

380.1

N 88

1990

FACTORS ASSOCIATED WITH THE CHOICE OF SELLING  
PRACTICES OF FARMER PRODUCERS IN  
SELECTED BARANGAYS OF INDANG

RESEARCH  
AGRI-SCIENCE CURRICULUM

RACHELLE R. NUESTRO

DON SEVERINO AGRICULTURAL COLLEGE

Indang, Cavite

March 1990

✓  
FACTORS ASSOCIATED WITH THE CHOICE OF SELLING  
PRACTICES OF FARMER-PRODUCERS IN  
SELECTED BARANGAYS OF INDANG

A Research Study Submitted to the Faculty of the  
Agricultural Science Department  
Don Severino Agricultural College  
Indang, Cavite

In Partial Fulfillment  
of the Requirements in Applied Research IV



00000327

*Factors associated with the choice of  
selling practices of farmer-producers in  
380.1 N88 1990  
R-91*

RACHELLE R. NUESTRO

March, 1990



## A B S T R A C T

NUESTRO, RACHELLE R. Applied Research IV  
(Agricultural Science Curriculum) Don Severino Agricultural College, Indang, Cavite, March 1990. "Factors Associated with the Choice of Selling Practices of Farmer-Producers in Selected Barangays of Indang.  
Adviser: Miss Cristeta M. Montano.

This research study was conducted to determine the correlation between the selling practices and the reasons for choice of such selling practices of farmer-producers. This study utilized the descriptive survey method of research. This study had 33% or 105 respondents as a random sample of the total population.

It was found out that in this study that most of the farmer-producers were engaged in the wholesale in the farm and market and wholesale in the market and dealers/end users' place. The choice of selling practices of farmer-producers differ in their annual income. Their choice of selling practices has nothing to do with the age. The main reason for choice of selling practices by most number of farmer-producers was convenience. Reasons for choice of selling practices was found to be a better predictor of selling practices.

Based on the above findings, the following are recommended: 1) The Extension Services of the Don Severino Agricultural College should include in their

program a seminar whereby the farmers would be enlightened on the profitability of the other selling practices and 2) Private and government sectors should initiate/ implement better marketing system to help farmers gain more profit from their products.

## TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA . . . . .	i
ACKNOWLEDGMENT . . . . .	ii
LIST OF TABLES . . . . .	vi
CHAPTER	
1 THE PROBLEMS AND ITS SETTING . . . . .	1
Introduction . . . . .	1
Conceptual Model . . . . .	1
Statement of the Problem . . . . .	3
Hypothesis of the Study . . . . .	3
Objectives of the Study . . . . .	4
Importance of the Study . . . . .	4
Scope and Limitation . . . . .	5
Definition of Terms . . . . .	5
2 REVIEW OF RELATED LITERATURE . . . . .	7
Conceptual Literature . . . . .	7
Role of Middlemen . . . . .	7
Marketing Management . . . . .	7
Agricultural Marketing . . . . .	8
Research Literature . . . . .	8
Method of Marketing Products . . . . .	8
Factors Associated with Level of Income of Dealers . . . . .	8

CHAPTER	Page
Marketing of Farm Products . . . . .	9
3 RESEARCH METHODOLOGY . . . . .	10
Research Design . . . . .	10
Population and Sample . . . . .	11
Research Instrurment . . . . .	11
Test and Reliability of Research Instrument . . . . .	11
Analyses of Data . . . . .	12
4 PRESENTATION, ANALYSES AND INTER- PRETATION OF DATA . . . . .	14
5 SUMMARY, CONCLUSION AND RECOMMENDATIONS .	21
Summary . . . . .	21
Summary of Findings . . . . .	21
Conclusions . . . . .	22
Recommendations . . . . .	24
BIBLIOGRAPHY . . . . .	25
APPENDIX . . . . .	26
Farmers Selling Practices . . . . .	27

# LIST OF TABLES

Table		Page
1	Selling Practices of Farmer-Producers . . .	15
2a	Selling Practices and Age of Farmer-Producers . . . . .	16
2b	Selling Practices and Annual Income of Farmer-Producers . . . . .	17
3	Reasons for Choice of Selling Practices . .	19
4	Selling Practices and Reasons . . . . .	20



## Chapter 1

### THE PROBLEM AND ITS SETTING

#### Introduction

It has been observed that selling of agricultural products are usually made in public markets. Although some farmers choose to sell their products in their farm where a middleman can buy the products. Other farmers choose to sell the farm products in the place of their dealers or end-users. Basically, public market has remained the widely-spread institution that serves as the most important distribution center particularly in rural areas.

In advanced economics where most of the population is engaged in specialized production of goods, marketing is a key activity. (Baton, 1966).

It is therefore important that farmers pay great attention to the marketing or selling of their products. It is in this connection that this research study was conducted. It was aimed to determine the factors which are associated with the choice of selling practices of farmer-producers.

#### Conceptual Model

The relationship of the variables in this study is plotted along the following conceptual model.