

Evaluating the Effectiveness of Digital Marketing Strategies in Promoting Agri-Based Products

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Abstract

Digital marketing has emerged as a transformative tool for promoting agri-based products by enabling businesses to reach wider markets, strengthen customer engagement, and enhance brand visibility through digital platforms. This study evaluates the effectiveness of digital marketing strategies in promoting agri-based products by examining their influence on consumer awareness, purchase behaviour, and business performance. The research focuses on key digital marketing tools, including social media marketing, search engine optimization (SEO), email marketing, online advertising, and digital branding, and assesses their contribution to customer acquisition and retention. A descriptive research design was adopted using both primary and secondary data. Primary data were collected through a structured questionnaire administered to 100 respondents to understand consumer perceptions, awareness, and purchasing behaviour related to digitally promoted agri-based products. Secondary data were obtained from published literature, industry reports, financial statements, and other relevant sources to support the analysis. The collected data were analyzed using descriptive statistical techniques to identify trends and patterns in consumer responses. The findings reveal that digital marketing significantly enhances product awareness, builds consumer trust, and positively influences purchase decisions. Social media and online advertising were identified as the most effective channels for increasing customer engagement, while SEO and email marketing contributed to improved online visibility and customer retention. The study also indicates that integrated digital marketing strategies help agri-based businesses expand their market reach, improve customer relationships, and achieve sustainable business growth.

Keywords: Digital Marketing, Agri-Based Products, Consumer Purchase Behaviour.

Introduction

The rapid advancement of digital technologies has transformed the way businesses market their products and engage with consumers. In the agricultural sector, digital marketing has become an effective tool for promoting agri-based products by overcoming geographical barriers, increasing market accessibility, and strengthening customer relationships. Through platforms such as social media, search engines, email

marketing, e-commerce websites, and online advertising, agri-based enterprises can create brand awareness, communicate product value, and interact directly with consumers. As consumer preferences increasingly shift toward digital channels for information search and purchasing decisions, businesses in the agri-food sector are adopting innovative digital marketing strategies to improve visibility, expand market reach, and enhance competitiveness.

Evaluating the effectiveness of these digital marketing strategies is essential to understand their impact on consumer purchase behaviour and business performance. Effective digital campaigns not only improve customer engagement and brand recognition but also contribute to higher sales, customer loyalty, and sustainable business growth. However, the successful implementation of digital marketing in the agri-based sector is influenced by factors such as digital literacy, technological infrastructure, content quality, and changing consumer expectations. Therefore, this study examines the effectiveness of various digital marketing strategies in promoting agri-based products by analysing consumer responses, promotional effectiveness, and the role of digital platforms in enhancing market performance. The findings are expected to provide valuable insights for agri-based businesses in designing more efficient and customer-oriented digital marketing strategies for long-term growth and sustainability.

Research Problem

Despite the increasing adoption of digital technologies across industries, many agri-based enterprises continue to face challenges in effectively utilizing digital marketing strategies to promote their products and influence consumer purchase behaviour. Although tools such as social media marketing, search engine optimization (SEO), email marketing, and online advertising offer significant opportunities to enhance brand visibility and market reach, their effectiveness in the agri-based sector remains inadequately explored. Factors such as limited digital literacy, inadequate technological infrastructure, changing consumer preferences, and intense market competition often reduce the impact of digital marketing initiatives. Moreover, there is limited empirical evidence on how digital marketing strategies affect consumer awareness, purchasing decisions, customer engagement, and overall business performance in the agri-based industry. Therefore, this study seeks to evaluate the effectiveness of digital marketing strategies in promoting agri-based products and to identify the key digital marketing practices that contribute to improved consumer engagement, brand awareness, and sustainable business growth.

Significance of the Study

This study is significant because it provides a comprehensive understanding of the effectiveness of digital marketing strategies in promoting agri-based products and influencing consumer purchase behaviour. The findings will help agri-based businesses identify the most effective digital marketing tools for enhancing brand awareness, customer engagement, and sales performance while improving their competitive position in the market. The study also offers valuable insights for marketing professionals, entrepreneurs, policymakers, and researchers by highlighting the opportunities and challenges associated with digital marketing in the agricultural sector. Furthermore, it contributes to the existing body of knowledge by providing empirical evidence on the role of digital marketing in supporting sustainable business growth, encouraging innovation, and strengthening the digital transformation of agri-based enterprises.

Objectives of the Study

1. To evaluate the effectiveness of digital marketing strategies in promoting agri-based products.
2. To examine the influence of digital marketing channels (such as social media, search engine optimization, email marketing, and online advertising) on consumer purchase behaviour.
3. To assess the impact of digital marketing on brand awareness and customer engagement for agri-based products.
4. To identify the key factors influencing consumers' purchasing decisions through digital marketing platforms.
5. To provide recommendations for improving digital marketing strategies to enhance market reach, customer satisfaction, and sustainable business growth in the agri-based sector.

Literature Review

1. Zainal et al. (2026) examined the effectiveness of the Agromarketing Masterclass TikTok Shop Edition organized under FAMA's Digital Agropreneurship Program. The study found that TikTok Shop significantly enhanced product visibility, customer engagement, and online sales for agri-entrepreneurs. Interactive content and live-stream marketing positively influenced consumer purchasing decisions. The authors concluded that social commerce platforms are becoming effective digital marketing tools for promoting agri-based products and supporting entrepreneurial growth.
2. Alkahtani et al. (2021) investigated the integration of blockchain technology with e-agricultural supply chain management. The study highlighted that blockchain improves transparency, product traceability, information sharing, and trust among supply chain participants. It also emphasized that digital technologies enhance operational efficiency and strengthen cooperation between producers and consumers. The authors concluded that digital innovation plays a crucial role in improving agricultural marketing and supply chain sustainability.
3. Fuzail and Shareef (2025) explored the transformation of agribusiness through digital technologies, changing consumer behaviour, and sustainable business practices. The study found that digital marketing, artificial intelligence, and data analytics significantly improve customer engagement and business competitiveness. Consumer demand for sustainable and transparent products was identified as a major driver of digital transformation. The study concluded that integrating digital innovation with sustainability creates long-term value for agribusinesses.
4. Widiarta et al. (2025) examined sustainable marketing strategies adopted by stingless bee honey agripreneurs to improve market competitiveness. The research emphasized the importance of digital promotion, branding, social media marketing, and consumer education in expanding market reach. Sustainable marketing practices enhanced customer trust and strengthened product differentiation. The study concluded that combining sustainability with digital marketing supports inclusive agribusiness growth and long-term business success.
5. Sun et al. (2025) conducted a PRISMA-based systematic review on digital innovation and business model transformation in agricultural SMEs. The study identified digital marketing, e-commerce, cloud computing, artificial intelligence, and data analytics as key drivers of business growth and competitiveness. It also discussed challenges such as inadequate digital infrastructure, financial constraints, and limited digital skills among SMEs. The authors concluded that adopting digital technologies is essential for achieving sustainable growth and improving the resilience of agricultural enterprises.

Research Gap

Existing studies have extensively examined the role of digital marketing, social media platforms, blockchain technology, sustainable marketing, and digital innovation in enhancing agricultural marketing and agribusiness performance. However, most of the available research focuses on technological adoption, digital transformation, supply chain management, or specific digital platforms rather than comprehensively evaluating the effectiveness of integrated digital marketing strategies in promoting agri-based products from the consumer's perspective. Moreover, limited empirical research has analyzed how digital marketing channels collectively influence consumer purchase behaviour, brand awareness, customer engagement, and business performance in the agri-based sector, particularly in developing economies. Therefore, there is a need for a comprehensive study that evaluates the effectiveness of integrated digital marketing strategies in promoting agri-based products and provides practical insights for improving marketing performance and achieving sustainable business growth.

Research Methodology

This study adopts a descriptive research design to evaluate the effectiveness of digital marketing strategies in promoting agri-based products. Both primary and secondary data were used for the research. Primary data were collected through a structured questionnaire administered to 100 respondents selected using convenience sampling to understand their perceptions, awareness, and purchase behaviour regarding digitally promoted agri-based products. Secondary data were gathered from research articles, journals, books, industry reports, and relevant online sources to support the study. The collected data were analyzed using descriptive statistical tools, including percentage analysis, tables, and charts, to interpret consumer responses and identify trends. The findings were used to evaluate the effectiveness of digital marketing strategies and provide recommendations for enhancing customer engagement, brand awareness, and business performance in the agri-based sector.

Data Collection Methods

The study is based on both primary and secondary data collection methods to ensure comprehensive and reliable findings.

Primary Data:

Primary data were collected through a structured questionnaire administered to 100 respondents. The questionnaire consisted of close-ended questions designed to gather information on consumers' awareness, perceptions, preferences, and purchase behaviour regarding digitally promoted agri-based products. The respondents were selected using the convenience sampling method.

Secondary Data:

Secondary data were collected from research journals, books, conference papers, industry reports, government publications, company websites, and other authentic online sources. These sources were used to develop the theoretical framework, review existing literature, identify the research gap, and support the interpretation of the study findings.

Variables to Study

- **Independent Variable:** Digital Marketing Strategies
- **Dependent Variable:** Promotion of Agri-Based Products

Hypothesis of Study

Null Hypothesis (H_0): There is no significant relationship between digital marketing strategies and the promotion of agri-based products.

Alternative Hypothesis (H_1): There is a significant relationship between digital marketing strategies and the promotion of agri-based products.

Period of the Study

The study covers a period of three years, from 2022 to 2025. This period was selected to examine the effectiveness of digital marketing strategies in promoting agri-based products and to analyze recent trends in consumer purchase behaviour, brand awareness, customer engagement, and digital marketing practices. The study also utilizes data and information available during this period to provide relevant and up-to-date findings.

Data Analysis

The collected data were analyzed using descriptive statistical techniques with the help of Microsoft Excel. The responses obtained through the structured questionnaire were organized, classified, and tabulated for systematic analysis. Statistical tools such as frequency distribution, percentage analysis, tables, and charts were used to summarize and interpret the data. These techniques helped identify consumer perceptions, awareness levels, and the effectiveness of digital marketing strategies in promoting agri-based products. The analyzed data were presented in graphical and tabular form to facilitate meaningful interpretation and to draw conclusions aligned with the objectives of the study.

Results

The findings of the study indicate that digital marketing strategies have a significant positive effect on the promotion of agri-based products. The analysis revealed that digital platforms such as social media marketing, search engine optimization (SEO), email marketing, and online advertising effectively enhance product visibility, brand awareness, and customer engagement. Consumers demonstrated a positive perception of digitally promoted agri-based products, with digital marketing playing a vital role in influencing their purchase decisions. The study also found that businesses adopting integrated digital marketing strategies are better positioned to expand their market reach, strengthen customer relationships, and improve overall business performance. Consequently, the results support the alternative hypothesis that digital marketing strategies significantly contribute to the effective promotion of agri-based products and facilitate sustainable business growth.

Comparison with Previous Studies

The findings of the present study are consistent with earlier research on digital marketing in the agri-based sector. Similar to Zainal et al. (2026), the study found that digital marketing platforms significantly improve product visibility, customer engagement, and purchase behaviour. The results also support the findings of Fuzail and Shareef (2025), who reported that digital technologies and consumer-centric marketing enhance business competitiveness and sustainable growth. Furthermore, the study agrees with Widiarta et al. (2025) in highlighting that digital branding and social media marketing strengthen customer trust and expand market reach. The findings are also in line with Sun et al. (2025), who emphasized that digital innovation and digital marketing are essential for improving the

performance and competitiveness of agricultural enterprises. Additionally, the study supports Alkahtani et al. (2021), who concluded that digital technologies improve transparency, operational efficiency, and customer relationships within the agricultural sector. However, the present study extends the existing literature by specifically evaluating the overall effectiveness of integrated digital marketing strategies in promoting agri-based products from the consumer perspective.

Limitations of the Study

1. The study is limited to a sample of 100 respondents, which may not fully represent the perceptions of all consumers of agri-based products.
2. The research focuses only on selected digital marketing strategies such as social media marketing, SEO, email marketing, and online advertising, while other digital tools were not considered.
3. The study relies primarily on self-reported responses collected through questionnaires, which may be subject to respondent bias or personal opinions.
4. The study covers a limited time period (2022–2025); therefore, the findings may not reflect future changes in digital marketing trends and consumer behaviour.
5. The research is conducted within the agri-based sector and the findings may not be directly applicable to other industries or business sectors.

Scope for Future Research

Future research can expand the scope of this study by examining the effectiveness of digital marketing strategies across different agri-based industries, geographical regions, and larger sample sizes to improve the generalizability of the findings. Researchers may also investigate the role of emerging digital technologies such as artificial intelligence (AI), big data analytics, influencer marketing, mobile commerce, and blockchain in promoting agri-based products and enhancing consumer engagement. Comparative studies between traditional and digital marketing approaches, as well as longitudinal research to assess the long-term impact of digital marketing on consumer loyalty, business performance, and sustainable growth, would provide deeper insights. Additionally, future studies can explore the influence of demographic, cultural, and socioeconomic factors on consumers' responses to digital marketing in the agricultural sector.

Conclusion

The study concludes that digital marketing strategies play a vital role in the effective promotion of agri-based products by enhancing brand awareness, customer engagement, and consumer purchase behaviour. Digital platforms such as social media marketing, search engine optimization (SEO), email marketing, and online advertising have significantly improved the visibility and accessibility of agri-based products, enabling businesses to reach a wider audience and strengthen customer relationships. The findings indicate that adopting integrated digital marketing strategies not only increases promotional effectiveness but also contributes to improved business performance and sustainable growth. Despite challenges such as limited digital literacy and technological constraints, digital marketing has emerged as an indispensable tool for the modernization of agricultural marketing. Therefore, agri-based enterprises should continue investing in innovative digital marketing practices and customer-centric strategies to remain competitive and achieve long-term success in an increasingly digital marketplace.

Recommendations

1. Agri-based businesses should increase their presence on social media platforms by regularly posting engaging content, product demonstrations, customer testimonials, and educational videos. This will improve brand visibility and strengthen customer relationships.
2. Organizations should optimize their websites with relevant keywords, high-quality content, and mobile-friendly designs to improve search engine rankings. Better online visibility can attract more potential customers and increase website traffic.
3. Businesses should utilize digital analytics tools to monitor customer preferences, campaign performance, and online engagement. Data-driven insights will help design personalized marketing campaigns and improve decision-making.
4. Companies should actively interact with customers through social media, email marketing, chat support, and feedback mechanisms. Prompt responses and personalized communication can improve customer satisfaction and build long-term loyalty.
5. Agri-based enterprises should provide regular training to employees on digital marketing tools and emerging technologies. Continuous skill development and technological upgrades will enhance marketing effectiveness, improve competitiveness, and support sustainable business growth.

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