


Antecedents of E-Marketing of Agriculture Products in This Digital Era: An Empirical Study

Gautam Srivastava, IILM Graduate School of Management, IILM University, Greater Noida, India*

 <https://orcid.org/0000-0002-8614-6718>

ABSTRACT

Agriculture is the backbone of the Indian economy. The majority of the citizens of this country are dependent upon the agricultural supply chain for the livelihood. This study shows the role of the workforce in this digital era for the e-marketing of agriculture products. E-marketing platforms (i.e., search engine optimization, affiliate marketing, social media marketing, and e-mail marketing) help digital marketers to track and analyze the dynamic and complex buying behavior of consumers. Structural equation modelling is used to test the framework for the e-marketing of agriculture products. The developed model can enhance the capability of workforce in this digital era for developing an effective e-marketing strategy for agriculture products.

KEYWORDS

Affiliate Marketing, Agricultural Products, Digital Workforce, E-Mail Marketing, E-Marketing, Search Engine Optimization, Social Media Marketing

1. INTRODUCTION

Agriculture plays a very significant role in strengthening the Indian economy. More than 50% of people in India are employed in the agriculture sector and the contribution of the agricultural sector in GDP is also increasing (Veeranjaneyulu, 2014). Agriculture also assists in providing raw materials to the industries. But still, the good quality agricultural products are not able to reach the consumers due to the under development of this sector. The marketing of the agricultural product is not the same as the traditional marketing of other products in which the sole emphasis is given on fulfilling the demand and satisfying the expectation of the consumers (Singla & Sagar, 2012). E-marketing of agricultural products is related to the e-marketing of the basic need of the people which is food and getting food is also a human right. The e-marketing of agricultural products also involves various services like packaging, grading, transport, storage, advertising, and promotion of agricultural products. Therefore, the government must act accordingly so that people can get food. Supply chain management of the agricultural products must travel a long distance which results in the decaying and rotting of the agricultural products before reaching the marketplace (Wells et al., 2007) and the farmers are not

DOI: 10.4018/IJTHI.306228

*Corresponding Author

This article published as an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0/>) which permits unrestricted use, distribution, and production in any medium, provided the author of the original work and original publication source are properly credited.

getting anything for their investment. This is the major drawback of the agricultural sector in India. There is a long list of intermediaries in the whole process that starts right from the production to the consumption of agricultural products. Many intermediaries also result in increasing the price of the products and the farmers remain the least earners during the whole process. At least four intermediaries are involved in the process of the production of the agricultural products until their consumption and they do not add any value to the products (Feldmann & Hamm, 2015). The price strategy is not clear and open. At every level of the intermediaries, the price of the product increases which is not in the knowledge of the producers. The main reason behind the increase of the transaction cost of the agricultural products is various taxes, fees, and various licensing systems (Thompson & Scoones, 2009) which in total increase the price of the products which fall on the pocket of the common man. To curtail this, the Government of India has set up the MSP (Minimum Support Price) which helps the farmers to earn at least the fixed price for their agricultural products. The Government of India has also amended 'The Agricultural Products Market Committee Act' to improve the transparency in the selling of agricultural products. This Act is mainly aimed to exclude the mediators between the producers and the end-users and improve the direct sales so that the producers can get the best of their products. Many states have adopted this act in full and some have adopted this partially (GKToday, 2014). Apart from this, the producers are now looking up to the e-commerce portals for the sale of the products generated from agriculture. To end up all this, new and modern technology is introduced in the agricultural sector also i.e., e-marketing (Alavion et al., 2017). E-marketing is capturing the market at a very high speed. Digital marketers are trying their best to get the customers on the digital portal. The online selling of the products is a decade old but the selling of the agricultural products is introduced only a few years back. The online marketing of agricultural products helps in eliminating the drawbacks of the traditional market system where the consumers had to go out of the comfort zone of their home to buy the fruits and vegetables from the local market. But in the present time preferably in the urban area, the people do not want to go out because there is no time in their busy schedule, but the agriculture products are the basic needs of the people, and these are important for fulfilling the daily requirement of the people. So, the companies have found a solution to the problems of the lack of time (Chaudhary & Suri, 2020). People can now order fruits and vegetables and other agricultural products with just one click and the products will reach their doorstep. The companies like Grofers, Big Basket, and Amazon are a few names that provide this facility to their consumers. Apart from this, the e-marketing of the agricultural products also helps in reaching a large number of people in very little or no time which also assist in boosting up the sales of the agricultural products which ultimately helps in helping towards making the economy strong. This also helps in providing agricultural products to a large number of people as the demands of the people in India are increasing as the population is increasing (Chauhan, 2014). Digitalization has revolutionized the consumer marketing. Digital marketing required knowledge and practice. Traditional marketers need to enhance their capabilities and knowledge for digital marketing (Herhausen et al., 2020). Interactivity on social websites has a huge impact on brand experience and brand choice, which has a significant impact on customer purchasing intentions (Ye et al., 2019). There is another advantage of e-marketing of agricultural products is that the consumers have to pay less for the products. In developing countries, e-businesses are still in the struggling face and lacking in sustainable e-marketing implementation (Sheikh et al., 2018). Therefore, the scope of this study is to find out the role of digital workforce for the sustainable development of e-marketing strategies for agriculture products in developing countries like India. E-marketing is changing the traditional method of international marketing and will continue to change (Sheth & Sharma, 2005). Symmetric information about online products is essential to increase the level of influence of customers towards digital platforms. Product distortion should be reduced for effective digital marketing (Pei & Yan, 2019). Product categorization is required for customized digital marketing. Various sector is introducing modern business models influenced by digital transformation. Consumer online purchase behaviour must be understood in order for e-marketing to be effective. Digital marketing aspects differ depending on the products (Kiang et al.,

15 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/article/antecedents-of-e-marketing-of-agriculture-products-in-this-digital-era/306228

Related Content

The Influence of Social Networks on E-Reputation: How Sportspersons Manage the Relationship with Their Online Community

Sylvaine Castellano, Insaf Khelladi, Amélie Chipaux and Célia Kupferminc (2014). *International Journal of Technology and Human Interaction* (pp. 65-79).

www.irma-international.org/article/the-influence-of-social-networks-on-e-reputation/120494

Investigating Sociocultural Issues in Instructional Design Practice and Research: The Singapore Symposium

Katy Campbell, Richard A. Schwier and Heather Kanuka (2011). *Handbook of Research on Culturally-Aware Information Technology: Perspectives and Models* (pp. 49-73).

www.irma-international.org/chapter/investigating-sociocultural-issues-instructional-design/45037

Does Using Social Network Sites Reduce Depression and Promote Happiness?: An Example of Facebook-Based Positive Interventions

Sen-Chi Yu (2020). *International Journal of Technology and Human Interaction* (pp. 56-69).

www.irma-international.org/article/does-using-social-network-sites-reduce-depression-and-promote-happiness/251820

Automatic Human Emotion Classification in Web Document Using Fuzzy Inference System (FIS): Human Emotion Classification

P Mohamed Shakeel and S Baskar (2020). *International Journal of Technology and Human Interaction* (pp. 94-104).

www.irma-international.org/article/automatic-human-emotion-classification-in-web-document-using-fuzzy-inference-system-fis/239534

Automatic Language Translation: An Enhancement to the Mobile Messaging Services

Swadesh Kumar Samanta, John Woods and Mohammed Ghanbari (2013). *User Perception and Influencing Factors of Technology in Everyday Life* (pp. 57-75).

www.irma-international.org/chapter/automatic-language-translation/68273