

E-Marketing in Agriculture Sector

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ARTICLE ID : 024

Abstract

The internet has taken over the world. In a survey, it has been stated that about 65% of the Indian population depends directly on agriculture considering it as a primary sector and it holds for about 22% of the GDP of India. Using the internet as a way of marketing channel in the agriculture industry has opened doors for farmers to reach a large number of customers. E-Marketing tends to reduce the gap between farms and the non-farming sector as a means for communication. The rural telecom subscriber base has grown faster in comparison with the urban telecom subscriber base. The survey conducted as of March 2015 stated that the national density for telecom subscribers was 79% and for rural 46.5%. In today's era, smart farmers are considering online services that are required for their business like fertilizers, pesticides, farm equipment, machinery, product transportation, and post-harvest services. The ultimate aim of e-marketing in the agriculture industry is to target a large audience cost-effectively and measurably. Likewise, creating awareness among customers and entering into their ecosystem through viral content is the key to success in agribusiness. E-marketing is growing at the rate of 51% per annum in the world. E-Marketing provides the stage to encounter personalized feeds of the customer increasing the transparency of the product or service. Henceforth, it plays a pivotal role in the enhancement of the economy and stability of the agribusiness

Introduction:

E-marketing or Digital marketing is a term given to any marketing form that exists online. It includes all the aspects that use electronic devices and the internet. Digital marketing includes search engines, social media, email, and other websites that act as a channel to interact with potential customers. Marketing is considered the foundation of a business (Basahel and Irani, 2009). In a survey, it has been stated that about 65 percent of the Indian population depends directly on agriculture considering it as a primary sector and it holds for about 22 percent of the GDP of India. An increasing number of agribusinesses are looking to the Internet as a



marketing, management, service, and coordination tool (Hooker et al, 2001). In today's era, smart farmers are considering online services that are required for their business like fertilizers, pesticides, farm equipment, machinery, product transportation, and post-harvest services (Beierlein and Woolverton, 1991). The changes being created by globalization are putting the burden on organizations to increase production to meet the demands of a growing population (Tsekouropoulos et al, 2013). Organizations have to compete in a global environment where the competition is higher (Baptista, 2012). Nowadays, it is an important task for rural agribusiness to enhance their marketing strategy and remain familiar with adapting creative and innovative marketing functions.

Advantages of E-Agribusiness

1. **Global Market:** Provides a virtually global distribution market for sellers. Usage of the Internet has increased among millions of people throughout the world and hence, promoting business through this medium seems to be profitable.
2. **Inventory Costs:** It helps to minimize inventory costs by adopting just-in-time systems. It can enhance the firm's ability to sensor the demand of an enterprise more precisely.
3. **Consumer Service:** The cost incurred towards the customer and after-sale services generally accounts for not less than 10 % of the operating costs under e-agribusiness. Many services can be put online for improvement of the quality of the product.
4. **Distribution Period:** The customers can place orders immediately on the internet and goods are delivered within the minimum time.
5. **Easy reach:** With the help of the internet, local companies also get an opportunity to sell their products and services to all the potential customers at a minimum cost.

CONCLUSIONS

The internet has become more interactive than it was before. Consumers' behavior is what defines the business strategy and if consumers use the internet more than ever to learn about new products, shop online, criticize and exchange views with other consumers. The interest of agriculturists in social networks is motivated by the fact that social networks are an



important marketing channel that provides information to buyers as well as sellers and in addition can be used as a targeted marketing and promotional tool in agribusiness. Young students, who study subjects regarding agriculture, are familiar with the recent evolutions in technology issues and use social media services mainly to retrieve information. The cheap advertisement of products and the creation of new brands can be an asset for agribusinesses. The opportunity for small businesses to communicate with more clients than through traditional channels can show great potential. The rise of social media can support efforts of open innovation and enable agro companies to develop channels of communication with customers, academics, and experts, which before could not be reached. The ultimate aim of E-marketing in the agriculture industry is to target a large audience cost-effectively and measurably. Likewise, creating awareness among customers and entering into their ecosystem through viral content is the key to success in agribusiness. Farmers, on the other hand, are advised to first establish goals for how to use the tools, become familiar with what opportunities these tools have to offer, and then develop a strategy for using these tools.