

Correlates of Utility Perception of Mass Media by The Farm Women

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ABSTRACT

The present investigation was conducted in Parbhani, Hingoli and Nanded districts in Marathwada region of Maharashtra State. The main objective of the study was to assess the relationship between socio-personal, economic, psychological and communication characteristics of the farm women with their utility perception. A structured interview schedule was used to collect data from 150 respondents who were viewing agricultural programmes on TV, as well as listening agricultural programmes on radio and also reading agricultural articles in the newspaper. The statistical methods and tests such as frequency, percentage, mean, standard deviation, co-efficient of correlation and multiple regression were used for the analysis of data. The result of the study showed that farming experience, education, social participation, leisure time, annual income, innovation proneness, scientific orientation, market orientation, awareness and mass media use behaviour were found to be positively and significantly related with overall utility perception of mass media. Multiple regression analysis indicated that from all selected fourteen variables, three variables namely scientific orientation, market orientation and mass media use behaviour were significantly contributing factors in case of utility perception of mass media.

Key words : Utility perception, Mass media, Farm women.

Mass media are very powerful instrument, which if properly used, can cause profound social change and educational advancement. They make significant contribution by way of providing variety of learning experiences to the rural people. They help to narrow the gap between research results and their application by farmers (Awasthi and Dugwekar, 1990). The print and electronic technology is revolutionizing the agricultural system throughout the world. According to Klapper (1966), mass media allow the readers/listeners/viewers to control the occasion, the pace and the direction of this exposure, permits him re-exposure more easily.

Women are great communicators this unique ability of women need to be utilized in dissemination of appropriate technologies in agriculture. The development of women has always been the central focus in development planning since independence. The concept of "welfare" in the 1970s to "development" in the 1980 and presently to "empowerment" in the 1990s all these approaches have been designed to improve the socio-economic status of women. The various research findings reveal that the farm women are exposed to various mass media to a varying degree. But the frequency with which they utilize the media sources must be varied. There are also some extrinsic and intrinsic factors which affect on their utility perception of mass media. Considering this, present study was undertaken with following specific objective

1. To assess the relationship between socio-personal, economic, psychological and communication characteristics of the farm women with their utility perception.

METHODOLOGY

The study was conducted in Parbhani, Hingoli and Nanded districts in Marathwada region of Maharashtra State. From each district, two talukas

were randomly selected. From each taluka, five villages were selected randomly by lottery method. A common list of the respondents who were viewing agricultural programmes on television, as well as listening agricultural programmes on radio and also reading agricultural articles in the newspaper were prepared and from each village 5 respondents were selected randomly by lottery method from the list. Thus, there were a total of 150 respondents, from whom the data were collected. The Ex-post facto research design was used for the study. The data were collected by visiting the respondents personally with the help of structured interview schedule. The statistical methods and tests such as frequency, percentage, mean, standard deviation, co-efficient of correlation and multiple regression were used for the analysis of data.

RESULTS AND DISCUSSION

Relational analysis : The correlation analysis of socio-personal, economic, psychological and communication characteristics of the farm women with their utility perception of TV, radio, newspaper and overall utility perception of mass media were calculated and illustrated.

Table 1 revealed that, the independent variables viz., education, social participation, leisure time, annual income, scientific orientation, market orientation, awareness and mass media use behaviour were positively and significantly related with utility perception of Television. However, family type, family size, land holding, occupation and innovation proneness could not establish any relationship with utility perception of TV. These findings are in line with the findings of Mouje (1986), Lekule (2000), Naganikar (2005), Patil (2007), Sarnaik (2008) and Gote (2009).

The calculated 'r' values from Table 2 indicated that, independent variables namely farming experience, education, social participation, leisure

Table 1
Relationship between socio-personal, economic, psychological and communication characteristics of the farm women with their utility perception of Television

Sr. No.	Independent variables	Coefficient of correlation (r)
1.	Farming experience	0.188*
2.	Education	0.835**
3.	Social participation	0.662**
4.	Family type	-0.026
5.	Family size	-0.089
6.	Leisure time	0.776**
7.	Land holding	-0.115
8.	Occupation	-0.046
9.	Annual income	0.776**
10.	Innovation proneness	0.105
11.	Scientific orientation	0.532**
12.	Market orientation	0.754**
13.	Awareness	0.220**
14.	Mass media use behaviour	0.664**

*Significant at 0.05 level of probability
 ** Significant at 0.01 level of probability

time, annual income, innovation proneness, scientific orientation, market orientation, awareness and mass media use behaviour were established positive and significant relationship with utility perception of radio. While, family type, family size, land holding and occupation did not show any relationship with utility perception of radio. These findings are in line with the findings of Lekule (2000), Naganikar (2005), Patil (2007), Sarnaik et al. (2008) and Gote (2009).

The results of correlation analysis evident from Table 3 that, farming experience, education, social participation, leisure time, annual income, scientific orientation, market orientation, awareness and mass media use behaviour were found to be positively and significantly related with utility perception of newspaper. The other independent variables namely family type, family size, land holding, occupation and innovation proneness did not establish any relationship with utility perception of newspaper. These findings are in agreement with the findings of Dhanunjaya (1995), Lekule (2000), Naganikar (2005), Patil (2007) and Ghadi (2008) and Sarnaik et al. (2008).

The data presented in Table 4 showed that, farming experience, education, social participation, leisure time, annual income, innovation proneness,

Table 2
Relationship between socio-personal, economic, psychological and communication characteristics of the farm women with their utility perception of Radio

Sr. No.	Independent variables	Coefficient of correlation (r)
1.	Farming experience	0.209**
2.	Education	0.441**
3.	Social participation	0.522**
4.	Family type	0.027
5.	Family size	0.036
6.	Leisure time	0.525**
7.	Land holding	-0.056
8.	Occupation	-0.075
9.	Annual income	0.543**
10.	Innovation proneness	0.595**
11.	Scientific orientation	0.358**
12.	Market orientation	0.364**
13.	Awareness	0.175*
14.	Mass media use behaviour	0.315**

*Significant at 0.05 level of probability
 ** Significant at 0.01 level of probability

Table 3
Relationship between socio-personal, economic, psychological and communication characteristics of the farm women with their utility perception of Newspaper

Sr. No.	Independent variables	Coefficient of Correlation (r)
1.	Farming experience	0.179*
2.	Education	0.834**
3.	Social participation	0.683**
4.	Family type	-0.013
5.	Family size	-0.074
6.	Leisure time	0.796**
7.	Land holding	-0.123
8.	Occupation	-0.059
9.	Annual income	0.785**
10.	Innovation proneness	0.106
11.	Scientific orientation	0.517**
12.	Market orientation	0.739**
13.	Awareness	0.182*
14.	Mass media use behaviour	0.657**

*Significant at 0.05 level of probability
 ** Significant at 0.01 level of probability

scientific orientation, market orientation, awareness and mass media use behaviour were found to be positively and significantly related with overall utility

Table 4
Relationship between socio-personal, economic, psychological and communication characteristics of the farm women with their overall utility perception of mass media

Sr.No.	Independent variables	Coefficient of correlation (r)
1.	Farming experience	0.296**
2.	Education	0.628**
3.	Social participation	0.676**
4.	Family type	0.020
5.	Family size	0.020
6.	Leisure time	0.689**
7.	Land holding	-0.074
8.	Occupation	-0.087
9.	Annual income	0.708**
10.	Innovation proneness	0.590**
11.	Scientific orientation	0.496**
12.	Market orientation	0.541**
13.	Awareness	0.207*
14.	Mass media use behaviour	0.432**

*Significant at 0.05 level of probability **Significant at 0.01 level of probability

perception of mass media. The other independent variables namely family type, family size, land holding, and occupation did not show any significant relationship with overall utility perception of mass media. These findings are in agreement with the findings of Dhanunjaya (1995), Lekule (2000), Naganikar (2005), Patil (2007), Ghadi (2008) and Sarnaik et al. (2008).

B. Multiple regression analysis : Multiple regression analysis was calculated to know the combine effect of all independent variables in explaining the dependent variables.

It is observed from Table 5 that, the 'F' value was 4.733 which was significant at 1.00 per cent level of probability and coefficient of determination was 0.574 meaning that 57.40 per cent variation in utility perception of Television was explained by the set of selected fourteen independent variables. The unexplained variation of 42.60 per cent may be attributed to the factors not included in the study.

Further it is revealed that out of fourteen variables, three variables namely farming experience, market orientation and mass media use behaviour were found to be have contributed significantly and positively to the utility perception of Television. The regression coefficients of these variables were 0.144, 0.807 and 1.279, respectively.

It is observed from Table 5 that, the 'F' value was 4.733 which was significant at 1.00 per cent level

Table 5
Multiple regression analysis of socio-personal, economic, psychological and communication characteristics of the farm women with their utility perception of Television

Sr. No.	Independent variables	Regression Coefficient 'B' value	Standard Error	Calculated 't' value
1.	Farming experience	0.144	0.059	2.433**
2.	Education	0.340	0.171	0.290
3.	Social participation	-0.067	0.033	-0.384
4.	Family type	-1.225	0.070	-0.592
5.	Family size	0.246	0.189	0.632
6.	Leisure time	-0.354	0.186	-0.450
7.	Land holding	0.082	0.058	0.229
8.	Occupation	0.978	0.672	1.454
9.	Annual income	-0.006	0.005	-1.424
10.	Innovation proneness	0.876	0.731	1.199
11.	Scientific orientation	0.484	0.385	1.257
12.	Market orientation	0.807	0.335	2.410**
13.	Awareness	0.267	0.188	0.689
14.	Mass media use behaviour	1.279	0.476	2.689**

$R^2 = 0.574$ F-value = 4.733 *Significant at 0.05 level of probability **Significant at 0.01 level of probability

of probability and coefficient of determination was 0.574 meaning that 57.40 per cent variation in utility perception of Television was explained by the set of selected fourteen independent variables. The unexplained variation of 42.60 per cent may be attributed to the factors not included in the study.

Further it is revealed that out of fourteen variables, three variables namely farming experience, market orientation and mass media use behaviour were found to be have contributed significantly and positively to the utility perception of Television. The regression coefficients of these variables were 0.144, 0.807 and 1.279, respectively.

It is seen from Table 6 that, the coefficient of determination was 0.509. It shows that fourteen independent variables explained to the extent of 50.90 per cent variation in utility perception of radio. The 'F' value was 3.367 which was significant at 1.00 per cent level of probability.

The calculated 't' value for each of the partial 'b' values are presented in column 5 of the Table 6. The utility perception of radio was found to be positively and significantly influenced by variables namely scientific orientation, market orientation and mass media use behaviour.

It is illustrated from Table 7 that, the set of independent variables included in regression analysis

could explain the variation in utility perception of newspaper by the farm women to the tune of 61.20 per cent. 'F' value was 5.771 which was significant at 1.00 per cent level of probability

The variables namely farming experience, education, scientific orientation, market orientation and mass media use behaviour were found positively significant to utility perception of newspaper by the farm women. The regression coefficients of these variables were 0.163, 2.121, 1.247, 0.709 and 0.907, respectively.

It is evident from Table 8 that, the 'F' value was 9.741 which was significant at 1.00 per cent level of probability and coefficient of determination was 0.709 meaning that 70.90 per cent variation in overall utility perception of mass media was explained by the set of selected fourteen independent variables.

The unexplained variation of 29.10 per cent may be attributed to the factors not included in the study. Further it is revealed that out of fourteen variables, three variables namely scientific orientation, market orientation and mass media use behaviour were found to be have contributed significantly and positively to the utility perception of mass media by the farm women. The regression coefficients of these variables were 0.889, 0.675 and 1.086, respectively.

Table 6
Multiple regression analysis of socio-personal, economic, psychological and communication characteristics of the farm women with their utility perception of Radio

Sr. No.	Independent variables	Regression Coefficient 'B' value	Standard Error	Calculated 't' value
1.	Farming experience	0.035	0.019	0.451
2.	Education	0.574	0.305	0.440
3.	Social participation	0.132	0.112	0.257
4.	Family type	-1.905	0.350	-0.811
5.	Family size	-0.069	0.039	-0.158
6.	Leisure time	0.533	0.213	0.655
7.	Land holding	0.168	0.092	0.428
8.	Occupation	-0.749	0.459	-0.871
9.	Annual income	-0.003	0.005	-0.566
10.	Innovation proneness	0.018	0.010	0.030
11.	Scientific orientation	0.833	0.433	1.924*
12.	Market orientation	0.573	0.373	1.536*
13.	Awareness	0.182	0.112	0.440
14.	Mass media use behaviour	1.076	0.522	2.060*

$R^2 = 0.509$ $F\text{-value} = 3.367$

*Significant at 0.05 level of probability

** Significant at 0.01 level of probability

Table 7
Multiple regression analysis of socio-personal, economic, psychological and communication characteristics of the farm women with their utility perception of Newspaper

Sr. No.	Independent variables	Regression Coefficient 'B' value	Standard Error	Calculated 't' value
1.	Farming experience	0.163	0.085	1.925*
2.	Education	2.121	1.392	1.523*
3.	Social participation	0.035	0.017	0.068
4.	Family type	0.369	0.129	0.146
5.	Family size	-0.318	0.172	-0.673
6.	Leisure time	0.763	0.680	0.867
7.	Land holding	-0.042	0.024	-0.099
8.	Occupation	0.264	0.119	0.287
9.	Annual income	-0.018	0.005	-0.027
10.	Innovation proneness	0.086	0.050	0.132
11.	Scientific orientation	1.247	0.460	2.711**
12.	Market orientation	0.709	0.398	1.781*
13.	Awareness	0.005	0.007	0.012
14.	Mass media use behaviour	0.907	0.556	1.633**

$R^2 = 0.612$ $F\text{-value} = 5.771$

*Significant at 0.05 level of probability ** Significant at 0.01 level of probability

Table 8
Multiple regression analysis of socio-personal, economic, psychological and communication characteristics of the farm women with their utility perception of Newspaper

Sr. No.	Independent variables	Regression Coefficient 'B' value	Standard Error	Calculated 't' value
1.	Farming experience	0.066	0.051	1.303
2.	Education	0.596	0.405	0.985
3.	Social participation	0.052	0.048	0.194
4.	Family type	-1.089	0.499	-0.726
5.	Family size	-0.046	0.028	-0.165
6.	Leisure time	0.568	0.520	1.091
7.	Land holding	0.146	0.052	0.578
8.	Occupation	-0.172	0.048	-0.314
9.	Annual income	-0.002	0.003	-0.674
10.	Innovation proneness	0.153	0.088	0.394
11.	Scientific orientation	0.889	0.275	3.238**
12.	Market orientation	0.675	0.238	2.838**
13.	Awareness	0.146	0.043	0.602
14.	Mass media use behaviour	1.086	0.323	3.364**

$R^2 = 0.709$ $F\text{-value} = 9.741$

*Significant at 0.05 level of probability ** Significant at 0.01 level of probability

CONCLUSION

The results showed that, farming experience, education, social participation, leisure time, annual income, innovation proneness, scientific orientation, market orientation, awareness and mass media use behaviour were found to be positively and significantly related with overall utility perception of mass media. While family type, family size, land holding, and occupation did not show any significant relationship with overall utility perception of mass media. Multiple

regression analysis indicated that from all selected fourteen variables, three variables namely scientific orientation, market orientation and mass media use behaviour were significantly contributing factors in case of utility perception of mass media. The overall contribution of all independent parameters to utility perception of mass media was 70.90 per cent.

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