

A STUDY ON FARMERS PERCEPTION TOWARDS FARM ADVISORY SERVICES

Abishek Sa¹, Dr. P. Shanmugha Priya²

¹II MBA, Kumaraguru School of Business, Coimbatore, Tamil Nadu, India.

²Associate Professor, Kumaraguru School of Business, Coimbatore, Tamil Nadu, India.

abishek.23mba@ksbedu.in, Shanmughapriya.p@ksbedu.in

ABSTRACT

This research explores farmers perceptions towards farm advisory services, focusing on factors such as trust, accessibility, and the influence of socioeconomic conditions. Farm advisory services are vital in helping farmers make informed decisions in an increasingly complex agricultural landscape. Despite their potential to improve productivity, the adoption of these services remains limited, largely influenced by farmers perceptions. The study examines how demographic variables like age, education, and farm size, along with awareness and trust in advisory services, impact their usage. It identifies key challenges such as high costs, geographic barriers, and quality of advice as significant obstacles to wider adoption. By addressing these issues and providing recommendations, this research aims to improve the effectiveness of farm advisory services and encourage broader adoption among farmers. The study concludes with actionable suggestions for policymakers and service providers to enhance outreach, trust, and service delivery, ultimately contributing to agricultural sustainability and rural development.

Keywords- Farmers' perceptions, Farm advisory services, Trust, Accessibility, Socioeconomic conditions, Agricultural decision-making

1. INTRODUCTION

The agricultural sector is undergoing rapid transformation to enhance productivity and sustainability in response to challenges such as climate change, resource constraints, and evolving market demands. Farm advisory services play a crucial role in empowering farmers by providing timely, relevant information to improve productivity, profitability, and sustainability. These services assist farmers in making informed decisions about crop selection, pest management, irrigation, and market trends, bridging the knowledge gap created by the growing complexity of agriculture. However, the adoption and effectiveness of these services depend on farmers' perceptions, influenced by factors such as trust in service providers, relevance of information, accessibility, and perceived benefits. This study explores the factors shaping farmers' perceptions and attitudes towards advisory services, examining how demographic factors like age, education, farm size, and access to technology affect their engagement. By identifying groups requiring tailored approaches, the research will provide recommendations to enhance the effectiveness of advisory services, encouraging broader adoption, improving farming practices, and supporting sustainable agricultural development. The findings aim to inform policies and programs that modernize agriculture, ensure food security, and drive the growth of farming communities.

2. LITERATURE OF REVIEW

The Paper titled “**Measuring Perception on multimedia-based agro-advisory**” (Sonali Mallick, 2024) It focuses on developing a multi-dimensional perception scale to assess stakeholders' views on multimedia Agro-advisory services, specifically the Pusa Samachar model. Data were collected from 225 farmers across Uttar Pradesh, Haryana, and Punjab, revealing that a significant majority had positive perceptions of the advisory content. The study identified key factors influencing perception, including technical quality, linguistic presentation, content design, and timeliness. The findings emphasize the importance of localized and farmer-centric content to enhance information delivery and acceptance in the agricultural community.

The Paper titled “**The impact of access to agricultural advisory services on input use and farm performance**” (Aymeric Ricome, 2024) Evidence from Senegal examines how access to advisory services influences farmers' use of inputs and their overall farm performance. The objective was to determine whether advisory services improve productivity and efficient use of agricultural inputs like seeds, fertilizers, and water. Key findings revealed that farmers who received advisory services had better input management and higher crop yields compared to those without access. The study involved 400 small-scale farmers in Senegal, using both survey data and farm performance records. The methodology combined quantitative analysis of input use and farm productivity with qualitative interviews. Results suggested that advisory services are crucial for optimizing resource use and boosting farm outcomes. This research highlights the positive effects of advisory services on farm efficiency in developing countries.

The Paper titled “**Index Development Perspective and Farmer's Perception of Market-led Extension and Advisory Services by Producers Organization in India**” (S. Ragunath, 2023) The Paper explores the role of Farmers Producers

Organizations (FPOs) in supporting small and marginal farmers in India. The authors discuss how FPOs were established to address various challenges faced by these farmers, such as climate change, fragmented land holdings, and limited market access, particularly after the introduction of the FPO scheme in 2013 by the Small Farmers' Agribusiness Consortium (SFAC) and NABARD. The study emphasizes the importance of creating a composite index to measure FPO members' perceptions of the Market-led Extension and Advisory Services (MLE&AS) provided by these organizations. The findings indicate that the information and services offered by FPOs are reliable and relevant, helping farmers make informed decisions. Overall, the paper highlights the significance of FPOs in enhancing the agricultural productivity and market linkages of small farmers in India.

3. RESEARCH OBJECTIVES

Primary Objectives

- To analyze and understand the perceptions of farmers towards farm advisory services

Secondary Objectives

- To examine how various demographic, and socio-economic factors influence their trust and utilization of these services.
- To identify the key challenges that affect farmers' decisions to use advisory services
- To assess the source of information for farmers regarding farming practices.

4. SCOPE OF THE STUDY

This research project aims to analyze farmers' perceptions towards farm advisory services, focusing on key factors such as accessibility, trust, and their overall impact on farming practices. By evaluating how easily farmers can access these services, the level of trust they place in the information provided, and the practical changes they make based on the advice, this study seeks to provide a deeper understanding of how effective these services are in real-world agricultural settings. Additionally, it will explore the influence of modern communication methods, such as mobile apps and digital platforms, in enhancing the reach and utility of advisory services.

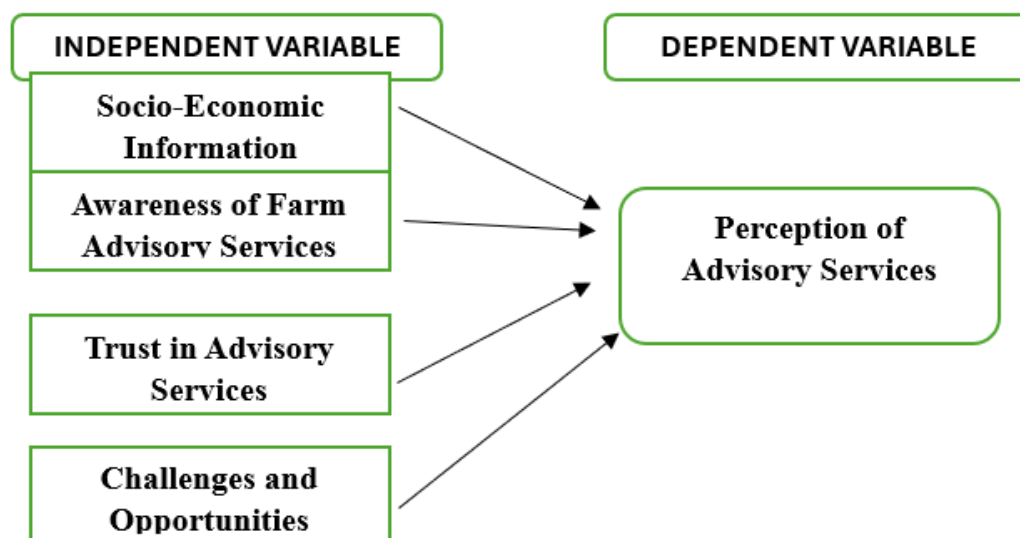
The research will also identify barriers that prevent farmers from fully utilizing these services, including socioeconomic factors, regional disparities, and the availability of technological infrastructure. By addressing these challenges, the study aims to offer recommendations that can improve the delivery, relevance, and effectiveness of farm advisory services. These insights will not only contribute to academic discussions but also provide practical solutions for improving agricultural extension programs, benefiting both farmers and the broader agricultural community.

Limitations of the Study

- The study's geographic focus may limit the generalizability of findings across diverse farming regions with varying conditions.
- Self-reported data from surveys and interviews may introduce biases, affecting the accuracy of responses.
- The study mainly focuses on farmers' views, without fully considering the challenges faced by advisory service providers.

5. CONCEPTUAL MODEL

This diagram shows the conceptual Framework



6. DATA ANALYSIS

The Following table present the demographic and Dependent variable analysis of the respondents.

Table No: 6.1

Category	Subcategory	Frequency/Mean Score	Percent/Interpretation
Age Distribution	Under 25	9	8.9%
	25-34	12	11.9%
	35-44	32	31.7%
	45-54	29	28.7%
	55 and above	19	18.8%
Gender Distribution	Male	68	67.3%
	Female	33	32.7%
Education Level	No Education	9	8.9%
	Primary Education	36	35.6%
	SSLC	32	31.7%
	HSC	7	6.9%
	Degree	17	16.8%
Farm Size	Less than 2 Acres	14	13.9%
	2-5 Acres	38	37.6%
	5-10 Acres	37	36.6%
	More than 10 Acres	12	11.9%
Crop Type	Food Grain	15	14.9%
	Fruits and Vegetables	35	34.7%
	Cash Crops	33	32.7%
	Mixed Farming	18	17.8%
Trust Factors	Affordability	1.786	Strong influence on trust
	Accuracy	1.857	Critical for credibility
	Timeliness	1.964	Important but secondary
	Personal Interaction	1.929	Highly valued for engagement
Barriers to Service Use	High Cost	3.66	Major deterrent
	Inconvenient Location	3.79	Accessibility is challenging
	Lack of Awareness	3.58	Moderate deterrent
	Mistrust	7.94	Minor issue

Trust the information provided by farm advisory services	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.570	4	.393	.295	.880
Within Groups	127.598	96	1.329		
Total	129.168	100			

know about farm advisory services	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.816	3	1.272	.671	.572
Within Groups	183.947	97	1.896		
Total	187.762	100			

7. FINDINGS

The survey results highlight that the majority of respondents are middle-aged (35-54 years, 60.4%) and predominantly male (67.3%), reflecting a significant gender imbalance. Most respondents (35.6%) have only a primary education, while a smaller portion has higher degrees. The average farm size is between 2-10 acres (74.2%), with fruits and vegetables being the most commonly grown crops (34.7%). Water sources are primarily borewells or tube wells (62.4%), and agricultural fairs and events serve as the main source of farm advisory information for 34.7% of respondents. Affordability and information accuracy are crucial factors influencing trust in advisory services, whereas high costs and inconvenient locations pose the primary barriers to access. Moderate challenges include poor-quality advice and geographic limitations, though trust in advisory information remains consistent across different groups. Additionally, no significant correlation was found between farming experience and the frequency of advisory service usage.

8. CONCLUSION

In conclusion, this study reveals that while farm advisory services are crucial in supporting farmers, several areas need improvement to increase their effectiveness and accessibility. The majority of respondents are middle-aged men with basic to intermediate education, managing small to mid-sized farms. While awareness of advisory services is fairly high, cost and accessibility remain significant barriers. Trust in these services is influenced by factors like affordability, accuracy, and personal interaction, though issues like poor communication and geographic barriers limit their widespread use.

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