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A study on the role of social media in agriculture marketing and farmers and its scope

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Abstract

Social media, which includes blogs, microblogs, pages, and groups, is a new emerging sector in agriculture. This study used a descriptive research design, with structured questionnaires and in-depth interviews with farmers who use social media as the primary data-gathering instruments. According to the research social media is a good instrument in agriculture marketing and for farmers. It saves farmers time and money when it comes to gathering information. For profiles, Facebook is the most liked online platform. YouTube videos are the most common way to receive information. WhatsApp is a social networking platform that is primarily used by linked groups. Many of them have pages and groups on social media, which aid in the dissemination of information and the resolution of problems. The adoption of social media as a tool was a challenge. There are fewer people. On social media, you can rely on e-buying and re-selling agricultural commodities.

Keywords: Social media, information and communication technology, farmers, agriculture

Introduction

Today's world is referred to as the "Online World." Various social media sites, such as Facebook, Twitter, YouTube, LinkedIn, WhatsApp, and others, are becoming popular for exchanging agricultural produce and agricultural marketing information. In today's world, the usage of social media in agriculture marketing is fast growing. Farmers are being provided with enhanced services by a number of service providers. For example, BSNL offers a maharishi plan. Users can communicate directly with customers, service providers, information sharing centres, and other users via social media. Farmers are Using social media to boost their output at every stage For a certain purpose, social media and information and communication technology (ICT) begin sharing creations, information, and advice. Increased mobile phone networking in rural areas improves two-way communication. Social networking is evolving into a strong instrument that connects millions of people around the world. Farmers use social media because it allows them to connect with other farmers, agribusinesses, and agricultural professionals over long distances. To some extent, social media in agricultural marketing offers solutions to challenges in agricultural marketing. The primary goal of social media is to disseminate knowledge and raise awareness on Facebook, Twitter, YouTube, LinkedIn, WhatsApp, and other social media platforms that are the most popular among farmers. They also give updates regarding harvesting, post-harvesting, advertising agricultural produce, market information, and responding to farmer problems if they are related to their recognised areas, in addition to using social media on a personal level, telling their stories of success and failure, and so on. Traditional media is extremely different from social media. To share information, users of social media create their own groups, pages, communities, and blogs. They also trade and buy agricultural produce in the group. It can be accomplished via sending pictures, links and other media. This information sharing makes it easier for farmers to promote their products and develop networks. There are a plethora of blogs dedicated to agricultural marketing.

Definitions of Social Media.

A definition that focuses on the aspects of interpersonal networking (e.g. Facebook) "We define social network sites as web-based services that enable users to ^[1] create 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 navigate their list of connections as well as those made by others within the system." The type and terminology of these relationships may differ depending on the location.

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We'll use the following working definition in this paper: People can use social media to create, publish, share, cooperate, discuss, and network using a variety of new, mostly digital, formats and platforms. Blogs, microblogs (Twitter), conversational threads, social photos, social networking (Facebook, LinkedIn), and video sharing are all examples of social media (YouTube). Social Media Metrics The capacity to gather a plethora of knowledge and ideas, the potential to form critical partnerships, the ability to reach a wider audience, and the ability to access agricultural professionals are all major advantages of social media in the agriculture field.

Media: Internet, Mobile Phones, Networks.

Facebook: People have their own profile brands, pages, and groups

LinkedIn: Connects with professionals, shares information related to or becomes a resources

Twitter: Follows agricultural marketing experts, tweets regularly, shares information, and joins Twitter Charts.

YouTube: Upload/download videos related.

WhatsApp: Groups related to agricultural marketing.

Challenges of use of Social Media for farmers:

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

Literature Review

Morden media bridges geographical divides and brings people together who share common interests. Users also use traditional media and social media platforms to gather information. Rhoades and Hall (2007) found that there were a lot of blogs on agricultural subjects. The study followed the uses of the theory, which explains why people chose a certain medium to meet their individual demands. According to the hypothesis, receivers choose the forms of media and media content that would best meet their needs. Uses and gratification linkages require audience members to be satisfied with a given media choice. Online Media in agriculture has an impact on the interaction with consumers, the company or brand awareness and sales (Conrad Caine 2012; Uitz 2012). The use of online media in the field of agriculture gives opportunities for the buying and selling of agricultural commodities (Bitcom 2012).

Objectives

1. To study the role of social media in agricultural marketing and farmer.

2. To study the challenges of social media in agricultural marketing and farmers.
3. To suggest various social media and their use.

Research Methodology

The researcher aims to identify who uses social media and who fulfils the study's characteristics, hence this study is based on descriptive research on social media. For this study, the researcher chose 100 resonances at random and collected data from farmers through a focus group discussion.

Results and Findings of the study

Table 1: The data shows that major respondents are from the age group of 30-40 years i.e. 42%. Below that the age group is 20-30 yrs i.e. 30%

Age	Frequency	Percentage
20-30	30	30
30-40	42	42
40-50	25	25
<50	3	4

The data shows that major respondents are from the gender male i.e. 91% and female respondents are 9%. While interviewing farmers it is found that male farmers are getting more time to use social media as compared to female farmers.

Table 2: The data shows that major respondents are from the gender male i.e. 91% and female respondents are 9%

Gender	Frequency	Percentage
Male	91	91
Female	9	9

The data shows that most of the respondents were non-matrix i.e. 44% followed by Matrix i.e 30%. While interviewing farmers it is found that farmers are able to operate mobile phones and social media on it.

Table 3: The data shows that most of the respondents were non-matrix i.e. 44% followed by Matrix i.e 30%

Education	Frequency	Percentage
Illiterate	6	6
Non matrix	44	44
Matrix	30	30
Graduate	16	16
Post graduate	4	4

Table 4: The data shows that most of the respondents have accounts on social media websites.

YES	56	56
NO	44	44

Table 5: The data shows that most of the respondents are having accounts on social media. Most of them are using WhatsApp followed by Facebook and YouTube.

Parameter	Frequency	Rank
Facebook	28	2
Twitter	12	4
Youtube	18	3
Lindikin	2	5
Whatsapp	50	1

Table 6: Use of social media in agricultural marketing.

Parameter	Frequency	Rank
Information seeking	34	1
Share information	12	5
Selling/buying agri commodity	13	4
Solution problem	28	2
Market rates	21	3
Branding of agri commodity	9	6

Table 7: Problems in using social media in agricultural marketing

Parameter	Frequency	Rank
Adoption of social media as a tool of agricultural marketing	21	4
There is limited access to social media because of data, networks etc.	45	1
No training and education about use of social media in Agril marketing	35	2
People are less trusted in e-buying and e-selling of agricultural commodities on social media.	34	3

Result and Discussion

On social media, many organisations have official pages, blogs, and groups. It provides a quick response to the question. It saves farmers time and money. Farmers are receiving the appropriate information at the right time. Take, for example, a weather forecast. Companies that provide network services are supplying more data at lower prices. It makes it easier for farmers to browse more. Young farmers place a greater emphasis on using social media to advertise their products. On YouTube and Facebook, they look for more information. The most likely app among them is WhatsApp.

Conclusion

The study's findings suggest that men dominate the use of social media in agricultural marketing. Farmers that are Utilising social media efficiently are mostly between the ages of 30 and 40. The majority of farmers presently use mobile phones with internet and social media applications. Farmers are using social media to share knowledge, share innovative practices, and so on. Facebook, YouTube, WhatsApp, Twitter, and LinkedIn are the most prominent social media platforms for agricultural marketing. The majority of them use social media on a daily basis. Various issues related to the use of social media in agricultural marketing are investigated. These social media platforms also give individuals who disagree with modern agricultural techniques a voice.

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