

Operational Issues of Marketing Agricultural Products in Agusan Del Sur: A Trifocal Perspective

Mark Vincent T. Cortez (Corresponding Author)

Agusan del Sur State College of Agriculture and Technology Bunawan, Agusan del Sur, Philippines

Email: cortezmarkvincent32@gmail.com

Nancy S. Doloriel

North Eastern Mindanao State University – Tagbina Campus Tagbina, Surigao del Sur, Philippines

Article History

Received: 7 January, 2023

Revised: 21 March, 2023

Accepted: 12 April, 2023

Published: 20 April, 2023

Copyright © 2023 ARPG

This work is licensed under

the Creative Commons

Attribution International



BY: Creative Commons

Attribution License 4.0

Abstract

The research was undertaken on the operational issues in marketing agricultural products from the perspective of three different community sectors in three randomly chosen municipalities in Agusan del Sur—Bunawan, La Paz, and Trento. The eight (8) operational issues identified in the marketing system were evaluated among the agricultural producers, residents, and government officials according to their severity in the community using a Likert Scale. The findings demonstrated that the different sectors of the community viewed the majority of their perceived levels of operational issues with marketing agricultural products as to the economics of agriculture, agriculture product marketing opportunities, land and agriculture, agricultural production practices in the area, the agricultural community in the area, and agriculture and community relations as typically experienced issues in the province's marketing system. However, the satisfaction with agricultural support as a career and infrastructure revealed the issues evaluated as complicated and complex to handle, respectively. A unisonant evaluative result is implied by the premise that the trifocal perspective by the sectors in the community of the majority challenges in marketing agricultural products revealed no significant variation. Thus, the Department of Agriculture (DA), local government unit (LGU), and other government organizations may consider these results in prioritizing the complicated and complex issues being identified in this study to improve the marketing system in the province of Agusan del Sur.

Keywords: Operational issues; Marketing system; Trifocal perspective; Agricultural products; Agusan del Sur.

How to Cite: Mark Vincent T. Cortez, Nancy S. Doloriel, 2023. "Operational Issues of Marketing Agricultural Products in Agusan Del Sur: A Trifocal Perspective." *Journal of Agriculture and Crops*, vol. 9, pp. 323-328.

1. Introduction

Agricultural marketing is a process that begins with the decision to produce marketable farm products. It also includes pre- and postharvest operations, which include assembly, grading, storage, transportation, and distribution, transferring agricultural products made up of farm, horticultural, and other types of agriculture [1]. However, it has posed a significant operational challenge for producers since the crop was first grown and sold. According to [2], farmers face numerous challenges, including the interference of brokers and intermediaries, a lack of insurance facilities, a lack of finance, the high cost of inputs, storehouses, and transportation issues. Indeed, these operations are critical for facing the challenges of rural poverty, food insecurity, unemployment, and sustainability of natural resources, production, processing, marketing, utilization, and trade of food, feed, and fiber, which implies that agricultural development strategy [3]. Hence, these operational issues in marketing agricultural products must be addressed by farmers and those in marketing, trade, processing, and agribusiness, which involve the different sectors in the community.

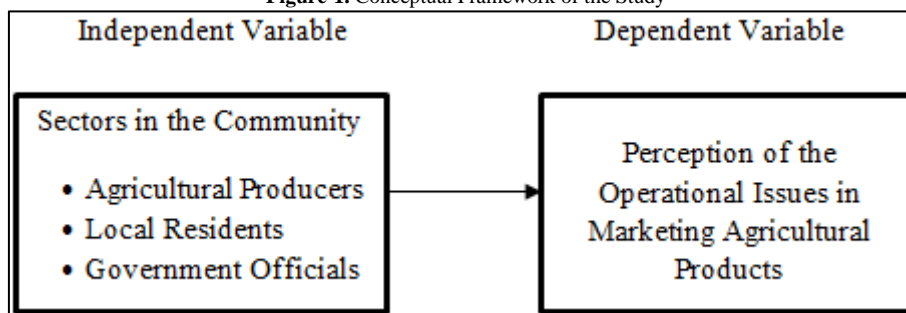
As a result, an effective agricultural marketing system may transport farmers' output at the lowest possible cost from production sites to final customers, with margins that only account for average profits, risks involved, and services rendered on the commodity [4]. However, agricultural marketing has changed evidently during the past years. The main reasons for this change are increased marketable surplus [5], increase in urbanization and income levels [6], consequent changes in the pattern of demand for marketing services [7], increase in linkages with distant and overseas markets [8], and changes in the form and degree of government intervention [9]. Thus, marketing agricultural products is more than ensuring the flow of a product from the field to a selling place. It consists of several diverse operations and requires multiple skills.

The formation and sequential implementation of a regional development strategy, the observation of global trends, well-established public relations, and research into the demands of the population and commercial entities are all part of a successful marketing system [10]. Despite a thorough investigation of the literature on the operational issues of marketing agricultural products, there still needs to be more studies to elaborate on this matter. In order to

discover the practical problems with marketing agricultural products in Agusan del Sur, Philippines, the current study was carried out. The aim is to understand and evaluate the current status of marketing agricultural products as to their severity of existence; only by doing this, a workable solution can be formulated.

There are eight (8) operational issues of marketing agricultural products that have been evaluated in this study, namely; economics of agriculture, agricultural product marketing opportunities, agricultural infrastructure, land and agriculture, agricultural production; satisfaction with agricultural support as a career, the agricultural community, and agricultural and community relations. These issues were evaluated by different sectors in the community, such as the agricultural producers, residents, and government officials.

Figure-1. Conceptual Framework of the Study



The conceptual framework of the study is presented in Figure 1. The independent variables in the study are the sectors in the community, namely, agricultural producers, residents, and government officials. On the other hand, the dependent variable is the perceived level of the operational issues in marketing agricultural products.

1.1. Research Objectives

The study aimed to describe the operational issues in marketing agricultural products of selected municipalities in Agusan del Sur. Specifically, it aimed to:

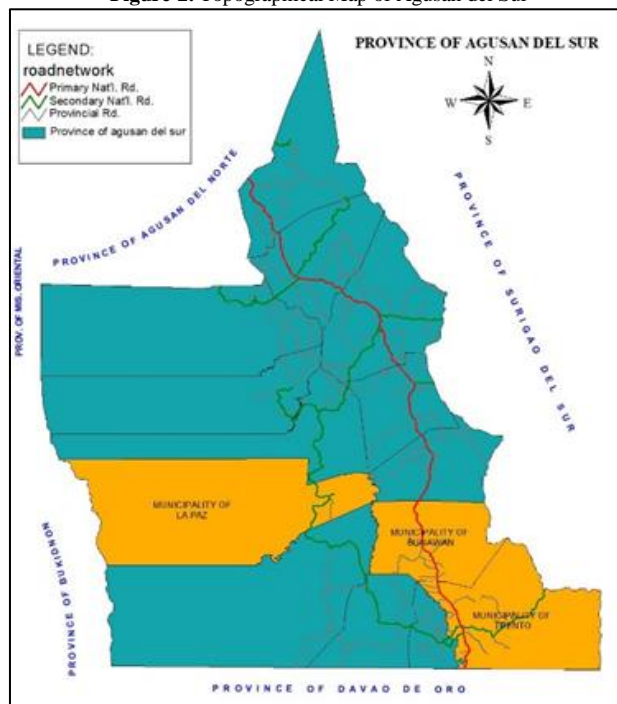
1. Determine the perceived level of operational issues in marketing agricultural products in terms of:
 - 1.1. Economics of Agriculture;
 - 1.2. Agricultural Product Marketing Opportunities;
 - 1.3. Agricultural Infrastructure;
 - 1.4. Land and Agriculture;
 - 1.5. Agricultural production;
 - 1.6. Satisfaction with Agricultural Support as a Career;
 - 1.7. The Agricultural Community; and,
 - 1.8. Agricultural and Community Relations.
2. Assess significant differences in the perceived operational issues in marketing agricultural products among the community sectors.

2. Methodology

The study employed a descriptive methodology and used a survey research design. According to [Leedy and Ormrod \[11\]](#), the descriptive survey method investigates the phenomenon of the moment that encapsulates what the researchers perceive with great accuracy.

The research respondents of the study were the agricultural producers, residents, and government officials in the Agusan del Sur municipalities, namely, Bunawan, La Paz, and Trento. The agricultural producers and residents were randomly selected from the list of farmers of the LGU-DA and families obtained from the Community Based Monitoring System, whereas the government officials were selected purposively.

Figure-2. Topographical Map of Agusan del Sur



The topographical map of Agusan del Sur is presented in Figure 2. The map shows the randomly selected municipalities in the province of Agusan del Sur, namely Bunawan, La Paz, and Trento. These municipalities were considered the study's research locale, from which the respondents were chosen randomly.

Moreover, the distribution of respondents from different sectors in the municipalities in Agusan del Sur is shown in Table 1. There were 257 agricultural producers, 188 residents, and 103 government officials, with 548 respondents from the selected municipalities.

Table-1. Distribution of Respondents from Different Sectors of the Community

Selected Municipalities in Agusan del Sur	Sectors of the Community			
	Agricultural Producers	Local Residents	Government Officials	Total
A. Bunawan	89	61	35	185
B. La Paz	83	67	33	183
C. Trento	85	60	35	180
Total	257	188	103	548

The study used an adopted research instrument with a slight modification of a sample survey questionnaire from New Leaf Associates, Inc. (2014). The questionnaire on the operational issues in marketing agricultural products was composed of eight (8) indicators that include the "economics of agriculture" with seven (7) items, "agricultural product marketing opportunities" with five (5) items, "agricultural infrastructure" with seven (7) items, "land and agriculture" with four (4) items, "agricultural production" with three (3) items, "satisfaction with agricultural support as a career" with two (2) items, "agricultural community" with five (5) items and: agricultural and community relations with eleven (11) items. Further, the level of operational issues in marketing agricultural products perceived by agricultural producers, residents, and government officials was interpreted using the Likert Scale, shown in Table 2.

Table-2. Likert Scale on the Level of Operational Issues Perceived by Different Sectors in the Community

Scale	Interval	Level on the Operational Issues	Interpretation
1	1.00 – 1.79	Very low	<i>Very Simple.</i> Not a current issue in marketing agricultural products.
2	1.80 – 2.59	Low	<i>Simple.</i> It is considered an issue that needs to be emphasized more in the marketing system.
3	2.60 – 3.39	Moderate	<i>Normal.</i> The issue is typically experienced in marketing agricultural products.
4	3.40 – 4.19	High	<i>Complicated.</i> The issue is complicated to handle and needs an intervention or program.
5	4.20 – 5.00	Very high	<i>Complex.</i> The issue is challenging to manage due to its complexity. It needs a comprehensive intervention or program.

3. Results and Findings

The operational issues of marketing agricultural products in selected municipalities in Agusan del Sur are presented in Table 3. Most of the identified operational issues were generally experienced in marketing agricultural products, such as economics of agriculture, agricultural product marketing opportunities, land and agriculture, agricultural production practices in the area, the "agricultural community" in the area, and agriculture and community relations, which constitute a weighted mean of 2.85, 3.03, 3.05, 3.15, 3.00, and 3.21, respectively. However, the satisfaction with agricultural support as a career and agricultural infrastructure was discovered to be complicated and complex to handle that needs an intervention or program.

The satisfaction with agricultural support as a career was collectively viewed as a complicated operational issue of marketing agricultural products in the province. This indicator entails an insufficient agricultural support occupation, which is less recommended as agricultural support career to young people as per evaluated by the sectors of the community. Meanwhile, the agricultural infrastructure was perceived as the complex operational issue of marketing agricultural products that need a comprehensive intervention or program. This includes access to agricultural supplies and services on farms without having to travel long distances. Accessing reliable and timely information is needed to operate farming from extension and other sources. The farmers also need help finding reliable and affordable hired farm labor. Among the identified issues, satisfaction with agricultural support as a career and agricultural infrastructure are beyond typical issues in marketing agricultural products in the province.

Table-3. Operational Issues of Marketing Agricultural Products in Selected Municipalities in Agusan del Sur

Operational Issues of Marketing Agricultural Products	Standard Deviation	Weighted Mean	Perceived Level
A. Economics of Agriculture	0.51	2.85	Normal
B. Agricultural Product Marketing Opportunities	0.66	3.03	Normal
C. Agricultural Infrastructure	0.19	4.22	Complex
D. Land and Agriculture	0.69	3.05	Normal
E. Agricultural Production Practices in the Area	0.43	3.15	Normal
F. Satisfaction with Agricultural Support as a Career	0.36	3.48	Complicated
G. The "Agricultural Community" in the Area	0.63	3.00	Normal
H. Agriculture and Community Relations	0.25	3.21	Normal

The test on the significant difference among the operational issues of marketing agricultural products perceived by different sectors in the community is presented in Table 4. Based on the table, there is no significant difference in the agricultural product marketing opportunities, land and agriculture, agricultural production practices in the area, satisfaction with agricultural support as a career, and the agricultural community in the area, as viewed by agricultural producers, residents, and government officials. These issues obtained values greater than 0.05 level of significance using ANOVA. The conclusion suggests that the community's sectors have reached a consensus regarding the operational issues surrounding agricultural product marketing.

However, among the operational issues identified in the study, the economics of agriculture, agricultural infrastructure, and agriculture and community relations found no statistically significant difference as perceived by the different sectors in the community. Hence, their perceptions on this matter are deliberated to be statistically different.

Delpchitre, *et al.* [12] state that the trifocal framework can be used as a springboard for more sophisticated and complex models that can more effectively incorporate innovative mediators and moderators including situational and individual differences in judgment and decision-making [13], hence promoting deeper inquiry via within-subject research designs, multilevel frameworks, ecosystemic perspectives [14-16]. Additionally, one of the main challenges to implementing the trifocal perspective, which encourages social workers to collaborate on and with the user, organization, and community simultaneously, is the poor management of the organizational dimension by so many social workers, making it difficult for it to respond more effectively to the demands of the users [17]. Therefore, a trifocal perspective can enable agricultural producers, residents, and government officials to efficiently address the operational issues in marketing agricultural products.

Table-4. Test on Significant Differences among the Operational Issues of Marketing Agricultural Products Perceived by Different Sectors in the Community

Operational Issues of Marketing Agricultural Products		Sum of Squares	df	Mean Square	F	Sig.
A. Economics of Agriculture	Between Groups	1.878	2	0.939	3.623	0.027*
	Within Groups	141.260	545	0.259		
	Total	143.138	547			
B. Agricultural Product Marketing Opportunities	Between Groups	0.562	2	0.281	0.653	0.521 ^{ns}
	Within Groups	234.655	545	0.431		
	Total	235.217	547			
C. Agricultural Infrastructure	Between Groups	0.236	2	0.118	3.288	0.038*
	Within Groups	19.519	545	0.036		
	Total	19.755	547			
D. Land and Agriculture	Between Groups	0.087	2	0.043	0.090	0.914 ^{ns}
	Within Groups	262.843	545	0.482		
	Total	262.929	547			
E. Agricultural Production Practices in the Area	Between Groups	1.078	2	0.539	2.988	0.051 ^{ns}
	Within Groups	98.343	545	0.180		
	Total	99.421	547			
F. Satisfaction with Agricultural Support as a Career	Between Groups	0.121	2	0.061	0.463	0.629 ^{ns}
	Within Groups	71.158	545	0.131		
	Total	71.279	547			
G. The "Agricultural Community" in the Area	Between Groups	0.352	2	0.176	0.438	0.645 ^{ns}
	Within Groups	218.678	545	0.401		
	Total	219.029	547			
H. Agriculture and Community Relations	Between Groups	0.760	2	0.380	6.426	0.002*
	Within Groups	32.245	545	0.059		
	Total	33.006	547			
* – Significant; ^{ns} – Not Significant						

4. Conclusion and Recommendations

Most of the perceived operational issues of marketing agricultural products are interpreted as moderate, meaning these issues are typically experienced in marketing agricultural products in the province. Further, the trifocal perspective by the sectors in the community of most issues in marketing agricultural products revealed no significant difference, which implies a unisonant evaluative result. Thus, the Department of Agriculture (DA), local government unit (LGU), and other government organizations may consider these results in prioritizing the complicated and complex issues being identified in this study to improve the marketing system in the province of Agusan del Sur.

References

- [1] Ali, N., 2004. *Postharvest technology and value addition in pulses. Pulses in a new perspective. Indian society of pulses research and development*. Kanpur, India: Indian Institute of Pulse Research. pp. 530–543.
- [2] Prasannakumaran, C., Rajeswari, D. V., and Ganpathi, P., 2018. "A study on Farmers' constraints towards agriculture with special reference to Salem district." *International Journal of Current Engineering and Scientific Research (IJCESR)*, pp. 2394–0697.
- [3] Acharya, S. S., 2006. "Agricultural marketing and rural credit for strengthening Indian agriculture." Available: <http://hdl.handle.net/11540/1458>
- [4] Singh, Hardeep, Goel, M. K., and Singhal, A. K., 2012. "Challenges in rural and agriculture market." *VSRD International Journal of Business and Management Research*, vol. 2, pp. 299-304.
- [5] Zong, P. and Davis, J., 2018. *Economics of marketable surplus supply: A theoretical and empirical analysis for China*. Routledge.
- [6] Sampson, L., Ettman, C. K., and Galea, S., 2020. "Urbanization, urbanicity, and depression: a review of the recent global literature." *Current Opinion in Psychiatry*, vol. 33, pp. 233-244.
- [7] Goos, M., 2018. "The impact of technological progress on labor markets: policy challenges." *Oxford Review of Economic Policy*, vol. 34, pp. 362–375.
- [8] Turkina, E. and Van Assche, A., 2018. "Global connectedness and local innovation in industrial clusters." *Journal of International Business Studies*, vol. 49, pp. 706-728.
- [9] Mahmoudi, R. and Rasti-Barzoki, M., 2018. "Sustainable supply chains under government intervention with a real-world case study: An evolutionary game-theoretic approach." *Computers and Industrial Engineering*, vol. 116, pp. 130-143.
- [10] Perevozova, I., Horal, L., Mokhnenko, A., Hrechanyk, N., Ustenko, A., Malynka, O., and Mykhailyshyn, L., 2020. "Integration of the supply chain management and development of the marketing system."
- [11] Leedy, P. D. and Ormrod, J. E., 2009. "Practical research: planning and design (with MyEducationLab)."

- [12] Delpechitre, D., Gupta, A., Zadeh, A. H., Lim, J. H., and Taylor, S. A., 2020. "Toward a new perspective on salesperson success and motivation: a trifocal framework." *Journal of Personal Selling and Sales Management*, vol. 40, pp. 267–288.
- [13] Taylor, S. A., Hunter, G. L., Zadeh, A. H., Delpechitre, D., and Lim, J. H., 2020. "Value propositions in a digitally transformed world." *Industrial Marketing Management*, vol. 87, pp. 256–263.
- [14] Bolander, W., Dugan, R., and Jones, E., 2017. "Time, change, and longitudinally emergent conditions: understanding and applying longitudinal growth modeling in sales research." *Journal of Personal Selling and Sales Management*, vol. 37, pp. 153-159.
- [15] Hartmann, N. N., Wieland, H., and Vargo, S. L., 2018. "Converging on a new theoretical foundation for selling." *Journal of Marketing*, vol. 82, pp. 1-18.
- [16] Varela, J. A., Bande, B., Del, R. M., and Jaramillo, F., 2019. "Servant leadership, proactive work behavior, and performance overall rating: Testing a multilevel model of moderated mediation." *Journal of Business-to-Business Marketing*, vol. 26, pp. 177-195.
- [17] Sicora, A., 2015. "Social work education and practice in Italy: emerging issues, challenges, and concerns."