Available online @ www.iaraindia.com
SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal
ISSN: 0975-9999 (P) 2349-1655 (O)
Impact Factor: 3.655 (CIF), 2.78(IRJIF), 2.5(JIF), 2.77(NAAS)
Volume XV, Issue 57, April-June 2024
Formally UGC Approved Journal (46622), © Author

SOCIAL MEDIA CONTRIBUTION TOWARDS AGRICULTURAL SECTOR WITH SPECIAL REFERENCE TO CHENGALPATTU DISTRICT

Mr. G.KEETHI VASAN
III B.COM
Department of Commerce
School of Arts and Science
Vinayaka Mission’s Research Foundation (Deemed to be University)
Chennai – 603 104
&
Dr.R.KAMARAJ.,Ph.D.,
Assistant Professor, Department of Commerce
School of Arts and Science
Vinayaka Mission Research Foundation
Deemed to be University– Chennai. 603 104
Kamaraj019@gmail.com

Abstract

Social media has become an indispensable component of the agricultural industry, facilitating communication, interaction, and socialisation among farmers. It facilitates the networking of farmers with other farmers, agribusinesses, and agricultural experts across large distances. Additionally, it serves as a cost-efficient means to advertise and market their agricultural products. The networking ability of social media facilitates increased connectivity among agricultural youth, hence expanding prospects for collaboration, knowledge sharing, and cross-border agricultural projects. By the fiscal year 2022-2023, the Indian agriculture sector is expected to experience a growth rate of 3.5% as of April 30, 2024. India's agricultural exports in the fiscal year 2022-2023 amounted to $50.2 billion, establishing it as a country that exports more agricultural products than it imports. The agricultural industry in India is a prominent sector that makes a significant contribution of over 16% to the nation's Gross Domestic Product (GDP) and provides employment to a vast number of individuals. Nevertheless, the agricultural sector's contribution to the overall economy has diminished to below 15% as a result of the expansion of the industrial and services sectors. In this study, the researcher investigates the impact of social media on the agricultural sector, specifically focusing on Chengalpattu District.

***Keywords:* Digital Social media, Farmers, Agriculture Sector, Agricultural Products and GDP.**

INTRODUCTION

Contrary to previous perceptions, agriculture has now caught up with the adoption of social media and other digital activities. Agribusinesses must have a robust presence on social media platforms and adopt a well-planned digital marketing strategy, as farmers now anticipate the ability to interact with brands and explore products and services through many channels. Various surveys have been conducted on the utilisation of social media by farmers, and the consensus is that approximately 80% of farmers now frequently engage with social media platforms.

STATEMENT OF THE PROBLEM

The agricultural industry in Chengalpattu District has been neglected over time, making it unappealing to the present generation of adolescents. Therefore, it is crucial to prioritise a distinct kind of agricultural marketing to safeguard the financial prospects of agriculture. Considering the widespread usage of social media among various age groups in Chengalpattu District, it is reasonable to anticipate that utilising social media for marketing agricultural products will have a substantial influence on the demand for these items and therefore on sales. This elucidates the underlying reasoning behind conducting this investigation. The primary aim of this study was to examine the influence of farmers in the Chengalpattu District Region using social media in agricultural marketing on key performance metrics, including marketing costs, agricultural product demand, and farmers' turnover.

REVIEW OF LITERATURE

A literature review is a comprehensive examination of the previously published works pertaining to a specific subject. The word might encompass either a whole scholarly document or a specific segment of a scholarly work, such as a book or an article. In any case, a literature review aims to furnish the researcher/author and the audience with a comprehensive overview of the current knowledge pertaining to the issue in question. An effective literature evaluation can guarantee that a suitable research question has been posed and appropriate theoretical framework and/or research methods have been selected.

In their study, **Shani Gulaiya et al. (2023)** proposed that social media provides young people with the means to democratise agricultural education, establish worldwide relationships, and utilise venues to showcase their agricultural products. Nevertheless, it is necessary to navigate through problems such as excessive amount of information and issues around privacy. In the future, we can expect to have more engaging and interactive learning experiences, increased transparency through the use of blockchain technology, and the ability to solve problems collectively using digital platforms.

Bhalchandra Balkrishna and Anand A. Deshmukh (2017) observed that males have a predominant presence in the role of social media in Agricultural Marketing. The age group of farmers who are most actively utilising social media is between 30 and 40 years old. The majority of farmers nowadays utilise cell phones equipped with internet connectivity and social media applications. Farmers are utilising social media platforms to implement innovative techniques, exchange knowledge, and engage in collaborative activities. The predominant social media platforms utilised in agricultural marketing are Facebook, YouTube, WhatsApp, Twitter, and LinkedIn.

In their study, **Pratik Bhowal et al. (2022)** found that a large proportion of farmers currently utilise mobile phones equipped with internet connectivity and social media platforms. Agricultural practitioners are utilising social media platforms to exchange information, disseminate novel techniques, and engage in other collaborative activities. Facebook, YouTube, WhatsApp, Twitter, and LinkedIn are the primary social media platforms for agricultural marketing.

According to **Samuel C. Zipper (2017),** social media holds significant promise for future agricultural research. Social media platforms are particularly suitable for identifying developing agricultural challenges, delivering specific extension services and outreach, and mapping the prevalence of various agricultural practices. Nevertheless, there are still significant obstacles to overcome, specifically with the scarcity of data and the difficulty in establishing the extent to which agricultural social media users accurately represent the entire agricultural population.

Vasumathi and C Joe Arun (2021) Contemporary commercial communication technologies are using a large amount of information to provide opportunities to rural populations. However, user-generated media stands out among these options due to the potential prospects it provides for promoting agricultural products. WhatsApp, Facebook, and YouTube serve as platforms that enable individuals to establish virtual connections with consumers and other stakeholders in the agriculture business.

OBJECTIVES OF THE STUDY

1. To know the overview of agricultural and allied marketing.
2. To identify the agriculture awareness about of social media Groups with special to Chengalpattu District.
3. To know the benefits of agriculture with contribution of social media groups with special to Chengalpattu District.

METHODOLOGY FOR CONDUCTING RESEARCH

The research technique is a crucial component of the research process as it determines the framework and configuration of the study. Research methodology encompasses several key elements, including the type of research, data sources, data gathering instruments, sample techniques and data processing methods.

Nature of Research

This research study is descriptive and utilises both primary and secondary data. Methods of selecting a subset of individuals or items from a larger population for the purpose of studying or analysing them.

A Stratified Random Sampling technique was utilised to choose the participants for the study on Agricultural and Allied Marketing of Social media Groups in Chengalpattu District.

Initially, 9 locations were pinpointed from the Agricultural and Allied Marketing of Social media Groups in Chengalpattu District. For the second stage, a sample size of 140 respondents (30% of the total) was selected for the study. For the third stage, a total of 20 respondents were selected from each block. The researchers utilised proportionate stratified random selection techniques to choose the participants for the study.

Data Sources

The investigation necessitates the use of both secondary and primary data. The primary data was gathered using structured interview schedules, which were delivered to the respondents involved in Agricultural and Allied Marketing of Social Media Groups in Chengalpattu District. The collection of secondary data involved extracting information from many sources such as journal reports, theses, dissertations, periodicals, and books.

Sampling Size

Sampling size calculator was applied to determine the sample size of the research study;

S.No	Name of the Town Panchayat	No. of Questionnaire Issued	No. of Questionnaire Received
1.	Kottucherry	30	20
2.	Nedungadu	30	20
3.	Neravy	30	20
4.	Thirunallar	30	20
5.	Tirumalairayanpattinam	30	20
6.	Chengalpattu District (S)	30	20
7.	Chengalpattu District (N)	30	20
	Grand Total	270	140

Source: Primary Data

Population Size : 1,32,547
Confidence level : 95%
Confidence Interval: 4.36
Sampling Size : 140

Statistical tools for analysis

The researcher utilised the subsequent instruments for analysis: The data was analysed using a range of advanced statistical tools, including descriptive statistics for percentage analysis, trend percentages, chi-square test, t-test, one-way ANOVA, multiple regression analysis, and factor analysis.

Feasibility Study

Prior to the data collection, a preliminary research was conducted. The pilot study has a sample size of 50 participants from the designated study area. The interview schedule was updated and redesigned based on the feedback from the respondents, in order to meet the specific requirements and relevance of the study.

Area of study

The research focuses on the Agricultural and Allied Marketing activities conducted by social media groups in Chengalpattu District. The term 'universe' is used to refer to the scope of data collecting and processing.

The scope of the study

This study aims to examine the origins of selected social media groups, the characteristics of its members and administrators, and the patterns of information shared in the posts inside these groups. This effort also aims to explore the extensive range of topics covered by these articles as a whole, with a specific focus on various aspects of agriculture, such as general agricultural knowledge, plant disease diagnosis, crop varieties, and recommended agricultural methods. This research examines the information sharing patterns among group members and administrators, which will shape the future extension strategy in the country. This initiative will effectively draw a significant number of unemployed young individuals towards the agriculture sector, so ensuring food security and substantially mitigating the country's unemployment rate. Hence, it is imperative for policymakers in government and other relevant stakeholders, such as cooperative society managers and farmers' associations, to actively encourage the utilisation of social media platforms for agricultural marketing. This can be achieved through comprehensive awareness campaigns targeting farmers and by offering modern communication devices to farmers at reduced prices.

Table Number – 1.1
Demographic Profile of the Respondents

DEMOGRAPHIC PROFILE			
Demographic Profile (N = 140)	**Description**	**Frequency**	**Percentage**
Gender	Male	94	67.15
	Female	46	32.85
Marital Status	Single	84	60.00
	Married	56	40.00

Nature of Family	Nuclear Family	45	32.14
	Joint Family	95	67.85
Place of Living	Urban	92	65.71
	Semi-Urban	38	27.14
	Rural	11	07.85
Age of the Respondents	17-21	13	9.28
	22-24	39	27.85
	25-28	88	62.85
Educational Qualification	Under Graduate	94	67.14
	Post Graduate	47	33.57
Nature of Sectors	Agriculture	65	46.42
	Horticulture	9	06.42
	Allied Sectors	15	10.02
	Farm sectors	52	37.14
Descriptive Statistics (Age)			
Mean	Std. Deviation	Minimum	Maximum
22.843	2.147	17	28

Table Number 1.1 indicates that majority of the respondents are male (67.15%), majority of the respondents are Single (60%), majority of the respondents are joint Family (67.85%), majority of the respondents are urban (65.71%), majority of the respondents are belongs to age 37-42 (62.85%), majority of the respondents are Under Graduate (67.14%), majority of the respondents are nature of sectors agriculture (46.42%). According to descriptive statistics, the employees who took part in the review ranged in age from 17 to 28 years, with a mean age of 22.843 and a standard deviation of 2.147.

Table Number 1.2

Usage of social media and cost of marketing agricultural products

Model Summary				
R	**R-square**	**Adjusted R Square**	**Std. Error of Estimate**	**Durbin-Watson**
0.794	0.48	0.43	0.707	1.67

Model Summary				
R	**R-square**	**Adjusted R Square**	**Std. Error of Estimate**	**Durbin-Watson**

ANOVA	
F =24.578	Sig. = 0.000

Coefficients					
Model	**B**	**Std Error**	**Beta**	**t**	**Sig**
Constant	22.175	0.423		3.152	0.000
Facebook	2.137	0.059	0.020	0.317	0.000
WhatsApp	1.274	0.071	0.304	5.015	0.000
Instagram	1.015	0.100	0.155	2.570	0.000

The coefficient of determination, often known as R-Square, The coefficient of determination, R-Square, quantifies the degree to which the estimated regression model accurately fits the data by indicating the proportion of the variance in the dependent variable that is explained by the fitted sample regression equation. The R square value is 0.794. It suggests that around 79% of the differences in agriculture satisfaction can be accounted for by the estimated Social Media Reach Potential (SRP) using Facebook (X1), Whatsapp (X2), and Instagram (X3) as the independent variables. The R-square value indicates that this relationship is statistically significant at the 1% level. The value of F is 24.578, and the p-value is less than 0.01. The equation for multiple regression is Y = 22.175 + 2.137X1 + 1.274X2 + 1.015X3.The coefficient of X1 is 2.137, indicating the specific impact of Facebook while keeping the other independent variables constant. The calculated positive sign indicates that there is a positive effect, meaning that agriculture happiness would improve by 2.137 for each unit increase in facebook aspects. This coefficient is statistically significant at the 1% level.

Table Number 1.3

Use of social media in marketing agricultural products and sales turnover

Channel	Mean	SD	Mean Diff.	Test Value	t	Sig. 2-tailed	N
Facebook	3.214	0.62	0.214	3.00	5.44	0.000	246
WhatsApp	3.289	0.78	0.289	3.00	5.84	0.000	246
Instagram	3.115	0.418	0.115	3.00	4.32	0.000	246

An analysis of the correlation between the use of WhatsApp in agricultural marketing and the sales turnover of agricultural products found that participants who agreed that using WhatsApp improves sales turnover had an average score of 3.289. Utilising the five-point Likert scale, a test value of 3 was employed. The calculated t-value was 5.84 and the p-value was less than 0.001. This indicates that the test was statistically significant at a significance level of one percent. Based on our analysis with a 99% confidence level, we can confidently state that including WhatsApp into the marketing strategy for agricultural products greatly enhances the sales performance of farmers.

RECOMMENDATIONS

The research findings led to the proposal of a model for social media marketing of agricultural products, which aimed to improve the efficiency of agricultural marketing and increase sales turnover. The model demonstrates that the utilisation of two specific social media platforms, WhatsApp and Instagram, can accurately forecast the influence of social media on the marketing of agricultural products, specifically in terms of increased efficiency and higher revenue. The model demonstrates that utilising social media platforms such as WhatsApp and Instagram results in minimal marketing expenses, hence facilitating the efficient promotion of agricultural products.

The use of social media in marketing agricultural products has a significant impact on marketing efficiency and sales turnover. This implies that government policy makers and strategic managers of agro-allied firms can adopt social media as a means to reduce marketing costs and increase sales revenue from agricultural products.

CONCLUSION

This study has produced substantial contributions to the body of knowledge in the fields of marketing and management. This study is one of the few that has investigated the impact of social media marketing on marketing efficiency and sales turnover of farmers in Chengalpattu District. Furthermore, this study stands out as one of the few that has examined the utilisation of social media in agricultural marketing specifically in the south-south Chengalpattu District. This study differs significantly from prior studies by specifically analysing the effects of utilising social media in agriculture marketing on marketing efficiency and sales turnover. Therefore, it has made a deliberate and focused attempt to strengthen the farmers' interest in utilising social media for promoting agricultural products in the south-south Chengalpattu District. The expansion of the agricultural sector has significant effects on a country's gross domestic product, which in turn has repercussions for national development. Based on the problem definition and research findings, the following recommendations are proposed. Government policymakers should prioritise the expansion of agricultural production and the promotion of agricultural product marketing to maximise earnings from the agricultural sector.

Reference

1. *Bite Bhalchandra Balkrishna and Anand A. Deshmukh (2017). A Study on Role of Social Media in Agriculture Marketing and its Scope. Global Journal of Management and Business Research: E Marketing Volume 17 Issue 1, pp 33-36.*
2. *Pratik Bhowal et, al (2022). A study on the role of social media in agriculture marketing and farmers and its scope. The Pharma Innovation Journal 2022; SP-11(6), pp934-936.*
3. *Samuel C. Zipper (2017). Agricultural Research Using Social Media Data. AgronomyJournal, Volume110, Issue1, pp 349-358.*
4. *Shani Gulaiya et al, (2023). The Impact of Social Media on Agricultural Youth: Empowering the Next Generation in India. Asian Journal of Agricultural Extension, Economics & Sociology, Volume 41, Issue 10, Page 260-267.*
5. *Vasumathi & C Joe Arun (2021). Young Farmers' Intention to Use Social Media in Marketing Agro Products: A Conceptual Framework. Indian Journal of Economics and Business Vol. 20 No. 2, pp 359-370.*
6. Naidu, V. K., & Paramasivan, C. (2015). A Study on Green Banking Trends in India. Research Explorer, 4(10).
7. Paramasivan, C. (2011). Customer Satisfaction through Information Technology in commercial banks. Journal of Commerce and Management Thought, 2(4), 509-522.