



# Impact of Social Media on AGRI-Business Marketing In India

“Lakshmaiah Botla – Assistant Professor, Lovely Professional University, Punjab.”

“Simranjit Kaur – Student, Lovely Professional University, Punjab.”

“Rayudu Uday Sivasankar - Student, Lovely Professional University, Punjab.”

Date of Submission: 22-02-2021

Date of Acceptance: 06-03-2021

## ABSTRACT

Social media is potentially supporting agri-business in India for exchanging information among farmers. Online social networking is becoming a useful and powerful tool to share, organize and find content related to agriculture. This study is conducted with the motive to understand and find key points about impact of social media on agri-business in India. The study involved descriptive data for its research. The result outcomes are mainly based on the key findings from online surveys and interviews of local farmers. Results revealed that in India farmers are getting more access to online information regarding technology and it helps in improving their crop yields by providing better knowledge. Various social media applications including Facebook, WhatsApp and YouTube are finding their powerful way in providing information and connecting farmers online. It helps to make easy for the farmers to sell and buy their crops online and at good prices. Various companies took many initiatives to promote this sector, for example: ITC established its E-choupals under the sector of agri-business marketing.

## I. INTRODUCTION

Agricultural marketing or agri-business marketing mainly covers the services which are involved in moving an agricultural product from a farm or field to the consumer. During this process, various services are involved such as planning, organizing, directing and handling of agricultural produce in such a way that it will satisfy farmers, intermediaries as well as consumers also. Mainly agribusiness involves a chain of specified industries which are directly or indirectly involved in the crop production, transformation, provision of agricultural products to the consumers. It is a series of various services start from the point of production to the end point of consumption by the consumers. Agri-business marketing not includes just produce from

land or farming production, but also involves the firms which provides inputs (such as seeds, chemicals, farm credits) and the firms which provides output or final products from the raw agricultural products (such as manufacturing plants, supermarkets). It helps to build a connection between producers of agricultural products and consumers of these products. Now, this sector is undergoing various changes as it is shifting from traditional operations and ways to more specified and equipped operations. The range of agri-business marketing is getting more broaden day by day.

There are three main sectors in agribusiness marketing which are interrelated. Those are input sector, production sector, processing or manufacturing sector. Firstly, the input sector which is a large part of agribusiness and it is helpful to provide various input materials for farming such as feed, seed, machinery, fuel, chemicals, credit and other needful things which they need to operate various production operations. This sector mainly provides 75% of the input which is used in production of agriculture and the trend towards using more purchased input will continue further also like this only.

Secondly, in production sector, nowadays producers have specialized in just one or a few crops or simple types of livestock to become able to enhance the efficiency level of their operations. In this way, they want to become production experts. The change in the production sector is responsible for the major change in agribusiness and they itself changed because of development in the areas of agricultural operations, agricultural technology and other factors.

At last, the processing or manufacturing sector includes the millions of people which are related to various businesses under agricultural sector such as starting from grain elevators to fruits and vegetables plants of processing further to supermarkets to fast food restaurants. It covers all



under this chain. The business under this sector is mainly depends on the raw agricultural commodities which it gets from producers and later on process them into the products which are ready to sell at times, at various places, in various forms and at various prices according to the desire of the consumers. Moreover, the cost involved in these activities is known as marketing bill.

#### **What is the role and impact of social media in agri-business marketing?**

In recent times, social media is a new upcoming area in the marketing of agri-business which is having blogs, microblogs, pages, virtual groups etc. It is becoming very useful tool in agricultural marketing because it is helpful in saving time and cost of the farmers to get information related to agriculture. Among all social media platforms, Facebook is used as a most likely social media for creating pages and profiles related to agri-business and agricultural marketing. Moreover, YouTube is most popular for providing related videos to get information with applications and WhatsApp is the most preferred platform for handy use of social media and for related groups. With the increase of the role of social media in agricultural marketing, many officials are creating their official pages, blogs, profiles as well as related groups on social media platforms which in return, is helping to get related information and to solve related problems. But trust factor of people is a big challenge to adopt social media as a tool for marketing because people or farmers don't have that much trust on e-buying and e-selling of agricultural products and commodities on social media.

#### **Utilities of social media in agri-business marketing**

Today web and web-based media is showing its extraordinary effect that how agriculturists get data identified with horticultural products and afterward how they speak with buyers. Presently, the accessibility of client created media, chiefly online media is assisting agriculturalists with getting free and for all intents and purposes prompt channels and methods of correspondence with which they can undoubtedly draw in with their crowd agrarian individuals. It is shown that with the assistance of utilization of online media, members are getting more dynamic to comprehend and to battle prevailing phony sort of negative messages about creation farming. Ranchers and agriculturists are effectively dealing with their web-based media presence just as different obligations subsequent to getting comfortable to these online apparatuses.

Whosoever, is under the utilization of web-based media advertising for farming, is having positive reaction for their own agribusiness related activities and for more extensive agrarian local area. Yet, there is a significant factor of sexual orientation contrasts in utilizing web-based media as ladies or women are less dependable to utilize web-based media for getting data identified with agri-business.

Under utility interaction, it is increasing the value of the item by covering all the utility components of structure, spot, time and ownership. Which implies it is useful to deal with item into an ideal and required structure as requested by the buyers. With the assistance of web-based media and online availability ranchers become more acquainted with that where their item has real interest or at which place item ought to be shipped. Further, it assists with acquiring data that for the amount it is acceptable to store a harvest yield or produce as indicated by climate conditions and different variables. Also, under belonging utility, it assists with acquiring certainty by the ranchers about their proprietorship on their harvest produce or agrarian items in a lawful manner since they can sell and purchase online their farming items and yield. Web-based media assuming an exceptionally helpful part in advancing agri-business promoting.

#### **E-Choupal initiative by ITC:**

ITC's 'E-Choupal' Initiative: A New System for Rural India ITC's 'e-Choupal' utilizes the actual correspondence capacities of present middle people - assortment, coordinations, counter-party danger and connection financing With a reasonable mix of snap and mortar abilities, town web booths Organized by ranchers - called sanchalaks - themselves, empower the agrarian shared admittance prepared data in their neighborhood language on the climate and market costs, disperse information on logical homestead rehearses and hazard the executives, encourage the offer of homestead information sources and buy ranch produce from the ranchers' doorstep.

The accumulation of the request for cultivate inputs from person agriculturists gives them get to to tall quality inputs from set up and presumed producers at reasonable costs. As a coordinate promoting channel, for all intents and purposes connected to the 'mandi' framework for cost revelation, 'e-Choupal' disposes of inefficient intermediation and different taking care of. Subsequently it altogether diminishes exchange costs. Propelled in June 2000, 'e-Choupal', has as of now gotten to be the biggest activity among all Web- based intercessions in country India.'e-



Choupal' organizations these days connect with more than 3.5 million farmers building up a run of yields - soyabean, espresso, wheat, rice, beats, shrimp - in more than 38,000 towns through about 6500 stands over nine states to be specific Madhya Pradesh, Haryana, Uttaranchal, Karnataka, Andhra Pradesh, Uttar Pradesh, Maharashtra, Rajasthan and Kerala.

Within the developing environment of diminished part of the state in agrarian promoting and input supply and the expanding space being given to the private division, it gets to be basic to investigate the part of the corporate agribusinesses and data innovation in building way better linkages with farmers. There have been a couple of tests in this respect in India within the later past. This article looks at one such case of E-choupals of ITC Ltd. in arrange to look at the part of data innovation in agrarian advancement. After specifying the plan and structure of the extend, it goes on to look at its performance. It is found that the venture has been able to re-intermediate the neighborhood operators rather than dis-intermediating them which would have been more troublesome. The venture has benefited both, the ranchers and the company, in diminishing exchanges costs and figuring it out superior net returns from their operations because it seem decrease data asymmetries.

## II. LITERATURE REVIEW

**Raj, U. R., Satyanarayan, K., Jagadeeswary, V., Rathod, P., Kumar, S. N., & Mahadevappa, D. G. (2020).** Conducted a research Utilization of Social Media for Accessing Scientific Information by Livestock Farmers in Karnataka State. They found that several studies have highlighted emerging ICTs which have the potential to reach the mass population at a limited time despite traditional media. One such developing ICT is Social Media, which is used by most of the stakeholders, plus farmers around the globe. Hence, for documenting its application for livestock information needs among the livestock farmers, an ex-post-facto exploratory study was conducted in Southern Karnataka using 108 purposively selected farmers, which comprised of 36 agriculturists each having a place to dairy, poultry and sheep and goat cultivation with pre-tested organized meet plan. Lion's share of the ranchers in each category were mindful almost social media and had social media accounts with most elevated number of WhatsApp accounts being had by the ranchers. Social media was utilized for getting data around most recent animals' generation and administration hones in all the categories. From these discoveries, it might be

illustrated that the respondents transcendently seen that social media had higher benefits in achieving animals related data and selection of advanced information into hone.

**Mamgain, A., Joshi, U., & Chauhan, J.** wrote a research paper on the Impact of Social Media in Enhancing Agriculture Extension. They stated that Social media is continuously growing and getting the attention of users with the emergence of several smartphones. However, it has not developed broadly for agribusiness in India since of different challenges predominant in country India that are the deficiency of foundation, restriction in cooperation, absence of education in rustic zones, non-institutionalization, need of quality control, etc. These days, social media is continuously being acknowledged in agrarian expansion benefit conveyance but persistently confronting a few challenges. In this way, the require of the hour is to put structures input and endeavors to be made by preparing and other strategies by all partners to guarantee great utilize of its benefits in rural expansion and rustic improvement.

**Ofori, M., & El-Gayar, O. (2020).** Conducted drivers and challenges of precision agriculture: a social media perspective. Precision agriculture, which has existed for over four decades, ensures efficient use of agricultural resources for increased productivity and sustainability with the use of technology. Due to the lingering perception that the adoption of precision agriculture has been slow, this study examines public thoughts on the practice of precision agriculture by employing social media analytics. A machine learning-based social media analytics tool—trained to identify and classify posts using lexicons, emoticons, and emojis—was used to capture sentiments and emotions of social media users towards precision agriculture. The study moreover approved the drivers and challenges of accuracy agribusiness by comparing extant writing with social media information. By mining online information from January 2010 to December 2019, this investigate captured over 40,000 posts examining a bunch of concerns related to the hone. An investigation of these posts revealed bliss as the foremost transcendent feeling, moreover reflected the predominance of positive estimations. Strong administrative and organization approaches that advance both national and universal motivation for Dad selection, and the potential of rural innovation selection to result in net-positive work creation were distinguished as the foremost predominant drivers. On the other hand, the fetched and complexity of as of now accessible innovations, as well as the need



for legitimate information security and protection were the foremost common challenges display in social media discourse.

**Weiping Chen & Si Tan (2019)** Impact of social media apps on producer–member relations in China’s community supported agriculture. This ponder investigated the utilization and affect of a social media app (SMA), WeChat, on producer–member relations in a community supported agriculture (CSA). Our examination of WeChat utilization on the Jiamei Cultivate appears that the SMA helped to cultivate distant better producer–member relationship by interfacing the two bunches over space and time more productively. These discoveries contributed to existing inquire about on CSAs and suggest that ranches can use SMAs for the good thing about all. For example, they could use members’ feedback to enhance their services and create stronger social ties with clients.

**Devesh Thakur and Mahesh Chander (2018)** has conducted a study on use of social media in agricultural extension. This study specifically involved evidences related to this from India. According to this study, now social media is becoming a potential platform to share knowledge and information among farmers and it is helping in building social network with farmers. Facebook, WhatsApp and YouTube are the most prominent used channels. YouTube is providing various kinds of informative videos related to different kinds of farming. WhatsApp and Facebook are more used as platforms for social networking and agriculturists having social profiles, groups and sharing other related contents on these platforms. This is an emerging reach in the field of farming in India.

**Becatien Yao et.al (2018)** conducted a research on role of social media in agricultural marketing of green industry and its impact on sales. According to this study, new-media marketing has gained a good attention and it acts like as a relatively low-cost but high-exposure marketing strategy. The analysis of the research was dependent on the primary data from a survey on US nurseries and other garden centres. The findings of the report indicate that the daily use of social-media marketing is mainly and at large scale is driven by network effect and attitudes of the managers. Additionally, the small-sized firms are able to get more returns from social media use because it increases their sales as compared to large-sized firms.

**Prof. Bite Bhalchandra Balkrishna and Dr. Anand A. Deshmukh (2017)** has composed an examination paper which depends on the investigations of job and extent of online media in agribusiness advertising. This investigation

depended on an enlightening examination and it utilized essential information assortment apparatuses. Meetings were taken from ranchers who utilizes web-based media to gather information and data. The consequences of the examination demonstrated that ranchers can get data with the assistance online media and it saves their time just as cost too. Facebook is the most utilized stage for agri-business pages and profiles. YouTube are likewise exceptionally mainstream in this field to get different data. WhatsApp is the following most usable application and it is primarily liked by related gatherings. Yet at the same time, individuals and ranchers have less trust on e-purchasing and e-selling of horticultural items via online media stages.

**Oliver Meixner et.al. (2015)** directed an examination on the point that how CSR exercises by means of web-based media stages is useful for discovering openings and difficulties for little measured and medium-sized ventures in the area of agri-food. The consequences of this investigation uncover about the current circumstance concerning usage of different CSR exercises in little and medium-sized undertakings with the assistance of web-based media channels and stages. Different freedoms and difficulties are mulled over of the online media applications.

**Danielle White, Courtney Meyers et.al (2014)** has led an examination on how web definitively affects agriculturists to get data and how they use web and online media applications to speak with shoppers. As per this examination, web-based media or web gives agriculturists a free stage or essentially immediate channel to connect and draw in with their crowd individuals or purchasers. This examination was based to investigate utilization of web-based media by agriculturists for agri-business and advertising. The outcomes and discoveries of the exploration showed that with the assistance of web-based media members turned out to be more dynamic and they are skilled to battle prevailing negative messages about creation and different elements identified with agribusiness. They got ready to deal with their web-based media presence and equilibrium different duties. In summarize, web-based media clients in agri-business are sure about this utilization and it gives them a wide rural local area.

**White, Danielle (2013)** has conducted a research to find and explore experience of agriculturists in using social media to communicate related information of their agricultural production and operations. The study was based on descriptive, qualitative research design which involved interview





of different agriculturists and the key findings of this research indicated that the agriculturists were first motivated at initial stage to use social media because they were having that desire to speak on behalf of farming and agriculture. This study provides an idea that how agriculturists and farmers use social media for their agri-marketing efforts and business. This platform is providing an easier channel to communicate and transfer information related to agri-business and marketing and other agricultural operations.

**Kamani K.C., Ghodasara Y.R., Soni N.V., and Parsaniya P.S.** conducted a research on the topic how WhatsApp is empowering Indian agriculture. It is considered as a positive step towards digital India. As agriculture and its allied sectors play an important role in the economy of India as India is an agrarian country. According to this study, the development in this sector is very much important. Now most of the village farmers as well as having smart phones or mobile phones. They are accessing various social media platforms preferably WhatsApp to get information and share data about agriculture or farming. This study includes the SWOT analysis of using WhatsApp by the farmers in the agricultural field to get related information and knowledge regarding farming and agriculture sector.

**A study conducted by Luisa Sturiale and Alessandro Scuderi (2013)** had written a research paper on evaluation of social media actions in different forms for agri-food system. According to the results of this study, social media is helpful to contribute right form of communication strategies both in the traditional way or virtual way. This research also talks about the consumer behavior and purchasing trend with the influence of using social media channels in agri-food systems.

#### OBJECTIVES OF THE STUDY

- To understand the role of social media and information technology in agri-business.
- To know the future scope of the social media applications in agricultural marketing.
- To know about the various social media applications related to agri-business in India.

#### RESEARCH GAP

There are many case studies and researches done to cover the role of social media in agri-business but still there is a gap between Millennial Consumers, Social Media, and Agricultural Branding Programs.

### III. RESEARCH METHODOLOGY

Research methodology is a theoretical, systematic analysis of methods practiced to the field of study. It is the general research procedure that outlines the way in which research is to be done and identifies the process to be used in it. Research methodology is a way in which the problem is solved by adopting logical steps. The methods define the modes of data collection or how a specific result can be obtained. In methodology much attention is given to the kind and nature of processes that is to be followed in a certain procedure or to achieve an objective. In other words, research methodology is a procedure in which a research describes, evaluate and predict the phenomenon. Keeping in view all these objectives, the present section deals with the following steps:

- Research method
- Sampling
- Tools
- Procedure of data collection
- Statistical technique

#### Research Method

In all research work, research methods are most important to conduct any investigation. Research is not simple task; it requires a specific way along with defined steps. In this study the method was descriptive survey. This method analyses records and interprets the current scenario. It involves comparison and contrast, and attempts to investigate the differences, relationship and affect existing among the variable which are not altered (Best 1992). Descriptive study describes and explains "what is". It is alarmed with situation at present, opinions which are held, processes that are going on consequence are evident that are constructed. This method involves surveys and fact to look for different kind of findings. The main aim of descriptive research is to explain the state of relationships at present. So, the present study was conducted to investigate Impact of Social Media on Agri-Business Marketing in India

#### Sampling

Sampling is the procedure of taking a unit from a population of interest so that we can generalize the results to the population from which the sample was taken. In this present study the farmers are to be taken as sample. The sample size of the study is 200 farmers.

#### Scoring



To find out the score of the respondent the weightage assigned to all items were added. The sum formed the total score of the respondent. A Likert Scale is a type of scale which has five response categories in the options that ranges from “strongly disagree” to “strongly agree” and the respondents are required to share their degree of agreement or disagreement by choosing the option best suited to him. The questionnaire also had dichotomous question. It is a type of nominal scale which consists of only 2 labels. for example, Yes/No. Moreover, the questionnaire had Nominal without Order questions. This type of nominal scale

has no sequence as such. So, such scale was also utilized in the formation of questionnaire. If the respondent scored a high on the questionnaire, that would indicate that the respective result capacity.

#### Statistical Analysis

Primary data: Close Ended Questions circulated among farmers and gathered data.

Secondary Data: Articles, Research papers.

Sample Size: 200.

Scale Used: 5-point Likert Scale.

Analysis tool: Microsoft Excel 2016.

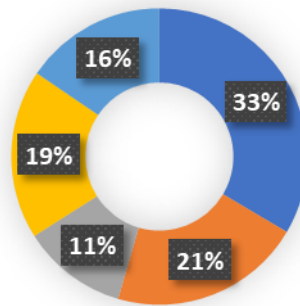
## IV. RESULTS

### INTERPRETATION

#### Graph.1

I am benefited by use of social media for Agri marketing

200 responses



■ Strongly Agree % ■ Agree % ■ Neutral % ■ Disagree % ■ Strongly Disagree %

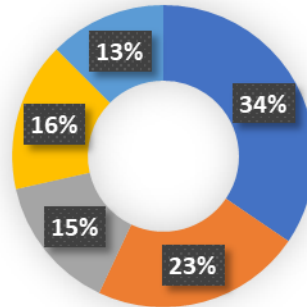
Use of social media is becoming prominent in every field and it provides some kind of benefits also to users. In the same way, while conducting study that how many are benefited by use of social media for Agri marketing, 33% people are strongly agree with the statement and 21% are in the favour of agree remarks. These people are getting benefited

because they are much aware about usage of smart phones and come under youth. 11% have their neutral opinion and the total percent of the people who feel that they are not getting any kind of benefit by use of social media for Agri marketing is 30% including who are disagree and strongly disagree.



**Graph.2**

**I am aware of application of social media in Agri marketing**  
200 responses



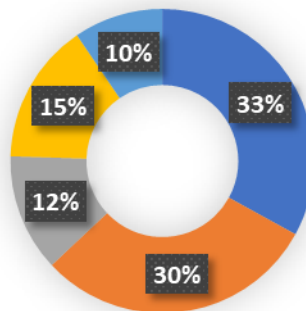
■ Strongly Agree % ■ Agree % ■ Neutral % ■ Disagree % ■ Strongly Disagree %

This figure represents that around 34% people of the total are strongly agreed that they are aware of social media applications usable in Agri marketing while 23% are also agree with the same. On the other hand, 16% are disagree and 13% are strongly disagree that they are aware of such

applications. Whereas 15% showed their neutral reaction. This difference in getting aware comes because of their literacy level, interest in using such applications or because of no availability of smart phones.

**Graph.3**

**The knowledge that I am getting from Social media is being helpful in selling produce at local mandis.**  
200 responses



■ Strongly Agree % ■ Agree % ■ Neutral % ■ Disagree % ■ Strongly Disagree %

As per analysis, 63% of the total including who are strongly agree and just agree admit that the knowledge they are getting from social media is helpful for them to sell their crops at local mandis. This is because they are actively showing interest and eagerness to know the things over social media related to Agri marketing. Whereas 12% have their neutral reaction. On the other hand, only 25% of the responded that their knowledge from social media is

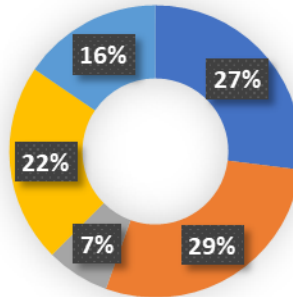
not being helpful for them while they go to sell their crops because local mandis have some different operations than online or advanced Agri marketing. Among these 25% who are not in the favour, 15% are those who are disagree and remaining 10% are strongly disagree.



Graph.4

What's App groups (Krishijagran) providing keen knowledge of new techniques and new seed varieties.

200 responses



■ Strongly Agree % ■ Agree % ■ Neutral % ■ Disagree % ■ Strongly Disagree %

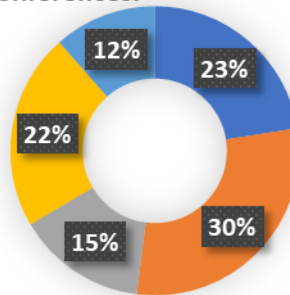
Generally, separate WhatsApp groups are made for the farmers concerning online platform for Agri marketing. Among those, around 27% are strongly admitting that they get enough information about new farming techniques and seed varieties with the help of WhatsApp groups and more 29% people who responded agree are in the same favour.

But there are approximately 38% respondents who didn't agree with this statement. While there were only 7% people who were confused between their knowledge whether they are getting useful information or not about new farming techniques and seeds.

Graph.5

Social media keeps me on update, finding the opportunities like to attend Kisan mela and to attend Agriculture Conferences.

200 responses



■ Strongly Agree % ■ Agree % ■ Neutral % ■ Disagree % ■ Strongly Disagree %

The figure depicts that 23% respondents strongly believe that social media provides them update to get facilities such as attending Kisan Mela or to attend any Agricultural conferences. Moreover, another 30% also showed their favour for this by responding Agree. These people are specially those

who are active users of social media in Agri marketing. In contrast, 34% where 22% are disagree and 12% are strongly disagree on getting any update for Kisan Mela or any other conference. While 15% are those who believes that sometimes they get very limited information about that through social media.

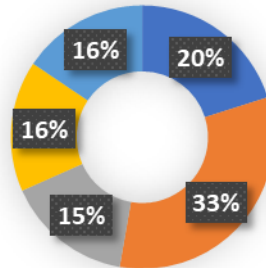




Graph.6

Apps like Instagram and Facebook helps me in identifying new Post harvesting techniques and in damage control of produce for good market conditions.

200 responses



■ Strongly Agree % ■ Agree % ■ Neutral % ■ Disagree % ■ Strongly Disagree %

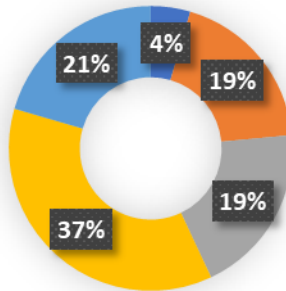
More than half of the respondents where 20% are strongly agree and 33% are agree, believe that usage of apps such as Instagram and Facebook help them in various ways to get information to identify new post harvesting techniques and about damage control of crops. Whereas 16% were responded disagree and 16% strongly disagree

which means they don't feel that they get any benefit like that as per the statement by using social media Apps like Instagram and Facebook. Among all, 15% were those who believes that these apps don't provide them related information all the times. Hence, they opted neutral reaction.

Graph.7

Traditional Market is more benefiting than E Market for getting good value for the produce.

200 responses



■ Strongly Agree % ■ Agree % ■ Neutral % ■ Disagree % ■ Strongly Disagree %

With the scope of internet most of the things including selling and buying of the crops is becoming online. As per analysis, it is looking like farmers are getting more satisfied with the online modes of Agri marketing. Among all respondents, 58% showed their positive responses in the favour of E markets means they are disagree that traditional

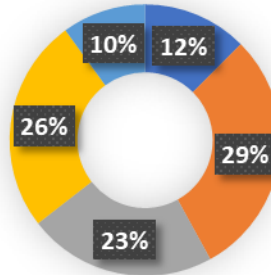
markets are more benefiting than E markets to get good value for the produce. In opposite, only 23% are those who still believe that traditional markets are better than E markets in providing good value for their produce. Whereas 19% are those who consider both the markets at equal level.



**Graph.8**

**Shifting from Traditional Market to E market with the help of social medial is an additional advantage to gain more profits.**

200 responses



■ Strongly Agree % ■ Agree % ■ Neutral % ■ Disagree % ■ Strongly Disagree %

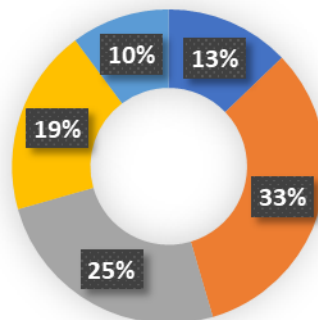
Shifting from traditional ways to internet or online modes is common nowadays and this change is pretending with a good speed. The analysis of the study shows that people have mixed responses to positive and negative side of the view regarding their perception that shifting from traditional market to E market with the help of social media is an additional advantage to gain more profits. 12%

respondents are strongly agree and more 29% are agree with the statement. Other 23% are still unable to give their decision to one way. For them, both the markets have their own balance. But among all, 26% are disagree and 10% are strongly disagree with this view point means they are in more favour to traditional markets.

**Graph.9**

**The Buyers on Social media platform offers good value and available throughout the harvesting season.**

200 responses



■ Strongly Agree % ■ Agree % ■ Neutral % ■ Disagree % ■ Strongly Disagree %

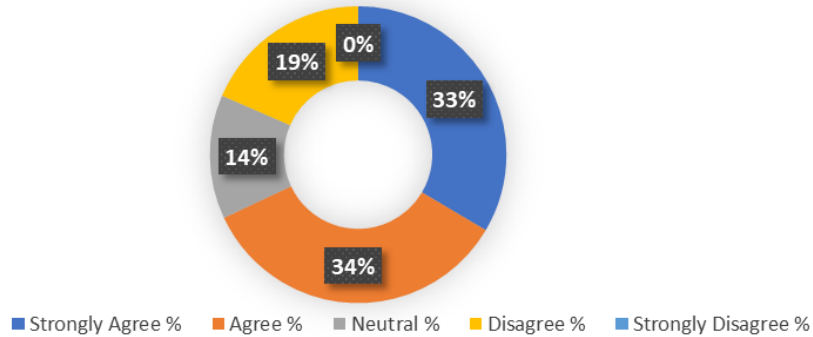
This figure interpretates that 46% of the respondents believes that the online buyers offer good value to their produce and are available throughout the harvesting season. These are the people who have strong interest in online marketing and make more usage of social media for Agri

marketing. One fourth of the total respondents are those who have neutral reaction means neither they are in favour of this facility nor against to it. While 29% have their counter views that online markets don't offer them good values for their produce.



**Graph.10**

**I have faced difficulties in the process of adopting to smart applications of social media.**  
200 responses

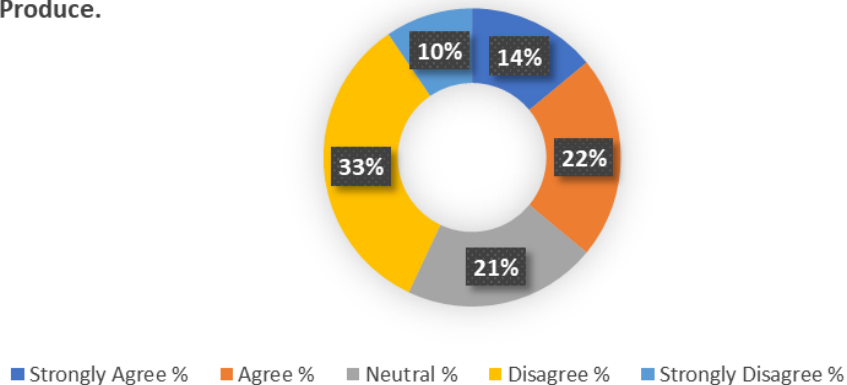


Approximately 67% of the respondents says that they have faced difficulties while adopting to smart applications of social media. Among these, 33% are those who are strongly agree and 34% are those who are also agree that they have faced many difficulties

to learn the processing of social media apps. In contrast, 19% are those who easily adopted facilities of smart applications. Whereas 14% neither learned so easily and nor faced much difficulties to adopt social media applications.

**Graph.11**

**Social media is creating more impact and creating more trust on E-Selling and E-Buying of Produce.**  
200 responses



As per analysis, there are around 14% respondents who are strongly agree and 22% who are just agree claim that social media is creating more impact and creating more trust on E-selling and E-buying of crops' produce. On the other hand, most of the respondents are disagree with this statement. Around one-third of the total respondents

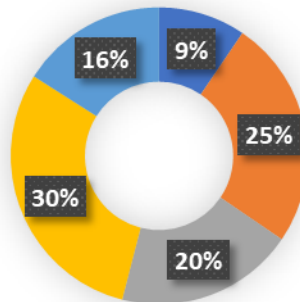
showed that they are disagree and additionally, more 10% claimed that they are strongly disagree that social media is creating more impact and trust on online Agri Business. Rest of the people showed their neutral reaction towards this.



Graph.12

Social Media is not adding any knowledge and misguiding me in the addition of value to commodities.

200 responses



■ Strongly Agree % ■ Agree % ■ Neutral % ■ Disagree % ■ Strongly Disagree %

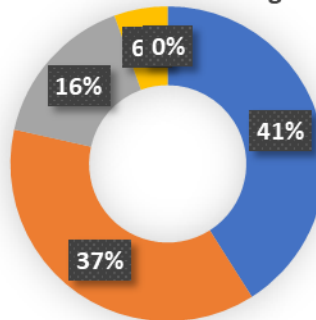
This figure shows that 9% people are strongly agree that social media is not adding any knowledge and misguiding them in the addition of value to commodities. In the same way, another one fourth respondents also said agree with this

statement. While 20% of the total are having neutral reaction and rest of the 46% are admitting that social media is adding some knowledge and not misguiding them in any way.

Graph.13

The inaccuracy or delay in updating the continuous changing prices on various social media applications creating great confusion over selling with actual market price

200 responses



■ Strongly Agree % ■ Agree % ■ Neutral % ■ Disagree % ■ Strongly Disagree %

More than three-fourth of the total respondents feel that inaccuracy or delay in updating the continuous changing prices on various online platforms creates great confusion over selling. 37% are agree and 41% are strongly agree with this statement and another 16% are not in favour as well

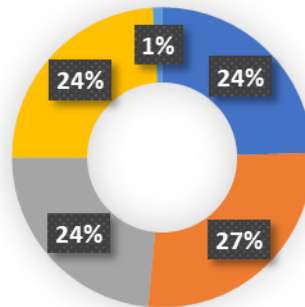
are not against this view point. In contrast, very few people, that is, just 6% people went disagree with this statement that delay in updating changing prices over online platforms creates any confusion for them.



**Graph.14**

**I think limitations of use of social media in agriculture marketing is negligible as compared to its benefits.**

200 responses



■ Strongly Agree % ■ Agree % ■ Neutral % ■ Disagree % ■ Strongly Disagree %

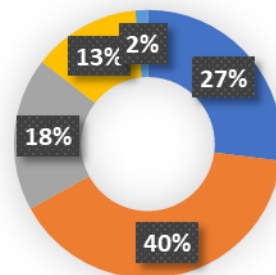
For the limitations of social media, most of the respondents have view point that these limitations are negligible as compared to its benefits. In favour of this, 24% people agreed strongly and more 27% agreed for the same in

limited manner. Another 24% have the neutral perception. While rest of people, among which 24% are disagree and 1% is strongly disagree with the statement.

**Graph.15**

**The new “One Nation One Market” policy from the government is encouraging Social Media presence of every farmer and Social media Agri marketing.**

200 responses



■ Strongly Agree % ■ Agree % ■ Neutral % ■ Disagree % ■ Strongly Disagree %

From the study, it is analysed that 40% of the total respondents are agree and 27% are strongly agree that the new “One Nation One Market” policy from the government positively show its influence in social media Agri marketing and on farmers to increase their social media presence. 18% respondents gave neutral reactions. While 13% are

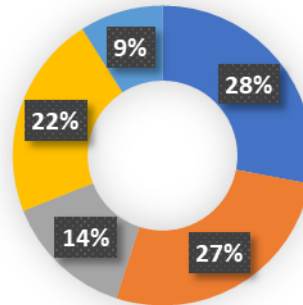
disagree and 2% strongly disagree with the statement. They have their opinion that “One Nation One Market” policy of the government is not the reason for the farmers to increase their social media presence and this policy is not showing much effect on social media Agri marketing.





Graph.16

I am more satisfied with the social media Agri marketing  
200 responses



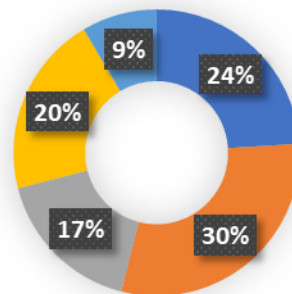
■ Strongly Agree % ■ Agree % ■ Neutral % ■ Disagree % ■ Strongly Disagree %

The conducted study shows that there is a good number of people who believe that they are more satisfied with the social media Agri marketing. There is total 27% respondents who are agree and another 28% respondents who are strongly agree

with this statement. While 14% of the people have their mixed perceptions and they opted for neutral reaction. Remaining 22% and 9 % are disagree and strongly disagree correspondingly.

Graph.17

I promote social media Agri marketing to my friends.  
200 responses



■ Strongly Agree % ■ Agree % ■ Neutral % ■ Disagree % ■ Strongly Disagree %

There are many people who promote social media Agri marketing to their friends or to others also. From the total respondents, 24% are strongly agree and 30% percent are agreed in the limited way to say that they promote social media Agri marketing to others also whereas 17% showed their neutral favour. To respond against the statement, 20% said that they are disagree and remaining 9% said they are strongly disagreed.

## V. FINDINGS

The principal outcomes of this research project signify the impact of social media on Agri-

business marketing in India by including various identifying factors into consideration. This study reveals the key findings that how preferences of the farmers change or develops with the use of social media.

The determinants such as awareness, benefits by using social media in Agri marketing, E-selling and E-buying rather than traditional methods, availability of usage of social media through smart phones, convenience to understand, and consideration of factors such as age of farmers, literacy level, total time spend, interest, and preferred method of doing crop business that is,



online of traditional were analysed to understand the impact of the social media on Agri marketing.

By using dependent variables such as benefits, getting knowledge about new farming techniques and new seed varieties by using social media, getting information about various Agriculture conferences, creating trust on E-selling and E-buying, helps to understand the overall impact of the social media on Agri marketing in India in a general way. It is noted that more than old age farmers, farmers come in the age of adults are more aware about the applications of social media in Agri Business and getting more benefit out of it such as they are getting knowledge about new farming techniques, new seed varieties, information that is being helpful for them to sell their produce in local markets, update about various government opportunities for farming, information to identify post harvesting techniques and to get climatic knowledge to take care of crop produce.

There is more impact of social media in Agri marketing on the farmers belong to adult age as compared farmers which are above age 50. There are possibly two reasons which are seen during conductance of study. First is, there is more availability of smart phones to the people having age less than 50 years. Second reason is, literacy level which bounds awareness to use social media with it. Proper use of smart phones is only possible with proper awareness and knowledge in which old farmers shows some lacking. Because it is noted from the study that approximately 70% of the farmers believe that they have faced difficulties in the process of adopting to smart applications of social media.

Moreover, WhatsApp groups such as Krishijagran are very helpful to provide extra knowledge about Agri business to farmers. People make more use of WhatsApp, Facebook and Instagram to get knowledge about various new farming techniques and other agriculture information. Most of the people show their favour to these applications and there are very less who consider that they are not getting any benefit out of using these applications for farming purpose.

Additionally, more than 50% of the farmers showed their positive response that E-marketing is more beneficial for them to get good values for their crop produce and with the same good response, they admit that shifting from traditional market to E-market with the help of social media is an additional advantage for them to gain more profits. But still online selling and buying of farmers' produce is unable to gain proper trust of the farmers for E-

market. Most of the farmers responded disagree on their trust on E-market.

The only big limitation of using social media in Agri business is the delay or inaccuracy in updating the continuous changing data such as related to crop prices. Around 75% of the farmers believe that this delay in updating data and inaccuracy creates great confusion for them over selling with actual market price.

Some government policies and initiatives such as "One nation one market" also helps to encourage farmers to use social media in Agri marketing. By taking into consideration the whole usage of social media related to agriculture, it is seen that maximum farmers feel satisfied and promote social media Agri marketing to their knowns. Overall, it is showing a positive impact on the farmers and on Agri business.

## VI. CONCLUSION

Social media will contribute a great deal within the agriculture sector for higher production, promoting and thereby sustained development and agricultural marketing. Barriers to the utilization of social media includes lack of poor and expensive net association and lack of awareness and experience. There is a need of systematic coaching to use social media especially for the betterment of agriculture resulting in an improved life for farmers in villages. The popular social media tools i.e., Facebook, WhatsApp and YouTube are more common apps used for info delivery and sharing across completely different agriculture subsectors such as crops, agriculture, dairy, goat farming. It is an emerging opportunity in the twenty first century for farming's stakeholders, farmers and other agriculturists to get benefits regarding agricultural practices.

As of study the generation gap is also playing significant role keeping the farmers away from the social media. In analysis and while collecting the data we asked farmers to provide their age and availability of phone, there what we know about is the old age are facing some technical issues when the are adapting to the Smart features of social media.

The Land holding and the benefits gain is also having some specific relation, when the landholding is high then the gain is also showing high so there is direct relationship between land and what they gain.



## REFERENCES

- [1]. White, D., Meyers, C., Doerfert, D., & Irlbeck, E. (2014). Exploring agriculturalists' use of social media for agricultural marketing. *Journal of Applied Communications*, 98(4), 72-86.
- [2]. Khou, A., & Suresh, K. R. (2018). A Study on the Role of Social Media Mobile Applications and its Impact on Agricultural Marketing in Puducherry Region. *Journal of Management (JOM)*, 5(6).
- [3]. Yao, B., Shanoyan, A., Peterson, H. H., Boyer, C., & Baker, L. (2019). The use of new-media marketing in the green industry: Analysis of social media use and impact on sales. *Agribusiness*, 35(2), 281-297.
- [4]. Campbell, J. M., & Bickle, M. C. (2017). Bridging the gap between millennial consumers, social media, and agricultural branding programs: a qualitative assessment. *Journal of International Food & Agribusiness Marketing*, 29(4), 346-365.
- [5]. Yoder, A. M., & Murphy, D. J. (2012). Using social marketing to address barriers and motivators to agricultural safety and health best practices. *Journal of agromedicine*, 17(2), 240-246.
- [6]. Mangain, A., Joshi, U., & Chauhan, J. Impact of Social Media in Enhancing Agriculture Extension.
- [7]. Ofori, M., & El-Gayar, O. (2020). Drivers and challenges of precision agriculture: a social media perspective. *Precision Agriculture*, 1-26.
- [8]. Pandey, D. K., De, H. K., & Dubey, S. K. (2020). Social Media Usage Among Agriculture Collegian in North-Eastern India. *Indian Journal of Extension Education*, 56(2), 26-30.
- [9]. Nguyen, T. T. H. (2020). Role of online media in agriculture development in Vietnam. In *E3S Web of Conferences* (Vol. 175, p. 15033). EDP Sciences.
- [10]. Stavrinidi, D. (2020). Drivers and impediments in the adoption of precision agriculture (PA) technologies by farmers in Greece
- [11]. Tomićić-Pupek, K., Pihir, I., & Furjan, M. T. (2020). The Role of Perception in the Adoption of Digital Platforms in Agriculture. In *Proceedings of Mipro*. (Doctoral dissertation, Perrotis College).
- [12]. Keech, D., & Reed, M. (2020). Urban Agriculture as a Field: Governance, communication and collective action. In *Urban Food Democracy and Governance in North and South* (pp. 27-44). Palgrave Macmillan, Cham.
- [13]. Barau, A. A., & Afrad, S. I. (2017). An overview of social media use in agricultural extension service delivery. *Journal of Agricultural Informatics*, 8(3), 50-61.
- [14]. Popoola, O. O., Yusuf, S. F. G., & Monde, N. (2020). Information sources and constraints to climate change adaptation amongst smallholder farmers in Amathole district municipality, Eastern cape province, South Africa. *Sustainability*, 12(14), 5846.
- [15]. Moonsammy, S., & Renn-Moonsammy, D. M. Social Media Application in Agriculture Extension Programming for Small Scale Rural Farmers: Is Knowledge Impeding the Lack of Adoption?