

PERCEPTIONS OF ADVERTISERS REGARDING
ATTRIBUTES AND CUSTOMER SERVICES
OF TRADE MAGAZINES FEATURING
ACTIVITIES OF AGRICULTURAL
YOUTH

By

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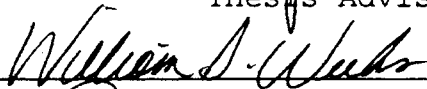
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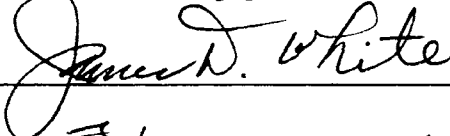
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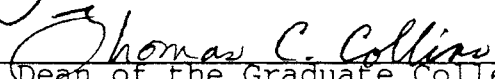
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CHAPTER I

INTRODUCTION

Agricultural youth events have maintained a strong popularity throughout the past decade with one of the most popular activities being livestock exhibitions. In many areas, the number of livestock show projects and entries in junior livestock shows are on the increase. For example, according to D. J. Walker, livestock manager and manager of competitive events at the State Fair of Oklahoma, the Oklahoma Junior 4-H and FFA Livestock Show posted a record number of entries at both their 1993 and 1994 shows.

To service this growing industry, several trade magazines have come into being which feature activities associated with livestock exhibitions and related ventures of these agricultural youth. In Oklahoma and surrounding states, five trade magazines are very popular with the clientele who participate in these types of agricultural youth activities. The five magazines are Aq Youth, Purple Circle, Showbox, Show Circuit, and ShowTimes.

Trade Magazine Attributes and Customer Services

These trade magazines have different attributes and

offer many different customer services to assist advertisers in the promotion of their events and products. Subscriptions and advertising revenue are the main sources of income of these magazines and with a narrow-based clientele, competition for this revenue is intense. Magazines which advertisers perceive are providing the best coverage and the most effective customer services will be the ones that will survive in this competitive market. Carl Sewell (1990) stated that the secret to success in business is to identify the things that are important to the customer and to make sure they are being provided (p. 5).

These trade magazines have many similarities and differences in their attributes and customer services. Attributes that would be of interest to advertisers include overall format, number of pages, price of advertising space, availability of color, overall quality, billing procedures, circulation, distribution and staff reputation.

Customer services currently offered by one or more of these five trade magazines include promotional services, flyers, subscriptions, design consultation, complimentary issues, breeders' directories, pictures, and cash discounts.

The format of these trade magazines ranged from 8 1/2 x 11 inches to 11 x 14 inches in overall dimensions. The number of issues per year ranged from seven to ten, and the number of pages ranged from 40 to 112. Advertising prices for a full page ad ranged from \$195 to \$435.

Except for the Show Circuit magazine which offers no

spot color, spot colors available ranged from \$50 to \$90 in price. All five magazines' circulation include subscribers besides complimentary issues distributed at agricultural youth activities.

Advertisers in these trade magazines possess many characteristics of small businesses. A small business in agriculture as defined by the Small Business Administration is any agricultural business with yearly receipts of not more than one million dollars (O'Hara, 1989, p. 6). Small businesses tend to use more selective forms of promotion (Brannen, 1983, p. 7). In this respect, most of the advertisers in these trade magazines can be classified as small businesses.

It is realistic that these trade magazines can provide the services that these small agricultural businesses need to promote their events, products and services. These advertisers do not have the needed experience or budgets to develop effective promotional plans, so customer services in this area are very important.

These trade magazines are unique as their functions include more than just producing and distributing a magazine; they also take on the added responsibilities of ad design and product promotion. Often, they serve in the same capacities as an advertising agency in designing entire promotional campaigns for clients.

Besides basic advertising services (such as research, media, creative and account management), ad agencies provide

design (McNamara, 1990, p. 2). The objective of an ad agency is to ensure that the communication to the consumer is organized to the point where the total communication impact becomes greater than the sum of the individual communication efforts (McNamara, 1990, p. 3). This objective fits well with the objectives of these trade magazines in providing customer services to assist their advertisers in the promotion of their events, products or services.

All five magazines in this study provide services in ad design and promotional consultation. The types of customer services currently offered by each magazine are the main areas of difference between the publications.

Increased costs of postage, printing and labor are making customer services more expensive. In deciding which services to eliminate, adjust or add, it is first essential for publishers to know which are important to the advertiser. Eliminating the wrong service or adding an unneeded service could be detrimental to the life expectancy of a trade magazine.

Statement of the Problem

As costs of production and distribution increase, there is a need for information that will assist these magazines in determining what attributes and customer services are important to advertisers and which of these are effective promotional tools for advertisers.

Purpose of the Study

The purpose of this study was to determine how advertisers perceive the importance and effectiveness of attributes and customer services provided by trade magazines featuring activities of agricultural youth.

Objectives of the Study

The following specific objectives were developed in order to accomplish the purpose of the study:

1. To determine perceptions of advertisers as to the importance of selected attributes when choosing a trade magazine.
2. To determine the importance of selected customer services as perceived by advertisers.
3. To determine if advertisers desire additional customer services from trade magazines to assist them in their promotion plans.
4. To develop recommendations and make suggestions that may be used by these trade magazines in determining which attributes and customer services to offer to assist advertisers in the promotion of their products.

Assumptions of the Study

For the purpose of this study, the following assumptions were accepted:

1. The questionnaire developed for the study would

obtain the information needed to accomplish the objectives;
and,

2. All of the advertisers fully understood the questions asked and responded in a genuine manner which was both honest and sincere.

Scope of the Study

The scope of the study included advertisers from the 1993 April and the 1993 October issues of the following trade magazines: Ag Youth, Purple Circle, Showbox, Show Circuit, and ShowTimes.

Definitions

The following definitions are presented as they apply in this study.

Advertisement: An advertisement is a public announcement, usually paid for, as of things for sale, needs, etc. (Guralnik, 1969, p. 11). In this study, advertisement will also be referred to as "ad."

Advertising Agency: An advertising agency is an organization that assists advertisers in promotional planning and strategy. The agency is generally responsible for creating advertisements and planning and buying advertising media time and space (Mandell, 1984, p. 670).

Agricultural Youth: Youth involved in activities with an emphasis on agriculture. Traditionally this would include members of 4-H, FFA and breed associations. Tradi-

tional events include livestock shows, judging contests, speech contests, fairs, etc.

Attribute: An attribute refers to characteristics of the trade magazines which are directly connected with the appearance of the magazine such as overall dimensions, type of paper, colors and format.

Circulation: Circulation is the number of copies of a publication distributed by subscription or single-copy (newsstand) sales, includes controlled (free) circulation to qualified recipients (Click & Baird, 1990, p. 313).

Coverage: Coverage refers to the percentage of demographic markets reached by a magazine (Mandell, 1984, p. 672).

Customer: Trade magazines featuring agricultural youth activities have two basic customers—advertisers and subscribers.

Format: Format refers to size, shape and other characteristics giving identity to a periodical (Click & Baird, 1990, p. 292).

Perception: Perception refers to the process consumers use to recognize, select, organize and interpret stimuli in ways that make sense of the world around them (Harrell, 1986, p. 26).

Revenue: Revenue refers to the income generated by the business operation. Trade magazines which feature activities of agricultural youth have two basic types of income—income from advertising space sold and subscriptions sold.

income from advertising space sold and subscriptions sold.

Services: Services are features provided by magazines to assist customers in developing effective promotional campaigns or other problems the customers may have.

Trade Magazines: Trade magazines are magazines published for persons in a trade, business or profession. The magazines targeted in this research study are mainly published for persons interested in the livestock show industry and include Ag Youth, Purple Circle, ShowTimes, Showbox, and Show Circuit.

CHAPTER II

REVIEW OF LITERATURE

The purpose of this chapter is to provide a review of literature to establish a basis of current research. This review of literature was divided into four major sections. The sections were customer services, customer satisfaction, customer perceptions and media effectiveness.

Customer Services

Gronroos (1986) describes customer service as part of the overall marketing strategy of a product. The concept of service is complicated with many meanings ranging from personal service to service as a product. Administrative services such as billing and handling claims are not normally thought of as customer services but in reality are services for the customer. Gronroos presented customer services as a bundle of features and customer benefits. Differentiation from competition could be accomplished by building extras into basic service (p. 25).

Six criteria for good perceived service quality were identified by Gronroos (1986). Those six criteria are professionalism and skills of employees, attitudes and behavior of employees, accessibility and flexibility of service pro-

vider, reliability and trustworthiness of service provider, recovery, and reputation and credibility of service provider (p. 47).

Differentiation of customer services has also been discussed by Levitt (1983) in that "having been offered these extras, the customer finds them beneficial and therefore prefers doing business with the company that supplies them" (p. 9-10).

Katz (1987) looked at customer service as a product that must be developed, packaged, priced, promoted, communicated and distributed. He felt customer services must be marketed in ways similar to a product (p. 10).

Cina (1989) stated that:

Minimum service requirements can best be described as what the customer expects or demands from a service provider. Delivering them is necessary just to be considered as a serious contender for a customer's business. They are the basic elements of a service offering and the basic reason for being in business. Though these may vary by customers, industries, and the like, there is generally an identifiable common core of services that must be provided to the customer.

A key point to remember is that a service provider receives no extra rewards for satisfying these requirements. However, if a provider fails to satisfy a customer's minimum service requirement, it will likely lose its customer base and ultimately its livelihood (p. 32).

Cina (1989) went on to state:

Service providers such as IBM and Federal Express do not differentiate themselves from competitors merely by satisfying minimum service requirements; they provide service offerings that augment and add extra value to the minimum requirements. These value-added services are often intangible and highly dependent on customer impressions, but they are perceived to be valuable additions to the basic service offering, above and beyond what customer has become accustomed to expect. In service organizations, they are often an outcome of employees' 'going the extra mile' for their customers (p. 33).

Cina (1989) also felt that companies must understand the differences between minimum service requirements and value-added services. Developing customer service programs without this knowledge could be ineffective. Cina distinguishes between minimum service requirements and value-added services. According to his definitions, minimum service requirements include the following:

1. What the customer expects.
2. The basic service offering.
3. The essentials to compete.
4. A common core of services.
5. Receive no "bonus points" for performance (p.

34).

Cina (1989) defines value-added services to include the

following:

1. Augments and adds extra value to basic service package.
2. Beyond customer expectation.
3. Receive rewards for performance.
4. Differentiates a company's service from the competition (p. 34).

Sewell (1992) developed a checklist to evaluate proposed customer service packages:

1. What's the benefit to the consumer?
2. Will the customer easily understand that benefit?
3. What impact will this idea, program or system have on our employees?
4. How will it affect our existing programs?
5. Is anybody else doing it successfully? What can we learn from their experience?
6. What could go wrong?
7. Will it give us an advantage over our competitors?
8. How much will it cost?
9. Will it make money?
10. When should we evaluate it (Sewell and Brown, 1990, p. 35)?

Customer Satisfaction

Desatnick (1987) reports that in a 1985 study conducted

for the White House Office of Consumer Affairs as reported by the Research Institute of America it was found that:

1. 96% of unhappy customers never complain about rude or discourteous treatment; but,
2. 90% or more who are dissatisfied with the service they receive will not buy again or come back. Worse still,
3. Each of those unhappy customers will tell his or her story to at least nine other people; and,
4. 13% of those unhappy customers will tell their stories to more than 30 people (p. 4).

Hanan and Karp (1989) based customer satisfaction on what could be improved, how much could it be improved and how much better could it be improved than by your competitors (p. 99).

Cina (1989) felt that customer satisfaction occurs when the customer's experience of an offered service matches the customer's expectation. A customer notices and remembers when an experience deviates from the expectation. Cina notes that a company must be better than the competition at identifying and managing customers' needs in order to create satisfied customers (p. 31).

In the 1970s, research targeting customer satisfaction began to appear. Pope (1993) discovered through various studies focused on customer satisfaction research, experience has shown that customers rate a company on three impor-

tant dimensions: 1. What is important to them as individuals; 2. What they expect of the company; and 3. How the company is performing. The only way to stay competitive in the marketplace is to know the customer—what they think is important, what they expect and how they feel you are performing (p. 180).

These dimensions require businesses to understand priorities from the customer's perspective and to determine the level of performance the customer expects from an excellent supplier of the product or service. The company must have an accurate measure of their performance to see how they match up to customers' expectations (Pope, 1993, p. 174).

In 1983, Milind M. Lele studied the relationship between customer satisfaction and performance by surveying over 1,200 farmers who represented every major make of farm equipment sold in North America. The study showed a direct link between customer satisfaction and market success. The findings of the study were as follows: 1. The more satisfied the buyer, the higher the market share of that make of equipment; 2. The market share and brand image were very closely tied together; 3. Brand image was determined by customer perceptions about the design of the product, its overall quality, the after-sales support and its likely resale value; and finally, 4. Dissatisfied customers were far more likely to switch brands than satisfied ones (Lele, 1987, p. 36).

Before a company can make any decisions regarding what

customer services to offer, it must first determine what customer services exist.

Customer satisfaction is made of four fundamentals: 1. product-related variables; 2. sales activity-related variables; 3. after-sales variables; 4. culture-related variables (Lele, 1987, p. 84).

This study focused on the product-related variables and sales activity-related variables. Product design provides tangible evidence to the customer regarding the firm's basic values. Product design can also place limits on the firm's maneuverability in terms of sales and support. Product design tells customers how the firm views them and how effectively the firm can meet their needs. Sales activity-related variables involve the messages the company sends out in its advertising and promotional programs, their sales force and the attitudes they project (Lele, 1987, p. 85-86).

Lele (1987) felt that keeping customers happy is the best defense against competition. The firm that keeps its customers happy is virtually unbeatable. Its customers are more loyal. They buy more, more often. They're willing to pay more for the firm's products, and they stick with the firm through difficult periods, allowing it time to adapt to change. He recognized how difficult it is to measure something as intangible as how happy buyers are with a particular product or service. As important as customer satisfaction is, when the incremental costs outweigh the additional profit, then the importance of customer satisfaction de-

clines. In meeting the customer satisfaction's needs, Lele recommends to analyze the leaders in the industry to determine what benefits they had obtained by providing superior customer satisfaction. Then, quantify the relationship between customer satisfaction and such variables as market share and overall profitability (p. 84-86).

Customer Perceptions

Hudgins (1976) studied the perceptions of consumers in choosing a savings and loan. Since customer perceptions are diverse, the larger the number of people one tries to satisfy with a simple appeal, the poorer the fit will be. Conversely, if one attempts to be all things to all people, by stressing a broad spectrum of appealing attributes, one may wind up being everyone's second choice (Hudgins, 1976, p. 57).

Horowitz (1975) stated that the consumer's perception of the product or service is known to be an important influence in the "purchasing" decision (p. 20).

Jacoby (1985) conducted research among 120 college students at New York University involved in studying the way perceptions about retail stores and their merchandise were formed. The findings suggested that consumers associate different fundamental properties of the store depending upon the image aspect for which they search. It is necessary for retailers to define their objectives before they design the store and make decisions regarding physical attributes of

the store. From a practitioners perspective, store images are important because, once developed, they are thought to contribute considerable impact on consumer behavior (p. 138-151).

Harrell (1986) found in his studies of consumer behavior that perceptions are influenced by several different factors. A great deal of what products, brands and retail outlets mean to consumers comes to them by way of perceptions (p. 26).

Harrell divided perceptions into internal factors and external factors. Internal factors of perception include physiology, attention, interest, current needs, experience, memory and mood. External factors of perceptions include size and placement, color, novelty and contrast, intensity and motion (p. 66-71).

Linneman and Stanton (1991) studied how the signals the firm sends to the customers affect the customers' perceptions of quality. They identified ten signals that may affect customer's perception of quality:

1. Reputation of your firm.
2. Impressiveness of your customer list.
3. Perceived dominance and/or stability of your product or service.
4. Packaging of the product or service.
5. Appearance of the product or service.
6. Advertising and brochures.
7. Sales force.

8. Price.
9. Size and financial stability of your company.
10. Appropriateness of your facility (p. 33-34).

Media Effectiveness

Before advertisements can be effective in promoting goods and services, they must provide needed information for consumers. Agricultural advertising is one way for farm families to stay informed about products, events and services. H. T. Cozart (1967) reported 90 percent of the farmers thought advertising was helpful to the consumer, helped keep consumers updated on new products and services and was necessary to keep businesses healthy and growing. Over 87 percent said, "We are better off with advertising than we would be without it." Of the farmers surveyed, 88 percent claimed they received some, quite a bit, or a great deal of information or help from advertisements in farm magazines (p. 23).

Kelliher (1991) examined the effectiveness considerations of different types of media. Because magazines have the greatest variety of choices for the advertiser, they present the biggest problem in determining effectiveness. Effectiveness considerations for magazines include color, editorial/environment, visual imaging, time flexibility, size flexibility and quality reproduction (p. 49).

Six criteria were developed by a combined agency/marketing group to assist advertisers in determining effective-

ness of a magazine. Those six criteria are as follows:

1. Overall image of the publication with consumers.
2. Editorial environment.
3. Reason of inclusion in reader repertoire.
4. Reader need-states and mood.
5. How the publication is read.
6. Competitive advertising (Kelliher, 1991, p. 50-52).

These six criteria are combined with known cost and readership data to make the final marketing decision as to which magazine would be the most effective.

Summary

This chapter has provided a review of literature important to the study of customer services in business. Although none of the literature cited pertained directly to trade magazines featuring activities of agricultural youth, inferences can be drawn and similarities noted between the different types of businesses.

The first section addressed literature related to customer services. Criteria for good perceived service quality, differentiation from competition, minimum and value-added services, and the customer service package was discussed.

The second section looked at how customer services lead to customer satisfaction. What is customer satisfaction and how to achieve it was discussed by several authors. Customer needs and variables were explained in detail.

The third section dealt with customer perceptions. The perceptions customers have of a product or business affects the way that they utilize that product or business. Perceptions are created by internal and external signals that the business sends out about its product and service.

The fourth section covered the effectiveness of the media. Farmers felt that advertising was an important way to gain information and six criteria were listed that affected the effectiveness of magazines in promotion of a product. Based on this background, the proposed study is undertaken to gather and analyze data that will assist trade magazines featuring activities of agricultural youth with their customer service packages.

CHAPTER III

METHODOLOGY

Design and Conduct of the Study

The purpose of the study was to determine how advertisers perceive the importance and effectiveness of attributes and customer services provided by trade magazines featuring activities of agricultural youth. To achieve the purpose, it was necessary to incorporate the following objectives:

1. To determine perceptions of advertisers as to the importance of selected attributes when choosing a trade magazine.
2. To determine the importance of selected customer services as perceived by advertisers.
3. To determine if advertisers desire additional customer services from trade magazines to assist them in their promotion plans.
4. To develop recommendations and make suggestions that may be used by these trade magazines in determining which attributes and customer services to offer to assist advertisers in the promotion of their products.

Institutional Review Board (IRB)

Federal regulations and Oklahoma State University policy require review and approval of all research studies that involve human subjects before investigators can begin their research. The Oklahoma State University Office of University Research Services and the IRB conduct this review to protect the rights and welfare of human subjects involved in biomedical and behavioral research. In compliance with the aforementioned policy, this study received the proper surveillance and was granted permission to continue. A copy of the approval form is presented in Appendix A.

Scope of the Study

The population included advertisers who had placed display advertising in one or more of the 1993 April and 1993 October issues of the five targeted trade magazines. These two months were selected because they represent the advertising peaks for fall and spring show and sale seasons. Advertisers' names and addresses were taken from the 1993 April and the 1993 October issues of the following trade magazines: Ag Youth, Purple Circle, Show Circuit, Showbox, and ShowTimes.

There were 740 advertisers from 21 states representing five different segments of the agricultural advertising industry: commissioned livestock sales, competitive events, educational activities, livestock producers, and support businesses as illustrated in Table I.

TABLE I
DISTRIBUTION OF POPULATION IN REGARDS TO STATE
BY TYPES OF ADVERTISING

| State | Number by Types of Events Advertised | | | | | Total |
|-------|--------------------------------------|-----------------------|---------------------------|---|----------|-------|
| | Commissioned Livestock Sales | Competitive Events | Educational Activities | Private Treaty Livestock Sales | Business | |
| AR | 1 | | | | | 1 |
| CO | | | | 5 | 1 | 6 |
| GA | | | | 1 | | 1 |
| IA | 3 | | | 10 | 5 | 18 |
| IL | 15 | 3 | | 24 | 10 | 52 |
| IN | 18 | | | 25 | 5 | 48 |
| KS | 14 | 3 | 1 | 13 | 3 | 34 |
| KY | 3 | | | 5 | | 8 |
| MN | 1 | | | | | 1 |
| MO | 1 | | 1 | 3 | 2 | 7 |
| MT | 1 | | | | | 1 |
| NE | 5 | | | 7 | | 12 |
| NM | 7 | | | 1 | | 8 |
| OH | 6 | | | 21 | 6 | 33 |
| OK | 89 | 8 | 2 | 118 | 19 | 236 |
| SC | 2 | | | | | 2 |
| SD | 1 | | | 3 | 1 | 5 |
| TN | | | | 1 | | 1 |
| TX | 84 | 47 | 1 | 93 | 31 | 256 |
| WI | 5 | | | 2 | 1 | 8 |
| WY | | | | 2 | | 2 |
| Total | 256 | 61 | 5 | 334 | 84 | 740 |

The sample population was determined through a stratified sampling procedure with the aforementioned five segments representing the subgroups of the population. Sample

size was determined using the formula and table provided by Krejcie and Morgan (1970). The random sample within each subgroup was identified using a table of random numbers. The questionnaire was mailed to the sample which consisted of 253 advertisers in the 19 states: Arkansas, Colorado, Iowa, Illinois, Indiana, Kansas, Kentucky, Minnesota, Missouri, Montana, Nebraska, New Mexico, Ohio, Oklahoma, South Carolina, South Dakota, Texas, Wisconsin, and Wyoming. Table II was developed to provide a breakdown of the study sample by state and by types of events advertised.

Design of the Instrument

The instrument chosen for the study was a mailed questionnaire. The data collection method of a mailed questionnaire was chosen because it is low cost, has ready access to hard-to-reach respondents, has no interviewer bias and is efficient for large samples (Pope, 1993, p. 31).

However, disadvantages to a mailed questionnaire were also recognized. There is the possibility of nonreturner bias in which respondents are not typical of the total sample, and the researcher has no way to control who fills out the questionnaire. There are limitations on the questions since each question must be carefully structured. A mailed questionnaire can be oversimplified in structure since most are being written at the sixth grade level. Finally, a mailed questionnaire can be slow in being returned (Pope, 1993, p. 32).

TABLE II
STUDY SAMPLE IN REGARDS TO STATE
BY TYPES OF ADVERTISING

| State | Number by Types of Events Advertised | | | | | Total |
|-------|--------------------------------------|-----------------------|---------------------------|---|----------|-------|
| | Commissioned Livestock Sales | Competitive Events | Educational Activities | Private Treaty Livestock Sales | Business | |
| AR | 1 | | | | | 1 |
| CO | | | | 2 | 1 | 3 |
| GA | | | | | | 0 |
| IA | 3 | | | 4 | 3 | 10 |
| IL | | | | 10 | 5 | 15 |
| IN | 3 | | | 8 | | 11 |
| KS | 4 | | | 5 | 2 | 11 |
| KY | | | | 2 | | 2 |
| MN | 1 | | 1 | | | 1 |
| MO | | | | 1 | 1 | 3 |
| MT | 1 | | | | | 1 |
| NE | 3 | | | 1 | | 4 |
| NM | 1 | | | 1 | | 2 |
| OH | 2 | | | 5 | 1 | 8 |
| OK | 48 | 3 | 1 | 42 | 5 | 99 |
| SC | 1 | | | | | 1 |
| SD | 1 | | | 2 | | 3 |
| TN | | | | | | 0 |
| TX | 19 | 17 | | 28 | 10 | 74 |
| WI | 1 | | | 2 | | 3 |
| WY | | | | 1 | | 1 |
| Total | 89 | | 2 | 114 | 28 | 253 |

The questionnaire constructed for this study included general demographic questions followed by rating scales for selected attributes and customer services that are currently

available in at least one of the five magazines in the study. A copy of the questionnaire is presented in Appendix B. The questionnaire began with two demographic questions concerning the types of advertising conducted and specific magazines received. The main body of the questionnaire dealt with attributes and customer services of trade magazines. The mailed questionnaire included 24 items presumed to influence an advertiser's decision to advertise with a trade magazine. Respondents were asked to rate the degree of importance of selected attributes and customer services in their decisions to advertise with a trade magazine. To find out the importance of the various attributes and customer services to the individual, a Likert-type, itemized rating scale was chosen to secure this data.

Itemized rating scales allow respondents to make judgments independently without making direct comparisons. With itemized rating scales, respondents choose from a limited number of categories. The categories are ordered in terms of the scale positions and each category usually has a verbal description. Itemized rating scales are also easy to construct and use. The clear definition of the categories generally produces reliable ratings (Churchill, 1979, p. 235).

A four-point, Likert-type rating scale was used in this questionnaire to measure degrees of perceived importance to advertisers concerning attributes and customer services of the trade magazines. The scale was expressed on a continuum

ranging from "extremely important" to "not important." The scale provided a mutually exclusive choice for the respondent. Phrases used for the middle two points on the scale were "very important" and "somewhat important."

Four open-ended questions were added to the customer service portions of the questionnaire. The first open-ended question allowed respondents to list and indicate additional types of advertising they have done in the past year. The second open-ended question was provided so respondents could add and indicate a billing preference not listed. The third open-ended question was provided so respondents could list and rate customer services they were already receiving which were not included on the questionnaire. The fourth open-ended question was provided so respondents could list and rank any proposed services they desired that were not included on the questionnaire. These items were grouped by similarity for tabulation purposes.

Three questions were included that asked respondents their preferences in relation to the method of payment, the overall dimension of magazines, and the method of placing an order for advertisement.

Advertisers were also asked to rate on a four-point, Likert-type scale their feelings regarding the overall effectiveness of ads in trade magazines. The scale was expressed on a continuum ranging from "extremely effective" to "not effective." The scale provided a mutually exclusive choice for the respondent. Phrases used for the middle two

points on the scale were "very effective" and "somewhat effective."

The questionnaire was number-coded to identify the specific advertiser. This procedure was utilized to provide a method to track questionnaires returned in order that follow-up procedures could be used to increase return rates. Only the researcher had access to the code sheets. There was never any attempt to identify inputs from individual respondents.

After the questionnaire had been prepared, validity was checked by outside sources. Items checked included completeness, legibility, comprehensibility, consistency and uniformity. The questionnaire was reviewed by members of the Oklahoma State University Agricultural Education Department; by the staff of the Custer County OSU Extension Center at Arapaho, OK; and by a member of Midwest Research Institute located in Kansas City, MO. After revisions suggested by these groups were made, the questionnaire was pretested utilizing five advertisers located in Sentinel, OK.

Conduct of the Study

In an attempt to improve the rate of return expected for a mailed questionnaire, advertisers were first contacted by letter to introduce them to the forthcoming survey. Precontact by mail has been shown to be effective in increasing response rates (Forsgren, 1989, 63).

Next, a cover letter, a survey and a stamped return

envelope were mailed first class to each advertiser in the study. Advertisers were asked to return the questionnaire within two weeks. It was explained in the cover letter that all information gathered from the questionnaire would be held confidential and that only an overall analysis will appear in this study. No individual information is discussed.

At the end of the two-week deadline, a follow-up letter and a second copy of the questionnaire was sent to all non-respondents asking them to return the questionnaire by a set date.

After as many questionnaires were returned as deemed possible, the data were tabulated and analyzed. This information was used to develop recommendations which trade magazines featuring activities of agricultural youth could use to develop customer service objectives.

Analysis of Data

Descriptive statistics were utilized in analyzing the ordinal data collected by the survey instrument. In descriptive statistics, the three features usually analyzed include the following:

1. Frequency counts of various measurements;
2. Measures of central tendency; and,
3. Measures of the spread of the responses

(Andreasen, 1988, p. 199-200)

For this study, the following types of data measure-

ments were utilized: frequency, mean, median, mode and standard deviation. In measuring responses for each questionnaire, frequencies reflect the number of responses per category per question. In measuring central tendencies, data are summarized in terms of a typical or average case. Mean, median and mode statistics are all measurements of central tendency. The mean refers to the arithmetic average of the data. The median is the measurement point at which one half falls above and one half fall below, and the mode is the most commonly given response.

Since the median and the mean are identical in a normal distribution, comparison of these two measurements shows if the distribution is skewed in any way. The more the mean and the median differ, the more the distribution leans one way or the other (Andreasen, 1988, p. 202).

The spread of responses is measured by use of standard deviations. Standard deviation measures the difference between the mean of a sample and the individual values distributed around it (McClave and Dietrich, 1985, p. 43).

To permit statistical treatment of the data collected with questions 5 and 9, numerical values were assigned to the importance categories so that mean and standard deviation could be calculated. The following pattern was developed to permit categorization and interpretation of the calculated means:

| <u>Perception Level</u> | <u>Value</u> | Real Limits of <u>Mean Response Range</u> |
|-------------------------|--------------|--|
| Extremely Important | 4 | 3.5 - 4.0 |
| Very Important | 3 | 2.5 - 3.49 |
| Somewhat Important | 2 | 1.5 - 2.49 |
| Not Important | 1 | 1.0 - 1.49 |

Numerical values were also assigned to the effectiveness categories for question 4 so that mean and standard deviation could be calculated. The following pattern was developed to permit categorization and interpretation of the calculated means:

| <u>Effectiveness Level</u> | <u>Value</u> | Real Limits of <u>Mean Response Range</u> |
|----------------------------|--------------|--|
| Extremely Effective | 4 | 3.5 - 4.0 |
| Very Effective | 3 | 2.5 - 3.49 |
| Somewhat Effective | 2 | 1.5 - 2.49 |
| Not Effective | 1 | 1.0 - 1.49 |

CHAPTER IV

FINDINGS

This study examined the degree of importance that selected attributes and customer services represent in the respondents' decisions to advertise in a magazine featuring activities of agricultural youth. The perceived importance of the attributes and customer services was measured by a four-point, Likert-type scale ranging from "extremely important" to "not important." The analysis included frequency counts, measures of central tendency and standard deviation within this scale. The results of these analyses are reported in this chapter.

As disclosed by inspection of data in Table III, questionnaires were received from 127 of the 253 respondents surveyed for a return percentage of 50.20%. Advertisers were identified by state and type of advertising done in at least one of the five trade magazines in this study. Respondents represented all five types of advertising categories and 18 of the 19 states in the sample population. Oklahoma had the largest total number of respondents with 55 questionnaires returned. Next state with the largest number of respondents was Texas with 25. Overall, 51 advertisers who have previously conducted advertising in the area of

"Commissioned Livestock Sales" and 49 advertisers who have done advertising in the area of "Private Treaty Livestock Sales" responded to the survey.

TABLE III

NATURE AND EXTENT OF EVENTS ADVERTISED IN AG YOUTH, PURPLE CIRCLE, SHOWTIMES, SHOWBOX, AND SHOW CIRCUIT MAGAZINES BY STATE

| State | Number of Respondents by Types of Events Advertised | | | | | |
|--------|---|--------------------|------------------------|--------------------------------|----------|-------|
| | Commissioned Livestock Sales | Competitive Events | Educational Activities | Private Treaty Livestock Sales | Business | Total |
| AR | 1 | | | | | 1 |
| CO | | | | | 1 | 1 |
| IA | 2 | | | 3 | 3 | 8 |
| IL | | | | 5 | 4 | 9 |
| IN | 2 | | | 3 | | 5 |
| KS | 1 | | | 3 | 2 | 6 |
| KY | | | | 2 | | 2 |
| MN | 1 | | | | | 1 |
| MO | | | | 1 | | 1 |
| MT | 1 | | | | | 1 |
| NE | 2 | | | 1 | | 3 |
| NM | | | | 1 | | 1 |
| OH | 2 | | | 1 | 1 | 4 |
| OK | 30 | 1 | 1 | 20 | 3 | 55 |
| SC | 1 | | | | | 1 |
| SD | | | | 2 | | 2 |
| TX | 8 | 6 | | 6 | 5 | 25 |
| WI | | | | | | |
| WY | | | | 1 | | 1 |
| Totals | 51 | 7 | 1 | 49 | 19 | 127 |

Analysis of Background Information

Respondents were asked several questions to determine the types of advertising they have done in the past year, what magazines they are currently receiving, and how they utilize the magazines after they are received. Respondents were also asked how they felt about the overall effectiveness of their advertisements in this type of magazine and their preferences concerning payment methods, dimensions of magazine and ordering methods.

As reported in Table IV, in determining the types of advertising done by respondents in the past year, "Private Treaty Livestock Sales" was found to be the most frequent response with a frequency of 85 and accounted for 32.82% of the 259 responses.

"Commissioned Livestock Sales" was the next most conducted type of advertising with a frequency of 74 which represented 28.57% of the total responses. The third most frequently done type of advertising by respondents was "Competitive Events" with a frequency of 54 (20.85%) of the total responses. Advertising in the areas of "Business" and "Educational Activities" as next in line with frequencies of 27 and 17, respectively, and were 10.42% and 6.56% of the total responses, respectively.

Other types of advertising not listed on the questionnaire but reported by respondents included "College Recruitment" and "Facilities Rental" both by one individual and both were .39% of the total responses.

TABLE IV
 TYPES AND NATURE OF ADVERTISING BY RESPONDENTS
 DURING THE PAST YEAR

| Variables and Nature | Distribution | |
|---|--------------|--------|
| | N | % |
| Type of Advertising: | | |
| Commissioned Livestock Sales | 74 | 28.57 |
| Competitive Events | 54 | 20.85 |
| Educational Activites | 17 | 6.56 |
| Private Treaty Livestock Sales | 85 | 32.82 |
| Business | 27 | 10.42 |
| Others: | | |
| College Recruitment | 1 | .39 |
| Facilities Rental | 1 | .39 |
| Totals | 259 | 100.00 |
| Number of Advertisements: | | |
| Advertisers Conducted Only One Type of Advertising | 43 | 33.86 |
| Advertisers Conducted More Than One Type of Advertising | 84 | 66.14 |
| Totals | 127 | 100.00 |

Of the 127 respondents, 33.86% or 43 had done only one type of advertising with 66.14% or 84 having conducted two or more types of advertising during the past year.

As summarized in Table V, respondents received a total of 316 magazines with 76 respondents or 59.84% receiving both Aq Youth and Purple Circle. ShowTimes and Showbox were the third and fourth most received magazines with frequencies of 62 and 61, respectively, and were received by 48.82%

and 48.03% of the respondents, respectively. Show Circuit was received by the fewest respondents, 38, and accounted for 29.92% of the total respondents. Three respondents didn't receive any of the magazines listed on the questionnaire.

TABLE V
MAGAZINES CURRENTLY RECEIVED BY RESPONDENTS
AND HOW THEY ARE UTILIZED

| Variables and Nature | Distribution | |
|--|--------------|--------|
| | N | % |
| Name of Magazine Received: | | |
| Ag Youth | 76 | 24.05 |
| Purple Circle | 76 | 24.05 |
| Show Circuit | 38 | 12.03 |
| Showbox | 61 | 19.30 |
| Showtime | 62 | 19.62 |
| Receive None of Above | 3 | .95 |
| Totals | 316 | 100.00 |
| Number of Magazines Received: | | |
| Advertisers Receiving Only One Magazine | 31 | 24.41 |
| Advertisers Receiving More than One Magazine | 93 | 73.23 |
| Advertisers Receiving None of the Magazines | 3 | 2.36 |
| Totals | 127 | 100.00 |
| How Issues are Utilized: | | |
| Read and Discard | 15 | 11.81 |
| Read and Keep for Future Reference | 77 | 60.63 |
| Read and Display in Place of Business | 10 | 7.87 |
| Read and Save with Others | 24 | 18.90 |
| Circulate to Others without Reading | 1 | .79 |
| Discard without Reading | 0 | 0 |
| Totals | 127 | 100.00 |

Also included in Table V are reports from the respondents who received only one of the listed magazines, which had a frequency of 31 (24.41%) of the total respondents. Those who received more than one of the listed magazines totaled 93 and these were 73.23% of the total respondents.

For the magazines received, 60.63% or 77 of the responses disclosed that they read them and then keep them for future reference. Respondents who read it and save it numbered 24 or 18.90% of the respondents. Reporting that they read it and then discard it were 15 or 11.81% of the respondents, followed by 10 or 7.87% of the respondents who read it and displayed it in a place of business. The least given response was 1 or .79% of the respondents who circulated it to others without reading it. No one discarded it without reading.

Table VI contains data collected and analyzed with regard to how effective respondents considered advertising in this type of magazine to be. The overall effectiveness of advertising in this type of magazine received a mean rating of 2.57 with a standard deviation of .46. This mean score placed the overall perceived effectiveness in the "very effective" category.

Respondents were asked to indicate their preferences in regards to the method of payment, the overall dimensions of a magazine and the method of placing their advertising orders. Table VII was constructed to display the findings on these variables.

TABLE VI

RESPONDENTS' PERCEPTIONS OF OVERALL EFFECTIVENESS
OF ADVERTISING IN THIS TYPE OF MAGAZINE

| Effectiveness Level | N | % |
|-------------------------------------|-----|--------|
| Extremely Effective | 13 | 10.24 |
| Very Effective | 51 | 40.16 |
| Somewhat Effective | 59 | 46.46 |
| Not Effective | 4 | 3.15 |
| Totals | 127 | 100.01 |
| Mean Response = 2.57 Very Effective | | |
| Standard Deviation = .46 | | |

Paying one set price that includes everything such as design, artwork, pictures, screens, borders, reverses, etc., was preferred by 87.10% or 108 of the respondents.

Paying a charge for each step of ad production such as design, artwork, pictures, screens, borders, reverses, etc., was preferred by 12.10% or 15 of the respondents. Only one respondent had no preference to the method of payment.

In considering the overall dimensions of a magazine in which to place an advertisement, 61.67% or 74 of the respondents preferred the basic size of 8 1/2 x 11 inches. The respondents preferring the Sunday supplement size of 11 x 14 inches, numbered only 2 or 1.67%, with 36.67% or 44 respondents having no preference to the size of the magazine.

TABLE VII

RESPONDENTS' PREFERENCES WITH REGARDS TO METHOD
OF PAYMENT, DIMENSION OF MAGAZINE, AND METHOD
OF ORDERING ADVERTISEMENT

| Variables and Preferences | Distribution | |
|--------------------------------------|--------------|--------|
| | N | % |
| Method of Payment: | | |
| One Charge | 108 | 87.10 |
| Separate Charges | 15 | 12.10 |
| No Preference | 1 | .81 |
| Totals | 124 | 100.01 |
| Dimensions of Publication: | | |
| Basic Size | 74 | 61.67 |
| 8 1/2" x 11" | | |
| Sunday Supplement | 2 | 1.67 |
| 11" x 14" | | |
| No Preference | 44 | 36.67 |
| Totals | 120 | 100.01 |
| Methods for Ordering Advertisements: | | |
| Phone by Rep | 53 | 41.73 |
| In Person by Rep | 12 | 9.45 |
| Direct Mail | 8 | 6.30 |
| Contacting Magazine Myself | 44 | 34.65 |
| No Preference | 10 | 7.87 |
| Totals | 127 | 100.00 |

In placing the advertising order, 53 or 41.73% of the respondents preferred being contacted by phone by a representative of the magazine. Those respondents preferring to contact the magazine and place an order themselves numbered

44 or 34.65% of the respondents. Being contacted in person by a representative of the magazine received a frequency score of 12 or 9.45% of the respondents. Having no preference in the method of placing an advertising order were 10 or 7.87% of the respondents. The least preferred method with 8 or 6.30% of the respondents was being contacted by direct mail with an order form to be sent back to the magazine.

Analysis of Attributes

Nine attributes pertaining to magazines featuring activities of agricultural youth were listed on the questionnaire. Respondents were asked to rate the importance that each attribute has on their decision to advertise in magazines featuring activities of agricultural youth.

Table VIII is a compilation of responses with regard to these attributes. Of the listed attributes, only "Circulation of magazine" had a mean rating of importance of 3.67 with a standard deviation of .55, placing it in the "extremely important" perception category. Five of the listed attributes received mean scores which placed them at a level of being perceived as "very important" to the advertising decisions of respondents: "Overall quality of magazine," with a mean score of 3.29 and a standard deviation of .67; "Price of ad," with a mean score of 3.17 and a standard deviation of .718; "Reputation of magazine staff," with a mean score of 3.14 and a standard deviation of .61; "Overall

TABLE VIII
 RESPONDENTS' PERCEPTIONS OF IMPORTANCE OF SELECTED
 ATTRIBUTES TO THEIR ADVERTISING DECISIONS

| Attributes of Customer Service | Distribution by Levels of Importance | | | | | | | | Totals N | Standard Deviation | Mean | Level of Perception |
|--|--------------------------------------|-------|-------------------|-------|-----------------------|-------|------------------|-------|-------------|-----------------------|------|---------------------|
| | Extremely Important | | Very Important | | Somewhat Important | | Not Important | | | | | |
| | n | % | n | % | n | % | n | % | | | | |
| Price of Ad: | 45 | 35.43 | 60 | 47.24 | 21 | 16.54 | 1 | .79 | 127 | .72 | 3.17 | Very Important |
| Circulation of Magazine: | 90 | 70.87 | 32 | 25.20 | 5 | 3.94 | 0 | 0 | 127 | .55 | 3.67 | Extremely Important |
| Overall Format of Magazine: | 34 | 27.20 | 59 | 47.20 | 30 | 24.00 | 2 | 1.60 | 125 | .28 | 3.00 | Very Important |
| Overall Quality of Magazine: | 51 | 40.48 | 61 | 48.41 | 13 | 10.32 | 1 | .79 | 126 | .67 | 3.29 | Very Important |
| Ease in Placing Advertising Order: | 25 | 19.84 | 69 | 54.76 | 29 | 23.02 | 3 | 2.38 | 126 | .72 | 2.92 | Very Important |
| Availability of Spot Colors | 7 | 5.60 | 22 | 17.60 | 52 | 41.60 | 44 | 35.20 | 125 | .86 | 1.94 | Somewhat Important |
| Promotional Services: | 24 | 19.05 | 48 | 38.10 | 35 | 27.78 | 19 | 15.08 | 126 | .96 | 2.61 | Very Important |
| Billing Proce- dures: | 8 | 6.35 | 42 | 33.33 | 55 | 43.65 | 21 | 16.67 | 126 | .80 | 2.29 | Somewhat Important |
| Reputation of Magazine Staff: | 45 | 35.45 | 59 | 46.46 | 19 | 14.97 | 4 | 3.15 | 127 | .61 | 3.14 | Very Important |

format of magazine," with a mean score of 3.00 and a standard deviation of .28; "Ease in placing advertising order," with a mean score of 2.92 and a standard deviation of .72; and "Promotional services," with a mean score of 2.61 and a standard deviation of .96.

"Billing procedures," with a mean score of 2.29 and a standard deviation of .80, along with "Availability of spot colors," with a mean score of 1.94 and a standard deviation of .86 were perceived by respondents as being "somewhat important" to their advertising decisions.

Analysis of Customer Services

This study addressed both customer services that are currently being offered by trade magazines that feature activities of agricultural youth and proposed new customer services that had an anticipated importance to advertising plans.

As can be determined by inspecting the data contained in Table IX, of the 15 listed customer services, respondents perceived 14 as being "very important" to their advertising decisions. Only one service, "Receiving a cash discount for camera-ready ads" received a mean score of 2.37 with a standard deviation of .96, placing it in the "somewhat important" perception category.

Those perceived as being "very important" were as follows: "Free magazines distributed at shows and sales" had a mean score of 3.43 and a standard deviation of .72; "Free

TABLE IX

RESPONDENTS' PERCEPTIONS OF IMPORTANCE OF SELECTED
CUSTOMER SERVICES TO THEIR ADVERTISING DECISIONS

| Customer Service | Distribution by Levels of Importance | | | | | | | | Totals N | Standard Deviation | Mean | Level of Perception |
|--|--------------------------------------|-------|-------------------|-------|-----------------------|-------|------------------|-------|-------------|-----------------------|------|---------------------|
| | Extremely Important | | Very Important | | Somewhat Important | | Not Important | | | | | |
| | n | % | n | % | n | % | n | % | | | | |
| Receiving Flyers: | 35 | 28.22 | 39 | 31.45 | 32 | 25.81 | 18 | 14.52 | 124 | 1.02 | 2.73 | Very Important |
| Receiving Sub- scription: | 40 | 32.00 | 55 | 44.00 | 22 | 17.60 | 8 | 6.40 | 125 | .86 | 3.02 | Very Important |
| Receiving Breed- ers' Directory: | 33 | 26.40 | 52 | 41.60 | 29 | 23.20 | 11 | 8.80 | 125 | .85 | 2.86 | Very Important |
| Design Assis- tance Provided: | 58 | 46.03 | 44 | 34.92 | 17 | 13.49 | 7 | 5.56 | 126 | .88 | 3.21 | Very Important |
| File of Show Result Pictures: | 53 | 42.74 | 46 | 37.10 | 18 | 14.52 | 7 | 5.65 | 124 | .88 | 3.17 | Very Important |
| Proof and Ap- proval of Ad: | 43 | 34.40 | 47 | 37.60 | 30 | 24.00 | 5 | 4.00 | 125 | .86 | 3.02 | Very Important |
| Free Magazines to Ag Teachers: | 68 | 53.54 | 39 | 30.71 | 13 | 10.24 | 7 | 5.51 | 127 | .87 | 3.32 | Very Important |
| Free Magazines at Shows & Sales: | 70 | 55.12 | 43 | 33.86 | 12 | 9.45 | 2 | 1.57 | 127 | .72 | 3.43 | Very Important |
| Free Magazines to Extension Agents: | 62 | 49.21 | 40 | 31.75 | 17 | 13.49 | 7 | 5.56 | 126 | .89 | 3.25 | Very Important |
| Listing on Pig, Sheep or Cattle Pocket Sale Guides: | 52 | 40.94 | 43 | 33.86 | 26 | 20.47 | 6 | 4.72 | 127 | .89 | 3.11 | Very Important |

TABLE IX (Continued)

| Customer Service | Distribution by Levels of Importance | | | | | | | | Totals N | Standard Deviation | Mean | Level of Perception |
|---|--------------------------------------|-------|-------------------|-------|-----------------------|-------|------------------|-------|-------------|-----------------------|------|---------------------|
| | Extremely Important | | Very Important | | Somewhat Important | | Not Important | | | | | |
| | n | % | n | % | n | % | n | % | | | | |
| Racks to Display Flyers at Live- stock Shows: | 30 | 23.81 | 32 | 25.40 | 42 | 33.33 | 22 | 17.46 | 126 | 1.03 | 2.56 | Very Important |
| 30-Days Credit in Paying: | 41 | 32.28 | 47 | 37.01 | 28 | 22.05 | 11 | 8.66 | 127 | .94 | 2.93 | Very Important |
| Cash Discount for Prepayment: | 31 | 24.60 | 45 | 35.71 | 39 | 30.95 | 11 | 8.73 | 126 | .92 | 2.76 | Very Important |
| Multi-month Cash Discount: | 39 | 31.20 | 43 | 34.40 | 31 | 24.80 | 12 | 9.60 | 125 | 1.00 | 2.87 | Very Important |
| Camera-Ready Cash Discount: | 18 | 14.40 | 35 | 28.00 | 47 | 37.60 | 25 | 20.00 | 125 | .96 | 2.37 | Somewhat Important |

magazines mailed to agricultural teachers," had a mean score of 3.32 and a standard deviation of .87; "Free magazines mailed to extensions agents," had a mean score of 3.25 and a standard deviation of .89; "Magazine staff provides assistance in designing ads," had a mean score of 3.21 and a standard deviation of .88; "Magazine maintains a file of show pictures," had a mean score of 3.17 and a standard deviation of .88; "Being listed on pig, sheep or cattle pocket sale guides distributed at livestock shows," had a mean score of 3.11 and a standard deviation of .89; "Receiving a subscription for advertising," with a standard deviation of .86; and "Your proof and approval of ad before it is published," with a standard deviation of .86 both had mean scores of 3.02; "Receiving 30-days credit in paying advertising bills," had a mean score of 2.93 and a standard deviation of .94; "Receiving a cash discount for multi-month ad contracts," had a mean score of 2.87 and a standard deviation of .92; "Receiving a breeders' directory listing for advertising," had a mean score of 2.89 and a standard deviation of .85; "Receiving a cash discount for prepayment of ad bill," had a mean score of 2.76 and a standard deviation of .92; "Receiving flyers with your full page advertisement," had a mean score of 2.73 and a standard deviation of 1.02; and "Racks to display flyers available at livestock shows," received a mean score of 2.56 and a standard deviation of 1.03.

Respondents were given the opportunity to list and rate

any customer services that they were currently receiving that were important to their advertising decisions but which were not listed. Nine customer services were listed by respondents and each was rated "extremely important." Those nine customer services were as follows: "Receiving magazine before next deadline," "Delaying payment until revenue is generated," "Offering multiple-ad contracts," "Not changing ads that are customer-designed," "Offering special rates for special people," "Magazines reflecting large regions," "Receiving a copy of magazine that has ad in it," "Representatives calling to remind of ad deadlines," and "Returning pictures to advertisers." One other customer service listed by a respondent was rated in the "very important" category. That service was "Foreign distribution."

Respondents were asked to rank order a selected set of proposed customer services as to their anticipated importance to their advertising plan. These findings are detailed in Table X. In order to determine the group's response, an overall ranking of the three proposed services was determined. This was accomplished by multiplying the number of respondents in each rank category by the value of that category, summing these products, and dividing that total by the total number of respondents. This yielded a mean rank. The overall rank order was then established on the basis of the mean rank values with the lowest mean rank being the first-ranked item, etc.

A "Toll-free phone number for ordering advertisements

TABLE X

RESPONDENTS' RANKINGS OF PROPOSED CUSTOMER SERVICES AS TO IMPORTANCE TO ADVERTISING PLAN

| Proposed Customer Services | N | Distribution by Rank Order Category | | | | | | | | Sum of Ranks | Over- all Mean Rank | Rank Order |
|--|-----|-------------------------------------|-------|----|-------|----|-------|---|------|--------------------|---------------------------|---------------|
| | | 1 | | 2 | | 3 | | 4 | | | | |
| | | n | % | n | % | n | % | n | % | | | |
| Toll-free phone number | 122 | 74 | 60.66 | 20 | 16.39 | 27 | 22.13 | 1 | .82 | 211 | 1.74 | 1 |
| Newsletter concerning policies, distribution and upcoming promotions of magazine | 115 | 28 | 24.78 | 60 | 53.10 | 25 | 22.12 | 2 | 1.74 | 231 | 2.00 | 2 |
| Newsletter with educational tips on promotional campaigns | 113 | 19 | 16.52 | 35 | 30.43 | 59 | 51.30 | 0 | 0 | 266 | 2.35 | 3 |

Other proposed customer services included by respondents which received only one response were as follows: "Sending magazine on time," "Taking time to discuss entire ad strategy with advertiser," "Magazine representatives available at sales," and "Keeping ads as inexpensive as possible."

and asking questions" had an overall rank order of first with an average rank of 1.74. Second in the overall ranking was a "Newsletter concerning the policies, distribution and upcoming promotions of the magazine," with a average rank of 2.00. Third ranked overall was a "Newsletter with educational tips on designing and conducting effective promotion campaigns," with an average rank of 2.35. Other proposed customer services not listed on the questionnaire but included by respondents and receiving only one response each were as follows: "Sending magazines on time," "Taking time to discuss entire ad strategy with advertiser," "Magazine representatives available at sales," and "Keeping ads as inexpensive as possible."

CHAPTER V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

The purpose of this chapter is to present a summary of the study, conclusions and recommendations. The conclusions and recommendations presented are based on summarization, analysis and interpretation of the data collected.

Summary

Purpose of the Study

The purpose of this study was to determine how advertisers perceive the importance and effectiveness of attributes and customer services provided by trade magazines featuring activities of agricultural youth.

Objectives of the Study

To accomplish the purpose of the study, the following objectives were developed:

1. To determine perceptions of advertisers as to the importance of selected attributes when choosing a trade magazine.

2. To determine the importance of selected customer services as perceived by advertisers.

3. To determine if advertisers desire additional customer services from trade magazines to assist them in their promotion plans.

4. To develop recommendations and make suggestions that may be used by these trade magazines in determining which attributes and customer services to offer to assist advertisers in the promotion of their products.

Rationale of the Study

Trade magazines featuring activities of agricultural youth have different attributes and offer many different customer services to assist advertisers in the promotion of their events and products.

As costs of production and distribution increase, trade magazines need information that will assist them in determining what attributes and customer services are important to advertisers and which of these are effective promotional tools for advertisers.

Objectives of trade magazines are to provide customer services to assist advertisers in promotion of their events or products. In deciding which services to eliminate, adjust or add, it is important to first know which are important to the advertisers.

Trade magazines which feature activities of agricultural youth serve much more than the traditional magazine activities of providing a news source for their subscribers. These magazines also serve many of the functions of adver-

tising agencies in the creation of entire advertising plans for their customers.

Review of Literature

Customer services, customer perceptions and effectiveness of advertising were key components of this study which were further investigated through a review of literature.

Customer services are part of the overall marketing strategy of a product and range from personal services to service as a product itself (Gronroos, 1986).

One way to describe customer services is to divide them into two categories: minimum service and value-added service (Cina, 1989). Minimum services are the bare necessities needed to serving the customers while value-added services include those extra services beyond the expectations of the customer. Cina also noted that a company must be better than the competition at identifying and managing customer needs in order to create satisfied customers.

There are several aspects to consider when establishing customer services in a business. Those aspects include how easy the customer will understand the customer service, what will be its impact on the employees, how will it affect the existing programs, is anybody else doing it successfully, what can go wrong, will it give an advantage over the competition, what is the cost, will it make money and when should it be evaluated (Sewell, 1990).

The customer's perception of a product is an important

influence in the customer's purchasing decisions (Horowitz, 1975).

Customer expectations have an effect on the perceptions a customer has about a product or service (Pope, 1993). For a business to stay competitive, it must decide on its priorities from the customer's perspective and to determine the level of performance that the customer expects.

The market share enjoyed by a company and the image consumers have about its products are tied very closely together (Lele, 1987). Image is determined by the design, overall quality, after-sales support and the resale value. Lele also pointed out that when the costs outweigh the additional profit, the importance of customer satisfaction declines, and that it is important to be aware of the relationship between the market share and overall profitability.

Ten signals that a business sends to the customer that could affect the customer's perception of quality were identified by Linneman and Stanton (1991). The signals identified are as follows: reputation of the firm; impressiveness of the customer list; perceived dominance and/or stability of the product or service; packaging of the product or service; appearance of the product or service; advertising and brochures; sales force; price; size and financial stability of the company; and appropriateness of the facility.

Effectiveness of advertising in mass media has been studied by many people. Cozart (1967) studied the importance of agricultural advertising to farm families. These

farm families received helpful information from advertisements in farm magazines.

Kelliher (1991) examined the effectiveness of advertisements in magazines. Six criteria were developed to assist advertisers in determining the effectiveness of a magazine: overall image of the publication with consumers; editorial environment; reason of inclusion in reader repertoire; reader need-states and mood; how the publication is read and competitive advertising.

Design and Conduct of the Study

Following a review of the literature related to the topic of this study, the major tasks in the design and conduct of the study were determining the population of the study, developing the questionnaire, collecting the data and finally, analyzing the data.

In the case of this study, once perceptions concerning the importance of attributes and customer services were identified, then decisions about customer services objectives could be made. The resulting mean importance scores of the attributes and customer services allowed categorization into perceived importance categories.

The population consisted of 740 advertisers who have previously advertised in one or more of the 1993 April and 1993 October issues of Ag Youth, Purple Circle, ShowTimes, Showbox, and Show Circuit magazines. The population represented 21 states and five different segments of the agricul-

ture industry as follows: "Commercial Livestock Sales," "Competitive Events," "Educational Activities," "Private Treaty Livestock Sales," and "Business." The sample population consisted of 253 randomly selected advertisers. Completed questionnaires were returned from 127 advertisers from 18 states representing a return rate of 50.20%. Of the advertisers returning the questionnaire, 80 were from Oklahoma and Texas with the remainder distributed fairly equally among the remaining states.

A three-page, structured questionnaire utilizing a four-point, Likert-type rating scale was used to measure the degrees of importance for each attribute and customer service. Nine attributes and 15 customer services from five trade magazines were identified and included on the questionnaire. The dimension of importance was expressed along a continuum ranging from "extremely important" to "not important."

Major Findings

The major focus of this study was to determine how advertisers perceived the importance and effectiveness of attributes and customer services provided by trade magazines featuring activities of agricultural youth.

Of the 127 respondents, almost two-thirds (82.24%) had done either "Private Treaty Livestock Sales," "Commissioned Livestock Sales", or "Competitive Events" types of advertising. The types of advertising done the least were "Educa-

tional Activities" and "Business." Furthermore, more than half (66.14%) of the advertisers responding had conducted two or more types of advertising during the past year.

Almost two-thirds of the advertisers received both the Aq Youth and Purple Circle magazines. The next most popular magazines received by almost half of the advertisers were Showbox and ShowTimes. The Show Circuit was received by less than one-third of the advertisers. A large majority of the advertisers surveyed (73.23%) received more than one of the magazines listed on the questionnaire.

The majority of the advertisers (60.63%) read and kept the magazines they received. Magazines were used for future reference, saved with others, or displayed in a place of business. No one discarded it without reading.

More than 85% of the advertisers perceived that the overall effectiveness of advertising in this type of magazine was either "very effective" or "somewhat effective." With an overall mean score of 2.57. In final analysis, it was determined that advertising in trade magazines featuring activities of agricultural youth was "very effective."

Regarding methods of pricing advertisements, more than three-fourths (87.10%) of the advertisers responding preferred paying one set price that includes everything such as design, artwork, pictures, screens, borders, reverses, etc. The majority of the advertisers responding (61.67%) preferred the 8 1/2 x 11 inch basic size as compared to the Sunday supplement size of 11 x 14 inches. The preferred

method of placing advertising orders was split between being contacted by phone by a representative of the magazine (41.73%) and contacting the magazine and placing their advertising orders themselves (34.65%).

Table XI was developed as a summary of the manner in which respondents valued selected attributes. As summarized in Table XI, the response of "very important" to the questions concerning the importance of attributes on advertisers' decisions were dominant. However, the most importantly perceived attribute, receiving a rating of "extremely important" was "Circulation of the Magazine." Judged as only "somewhat important" was "Availability of Spot Colors." The rank order of attributes in the "very important" category according to power of mean responses was found to be "Overall Quality of Magazine," "Price of Ad," "Reputation of Magazine Staff," "Overall Format of Magazine," "Ease in Placing Advertising Order," and "Promotional Services."

The main focus of the questionnaire was on attributes and current customer services of trade magazines featuring activities of agricultural youth. Advertisers perceived both attributes of the magazine and customer services offered by the magazine as being "very important" to their advertising decisions as indicated by the dominance of "very important" responses in both of these areas.

When looking at customer services, data regarding which are summarized in Table XII, it was found that responses in the "very important" category were dominant. In fact, only

one service, receiving a cash discount for camera-ready ads, fell in the category of "somewhat important."

TABLE XI

SUMMARY OF RESPONDENTS' PERCEPTIONS OF IMPORTANCE OF
SELECTED ATTRIBUTES TO THEIR ADVERTISING DECISIONS

| Attributes | Mean | Level of Perception |
|------------------------------------|------|---------------------|
| Circulation of Magazine: | 3.67 | Extremely Important |
| Overall Quality of Magazine: | 3.29 | Very Important |
| Price of Ad: | 3.17 | Very Important |
| Reputation of Magazine Staff: | 3.14 | Very Important |
| Overall Format of Magazine: | 3.00 | Very Important |
| Ease in Placing Advertising Order: | 2.92 | Very Important |
| Promotional Services: | 2.61 | Very Important |
| Billing Procedures: | 2.29 | Somewhat Important |
| Availability of Spot Colors | 1.94 | Somewhat Important |

Customer services dealing with increasing circulation and distribution ranked highest while services dealing with billing procedures were in the lower end of the category. The order of importance of customer services arranged according to mean responses was found to be: "Free Magazines at Shows and Sales;" "Free Magazines to Ag Teachers," "Free Magazines to Extension Agents;" "Design Assistance Provided;" "File of Show Result Pictures;" "Listing on Pig,

Sheep or Cattle Pocket Sale Guides;" "Proof and Approval of Ad;" "Receiving Subscription;" "30-Days Credit in Paying;" "Multi-month Cash Discount;" "Receiving Breeders' Directory;" "Cash Discount for Prepayment;" "Receiving Flyers;" "Racks to Display Flyers at Livestock Shows;" and "Camera-Ready Cash Discount."

TABLE XII

SUMMARY OF RESPONDENTS' PERCEPTIONS OF IMPORTANCE OF SELECTED CUSTOMER SERVICES TO THEIR ADVERTISING DECISIONS

| Customer Services | Mean | Level of Perception |
|---|------|---------------------|
| Free Magazines at Shows & Sales: | 3.43 | Very Important |
| Free Magazines to Ag Teachers: | 3.32 | Very Important |
| Free Magazines to Extension Agents: | 3.25 | Very Important |
| Design Assistance Provided: | 3.21 | Very Important |
| File of Show Result Pictures: | 3.17 | Very Important |
| Listing on Pig, Sheep or Cattle Pocket Sale Guides: | 3.11 | Very Important |
| Proof and Approval of Ad: | 3.02 | Very Important |
| Receiving Subscription: | 3.02 | Very Important |
| 30-Days Credit in Paying: | 2.93 | Very Important |
| Multi-month Cash Discount: | 2.87 | Very Important |
| Receiving Breeders' Directory: | 2.86 | Very Important |
| Cash Discount for Prepayment: | 2.76 | Very Important |
| Receiving Flyers: | 2.73 | Very Important |
| Racks to Display Flyers at Livestock Shows: | 2.56 | Very Important |
| Camera-Ready Cash Discount: | 2.37 | Somewhat Important |

Proposed customer services were rated as to their anticipated importance to the respondent's advertising plan. A toll-free phone number for ordering advertisements and asking questions was the highest ranked proposed customer service.

Conclusions

The following conclusions were derived by the researcher from an interpretation of the findings of the study and are generalizable to the group which responded:

1. Advertisers in trade magazines featuring activities of agricultural youth are almost exclusively involved in livestock production and livestock marketing with the bulk of their advertising being to promote commissioned livestock and private-treaty sales.

2. Advertisers in these trade magazines are located predominantly in Oklahoma and Texas.

3. Most advertisers receive more than one of the trade magazines and keep back issues for future reference.

4. Magazines of this type are considered by advertisers to be productive means of investing their advertising funds.

5. Advertisers prefer to place their advertisements by methods involving rather close personal interaction with the magazine representatives and to receive a consolidated billing for all services.

6. Advertisers attach a high level of importance to both customer services and attributes of a magazine.

7. The availability of magazines by way of a large total circulation and through distribution of free copies to youth leaders and agriculture families at livestock events are highly valued by advertisers.

8. Advertisers place a high level of importance on attributes and customer services which benefit a broad spectrum of clientele.

9. Advertisers expect to deal with reputable representatives of the magazine.

10. Advertisers choose to place their advertisements in magazines which have high overall quality.

11. Trade magazines which feature activities of agricultural youth are expected to perform many of the functions of an advertising agency in the areas of ad design and product promotion.

12. Magazines which conform to the overall dimensions of the popular magazines found at newsstands are more popular with advertisers.

Recommendations

The following recommendations for developing customer service objectives were made as a result of the major findings of this study. These recommendations pertain to both upstart magazines developing customer service objectives for the first time and existing magazines wishing to revamp their existing customer service objectives.

Those staff working in the area of customer service for trade magazines which feature activities of agricultural youth should consider these following recommendations when designing a customer service package:

1. Since the majority of advertisers have done advertising relating to livestock, existing and new customer services should be designed to focus on this type of advertiser and their needs for promotion of livestock.

2. Magazine publishers need to keep abreast of customer services, overall quality and format of trade magazines.

3. Attributes and customer services which enhance circulation and distribution of the magazine should be retained and/or developed.

4. Attributes and customer services which benefit all advertisers should be the focus of general magazine promotions to solicit advertising accounts.

5. Magazines should be produced within the overall dimensions of 8 1/2 x 11 inches as with popular newsstand magazines.

6. When setting advertising prices, cost considerations of design, artwork, pictures, screens, borders, reverses, etc., need to be taken into account so advertisements can be quoted to the advertiser as one price.

7. Magazines publishers need a written policy that addresses image of magazine representatives.

8. Publishers should train staff in marketing and ad production so they can assist advertisers in promotion decisions.

9. Magazines publishers should install a toll-free number for customers to use in placing advertising orders and getting questions answered.

Recommendations for Additional Research

The following recommendations are made in regard to additional research. These recommendations are judgements based on having conducted and analyzed the study.

1. There should be a study conducted to examine the cost efficiency of customer services and attributes of trade magazines which feature the activities of agricultural youth compared to the market share and overall profitability.

2. There should be a study conducted to examine the relationship concerning customer satisfaction, market share and overall profitability.

3. There should be a readership study conducted for each of the trade magazines represented in this survey.

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APPENDIXES

APPENDIX A
INSTITUTIONAL REVIEW BOARD

OKLAHOMA STATE UNIVERSITY
INSTITUTIONAL REVIEW BOARD
FOR HUMAN SUBJECTS RESEARCH

Date: 01-26-94

IRB#: AG-94-012

Proposal Title: PERCEPTIONS OF ADVERTISERS REGARDING ATTRIBUTES
AND CUSTOMER SERVICES OF TRADE MAGAZINES FEATURING ACTIVITIES OF
AGRICULTURAL YOUTH

Principal Investigator(s): Dr. Robert Terry, Mary R. Peck

Reviewed and Processed as: Exempt

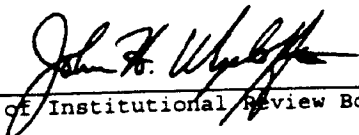
Approval Status Recommended by Reviewer(s): Approved

APPROVAL STATUS SUBJECT TO REVIEW BY FULL INSTITUTIONAL REVIEW BOARD AT NEXT
MEETING.

APPROVAL STATUS PERIOD VALID FOR ONE CALENDAR YEAR AFTER WHICH A CONTINUATION
OR RENEWAL REQUEST IS REQUIRED TO BE SUBMITTED FOR BOARD APPROVAL. ANY
MODIFICATIONS TO APPROVED PROJECT MUST ALSO BE SUBMITTED FOR APPROVAL.

Comments, Modifications/Conditions for Approval or Reasons for
Deferral or Disapproval are as follows:

Signature:


Chair of Institutional Review Board

Date: January 27, 1994

APPENDIX B
CONTACTS WITH RESPONDENTS

February 1, 1994

In the next few days, you'll receive an Agricultural Advertising Survey. Information gather through this survey will be used to evaluate customer services for magazines featuring agricultural youth. Your help in completing and returning this survey will be greatly appreciated.

Thanks,

OSU Graduate Student

February 4, 1994

Mary R. Peck
P. O. Box 339
Sentinel, OK 73664

*As an advertiser in magazines featuring
agricultural youth activities . . .*

*Please help us provide you better
customer services by completing this . . .*

AGRICULTURAL ADVERTISING SURVEY

I am completing my masters degree and am conducting a study of the perceptions that advertisers have in regards to the attributes and customer services of agricultural youth magazines.

Providing customer services which advertisers need is a major concern to those who publish magazines of this type. Information gathered through this survey will be used to make recommendations concerning customer services.

The coded number listed on your survey will be used only for follow-up purposes. Your individual responses will only be a part of the overall analysis and will not be singled out. I am the only person who will have access to your questionnaire.

Your questionnaire is stamped and labeled for your convenience in returning it by **February 14, 1994**. Thank you for your time and consideration.

Sincerely,

Mary R. Peck
Graduate Student
Oklahoma State University

I am wrapping up the details before beginning my final evaluation of my research. To ensure that I have as much information as possible, please return the enclosed survey by March 15, 1994. I know your time is important, and I appreciate your assistance with my research. If your first survey is already in the mail, thanks!

Thanks,

Mary R. Peck
OSU Graduate Student

APPENDIX C
QUESTIONNAIRE

Agricultural Advertising Survey
 March 15,
 Please complete this survey and return by February 13, 1994. Thanks!

Mary Peck
 P O. Box 339
 Sentinel, OK 73664-0339

Mary Peck
 P O. Box 339
 Sentinel, OK 73664-0339

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Agricultural Advertising Survey

Please complete this survey form, re-seal, and return by March 15, 1994. If you have any questions, please call Mary Peck at 1-800-874-4650. Your responses, which are important to the quality of this study, will only be part of the overall analysis and will not be singled out.

SECTION I: Background Information

1. What types of advertising have you done in the past year? *(Check all that apply)*
 - Commissioned Livestock Sales *(Sheep, Some Beef, etc.)*
 - Private Treaty Livestock Sales *(Show, Beef, Some, etc.)*
 - Competitive Events *(Shows, Contests, etc.)*
 - Business *(Show, Supplier, Feed, Clothing, etc.)*
 - Educational Activities *(Conferences, Seminars, etc.)*
 - Other *(Please specify)*

2. Which of the following magazines do you currently receive? *(Check all that apply)*
 - Ag Youth
 - Show Circuit
 - ShowTimes
 - I don't receive any of these magazines
 - Purple Circle
 - Showbox

3. When you receive an issue of the above listed magazines, what do you usually do with it? *(Check only one. If you don't receive any of the above listed magazines, skip to Question #4.)*
 - Read it, then discard it
 - Read it, then keep it for future reference
 - Read it, then display it in a place of business
 - Read it, then save it with others
 - Circulate it to others without reading it myself
 - Discard it without reading

4. I feel the overall effectiveness of my ads in this type of magazine is. *(Check only one)*
 - Extremely Effective
 - Very Effective
 - Somewhat Effective
 - Not Effective

Please turn page and continue. Thanks!

SECTION II: How Important are these Attributes to your Advertising Decisions?

5. Using the following scale, please rate the importance each attribute has on your decision to advertise in magazines featuring activities of agricultural youth. (Check only one box for each attribute)

| ATTRIBUTES | EXTREMELY IMPORTANT | VERY IMPORTANT | SOMEWHAT IMPORTANT | NOT IMPORTANT |
|-------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| •Price of ad: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| •Circulation of magazine: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| •Overall format of magazine: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| •Overall quality of magazine: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| •Ease in placing advertising order: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| •Availability of spot colors: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| •Promotional services: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| •Billing procedures: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| •Reputation of magazine staff: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

6. In pricing advertising, I prefer the following method: (Check only one)
- Paying one set price that includes everything such as design, artwork, pictures, screens, borders, reverses, etc.
 - Paying a charge for each step of ad production such as design, artwork, pictures, screens, borders, reverses, etc.
 - Other (please specify): _____
7. In considering the overall dimensions of a magazine in which to place my advertising, I prefer the following size: (Check only one)
- Basic size (8 1/2" x 11")
 - Sunday supplement size (11" x 14")
 - No preference to size
8. In placing my advertising order, I prefer: (Check only one)
- Being contacted by phone by a representative of the magazine
 - Being contacted in person by a representative of the magazine
 - Being contacted by direct mail with an order form I can send back to magazine
 - Contacting magazine and placing order myself
 - I have no preference in how I place my advertising order

SECTION III: How Important are these Customer Services to your Advertising Decisions?

9. Using the scale below, please rate the following customer services as to their importance to your advertising decisions: (Please check only one box for each customer service)

| CUSTOMER SERVICES | EXTREMELY IMPORTANT | VERY IMPORTANT | SOMEWHAT IMPORTANT | NOT IMPORTANT |
|---|--------------------------|--------------------------|--------------------------|--------------------------|
| •Receiving flyers with your full page advertisement: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| •Receiving a subscription for advertising: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| •Receiving a breeders' directory listing for advertising: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| •Magazine staff provides assistance in designing ads: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| •Magazine maintains a file of show result pictures: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| •Your proof and approval of ad before it is published: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| •Free magazines mailed to agriculture teachers: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| •Free magazines distributed at shows and sales: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| •Free magazines mailed to extension agents: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| •Being listed on pig, sheep or cattle pocket sale guides distributed at livestock shows: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| •Racks to display flyers available at livestock shows: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| •Receiving 30 days credit in paying advertising bills: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| •Receiving a cash discount for prepayment of ad bill: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| •Receiving cash discount for multi-month ad contracts: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| •Receiving a cash discount for camera-ready ads: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| •Others (please list and rate any customer services that you currently are receiving which are not listed): | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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SECTION IV: What Customer Services do you Need?

10. Please rank the following proposed customer services as to their anticipated importance to your advertising plan (Rank 1, 2, etc. in order of importance to you)

- ... A toll-free phone number for ordering advertisements and asking questions
- ... A newsletter concerning the policies, distribution and upcoming promotions of magazine
- ... A newsletter with educational tips on designing and conducting effective promotion campaigns
- ... Other customer services not listed that would improve my advertising plan (please specify): _____



Thanks for your participation!

VITA

Mary R. Peck

Candidate for the Degree of
Master of Science

Thesis: PERCEPTIONS OF ADVERTISERS REGARDING ATTRIBUTES AND
CUSTOMER SERVICES OF TRADE MAGAZINES FEATURING
ACTIVITIES OF AGRICULTURAL YOUTH

Major Field: Agricultural Education

Biographical:

Personal Data: Born in Elk City, Oklahoma, February 25,
1957, the daughter of Kenneth and Evelyn Reisdorph.

Education: Graduated from Putnam City High School, Warr
Acres, Oklahoma, in May, 1975; received Bachelor of
Science Degree in Animal Science from Oklahoma State
University, Stillwater, Oklahoma, in May, 1979;
completed requirements for the Master of Science
degree at Oklahoma State University in July, 1994.

Professional Experience: 4-H Agent, Oklahoma State
University Cooperative Extension Service, 1979-87,
1990-92; Owner and Editor, Ag Youth Magazine, 1988-
present; Co-Owner and Office Manager, Southern
Semen, 1992-present.