



## A Study Of Emerging Trends In Agriculture Marketing From Conventional To Electronic Marketing System In Coimbatore

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### ABSTRACT:

This study investigates the shift in agricultural marketing from traditional to electronic systems. It analyses the main forces behind this change as well as its difficulties by using a mixed-methods approach. Technological developments, specifically in the areas of internet and mobile device usage, are making it easier to incorporate electronic platforms into the agricultural supply chain. These platforms give participants better communication channels, real-time information, and access to international marketplaces. However, barriers including the digital divide, cybersecurity dangers, and data privacy issues prevent electronic marketing from reaching its full potential. The report assesses how these shifts affect market structure, governmental frameworks, and conventional marketing methods. The research's insights deepen our understanding of the processes transforming agriculture marketing and provide stakeholders with invaluable guidance as they navigate this rapidly changing environment. This abstract presents findings from study conducted on emerging trends in agriculture marketing from conversational to electronic marketing system in Coimbatore.

**KEY NOTES:** Agriculture, Electronic Marketing, Traditional Marketing and farmers.

### I. INTRODUCTION:

Agriculture marketing strategies have changed from traditional to computerized approaches in recent years because of shifting consumer preferences, technology improvements, and the requirement for sustainable practices. Conventional approaches, such as in-person meetings and middlemen, provide difficulties including supply chain disruptions and cost volatility, in addition to shortcomings like slowness

and opacity. Electronic marketing systems, on the other hand, make use of digital technologies to improve openness, expedite procedures, and create a direct channel of communication between buyers and farmers. Global consumer reach, quick access to market data, and direct transactions are made possible by e-commerce platforms designed specifically for farmers. Social media networks are effective tools for branding and engagement, while mobile technology offer essential information and ease direct payments. Opportunities to break past obstacles and enter new markets are presented by this change, but there are also challenges remain, requiring collaboration among policymakers, stakeholders, and technology providers to ensure a fair and sustainable future for agriculture.

### STATEMENT OF THE PROBLEM:

The shift from conventional to electronic agriculture marketing in Coimbatore poses challenges. Firstly, a lack of understanding of sample respondents' socio-economic profiles hinders assessing broader impacts. Secondly, traditional methods face obstacles in reaching the target audience and maximizing profit, emphasizing the need to address inefficiencies. Thirdly, there's a critical need to examine hindrances faced by agriculture stakeholders in adopting electronic marketing. Additionally, the study aims to explore online marketing strengths compared to traditional methods, shedding light on benefits driving a shift. Despite potential efficiency improvements through tech adoption, existing regulations pose challenges. However, ongoing innovation and growth in the evolving landscape raise questions about leveraging advancements for stakeholders benefit in Coimbatore's agricultural sector.



### OBJECTIVES OF THE STUDY

- 1) To understand the socio-economic profile of the sample respondents.
- 2) To Study the challenges of traditional marketing in reaching of target audience and maximizing profit.
- 3) To Examine what hinders agriculture stakeholders faced to adopting electronic marketing in the region
- 4) To study the strength of online marketing system how is better than traditional marketing.
- 5) Studying the shift to electronic systems in agriculture marketing to improve efficiency through tech adoption. Despite regulations, future trends suggest ongoing innovation and growth in this evolving land scape

### SCOPE OF THE STUDY

This study looks at how agriculture is sold globally, examining the different ways farmers, marketers, and others face challenges. It covers both the old-fashioned methods and the new electronic ways of selling, giving us a complete picture of how things are changing. We're not just looking at what's happening but also at how these changes affect how well things work, how clear and honest they are, and how long they can keep working well. In simpler terms, it's about understanding and improving the way we sell and buy things in farming around the world.

### II. REVIEW OF LITERATURE

**Nidhi, R., & Pandey, V. (2020)**<sup>1</sup> This study conducts a comparative study between conventional and electronic marketing systems in agriculture. It probably analyses the benefits, challenges, and effectiveness of each system in promoting agricultural products

**Kumar, S., & Gupta, S. (2020)**<sup>2</sup> This paper likely offers an overview of emerging trends in agricultural marketing, with a focus on the adoption of digital technologies and emarketing strategies. It may discuss the impact of digitalization on improving market access and increasing efficiency in agricultural marketing

**Gupta, P., & Sharma, P. (2019)**<sup>3</sup>. Research indicates likely provides an overview of emerging trends in agricultural marketing. It may cover

topics such as the adoption of digital technologies, changes in consumer behaviour, and advancements in marketing strategies within the agricultural sector.

### III. RESEARCH METHODOLOGY

The main objective of this research is to study A Study of Emerging Trends in Agriculture Marketing from Conventional to Electronic Marketing System with farmers awareness, level of the rural people with special reference to Coimbatore

#### I. Source of data

- Primary data

#### Primary data

The primary data for a study on emerging trends in agriculture marketing from conventional to electronic marketing system in rural areas with special reference to in Coimbatore focuses on collecting information from 120 Farmer beneficiaries selected for feedback in rural areas. Data is collected using the questionnaire method among the farmers.

#### II. Sample Size

Data has been collected from 120 respondents of “a study of emerging trends in agriculture marketing from conventional to electronic marketing system in Coimbatore District”

#### IV. Tools for analysis

- Simple percentage analysis
- Weighted Average method with Ranking

#### Period of the study

The period considered for the study is from December 2023 to March 2024.

#### V. Area of the study:

This study was conducted with farmers in Coimbatore District

### LIMITATIONS OF THE STUDY

1. The study is restricted to 120 Farmers.
2. The findings of the study are based on information provided by the respondents only.
3. The study was restricted only to the farmer people in, Coimbatore district.
4. The Limitation regarding Conventional /Traditional Marketing.
5. The study is based on theoretical and technical point of view then the analysis is based on local strategy.



#### IV. DATA ANALYSIS AND INTERPRETATION

##### SIMPLE PERCENTAGE ANALYSIS:

The majority of questionnaire primarily undergoes a basic percentage breakdown, simplifying responses from 120 participants into relative figures. This analysis categorizes respondents into various groups, presenting each group's characteristics through percentages for clarity and comparison.

The formula,

$$\text{Percentage analysis} = \frac{\text{No. of. respondent}}{\text{Total No. of respondents}} \times 100$$

It is one of the simple forms of analysis which is very easy for everyone to understand the outcome of the research. It is normally used by commercial research Organization.

S.NO	VARIABLES	CATEGORIES	NO.OF RESPNDENTS	PERCENTAGE
1	Age	21-35	56	47%
		36-55	60	50%
		Above 55	4	3%
2	Family type	Joint family	42	35%
		Nuclear family	78	65%
3	Area of residence	Urban	35	30%
		Rural	85	70%
4	Educational Status	SSLC	23	19%
		HSC	36	30%
		Graduate	56	47%
		Illiterate	5	4%
5	Annual income	Less than 500000	30	25%
		Rs.50001-100000	68	57%
		Rs100001-500000	20	17%
		More than- Rs.500001	2	1%
6	Land they have	1-3acres	31	26%
		3-6acres	59	49%
		6-10acres	22	18%
		More than 10acres	8	7%
7	Cultivated products	Crops	34	28%
		Live stocks	20	17%
		Vegetables	62	51%
		Fruits	4	3%
8	Challenges in target reaching	Limited access to market	30	25%
		Price volatility	50	41%
		Dependency	34	29%



		Inadequate market info	6	5%
9	Familiar with electronic market	Yes	96	80%
		No	24	20%
10	Strength does online market have	Wider market information	19	16%
		Real-time market info	49	40%
		Cost effectiveness	42	35%
		Direct interact with buyer	10	9%
11	Technology improver	Yes	104	86%
		No	16	14%
12	Aware of system to traditional market	Yes	79	65%
		No	41	35%
13	Impact of regulation on adoption and growth	Positive	46	38%
		Neutral	65	54%
		Negative	9	8%
14	Receiving assistance	Yes	98	82%
		No	22	18%
15	Efficient improvement in tech adoption	Faster transaction	63	53%
		Improve market intelligence	25	20%
		Enhanced communication	25	20%
		Streamline supply chain	7	7%
16	Prospects for innovation in agriculture marketing	Yes	100	83%
		No	20	17%
17	Regulatory impact on e-marketing in agriculture	Positively	68	56%
		Negative	31	26%
		No impact	21	18%
18	Accessing market info for agriculture products	Local market	26	22%
		Intermediaries	42	39%
		Personal network	35	29%
		Online platform	12	11%
19	Comparing traditional & e-market method	Cost effectiveness	26	21%
		Ease to use	42	39%
		Market reach	35	30%
		Reliability	12	10%
20	Hinder on adoption of e-marketing in agriculture	Lack of tech literacy	24	20%
		Infrastructure	58	48%
		Resistance to changes	29	24%



		Concerns about data	9	8%
21	Unlocking income potential	Positive impact	55	45%
		Negative impact	31	26%
		Neutral	34	29%

(SOURCE: PRIMARY DATA)

### INTERPRETATION

The above table shows that Majority (50% percent) of the respondents belong to 36-55 age category. Majority (50% percent) of the respondents belong to 36-55 age category. Majority (85% percent) of the respondents are located in rural area. Most (46.7%percent) of respondents are under graduate. Majority (56.7% percent) of the respondents earn Rs.5,00,000-1,00,000. The most (49.2 % percent) farmers they have 3 to 6 acres of farming land. Most of the farmers (49.2 %percent) they have 3 to 6 acres of farming land. Most of (49.2 %percent) they have 3 to 6 acres of farming land. Most of the ( 41.7% percent) are currently facing challenges in target reaching in Price Volatility. Majority (80%percent) of farmers are familiar with electronic marketing. Most of (40.8% percent) of real time market information is are the strength over the traditional marketing. Majority of (86.6%percent) respondents taken steps to Technology improved in agriculture practices. Majority (65.8%percent) of farmers are aware of system relate to electronic marketing. majority of (54.2%percent) respondents are given neutral impact of regulation on the adoption and growth of electronic marketing. Majority (82% percent) of farmers are receiving support or training like joining workshop to adopt electronic marketing. Majority (52.6% percent) of farmers need efficient improvement in faster transaction processing. majority (83.3%percent) of response suggests widespread optimism in the ability of agricultural marketing to innovate, adapt, and overcome current limitations for future growth and success. Majority (56.7%percent) are see current regulations positively impacting electronic marketing in agriculture, aiding its acceptance and growth by

fostering supportive practices. most (39.2%percent) of respondents currently access their market information for their products through intermediaries. Most (39.2%percent) of respondents currently access their market information for their products through intermediaries. Most(48.3%percent) of respondents are hinder in infrastructure limitations. Most (45.2%percent) of respondents given positive impact on unlocking income potential.

### WEIGHTED AVERAGE METHOD WITH RANKING:

The average rank is determined using the information provided by the respondents; the highest mean score is assigned the greatest rank, and the lowest mean score is assigned the least rank. Thus, "Higher is the priority, higher is the mean score." The table presents the results together with a suitable. Explanation .Weighted average may be defined as the average whose component items are being divided by the total sum of their Weight instead of the sum of the items.

$$\text{Weighted Arithmetic Mean: } \bar{x}_w = \frac{\sum w x}{\sum w XW}$$

- Represents the weighted arithmetic mean

V - Represents the variables.

W - Represents the weight attracted to the variable X

$$\bar{x}_w = \frac{\sum w x}{\sum w}$$



**TABLE SHOWING THE HINDER OF ADOPTION OF ELECTRONIC MARKETING IN AGRICULTURE**

S.no	Factors	1	2	3	4	5	6	7	8	9	10	Total	Mean Score	Rank
1	Internet and-tech access	80(10)	12(9)	3(8)	3(7)	4(6)	0(5)	5(4)	3(3)	3(2)	8(1)	1020	18.5	I
2	Awarenes emarketing	7(10)	16(9)	16(8)	1(7)	1(6)	2(5)	2(4)	3(3)	9(2)	3(1)	403	7.3	VIII
3	Confusion emarketing	2(10)	11(9)	72(8)	11(7)	3(6)	3(5)	1(4)	10(3)	5(2)	2(1)	852	15.4	II
4	Data security	2(10)	1(9)	8(8)	81(7)	12(6)	1(5)	11(4)	3(3)	1(2)	0(1)	792	14.4	III
5	Preference for traditional	2(10)	3(9)	3(8)	7(7)	75(6)	23(5)	4(4)	3(3)	0(2)	0(1)	710	13	IV
6	Financial constraints	2(10)	2(9)	1(8)	2(7)	21(6)	78(5)	10(4)	1(3)	1(2)	2(1)	623	11.3	VI
7	Difficulty accessing support for e-platforms	26(10)	1(9)	2(8)	11(7)	3(6)	9(5)	64(4)	7(3)	2(2)	2(1)	708	12.8	V
8	Resistance to change	2(10)	3(9)	9(8)	2(7)	2(6)	2(5)	6(4)	81(3)	10(2)	3(1)	445	8.1	VII
9	Complex Agricultural markets.	1(10)	12(9)	4(8)	1(7)	0(6)	1(5)	3(4)	9(3)	78(2)	11(1)	368	6.7	IX
10	Complex agricultural markets.	21(10)	3(9)	2(8)	1(7)	1(6)	1(5)	0(4)	0(3)	11(2)	80(1)	357	6.5	X

Source: Primary Data

### INTERPRETATION

From the above table it shows that most of the respondents have ranked Internet and tech access as their first preference, then confusion marketing is preferred by the respondents as their second preference, then Concerns about data security is preferred by the respondents as their third preference, then Preference for traditional methods is preferred by the respondents as their fourth preference, and then Difficulty accessing support for e-platforms is preferred by the respondents as their fifth preference, then Financial constraints for e-marketing is preferred by the respondents as their sixth preference, and then Resistance to change is preferred by the respondents as their seventh preference, then lack of Awareness-e marketing is preferred by the respondents as their eight preference, and then lack of electronic marketing training is preferred by the respondents as their ninth preference, and then at last complex agriculture markets is preferred by the respondents as their tenth preference

### V. FINDINGS:

- 50% percent of the respondents belong to 36-55 age category

- 65% percent of the respondents belong to nuclear family.
- 85% of the respondents are located in rural area.
- 46.7% of respondents are under graduate.
- 56.7% percent of the respondents earn Rs.5,00,000-1,00,000
- 49.2 % of farmer they have 3 to 6 acres of farming land
- 51.7% of farmers currently cultivate vegetables in their land
- 41.7% of farmers currently facing challenges in target reaching in Price Volatility.
- 80% of farmers are familiar with electronic marketing.
- 40.8% of options in real time market information is are the strength over the traditional marketing
- 86.6%of respondents taken steps to Technology improved in agriculture practices in that 56.7% have implemented automated irrigation technology
- 65.8% of farmers are aware of system relate to electronic marketing
- 54.2% of farmers are given neutral impact of regulation on the adoption and growth of electronic marketing



- 82% of farmers are receiving support or training to adopt electronic marketing in that they receiving support by networking with other professional .
- 52.6% of farmers need efficient improvement in faster transaction processing .
- 83.3%of response suggests widespread optimism in the ability of agricultural marketing to innovate, and overcome current limitations for future growth and success.
- 56.7% of respondents are current regulations positively impacting electronic marketing in agriculture, aiding its acceptance and growth by fostering supportive practices.
- 39.2% of respondents currently access their market information for their products threv intermediaries
- 48.3% of respondents are hinder in infrastructure limitations
- 45.2% of respondents given positive impact on unlocking income potential

#### FINDINGS OF RANKING ANALYSIS:

From the Analys it shows that most of the respondents have ranked Internet and tech access as their **I** preference, then confusion marketing is preferred by the respondents as their **II** preference, then Concerns about data security is preferred by the respondents as their **III** preference, then Preference for traditional methods is preferred by the respondents as their **IV** preference, and then Difficulty accessing support for e-platforms is preferred by the respondents as their **V** preference, then Financial constraints for e-marketing is preferred by the respondents as their **VI** preference, and then Resistance to change is preferred by the respondents as their **VII** preference, then lack of Awareness-e marketing is preferred by the respondents as their **VIII** preference, and then lack of electronic marketing training is preferred by the respondents as their **IX** preference, and then at last **X** preference is given for complex agriculture markets.

#### VI. SUGGESTIONS

- Create special training programs to teach farmers about electronic marketing and technology. These programs should be designed to help those who find it hard to access e-marketing training, so they can better understand and use electronic marketing tools.
- Infrastructure improving internet and technology access in rural areas where farmers might struggle to get online. This will make it

easier for them to use electronic marketing methods.

- Promote regulations that support the expansion of electronic marketing in agriculture. Together with legislator and other stake holders develop regulations that incentivize farmers to employ electronic marketing tools in their operations.
- Get Better Market Info: Make it possible for farmers to get real-time information about markets without going through middlemen. This means creating apps or websites that give farmers accurate and up-to-date market info, so they can make smart decisions about selling their products.
- Create places like Farmer Communities, where farmers can connect with each other and experts to talk about electronic marketing in this meetings where farmers can share tips, learn from each other, and get support in using electronic marketing techniques.

#### VII. CONCLUSION

It conclusion, we can enable framers to accept technology and prosper in the modern market by enacting laws that encourage. The growth of electronic marketing in the agriculture sector. Infrastructure upgrades with close the digital divide in rural regions, and specialized training programs will guarantee accessible for all farmer communities and access to real time market data will promote cooperation and will informed decision making. When combined industry's adoption of electronic marketing tools increasing productivity and competitiveness.

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