

1 A Study on Role of Social Media in Agriculture Marketing and  
2 its Scope

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4 Received: 7 December 2016 Accepted: 5 January 2017 Published: 15 January 2017

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6 **Abstract**

7 Social media is the new upcoming area in agricultural marketing that has blogs, microblogs,  
8 pages, groups etc. This study adopted a descriptive research and the primary data collection  
9 tools were structured questionnaire and in depth interviews from farmers who uses social  
10 media. From the analysis it is found that social media is very useful tool in agricultural  
11 marketing. It saves time and cost of the farmers for getting information. Facebook is the most  
12 likely social media for pages and profiles. YouTube videos are most popular for information  
13 getting with applications. WhatsApp is is the handy use of social media and mostly preferred  
14 for related groups. Many officials are having their official pages, blogs, and groups on social  
15 media and it helps in getting information and solving the problems. Challenges were adoption  
16 of social media as tool of marketing. People are less trusted on e-buying, e-selling of  
17 agricultural commodity on social media.

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19 **Index terms**— social media, information and communication technology (ITC), agricultural, farmers.

20 **1 Introduction**

21 t is called as today's world is world of 'Social Media'. Various social media tools such as Facebook, Twitter,  
22 YouTube, LinkedIn, WhatsApp etc. are becoming greater ways of sharing information about agricultural produce  
23 and agricultural marketing. The use of social media in agricultural marketing is increasing rapidly now days.  
24 Many service provider companies are giving better facilities to the farmers. Eg. BSNL is providing mahakrishi  
25 plan. Social media allows users to communicate directly with the customers, service providers; information  
26 sharing centers etc. farmers are using social media to increase their produce at each stage.

27 Social media and Information and Communication Technology (ICT) starts sharing of creation, information  
28 and advices for the particular cause. Increasing networking of mobile phones in rural areas, increases two way  
29 communication. Social media is becoming powerful tool and connects millions of people globally. Farmers are  
30 using social media because it has ability to connect with farmers, agribusiness, agri experts over a geographical  
31 distance. Up to certain extent social media in agricultural marketing provides solutions to the agricultural  
32 marketing problems. The main purpose of social media is sharing information and creating awareness. The most  
33 popular social media among farmers is Facebook, Twitter, YouTube, LinkedIn, WhatsApp etc. In addition to  
34 use of social media is on personal basis, they tell their stories of success, failure etc., they also shares updates  
35 regarding harvesting, post harvesting, promoting agricultural produce, market information, answering problems  
36 of farmers if it is related to their known areas. Social media is very different form traditional media. The users of  
37 social media are creating their own groups, pages, community, blogs to share information. In this group they are  
38 also selling, buying agricultural commodities. It can be done by sending images, pictures, links, videos etc. This  
39 sharing of information facilitates the marketing of farmers produce and formation of network. There are many  
40 blogs covering agricultural marketing related information.

41 **2 a) Definitions of Social Media**

42 A definition that focuses on the interpersonal networking dimensions (e.g. Facebook) "We define social network  
43 sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded

44 system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list  
45 of connections and those made by others within the system. The nature and nomenclature of these connections  
46 may vary from site to site."

47 For the purposes of this paper we are going to use the following working definition:

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

50 Different types of Social media: Blogs, Microblogs (Twitter), Conversational threads, Social Photos, Social  
51 Networking (Facebook, LinkedIn), Video Sharing (YouTube). Metrics on Social A main benefit of social media in  
52 agricultural marketing is ability to gain wealth of knowledge and ideas, opportunity to establish key partnership,  
53 opportunity to reach wider consumers, experts in agricultural field. Media: Internet, Mobile Phones, Networks.

### 54 **3 Literature Review**

55 Social media overcomes geographical boundaries and creates communities who share common interests. The users  
56 also seek out information from traditional media social media platforms. Rhoades and Hall (2007) noted that  
57 there was a large presence of blogs covering topics on agriculture. The study adopted the uses and gratification  
58 theory which explain the motivation that makes users choose a certain media to satisfy their specific needs. These  
59 needs develop out of the social environment. The theory states that receivers select the types of media and media  
60 contents to fulfill their needs. Uses and gratification links need gratification to a specific medium choice that  
61 rests with the audience member.

62 Social Media in agricultural marketing has a positive impact on the interaction with consumers, the company  
63 or brand awareness and sales (Conrad Caine 2012; Uitz 2012)

64 The use of social media in the field of agricultural marketing offers great opportunities for the buying, selling of  
65 agricultural commodities (Bitcom 2012) a) Objectives 1. To study role of social media in agricultural marketing.  
66 2. To study challenges of social media in agricultural marketing. 3. To suggest various social media and their  
67 use.

### 68 **4 III.**

### 69 **5 Research Methodology**

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

### 73 **6 Results and Findings of the study**

74 The data shows that major respondents are from the age group of 30-40 years i.e. 42 %. Below that the age  
75 group is 20-30 yrs i.e. 30%.

76 The data shows that major respondents are from the gender male i.e. 91 % and female respondents are 9  
77 %. While interviewing with farmers it is found that male farmers are getting more time to use social media as  
78 compared to female farmers The data shows that most of the respondents were non matrix i.e. 44 % followed by  
79 Matrix i.e 30 %.

80 While interviewing with farmers it is found that farmers are able to operate mobile phones and social media  
81 on it. Do you have account on social media?

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

### 83 **7 Social Media**

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

### 86 **8 Frequently of visiting Social Media**

87 The data shows that most of the respondents are visiting Social media daily i.e. 41%.

### 88 **9 Use of social media in agricultural marketing for**

89 The data shows that most of the respondents are using social media for information seeking followed by Solution  
90 of problem. From the interview of the respondent it is found that farmers are seeking information on YouTube  
91 videos, because the visualize the thing. The data shows that most of the respondents are likely for to view  
92 pictures / videos that are posted on social media. IV.

### 93 **10 Findings**

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

96 For example weather report. Network providing companies are giving more data in lesser prices. It helps farmers

97 to browse more. Young farmers believes more on use of social media in agricultural marketing. They seek more  
98 information on YouTube and Facebook. WhatsApp is the most likely app among farmers.

99 V.

## 100 11 Conclusion

101 The results of study shows role of social media in Agricultural Marketing is dominated by males. The age group  
102 of farmers is following most between 30-40 yrs who are using social media effectively. Most of the farmers are  
103 using mobile phones nowadays with internet and social media applications in it. Farmers are making use of social  
104 media for innovative practices, sharing information etc. the most popular social media in agricultural marketing  
105 is Facebook, YouTube, WhatsApp, Twitter and LinkedIn. Most of them login to social sites daily. Various  
106 problems in use of social media in agricultural marketing is studied. These social media outlets also provide a  
platform for those who do not approve of modern agriculture practices. <sup>1</sup>

YouTube: Upload / download videos related

WhatsApp: Groups related to agricultural marketing

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.
6. Cost of technology use in agricultural marketing is more.

II.

*[Note: Facebook: People have their own profile brand, pages, groups LinkedIn: Connects with professionals, share information related or becomes a resources Twitter:]*

Figure 1:

Very Likely	Likely	Neutral	Unlikely	Very Unlikely	12	4
12	21	7				

Figure 2:

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## 11 CONCLUSION

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