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# **A Study on the Role of Social Media Marketing in Promoting Agricultural Products**

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**ABSTRACT:** Social media is the new upcoming area in agricultural marketing that has blogs, micro blogs, pages, groups etc. This study adopted a descriptive research and the primary data collection tools were structured questionnaire and in depth interviews from farmers who uses social media.

From the analysis it is found that social media is very useful tool in agricultural marketing. It saves time and cost of the farmers for getting information. Face book is the most likely social media for pages and profiles. YouTube videos are most popular for information getting with applications. WhatsApp is the handy use of social media and mostly preferred for related groups.

Many officials are having their official pages, blogs, and groups on social media and it helps in getting information and solving the problems. Challenges were adoption of social media as tool of marketing. People are less trusted on e-buying, e-selling of agricultural commodity on social media.

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

## **I. INTRODUCTION**

The use of social media in agricultural marketing is increasing rapidly now days. Farmers are using social media because it has ability to connect with farmers, agribusiness, agri experts over a geographical distance. Up to certain extent social media in agricultural marketing provides solutions to the agricultural marketing problems. The main purpose of social media is sharing information and creating awareness. The most popular social media among farmers is Facebook, Twitter, YouTube, LinkedIn, WhatsApp etc. The users of social media are creating their own groups, pages, community, and blogs to share information.

### **a) Definitions of Social Media-**

A definition that focuses on the interpersonal networking dimensions (e.g. Facebook) “We define social network sites as web-based services that allow individuals to

- (1) construct a public or semi-public profile within a bounded system,
- (2) articulate a list of other users with whom they share a connection, and
- (3) view and traverse their list of connections and those made by others within the system.

### **b) Challenges of Social Media use in Agricultural Marketing:-**

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

## **II. LITERATUREREVIEW**

1. Ahluwalia & Arora: Social media marketing has become increasingly significant in the agricultural sector, offering unique opportunities for promoting agricultural products. Ahluwalia & Arora (2020) conducted a comprehensive review of the role of social media marketing in this domain. Their study highlighted the transformative impact of social

media platforms on how agricultural businesses engage with consumers. By leveraging platforms such as Facebook, Instagram, and Twitter, agricultural enterprises can establish direct communication channels with consumers, share valuable content, and cultivate brand loyalty.

2. Dutta & Basak: In their study, Dutta & Basak (2019) explored the role of social media marketing in enhancing brand awareness and recognition within the agricultural industry. Their research underscored the significance of consistent and relevant content sharing in increasing visibility and attracting new customers. By adopting a strategic approach to social media marketing, agricultural businesses can differentiate themselves from competitors and foster stronger connections with their target audience.

3. Gokarneshan & Nagarajan: Gokarneshan & Nagarajan (2019) delved into the emerging trend of influencer marketing in the agricultural sector. Their study focused on the role of agricultural influencers, such as farmers, agricultural experts, and industry influencers, in endorsing products and services on social media platforms. By leveraging the expertise and credibility of influencers, agricultural businesses can enhance consumer trust and influence purchasing decisions. Gokarneshan & Nagarajan highlighted the potential of influencer marketing to reach niche audiences and drive engagement within the agricultural community.

4. Sharma & Sharma: Sharma & Sharma (2018) investigated the effectiveness of content strategy and engagement in social media marketing for agricultural products. Their study emphasized the importance of visual content, user-generated content, and customer testimonials in enhancing brand credibility and driving consumer engagement. Sharma & Sharma underscored the need for agricultural businesses to develop compelling content that resonates with their target audience and encourages interaction on social media platforms.

5. Karami & Rezaei-Moghaddam: Karami & Rezaei-Moghaddam (2017) examined the challenges and opportunities associated with social media marketing in the agricultural sector. Their research highlighted issues such as content authenticity, regulatory compliance, and reaching rural audiences. Karami & Rezaei-Moghaddam emphasized the importance of innovative strategies and tailored approaches to overcome these challenges and fully leverage the potential of social media marketing in promoting agricultural products.

#### RESEARCH OBJECTIVES:-

- To assess the effectiveness of social media platforms in promoting agricultural products and engaging with consumers.

### III. RESEARCH DESIGN

#### What is the study about?

The study is about to provide valuable insights into the role of social media marketing in promoting agricultural products, with the goal of informing strategic decision-making and optimizing marketing efforts within the agricultural industry.

#### Why is the study being made?

The study is being conducted to inform agricultural businesses about the potential benefits and challenges of utilizing social media marketing strategies and to provide insights into how these strategies can be effectively implemented to promote agricultural products.

#### What type of data is required?

This study will require primary data and secondary data.

Data collection will be done by designing appropriate questionnaire, online survey among random people with a sample size of around 160 People.

#### TYPES OF DATA COLLECTION:-

**Primary data:** - Primary data is that which is collected fresh and for the first time, primary data is also called original data/ basic data.

- Through online questionnaire survey.

**Secondary data:**-Secondary data refers to that data which has been used previously for any research and it is use for second time.

- Through Google scholar
- Through online database

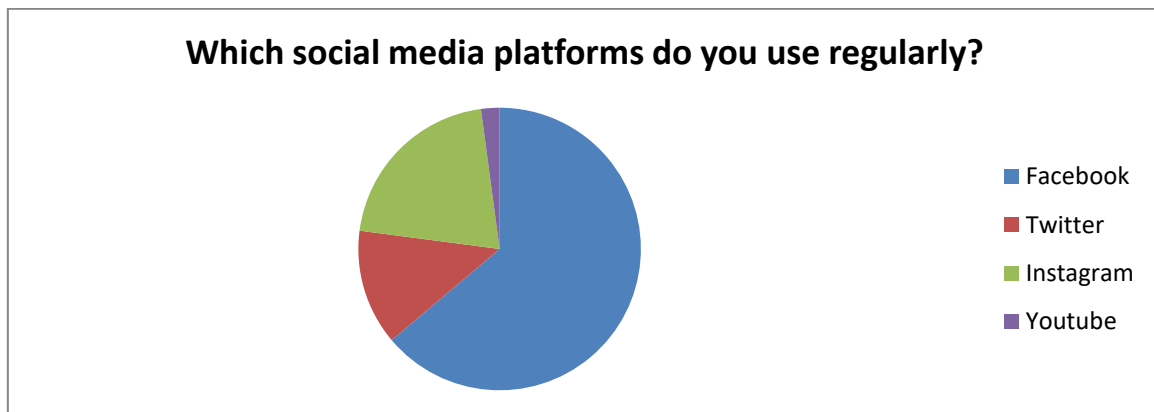
Total Population: - 160

Sample Size: - 160

**Analysis Technique:** - Random sampling and questionnaire techniques selected by researcher to collect the data from the participants.Data Analysis and Interpretation:-

**1.Which social media platforms do you use regularly?**

Response	Frequency	Percentage
Facebook	58	36.2
Twitter	12	7.5
Instagram	19	11.8
Youtube	71	44.3
<b>Total</b>	<b>160</b>	<b>100%</b>



└ Analysis

└ Facebook:

•Frequency: 58 respondents

•Percentage: 36.2%

└ Twitter:

•Frequency: 12 respondents

•Percentage: 7.5%

└ Instagram:

•Frequency: 19 respondents

•Percentage: 11.8%

└ Youtube:

•Frequency: 71 respondents

•Percentage: 44.3%

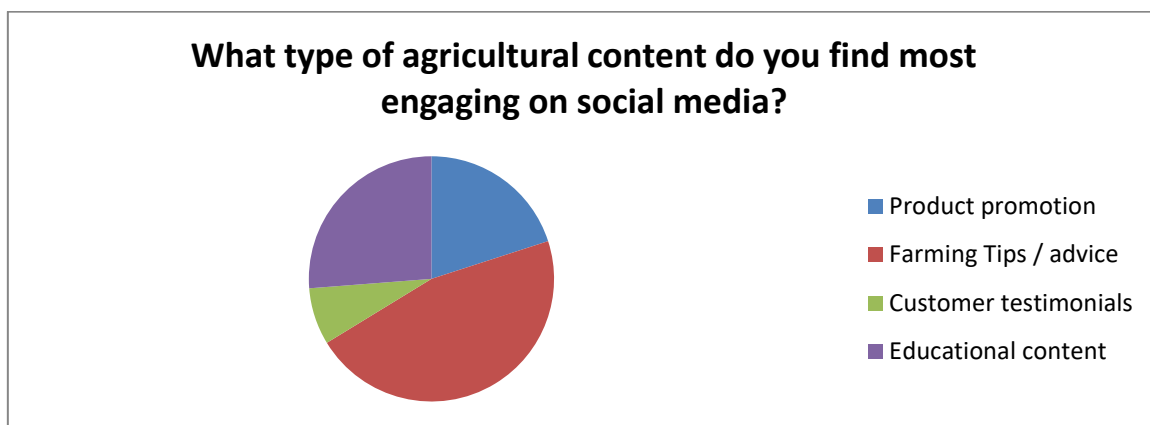
└ Interpretation

The majority of respondents reported using YouTube regularly (44.3%), followed by Facebook (36.2%), Instagram (11.8%), and Twitter (7.5%).



**Q2. What type of agricultural content do you find most engaging on social media?**

Response	Frequency	Percentage
Product promotions	32	20
Farming Tips / advice	74	46.2
Customer testimonials	12	7.5
Educational content	42	26.25
<b>Total</b>	<b>160</b>	<b>100 %</b>



└ Analysis

- └ Product promotions:
  - Frequency: 32 respondents
  - Percentage: 20%
- └ Farming Tips / advice:
  - Frequency: 74 respondents
  - Percentage: 46.2%
- └ Customer testimonials:
  - Frequency: 12 respondents
  - Percentage: 7.5%
- └ Educational content:
  - Frequency: 42 respondents
  - Percentage: 26.25%

└ Interpretation

The data indicates that the majority of respondents find farming tips or advice (46.2%) to be the most engaging type of agricultural content on social media. Customer testimonials have the lowest level of engagement, with only 7.5% of respondents finding them engaging.

**IV. CONCLUSION**

In conclusion, the research underscores the importance of social media marketing in promoting agricultural products and driving consumer engagement within the agricultural industry. By understanding consumer preferences, behaviors, and perceptions in the context of social media marketing, agricultural brands can develop more targeted and effective marketing strategies to reach and engage their target audience effectively. The use of social media in the marketing of agricultural products significantly influences cost reduction and hence efficiency in marketing as well as enhances turnover of farmers through increased demand for agricultural products.

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