

Impact of Digital Marketing Among Farmers in Agribusiness with Reference to Vivek Enterprises Holenarasipura Hassan

Mr.Shreyas B D¹, Dr. Susheela Devi B Devaru²

¹Student, Department of MBA, Dr Ambedkar Institute of Technology, Bengaluru -560056

²Associate Professor, Department of MBA, Dr Ambedkar Institute of Technology, Bengaluru -560056

ABSTRACT

The Internet & digitalization have changed the entire world. Like other sectors, business of agriculture has taken up digital marketing or internet marketing and expanding to new boundaries and providing services better than the conventional marketing places. In an age marked by technological advancement and evolving marketing practices, this study delves the Impact of Digital Marketing among Farmers in Agribusiness with reference to Vivek Enterprises, Holenarasipura, Hassan. While digital marketing offers numerous advantages such as cost-efficiency, time savings, accessibility, and flexibility. It is aimed to assess farmers' perceptions of digital marketing, gauge its impact on their operations, and discern the positive and negative consequences of its integration into the agricultural business landscape. The significance of this paper determines the impact and to know the potential of digital marketing in the agribusiness sector and to understand how digital marketing in agriculture is better than retail marketing and to know the satisfaction level in farmers towards digital marketing in agribusiness

Keywords: Digital marketing, Retail marketing, Agriculture sector, Agribusiness, Farmers.

INTRODUCTION

India is a rural country. The most crucial component for a country's success is rural development and improving agriculture of the country. The government has taken a number of actions to promote agriculture and agribusiness. One of the innovations developed by the government to help farmers for selling their goods digitally easily without the help of middlemen is digital marketing. Farmers can market their products internationally to any corner of the country or world by knowing the demand with the help of digital marketing. The future of agribusiness in India is expected to be guided by numerous factors, including technology advancements, sustainability concerns, changing consumer preferences, market dynamics, and government policies. There are some trends and potential developments that could shape the future of agribusiness in India. Technology Integration and adoption of advanced technologies like precision agriculture, remote sensing, IoT (Internet of Things), and AI-driven analytics will enhance productivity, reduce resource wastage, and optimize crop management.

Smart farming practices involving automated machinery, sensor-based irrigation, and data-driven decision-making will become more widespread, leading to efficient resource utilization. Young farmers are prepared to use digital marketing tools to market their goods internationally. Everything is spelled out through electronic media in the present era. For farmers to make more money, digital marketing is crucial

in the agricultural and agribusiness sector.

LITERATURE SURVEY

1. **Aasha Anwar, Megha Bose and Mohit Sharma (2022)**, The study titled “Digitalization in Agriculture Marketing” attempted to describe the recent contributor to economic expansion is digital technology, which the majority of businesses are successfully employing for the good of their customers.
2. **Bojkic, Vedrana, Vrbancic, Marijana Zibrin, Dragutin Cut, Martina (2016)**, The study focused on “Digital Marketing in Agriculture Sector” This study explores the content marketing is lowest in the agriculture sector (78% vs. 88% on average across all other industries). Not that the agricultural industry is resistant to change. It demonstrates that non-digital strategies are more significant in this sector.
3. **Dr. N. Rameshkumar -Assistant Professor, Department of Commerce (2022)**, The study Titled “Impact Of Digital Marketing In Agricultural Sector” reveals that agriculturists may extend a large audience of consumers and get high prices for their crops by using digital marketing. It supports new agriculture businesses.
4. **Vasumathi P., Joe Arun C., Loyola Institute of Business Administration (2021)**, The Study Titled “Adoption of Digital Marketing In Agribusiness” The study explores that Digital technology is anticipated to become a new factor in economic growth, and the most of company sectors successfully employ technology to provide value to customers. However, the agriculture industry has tapped into technological resources, notably marketing technology.
5. **KalpanaM and Parimalarangan.R (2021)**, The study Titled “DIGITAL MARKETING IN AGRICULTURE” reveals that moving agricultural commodities from grower to consumers is greatly aided by agricultural marketing. Farmers, traders, processors, and other profit-generating entities benefit from marketing because it is customer-focused.

OBJECTIVE OF THE STUDY

1. To study the impact of digital marketing among farmers for their agricultural businesses
2. To understand the respondents' socio-demographic characteristics
3. To study about farmers awareness in digital marketing strategies.
4. To know how digital marketing of agriculture commodities is better than retail marketing.
5. To study the customer satisfaction in farmers towards agribusiness

Statement of the problem

The marketing of goods and services has changed, as a result there is an advancement of technical progress. These days, a lot of businesses prefer to employ digital marketing due to its numerous advantages, including cost and time savings, accessibility, and flexibility. However, many farmers in the agriculture industry are unaware of the benefits of utilizing E-marketing to advertise their products. This study points to determine the perceptions and impact towards farmers and their level of perception, and the positive and negative effects of digital marketing in agriculture business. The study was to determine the use digital marketing by farmers to promote their agricultural products. The goal of the research was to determine the usage of E-marketing of agricultural products can enhance efficiency and farmers sales turnover.

METHODOLOGY

The design used in the study is descriptive type of research. The descriptive type of research is typically determining frequently with which something occurs or how variables vary together. Structured data is collected to design the primary data and secondary data. The population consist of approximately 200 customers. Sampling unit choose randomly who visits the Vivek Enterprises shop outlet and convenience sampling is positioned on availability and accessibility by forwarding questionnaire.

Sources of Data collection

Primary data

Primary data is the data that is collected by surveyors directly from main origins through interview, survey and experiment. The primary data is acquired with specific set of objective to judge the impact of digital marketing in agriculture and agribusiness on farmers. The firsthand information were possessed from respondents of Vivek enterprises who visit the shop and responses was collected through forwarding structured questionnaire. Secondary data is easily available data from various sources including journals, articles, magazines and books etc. Various secondary sources of data used in this survey include search engines

Sampling Design

Sampling method

Random sampling is used because the selection of units from the population is been executed randomly who visits the Vivek Enterprises shop outlet and convenience sampling is positioned on availability and accessibility by forwarding questionnaire.

Population and sampling units

Research and survey activities has been done to the customers of Vivek enterprises in sequence to know the impact of digital marketing towards agribusiness.

Sampling units- Survey has been conducted for the customers who visit Vivek enterprises for business purposes.

Sample size

Sample size is the amount of sampling units chosen from population of customers who visit Vivek enterprises for business purpose, here the sample size is 250.

Statistical design

The data collected is represented in a tabular form and analyzed using statistical tools such as percentage analysis. SPSS software is used to determine the relationship between two variables. The data is presented through percentage and bar chart analysis which helps to judge the level of consumer behavior by indicating variables in accurate manner.

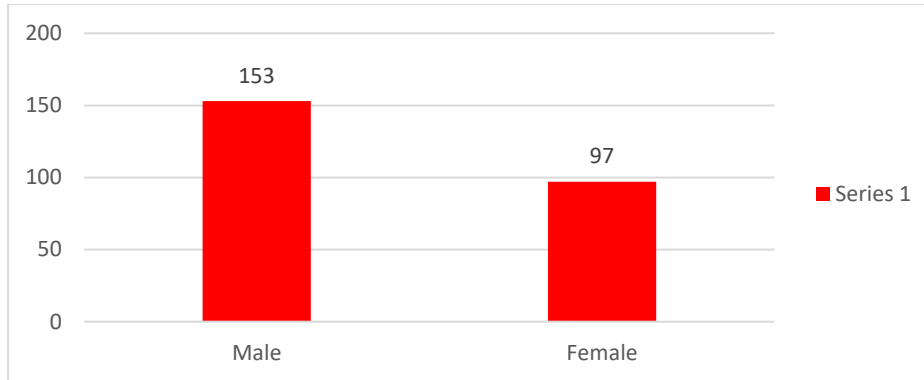
1. Table showing the gender of respondents

Gender	No of respondents	Percentage of respondent
Male	153	61.2%

Female	97	38.8%
Total	250	100

Analysis

It is analyzed that majority of (61.2%) of the are Male and remaining (38.8%) are Female



Inference

From the graph it is construed that more number of male famers are doing Agriculture and interested in adapting digital marketing in agribusiness when compared to Female

2. Table showing the education qualification of respondents

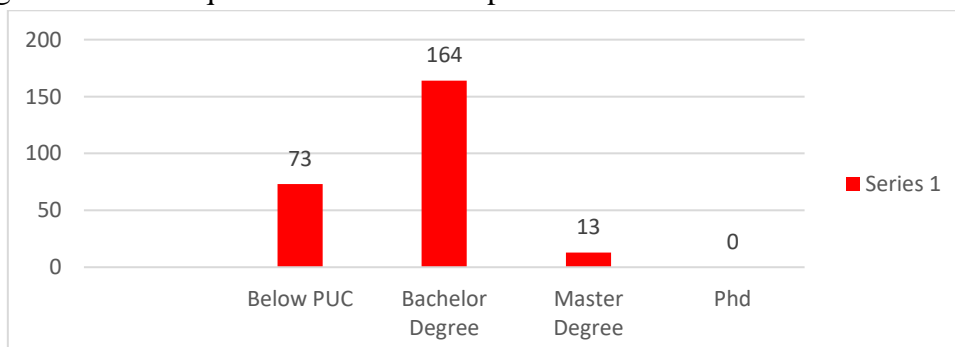
Qualification	No of respondents	Percentage of respondents
Below PUC	73	29.2 %
Bachelor’s Degree	147	58.08 %
Master’s Degree	21	8.04 %
Above	9	3.6 %
Total	250	100

Analysis

It can be analyzed that out of 250 respondents, 29.2 % of respondents qualification is below puc, 58.08% of respondents qualification is bachelor degree, 8.04% of respondents qualification is master degree, 3.6% of respondents are highly qualified they are having the education more than post-graduation.

Graph No 4.4

Graph showing the education qualification of the respondents



Inference

The graph describes that it is construed that most commonly respondents are qualified with bachelor and PUC so that it can decide they are well aware of Digital marketing platforms and digitalisations and Technological innovation that is going currently in Agriculture.

HYPOTHESIS OF THE STUDY (ANOVA TEST)

Hypothesis 1

H0: There is no significant relationship between Digital platforms and access of digital content in agribusiness

H1: There is a significant relationship between Digital platforms and access of digital content in agribusiness

This Hypothesis is tested using Anova test.

This Hypothesis is tested using Anova test. Anova test is used to determine the differences between the two variables, digital platforms is Factor where access of digital content in agribusiness is dependent variable, depend upon usage of digital marketing in agricultural business , individual usage and preference, Age factor will be differed.

Oneway

Descriptives								
Which digital platforms or applications would you use to do your agribusiness?								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Yes	101	3.61	1.257	.125	3.37	3.86	1	5
No	52	4.02	.779	.108	3.80	4.24	1	5
Sometimes	47	4.02	.675	.099	3.82	4.22	2	5
Total	200	3.82	1.047	.074	3.67	3.96	1	5

ANOVA					
Which digital platforms or applications would you use to do your agribusiness?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.255	2	4.127	3.874	.022
Within Groups	209.900	197	1.065		
Total	218.155	199			

Interpretation

P value is 0.22

Level of significance = 0.05(5%)

(P value $0.22 > LOS = 0.05$)

- From the above Anova table “F” calculated at a degree of freedom is 3.874 , where P value 0.22. At a level of significance of 5% i.e 0.005, from the output P value greater than LOS 0.005
- Therefore, null hypothesis H0 is accepted and alternative hypothesis H1 is rejected
- Hence, there is no significant relationship between Digital platforms and access of digital content in agribusiness

HYPOTHESIS 2 (CORRELATION TEST)

H0: There is no significant relationship between purpose of using digital devices and potential benefits of using digital marketing in agribusiness.

H1: There is a significant relationship between purpose of using digital devices and potential benefits of using digital marketing in agricultural business

This Hypothesis is tested using Correlation test.

Correlation test is used to know the relationship between two variables. Here purpose is independent variable based on which it depends on potential benefits. When respondents check the purposes of digital marketing there will get to know the potential benefits of digital marketing in agricultural business

Correlations				
			What are the main purposes for using digital devices in your farming activities?	In your opinion, what are the potential benefits of using digital marketing in Agribusiness ?
Spearman's rho	What are the main purposes for using digital devices in your farming activities?	Correlation Coefficient	1.000	-.046
		Sig. (2-tailed)	.	.517
		N	200	200
	In your opinion, what are the potential benefits of using digital marketing in Agribusiness?	Correlation Coefficient	-.046	1.000
		Sig. (2-tailed)	.517	.
		N	200	200

Interpretation

P value = 0.517

Level of significance = 0.05

(LOS = 0.05 < P value 0.517)

- Spearman correlation coefficient from the above table is seen that -0.046 which denotes it is negatively correlated.
- As level of significance is lesser than P value, Null hypothesis H0 is accepted & alternate hypothesis H1 is rejected.
- Therefore, there is no significant relationship purpose of using digital devices and potential benefits of using digital marketing in agribusiness.
- Hence, there is no significant relationship between purpose of using digital devices and potential benefits of using digital marketing in agribusiness

DESCRIPTIVE STATISTICS TEST

Descriptive Statistic is used to analyse the facts and helps to understand the problems which arises in research

Descriptives

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Gender?	250	1	2	1.39	.488
Age?	250	1	5	3.99	1.070
Profession?	250	1	5	4.24	1.191
Eductional Qualification?	250	1	4	1.86	.710
Maritial Status?	250	1	2	1.22	.412
Income?	250	1	5	3.14	1.028
Valid N (listwise)	250				

➤ Highest Mean is 4.24

Profession is highly influencing respondents to use digital marketing in their agribusiness. From the above survey we can observe that majority of respondents use digital marketing based on their profession and requirements. Profession of a respondent is that which saves time and makes promotional work easier is highly influencing them to adapt digital marketing in their agribusiness.

➤ Lowest Standard Deviation is 0.412

Income of a respondent is slightly influencing the respondent behaviour towards digital marketing in agribusiness because based on income of respondents it may affect the choice of Respondents towards digital marketing in agribusiness.

Findings of the study

1. The main findings of the study is majority youngsters are fascinated towards using digital marketing in agribusiness.
2. From the analysis it is said that majority of respondents are Aware of digital marketing in agriculture business sector, where some of the people are Unaware.
3. Majority of respondents use Public relations for obtaining information about agribusiness, and

newsletters are the second voted for obtaining information about agribusiness and some respondents use phone and mobile applications and use Social Media.

4. From the analysis it can be said that majority of respondents do have an opinion of remote sales are the potential benefits of using digital marketing in agribusiness. Some of the respondents have an opinion of improved sales and low cost promotions
5. Through various tests conducted between variables it is proved that, there is no relationship between purpose of using digital devices and potential benefits of using digital marketing in agribusiness.
6. It is found that more number of people are aware of National Agriculture Market (e-NAM) Scheme and some of respondents are aware of Sub mission on Agriculture Mechanisation (SMAM), IDEA (India Digital Ecosystem of Agriculture), National e-Governance Plan in Agriculture (NeGPA), Farm Mech App, and very few number of people are do not know anything about the government initiatives and schemes that is undertaken to digitalise Agriculture Sector.
7. It is said that majority of respondent feeling neutral about Kisan Diary and Actionable weather Forecasts and Video kheti and globally the developing technological improvements are also have been impacted neutrally for attracting farmers to use digital marketing techniques in farming and in doing agribusiness.
8. It is said that many respondents are influenced by improving product sales affordably, without an ad budget is the main factors they choose when they decide to use digital marketing. Long-term business growth and reliable revenue is the second factor which influence customers to use digital marketing in agribusiness. All the factors become secondary until they improve product sales affordably without an ad budget.
9. It is said that many respondents agree and strongly agree for user friendly website and many respondents feel neutral and agree for search engine optimisations, and people feel social media market is neutral and people strongly agree about it , Invest In Targeted PPc Ad Campaigns is neutral and For Visibility, Farmers should Use Video Marketing people agree about it.
10. It is said that majority of respondents feels very good experience while using digital marketing, some of the respondent's feels excellent experience and Average experience and very few of the respondents feels outstanding while using digital marketing in agribusiness.

CONCLUSION

The Research completed for this survey makes clear how digital marketing has affected agribusiness.. This study tells that older generations in the farming community are adopting digital marketing strategies, which is encouraging evidence of the agriculture sector's growing acceptance of technology. The results conclude that when compared to their female counterparts, male farmers are more to use digital marketing methods in the agribusiness. The initial goal of the surveys was to inspect various problems that is associated with digital marketing. Upon the conversation, it has been determined that connecting with respondents is the most crucial component of digital marketing in agribusiness. The research that is also showing that businesses need to have a platform that works well in sequence to effectively use digital marketing and to reach wider market and have good sales for the crops grown by farmers. The future of marketing is digital, and it will only become better over time. Both the online and offline worlds will benefit from digital marketing developments

Suggestion

The agriculture industry completely depends upon farmers for existence. By using technology improvements and appealing to various audiences, improving digital marketing methods in the agribusiness may result in significant advantages. First and foremost, funding extensive digital literacy initiatives geared at farmers of all ages would contribute to closing the digital gap and ensuring efficient use of internet resources. In order to help farmers make better decisions, it is able to create user-friendly, agriculture-specific mobile applications and websites that offer real-time data on crop management, market trends, and weather forecasts. Farmers may have a feeling of belonging by using social medias platform for community building and information exchange, which will help to establish a supportive environment. By eliminating middlemen and assuring fair prices for products, integrating e-commerce platforms may promote direct transactions between farmers and customers. Improving digital marketing for agriculture necessitates a comprehensive strategy that integrates instruction, technology advancement, tailored communication, and community-building initiatives. Agribusinesses may use the potential of digital marketing to increase a growth, efficiency, and sustainable agriculture practises by adopting these techniques.

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