



INTERNATIONAL RESEARCH JOURNAL OF HUMANITIES AND INTERDISCIPLINARY STUDIES

(Peer-reviewed, Refereed, Indexed & Open Access Journal)

DOI : 03.2021-11278686

ISSN : 2582-8568

IMPACT FACTOR : 6.865 (SJIF 2023)

A Study of E-Marketing Apps for Agricultural Product

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DOI No. **03.2021-11278686** DOI Link :: <https://doi-ds.org/doi/10.24018/irjhis.v2i2.230222>

ABSTRACT:

E-marketing can be defined as the use of Internet and related digital technologies to achieve marketing objectives and support the modern marketing concept. Now farmers can market their agricultural products through different Agricultural E-Marketing apps such as Smartcrop, Peek Bazaar, Digital Mandi India, Agribuzz-Agri-app, Gram Seva app, Agri Market etc.. This research paper is based on Primary as well as secondary data and objectives are study E-Marketing apps for Agricultural Product and benefits of E-Marketing for Agricultural product. It provides complete information on the selling prices, weather reports, package of practices of crops and the supply & demand of the crop or agriculture output. Hence the Agricultural E-marketing infrastructure has to be enhanced to E-marketing plays a major & key role in doubling the farm income, a central government vision.

Keywords: E-Marketing, Digital, Farmer, Social media, agricultural marketing

1.1 Introduction:

E-Marketing or electronic marketing means internet marketing, web marketing, Digital marketing or online marketing, E-marketing is channel of marketing by internet through has changed the word. E-Market is provide online information of product and services advertisement, selling in india.eg.company use websites, email or mobile app to selling of agricultural product. In line with other sectors Agriculture sectors has emerging tool in E-marketing i.e. expanding outreach to the

customers beyond their conventional shopping places. Farmers can use social media on many possible ways to sell their products using internet or e marketing a way of selling agricultural products is changing marketing channels in the agriculture sectors. Now farmers will be able to sell their produce through e-market platform i.e. the National Agriculture Market (NAM) which was launched by our Prime Minister Narendra Modi. Agricultural markets are characterized by poor competitiveness, fragmentation, inefficiency, presence of executive middlemen and frequent price manipulations. E-Marketing of Agricultural Products is an electronic trading portal for agricultural products through which many of the farmer’s problems will be solved.

1.2 Review of Literature:

Sudhakar Reddy (2021) studied on the digital marketing is important platforms for the farmers to the increase the selling price and reduce the marketing cost of their agriculture output like Cotton Lint, Maize Grains, Paddy , Vegetables etc. Digital marketing is a provide the valuable information to the businessman. He also states that digital media helps the marketing of high volumes of agriculture. He suggested that Indian government and states governments must put forth the strategies and frame the policies towards the sustainable digital agriculture market development.

Balu (2020) point out the insufficient extension services and poor access to information leads the gap in the adoption of technology and lead to poor productivity levels in Agricultural sector. He noted that the right information at right time plays a crucial role for development of Indian agriculture. A digital technology tool helps young farmers to involve agribusiness in effective manner.

Oseremen Ebhote (2020) concluded that for agricultural development, digital marketing is strongly encouraged and effective transformation. Government has to take necessary steps to give more awareness of digital marketing to farmers.

T. Thileepan and K. Soundararjan (2014), in their Paper “E-Marketing for Self Help Group’s agricultural products in India”. In this paper, elaborate research was carried for the successful development of an e-market web application. Agricultural Products was the base in which the system was designed, and the design was explicitly based on Indian and also implemented using both online and offline mode of transaction, for secure payment for goods.

1.3 Statement of the problems:

Now days the drastic changes in technological up gradation for the marketing of product and services in the general as well as agricultural sectors. Government companies as well as private sectors to open the channels for markets i.e the to use E- marketing due to benefits to farmers and reducing cost as well as time saving, affordability and flexibility. This research paper tries to found out which E marketing apps to useful for farmers as well as marketing of agricultural product in India.

1.4 Objectives of the Study:

1. To study E-Marketing apps for Agricultural Product.
2. To study benefits of E-Marketing apps for Agricultural product.

1.5 Research Methodology:

The present study is based on primary as well as secondary data and information collected from a variety of sources as well as data has collected from secondary source like research papers, articles, research journals, periodicals, newspapers, and websites etc. The primary data collected by consumer respondent by purposive sampling methods.

1.6 Result and Discussion:

A. Survey of consumers used by E-Marketing tool for Agricultural Products:

Table No.1

Consumers used by E-Marketing tool for Agricultural Products

Sr. No.	Agri-Product	No. of Respondent	Percent
1	Vegetables	36	24
2	Fruits	33	22
3	Cereals	22	15
4	Pulses	20	13
5	Processed Product	39	26
	Total	150	100

(Source: Compiled by Primary data)

Above table reveals that the impact of E-Marketing on selected agricultural product in Ahmednagar districts. The maximum 26 percent of consumer's use of e-marketing for processed agricultural product after that 24 percent for vegetables and fruits 22 percent.

B. E-Marketing apps for Agricultural Product:

1. Smartcrop:

Smartcrop app used for marketing of agricultural product in India. This app used for mainly crop purchasing and selling information provide for farmers. Farmers post their product information by this app as well as to attract the consumers with saving of expenditure and time. This app stored all the information whatever selling and purchasing of crop as well stored information reused for data purposes and secure the information for future use.

2. Peek Bazaar or Dhaan Mandi:

Peek bazaar is a free mobile app used as working for crop online marketing. This app need for selling and purchasing for commodities or goods. There is non-stop market plus app used for all India. This app helpful for advertising of agricultural product in English as well as Hindi languages

at end of use.

3. Digital Mandi India:

Digital mandi India app very useful for rural as well as urban area for predication rate of agricultural product in India as well as gradation and prices decide by automatically on this app.

4. Agribuzz-AgriApp:

Agribuzz and Agri App is one of the free of cost mobile application used for Agriculture Business. This application joint to every farmers and group of farmers for purchasing and selling of agricultural product and transportation easily. Agribuzz provide within one min information to respondent by chat and email information.

5. Gram Seva: Kisan (Mandi Kimat):

This application provide information to farmers for farmers product and farmers as well as real rate of crop by government decided. Turmeric, Coridner etc

6. Mandi Trades:

Mandi Trade is agricultural commodity trading platform for agricultural traders and farmers. Mandi Trade application provide information of Trading rate, predication of marketing rate as well as demand of agricultural product in consumers. India Government stored information in this app related to prices of agricultural commodities and agricultural products.

7. Agricultural Bazaar:

With the help of Global position system (GPS) we have to decide crop market price searching information in Agriculture market very easily with 50 KM distance.

8. e-NAM:

National Agriculture Market is a electronic portal for networking the existing APMC Mandis in over all nations. It is online platform to facilitate the trading of agricultural coomodities, better prices to discover as well as transparent auction process based on quality of produce along with timely online payment.

C. Benefits of E-Marketing apps for Agricultural product:

1. E-Marketing apps to save the time, efforts and cost of farmers, entrepreneurs, consumers as well as Agricultural traders throughout the world.
2. It provides different types of information to useful farmers as well as Agricultural traders relating to trading activities, weather news, government policies, schemes, programs, schedules etc.
3. It is benefited to finding new agricultural markets, trading activity outside the countries as well as minimizes the paper works such as farm records, fertilizers rate, application date, pest and diseases data, Market rate etc.

4. E-marketing provides transparency in crop prices information as well as provide quality of goods in minimum prices and no big risk for farmers and Argil. Entrepreneurs
5. To increase the Connectivity with Farmers and Experts and enables farmers to schedule their farming activities well.

1.7 Conclusions:

E-Marketing apps are important tools for Marketing of agricultural product for farmers and Agricultural traders. Now days most of farmers and consumers used E-Marketing applications used for Agriculture business i.e. selling and purchasing of crops, trading activities, searching information as well as deciding the farm planning etc. Android phones are the main breakthrough to the farmers where in the apps & internet enabled services are used for the E-marketing of agricultural products. It provides complete information on the selling prices, weather reports, package of practices of crops and the supply & demand of the crop or agriculture output. Hence the farmers are getting expected prices to their products and profits to their products.

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