

## THE ECONOMIC IMPACT OF SOCIAL MEDIA IN AGRICULTURAL MARKETING

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### 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