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IMPACT OF DIGITAL MARKETING IN AGRICULTURAL SECTOR

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ABSTRACT

Digital Marketing is helpful to farmers to reach out the multiple buyers and get higher prices for their products. It empowers agricultural startups. With the increasing amount of literacy in rural areas and development in agribusiness infrastructures, young farmers are ready to adopt Digital marketing platforms. COVID-19, changes the mindset of farmers to adopt digital marketing. The present study aims at knowing farmers views, awareness and impact of digital marketing in agricultural sector. For this purpose, primary data was collected from 120 respondents. Data was tabulated and analyzed with the help of statistical tools to achieve the objectives of the study.

KEYWORDS: ***Digital Marketing, Impact, Agriculture, Farmers***

INTRODUCTION

India is a country of villages. Rural development is most important element for the countries development. For rural development government has taken many steps. Digital marketing is one of the innovation developments by the government to sell products digitally without the intervention of mediators. Digital Marketing is helpful to farmers to sell their products globally. Digital India movement launched on the 1st July 2015 had its goals cleared of transforming rural India into a digitally empowered economy. After this movement many of the industries are started to sell their products digitally. Young Agriculturalist are ready to adopt digital marketing tools to reach their products globally. Even though digital marketing concept reaches all the business sectors, in agricultural sector digital marketing involvement is less because of the following reasons

1. Lack of Knowledge
2. Security Concerns
3. Startup cost
4. Lack of digital tools
5. Lack of Infrastructure
6. Fear to use
7. Not ready to accept new methods

STATEMENT OF PROBLEM

The up-gradation of technological development has changing the marketing style of products and services. Today many of the companies are prefer to use digital marketing because of number of benefits like cost and time saving, affordability and flexibility. But in agricultural sector many of the farmers are not aware of digital marketing to sell their products. This study tries to identify the Farmers and dealers views, Awareness level and positive & negative impact of digital marketing in agricultural sector.

REVIEW OF LITERATURE

Balu (2020) stated that insufficient extension services and poor access to information leads the gap in the adoption of technology and lead to poor productivity levels in Agricultural sector. He also pointed out that right information at right time plays a crucial role for development of Indian agriculture. A digital technology tool helps young farmers to involve agribusiness in effective manner.

Oseremen Ebhote (2020) concluded that for agricultural development, digital marketing is strongly encouraged and effective transformation. Government has to take necessary steps to give more awareness of digital marketing to farmers.

Sudhakar Reddy (2021) point out that Digital marketing platforms are useful to the farmers as they increase the selling price and reduce the marketing cost of their agriculture output like Cotton Lint, Maize Grains, Paddy , Vegetables etc. Digital marketing is a valuable business and information tool. He also states that digital media helps the marketing of high volumes of agriculture. He suggested that Indian government and states governments must put forth the strategies and frame the policies towards the sustainable digital agriculture market development

OBJECTIVES OF THE STUDY

1. To know the Socio – Demographic profile of the respondents
2. To study the Awareness level of digital marketing methods among farmers
3. To examine the Impact of digital marketing in agricultural sector

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HYPOTHESIS TESTING

1. There is no significant relationship between Educational Qualification and Awareness Level of Different Digital Marketing Tools.
2. There is no significant relationship between Age and Awareness Level of Different Digital Marketing Tools.

RESEARCH METHODOLOGY

Primary Data

Primary data conducted from farmers through interview schedules.

Secondary Data

The various secondary information sources used for the present research include the journals and magazines and websites.

Period of the study

The study was conducted during October 2021 –December 2021

Area of the study

The study is undertaken in Coimbatore district.

Sampling Design

The study covers only the selected farmers. In this study convenient random sampling technique has been used and 120 respondents were selected on random basis.

Tools used for Data Analysis:

The data collected was analyzed through percentages, frequencies and Chi-Square tests are applied for the analysis of data.

LIMITATIONS OF THE STUDY

1. Respondents may be hesitant to provide the necessary information
2. Only 120 respondents were selected for sampling
3. Data is collected only from Coimbatore District

ANALYSIS AND FINDINGS

Table 1: Demographic Profile of the Respondents

Demographics		No. of respondents	Percentage (%)
Gender	Male	97	80.33
	Female	23	19.17
Age(in Years)	18-25	17	14.17
	26-40	45	37.5
	41-50	32	26.67
	Above 50	26	21.67
Educational Qualification	No formal Education	16	13.33
	SSLC	36	30
	HSC	42	35
	Degree Level	15	12.5
	Others	11	9.16
No. of Members in a Family	2	5	4.17
	3	12	10
	4	39	32.5
	Above 4	64	53.33
Family Monthly Income	Below 10,000	25	20.83
	10,000-20,000	41	34.17
	20,001 -30,000	34	28.33
	30,001 -40,000	16	13.33
	Above 40,000	4	3.33

Source : Primary Data

Table 1 clearly states that demographic profile of the sample respondents. It reveals that Male respondents are higher than female respondents. Majority of respondents falls in the age group of 26 - 40 and Higher secondary educational qualification are high as compared to other education groups. Majority of the respondents family have more than 4 members and majority of the respondents family monthly income fall under Rs.10,000 - 20,000.

Table 2 : Source of Awareness about Digital Marketing Platform

S.No.	Source of Awareness	No.of Respondents	Percentage (%)
1	Self Knowledge	21	17.5
2	Dealers	26	21.67
3	Advertisement	41	34.17
4	Through Friends and Relatives	32	26.67

Source : Primary Data

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The above table shows that various sources of awareness about digital Marketing platform. In which most of the respondents are aware about digital marketing platforms through advertisement like TV, News Papers, Social media etc.

Exhibit No. 1 : Source of Awareness about Digital Marketing Platform

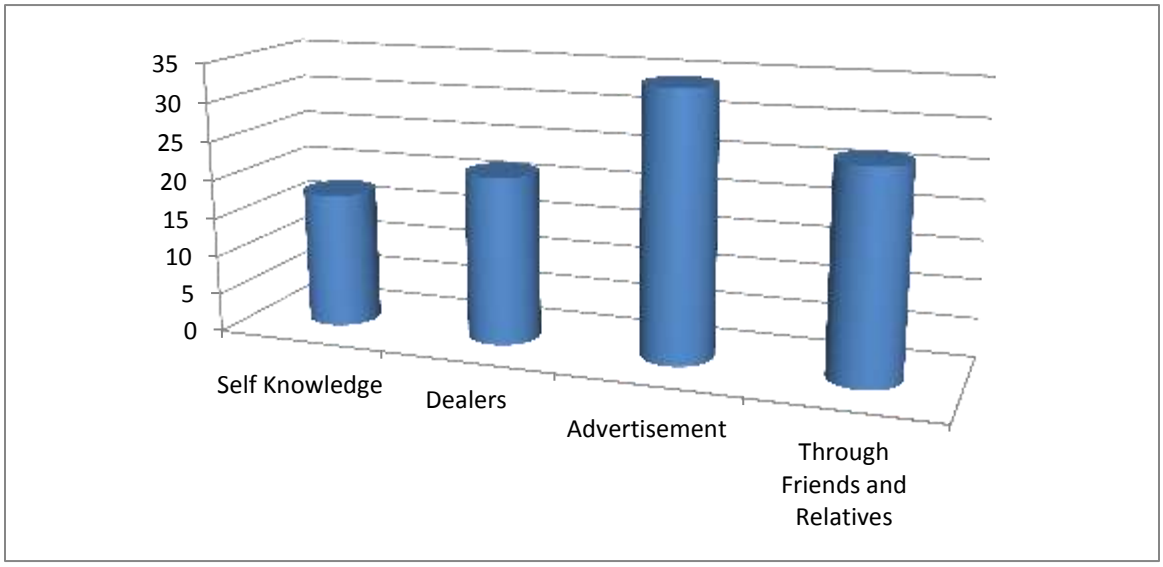

Table 3 : Awareness Level of Different Digital Marketing Methods

S. No	Digital Marketing Methods	Extremely aware	Moderately aware	Somewhat aware	Slightly aware	not at all aware
1	Social Media Marketing	45 (37.5%)	39 (32.5%)	19 (15.83%)	8 (6.67%)	9 (7.5%)
2	E-Mail Marketing	16 (13.33%)	25 (20.83%)	32 (26.67%)	36 (30%)	11 (9.17%)
3	Website	19 (15.83%)	29 (21.67%)	32 (26.67%)	31 (25.83%)	9 (7.5%)
4	Content Marketing	6 (5%)	23 (19.17)	27 (22.5%)	29 (21.67%)	35 (29.17%)
5	Mobile Marketing	42 (35%)	32 (26.67%)	25 (20.83%)	13 (10.83%)	8 (6.67%)
6	Radio and TV ads	52 (43.33%)	35 (29.17%)	15 (12.5%)	16 (13.33%)	2 (1.67%)

Source : Primary Data

The above table clearly states that the awareness level of different digital marketing tools.

37.5% of the respondents are extremely aware of Social Media Marketing,30% of the respondents are slightly aware about E-Mail Marketing, 26.67% of the respondents are somewhat aware about website marketing, 29.17% of the respondents are not at all aware about Content Marketing and 35% of the respondents are extremely aware about Mobile Marketing and 43.33 % of the respondents are extremely aware about Radio and TV advertisements.

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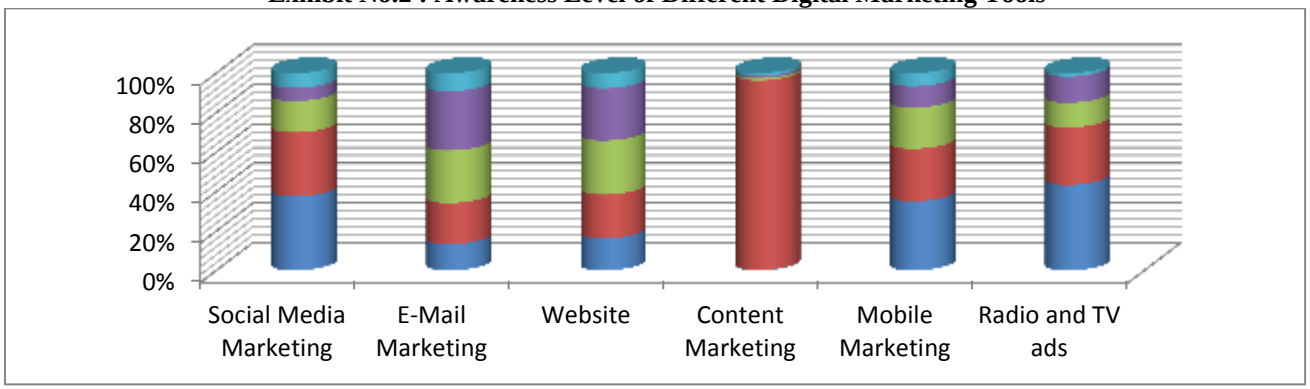
Exhibit No.2 : Awareness Level of Different Digital Marketing Tools



CHI-SQUARE TEST

Null Hypothesis 1

There is no significant relationship between Educational Qualification and awareness level of different digital marketing tools.

Chi-square value =27.35
Table value =35.47
Significant level =5%

Result: Thus the χ2 value is less than table value we accept the hypothesis. Therefore there is no relationship between Educational Qualification and awareness level of different digital marketing tools.

Null Hypothesis 2

There is no significant relationship between Age and awareness level of different digital marketing tools.

Chi-square value = 32.39
Table value = 28.23
Significant level = 5%

Result: Thus the χ2 value is more than table value we reject the hypothesis. Therefore there is relationship between Age and awareness level of different digital marketing tools.

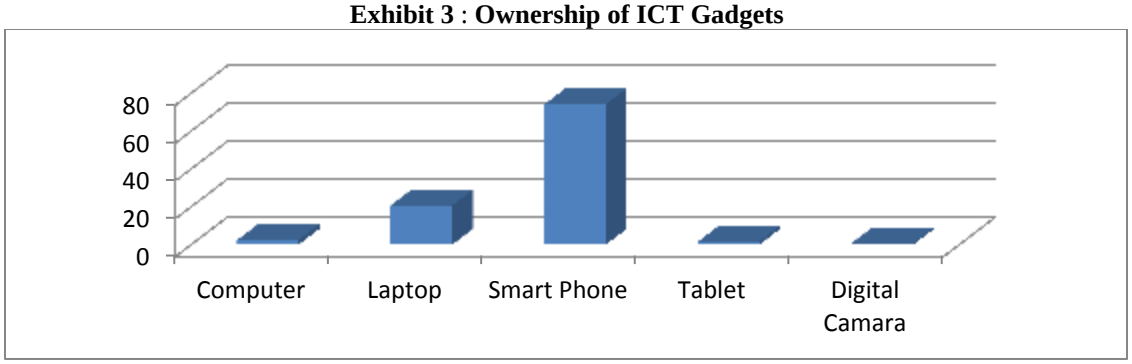
Table 3 : Ownership of ICT Gadgets

S.No	ICT gadgets	No.of Respondents	Percentage (%)
1	Computer	3	2.5
2	Laptop	25	20.84
3	Smart Phone	89	74.17
4	Tablet	2	1.66
5	Digital Camara	1	0.83

Source : Primary Data

The above table clearly shows that various ICT gadgets owned by the respondents.74.17% of the respondents are having smart phone,20.84% of the respondents have Laptop, 2.5 % of the respondents own computer, 1.66 % of the respondents have a tablet and only 0.83% of the respondents own a Digital Camera.

Exhibit 3 : Ownership of ICT Gadgets



SUGGESTIONS

1. State and Central Governments give adequate training to the farmers about digital marketing tools and techniques, Give awareness campaigns about How to use digital marketing in a effective manner to increase their sales.
2. Governments give a technical and financial support to the young and old farmers to increase their sales and profit through digital marketing. During Covid-19 many farmers are affected because of lack of logistic support. If they do their sales through digital marketing definitely their life style and income will grow.
3. Many of the old age farmers hesitate to adopt digital marketing because of fear and security concerns. So the state governments give a proper awareness to them.

CONCLUSION

Digital Marketing plays crucial role in Pandemic period. It helpful to the farmers to increase the selling price and reduce the marketing cost of their products. Many young farmers are ready to adopt digital marketing. Central and state governments conduct awareness campaigns about digital marketing to farmers and make a policy towards the sustainable digital agricultural market development.

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