

THE ECONOMIC IMPACT OF SOCIAL MEDIA IN AGRICULTURAL MARKETING

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Received: 07 Oct 2021

Accepted: 16 Oct 2021

Published: 26 Oct 2021

ABSTRACT

Social media is an online platform that facilitates the sharing of information and thoughts through the building of virtual communities. It is expressed as the present world is the world of Social Media. Numerous social media tools like WhatsApp, YouTube, Facebook, LinkedIn, Twitter, etc., are becoming greater ways of sharing information about agricultural produce and agricultural marketing. The use of social media in agricultural marketing is increasing rapidly at the present time. Various service supplier companies are giving enhanced amenities to the farmers. E.g. BSNL is provided that Maharishi plan. Social media permits client to converse honestly with the customers, service providers, data exchanging centers etc. Agriculture farmers are utilizing social media to raising their cultivation at every step. Social media, Information and Communication Technology (ICT) begins sharing of pattern, data and instruction for the exacting source. Rising complex of mobile phones in countryside areas, raise two way communication. Social media is fetching influential tool and hook up millions of people internationally. Agronomist are using social media for the reason that it has capability to join with farmers, agribusiness, agro experts over a environmental detachment.

All of certain point social media in agricultural marketing offers clarification to the agricultural marketing harms. The most important function of social media is sharing knowledge and generate awareness. The majority of popular social media among farmers is Facebook, Twitter, YouTube, LinkedIn, WhatsApp etc. Furthermore the use of social media is on individual basis, they enlighten their stories of success, failure etc., and also express updates concerning harvesting, post harvesting, supporting agricultural produce, marketplace information, solution to the farmers problems if it is related to their familiar areas.

Social media is extremely unusual from conventional media. The users of social media are creating their own groups, pages, community, and blogs to share information. In this group they are also selling, buying agricultural commodities. This is know how to be done by sending images, pictures, links, videos etc. The sharing of information smooth the progress of the marketing of farmers produce and creation of network. There are lots of logs casing agricultural marketing associated information.

KEYWORDS: *Social Media, Information and Communication Technology (ITC), Agricultural, Farmers*

INTRODUCTION

Definition of Social Media

A definition that implies the interactive networking magnitude (e.g. Face book) “We describe social network sites as web-based services that allowing individuals to (1) create a public or semi-public summary within a surrounded system, (2) expressive a list of further users with whom they share a link, and (3) view and navigate their listing of connections and those completed by others inside the system. The nature and arrangement of these connections may be different from site to site.”

With the aim of this paper we are going to discuss the following concepts:

Definition: Social media enable people to create, publish, share, collaborate, discuss and network through a wide range of new, mainly digital, formats and platforms.

Different Types of Social Media: Blogs, Micro blogs (Twitter), Conversational threads, Social Photos, Social Networking (Face book, LinkedIn), Video Sharing (YouTube). Metrics on Social

The main advantage of social media is in agricultural marketing is the capacity to put on affluence of awareness and ideas, chance to ascertain key partnership , prospect to reach wider consumers, professionals in agricultural countryside.

Media: Internet, Mobile Phones, Networks.

Face book: People have their own profile brand, pages, groups

LinkedIn: Join with experts, share details related or become a resources

Twitter: Stick to agricultural marketing experts, tweets habitually, share information, join Twitter gossip.

YouTube: Upload / download videos related

WhatsApp: Groups related to agricultural marketing

Provocations of Social Media use in Agricultural Marketing

- Adoption of social media as a tool of agricultural marketing.
- There is a limited access to social media because of data, network etc.
- There is a need of training and education about use of social media in agricultural marketing.
- People are less trusted on e-buying, e-selling of agricultural commodity on social media.
- All the activities are restricted by time, technology, networks etc.
- Cost of technology use in agricultural marketing is more.

LITERATURE REVIEW

Social media surmounts geographical borders and build communities who share general interests. The users also seek out information from customary media social media platforms. Rhoadesand Hall (2007) noted that there was a large presence

of blogs covering topics on agriculture. This study implemented the benefits and indulgence theory which explicate the inspiration that users select a certain media to gratify their detailed needs. The needs build up the social environment. The presumption states that beneficiary choose the types of media and media inside to accomplish their requirements. The utilize and indulgence links need gratification to a particular medium choice that rests with the audience member.

Social Media in agricultural marketing has a positive impact on the interaction with consumers, the company or brand awareness and sales (Conrad Caine2012; Uitz 2012)The use of social media in the field of agricultural marketing offers great opportunities for the buying, selling of agricultural commodities (Bitcom2012).

Objectives of the Study

- To examine role of social media in agricultural marketing
- To find out the challenges of social media in agricultural marketing
- To recommend various social media and their uses

RESEARCH METHODOLOGY

This study is based on descriptive research over a social media purposively because researcher wants to know the use of social media who meets the characteristic of the study. For this study researchers selected 100 respondents randomly and focus group discussion for the collection of data from the farmers.

Results and Findings of the Study

Table 1: Age Group of the Respondents

Age (Yrs)	No. of Respondents	%
20 – 30	30	30
30 – 40	42	42
40 – 50	25	25
≥ 50	3	4

The above shows that majority of the respondents are were coming under the age group between 30-40years i.e. 42 %.

Table 2: Gender of the Respondents

Gender	No. of Respondents	%
Male	91	91
Female	9	9

The above table reveals that majority of the respondents were male i.e. 91 %and female respondents are 9 %.

Table 3: Educational Status of the Respondents

Educational Status	No. of Respondents	%
Illiterate	6	6
Primary	44	44
Secondary	30	30
Graduate	16	16
Post Graduate	4	4

The above table indicates that majority of the respondents had primary level education i.e. 44% whereas discussion with farmers it is found that farmers are able to use mobile phones and social media on it.

Table 4: Opinion about Social Media

Opinion	No. of Respondents	%
Yes	56	56
No	44	44

The Table shows that most of the respondents have account on social media websites.

Table 5: Frequency of using Social Media

Frequency	No. of Respondents	Rank
Facebook	28	2
Twitter	12	4
YouTube	18	3
LinkedIn	2	5
WhatsApp	50	1

The table shows that most of the respondents are having account on social media. Most of them are using WhatsApp followed by Facebook and YouTube.

Table 6

Frequency	No. of Respondents	Rank
Daily	23	1
Weekly	16	2
Fortnightly	12	3
Sometimes	5	4

The data shows that most of the respondents are visiting Socialmedia dailyi.e. 41%.

Table 7

Frequency	No. of Respondents	Rank
Information seeking	34	1
Sharing information	12	5
Selling / buying of agricultural commodity	13	4
Solution of problem	28	2
Market rates	21	3
Branding of agricultural commodity	9	6

The above table represents that most of the respondents are using social media for information seeking followed by Solution of problem. From the interview of the respondents, it is found that farmers are seeking information on YouTube videos, because the visualize the thing.

Table 8

Highly Satisfied	Satisfied	Neutral	Unsatisfied	Very Unsatisfied
12	21	7	12	4

The above table shows that most of the respondents are satisfied for to view pictures / videos that are posted on social media.

Table 9

Opinion of the Farmer	Frequency	Rank
Adoption of social media as a tool of agricultural marketing	20	4
There is a limited access to social media because of data, network etc.	45	1
No training and education about use of social media in agricultural marketing.	25	2
People are less trusted on e-buying, e-selling of agricultural commodity on social media.	10	3

FINDINGS

Many organizations are having their official pages, blogs, and groups on social media. It is having prompt response for the question. It saves time and cost of the farmers. Farmers getting right information on right time. For example, weather report.

Network providing companies are giving more data in lesser prices. It helps farmers to browse more. Young farmers believe more on use of social media in agricultural marketing. They seek more information on YouTube and Facebook. WhatsApp is the most likely app among agriculture farmers.

CONCLUSION

The results of the study shows that the role of socialmedia in Agricultural Marketing is dominated by males. The age group of farmers is following most between 30-40 yrs. who are using social media effectively. Most of the farmers are using mobile phones nowadays with internet and social media applications in it. Farmers are making use of social media for innovative practices, sharing information etc. The maximum accepted social media in agricultural marketing is Face book, YouTube, WhatsApp, Twitter and Linked In. Most of them login to social sites daily. Various problems in use of socialmedia in agricultural marketing is studied. These socialmedia outlets also provide a platform for those who do not approve of modern agriculture practices.

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