure that productivity and economic benefits of the agricultural product they are selling are attained by women and men farmers, is essential to the underlying value proposition of a Direct Sales Agent (DSA) model. Although profitable agricultural DSA models rely on repeat purchases from loyal customers, little consideration has been given to whether the gender of the agent may positively or negatively influence 'impact' on women and men farmers.

PRISMA examined how DSA marketing activities impacted women and men farmers (figure 1) using two metrics: application of agricultural knowledge and revenue/productivity growth. The research found that:

91% 

In impacting women and men farmers through their marketing activities, **women agents' success rate is 91%** and men agents' is 85%.

SES 

Socio-economic status appears to factor as well; lower income farmers (SES C and SES DE), both women and men, **reported greater impact from the DSA** than higher income farmers (SES AB).

100% 

In SES C, when disaggregating farmers by gender, **100% of women farmers and 77% of men farmers reported being impacted by women agents** and 95% of women farmers and 81% of men farmers reported being impacted by men agents

These findings are important because they show that demographics such as gender (of the agent and the farmer) and socio-economic status (of the farmer) can influence 'impact'. Further, these considerations should be reflected in agricultural marketing strategies and agent network development and implementation.

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
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