

FACTORS ASSOCIATED WITH THE ADOPTION
OF BURLEY TOBACCO TECHNOLOGY
AMONG FARMERS IN SELECTED
AREAS OF PANGASINAN


BENICA SADIAN-BRIONES
//

Submitted to the Faculty of the Institute of Graduate Studies,
Central Luzon State University, Munoz, Nueva Ecija
Philippines, in partial fulfillment of the
requirements for the degree of


MASTER OF SCIENCE
(Rural Development)

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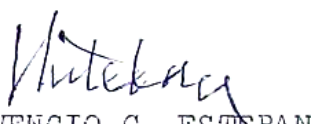
This thesis entitled, FACTORS ASSOCIATED WITH THE ADOPTION OF BURLEY TOBACCO TECHNOLOGY AMONG FARMERS IN SELECTED AREAS OF PANGASINAN, prepared and submitted by BENICA SADIAN-BRIONES in partial fulfillment of the requirements for the degree of MASTER OF SCIENCE (Rural Development), is hereby accepted.


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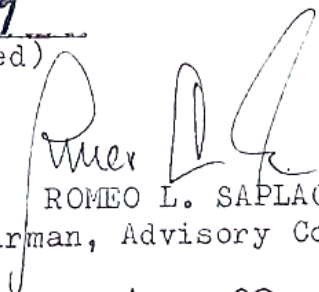
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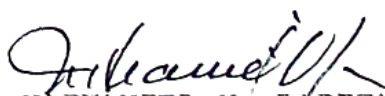

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BIOGRAPHICAL SKETCH

The third among five children, the researcher was born to Lamberto Sadian and Nicolasa Baybado on October 19, 1956 in Pias, Currimao, Ilocos Norte.

She finished her elementary education at the Pias-Gaang Elementary School, Currimao, Ilocos Norte as salutatorian in 1969 and her secondary education at the then Lagangilang Agricultural College, now Abra State Institute of Science and Technology as valedictorian in 1973. She pursued her Bachelor of Science in Home Technology degree at the University of the Philippines at Los Banos in 1978 with the support of the Grants in Aid program of the Philippine Government.

In April, 1978, she worked as a researcher of the Institute of Human Ecology at UPLB. Thereafter, she joined the SEARCA as a researcher. Since 1981, she has been with the Pangasinan State University as a faculty member up to the present.

She decided to pursue her masteral degree at the Benguet State University in 1983 and started her MS in Agricultural Extension. However, within the same year she was sent to Central Luzon State University (CLSU) to take a master's degree in Rural Development. Her studies at CLSU was sponsored by the then Philippine Virginia Tobacco Administration (PVTA) now National Tobacco Administration in cooperation with the Pangasinan State University, Sta. Maria Campus.

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She is happily married to Fernando C. Briones, an Agricultural Engineer, from San Nicolas, Villasis, Pangasinan and blessed with five children: Ferbe Nova, Febe Anne, Ferdinand Benedict, Fernan Beni and Feli Benic.

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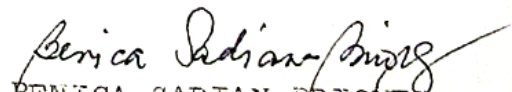

BENICA SADIAN-BRIONES

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ABSTRACT

BRIONES, BENICA S., Institute of Graduate Studies,
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1989. FACTORS ASSOCIATED WITH THE ADOPTION OF BURLEY
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PANGASINAN.

Adviser: Dr. Romeo L. Saplaco

The study sought to determine the relationship of some selected variables to adoption of high-quality varieties (HQVs), fertilizer application (FA) and insecticide application (IA). The analysis was based on the data collected through personal interviews with 200 farmer-respondents in the selected barangays of Sta. Maria and Villasis, Pangasinan. Simple random sampling was used.

The major findings on the socio-economic characteristics of farmer-respondents showed that their average age was 40.93 years; average years of schooling, 7.99; average family size, 6.43 members; average farming experience, 9.32 years; average farm size, 0.92 hectare; and average income, ₱15,724.00. Most of the farmer-respondents (44 percent) were owner-tenants.

Moreover, respondents had a mean information from fellow farmers seldom, the mean contact with extension workers was seldom, the mean levels of listening to agricultural

programs was very seldom and mean participation in farm demonstration was never.

The 34 percent of farmer-respondents adopted HQVs, while 54.50 and 57.50 percent had been applying fertilizer and insecticide, respectively.

The correlation test showed that age, educational attainment, farming experience, size of tobacco farm and income from tobacco farming had significant relationships with the adoption of HQVs and IA, while age, farming experience, size of farm and income from tobacco farming had significant relationships with the adoption of FA.

The multiple regression analysis showed that the adoption of HQVs (Y1), FA (Y2) and IA (Y3) were significantly predicted by farming experience and income from tobacco farming. A unit increase of these variables means a corresponding increase in the adoption of HQVs, FA and IA.

Chi-square test further showed that tenurial status had significant relationships with the adoption of FA and IA. Among the diffusion factor variables, only farm demonstration was found significant with the adoption of FA.

Based on findings and observations made, the following recommendations are given: (1) intensive trainings on burley production should be given to farmers since they had low access to diffusion channels; (2) a more comprehensive land

reform program and institutional support services be provided the farmers; (3) there should be more strict implementation of the required result/farm demonstrations among chemical companies before these are allowed to sell their chemical products; and (4) for further study, income should be seen in terms of farm size to determine economic farm family size.

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