

# Effects of the Reward Incentives With Mailed Questionnaires to Farmers' Returning Ratio

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## Abstract

The purposes of this research were to discover the effects of reward incentives with farmers' returning ratio by mailed questionnaires. In this research, 3 variables were added : A — responding suggestions would be served as the reference of improvement for Kaohsiung District Agricultural Extension Journal (KDAEJ), B — sending KDAEJ continuously by the lists of returning questionnaires, C — giving an exquisite gift back. There were 4 treatments designed: I, variable A; II, variable A and variable B; III, variable A and variable C; IV, variable A, variable B, and variable C, respectively. Average returning ratio were 4.80%, 6.98% , 10.86%, 10.25% for I ~ IV treatments respectively. Results showed that the reward incentives raised the returning ratio, and variable C, giving an exquisite gift back, effected especially. It was evaluated that the physical incentive was recommended with the application of returning ratio to farmers' mailed questionnaires.

**Keywords : reward incentive, physical incentive, returningr atio,  
mailed questionnaires.**