



## **Assessment of Constraints Faced by Farmers about Online Agricultural Marketing and Suggestions Invited by Them to Overcome Constraints**

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### **Abstract**

#### **Keywords**

Constraints, Suggestions, Online Agricultural Marketing, Frequency and Percentage

This study investigated constraints faced by the farmers about online agricultural marketing and suggestions to overcome them. The present study involved a sample size of 180 farmers who are using online agricultural marketing from six districts of Marathwada region, Maharashtra state namely Parbhani, Hingoli, Nanded, Beed, Jalna, Chatrapati Sambhaji Nagar. Constraints were identified, quantified, and ranked based on frequency and percentage revealing a lack of technical guidance on online agricultural marketing, online demand for farm produce leads to hurdles in transporting the goods to consumers, lack of internet facilities in rural areas, lack of uninterrupted electricity in rural areas, I do not feel secure about online financial transactions, lack of knowledge about proper use of online agricultural marketing platform. The respondents suggested that training or workshops should be conducted on agricultural marketing of agricultural produce, the State Department of Agriculture and State Agricultural University should take the initiative to create awareness about agricultural marketing among farmers, State Department of Agriculture and State Agricultural University and online marketing agencies should make collaborative efforts for the promotion of online agricultural marketing of agricultural produce, Government organization should develop a mobile app for online agricultural marketing of agricultural produce as per the local needs of farmers, Good quality internet facilities should be made available in rural areas, Uninterrupted electricity supply should be provided to overcome constraints.

### **1. Introduction**

According to the Ministry of Finance's Economic Survey 2023-24, the Indian agriculture industry supports around 42.30 percent of the population and accounts for 18.20 percent of the country's GDP at current prices. The sector has been thriving, as seen by the average annual growth rate of 4.18 percent at constant prices for the previous five years. According to preliminary predictions for 2023-2024, the agriculture sector's growth rate was 1.4 percent. Globally, the COVID-19 epidemic is the biggest humanitarian crisis. In March 2020, the World Health Organization (WHO) proclaimed COVID-19 to be a worldwide epidemic. The COVID-19-related lockdown that was implemented nationwide had a major effect on the total amount of production in the agriculture and related industries, resulting in a 47.00% decrease in total production levels (Ministry of Industry & Commerce, 2024). The fact that COVID-19 and the lockdown that was implemented starting in March 2020 to stop its spread have had a significant economic impact that has impacted every sector of the economy in addition to its effects on public health is pointless. The agricultural sector, including agricultural markets, is no exception. Globally, governments have found it difficult to strike a balance between stopping the spread of COVID-19 and addressing the looming food security catastrophe. Online marketing is considered an efficient alternative to the offline agriculture market channel during COVID-19 because it may enhance market performance and minimize direct person-to-person contact (Jianxin et al., 2022). Digital marketing and internet marketing platforms gained popularity during the COVID-19 pandemic, not just for promoting everyday

necessities but also for marketing agricultural products. To sell agricultural products, such as fresh fruits, vegetables, and food grains, in local marketplaces, many farmers have embraced social media platforms like Facebook, and WhatsApp, and specialized smartphone applications (Digital Technology in Agriculture, 2022). The Government e-Marketplace (GeM) has redesigned and added 170 seed categories to the site to make it easier for people to obtain high-quality agricultural and horticultural seeds. purchased by Central/State PSUs and other governing bodies for national distribution, intends to shorten the duration of tendering procedures, promote accountability and transparency in public procurement, and enable more seller participation nationwide (Ministry of Industry & Commerce, 2024).

## 2. Materials and Methods

Social media, WhatsApp, specialized mobile apps, and mobile calls are examples of online agricultural marketing tools that many farmers used during the COVID-19 outbreak. In a similar vein, farmers frequently use private marketplaces like Amazon, Flipkart, and others. Farmers who had marketed their produce at district locations using at least one online platform at least once were included in the study as responders. Thirty of these farmers were chosen at random from each of the districts that were chosen. Thus, 180 farmers from six regions were chosen for the study, which took place between 2022 and 2024. The research design was ex post facto. A structured pretested interview schedule was used to help collect the data, which was then coded, classified, tabulated, and analyzed in light of the objectives and to make the findings meaningful for drawing meaningful interpretations to obtain valid and comprehensive responses. To gather information and build relationships with the respondents, the assistance of FPO, progressive farmers, university professors, and extension agents was enlisted. The objective of this research was: identify constraints of the farmers about online agricultural marketing and invite their suggestions to overcome it. Frequency and percentage were used for making simple comparisons. The frequency of the particular category was multiplied by a hundred and divided by the total number of respondents to get a percentage.

## 3. Results and Discussion

### Constraints faced by the farmers about online agricultural marketing

The constraints faced by the respondents about online agricultural marketing were worked out and presented in Table 1.

### Suggestions to overcome constraints faced by the farmers about online agricultural marketing

The suggestions obtained from respondents to overcome constraints regarding online agricultural marketing were noted. The frequency and percentage for each constraint was worked out and presented below in Table 2.

Table 1. Constraints faced by the farmers about online agricultural marketing (N=180)

Constraints	Frequency	Percentage	Rank
Lack of technical guidance on online agricultural marketing.	156	86.67	I
Online demand for farm produce leads to hurdles in transporting the goods to consumers.	135	75.00	II
Lack of internet facility in rural areas.	112	62.22	III
Lack of uninterrupted electricity in rural areas.	110	61.11	IV
I do not feel secure about online financial transactions.	62	34.44	V
Lack of knowledge about proper use of online agricultural marketing platform.	61	33.89	VI

Table 2. Suggestions to overcome constraints faced by the farmers about online agricultural marketing (N=180)

Suggestions	Frequency	(%)	Rank
Training or workshops should be conducted on agricultural marketing of agricultural produce.	160	88.89	I
State Department of Agriculture and State Agricultural University should take initiative to create awareness about agricultural marketing among farmers.	156	86.67	II
State Department of Agriculture and State Agricultural University and online marketing agencies should take collaborative efforts for promotion of online agricultural marketing of agricultural produce.	150	83.34	III
Government organization should develop a mobile app for online agricultural marketing of agricultural produce as per the local needs of farmers.	158	87.78	IV
Good quality internet facilities should be made available in rural areas.	140	77.78	V
Uninterrupted electricity supply should be provided.	135	75.00	VI

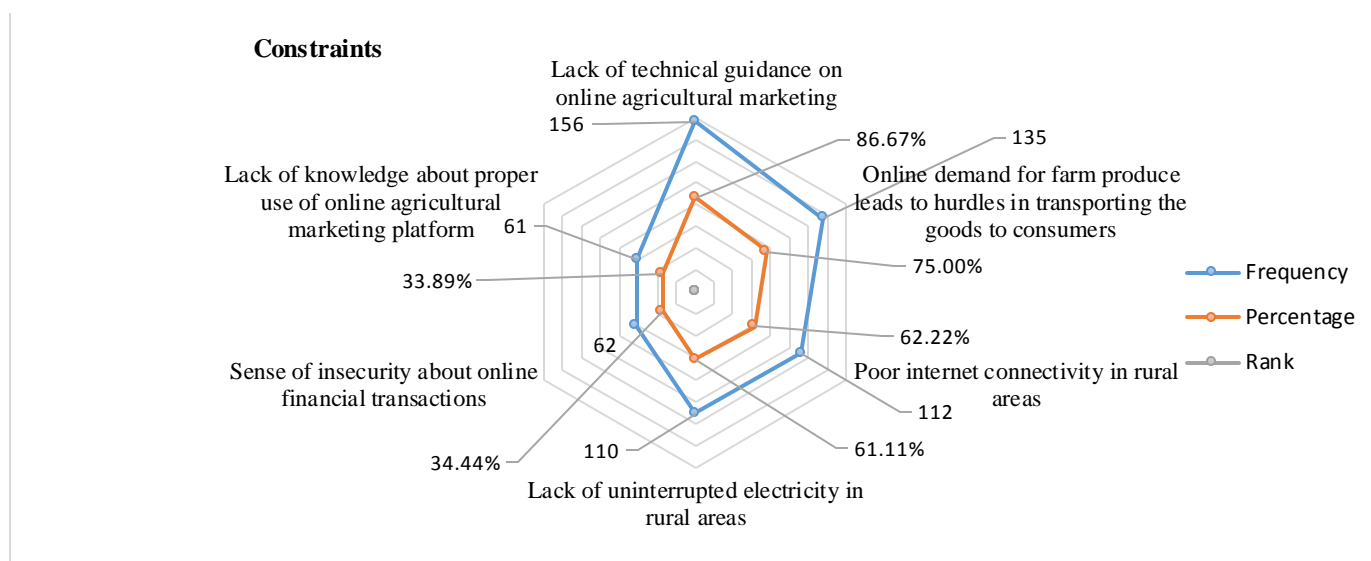


Figure 1. Constraints faced by the farmers about online agricultural marketing

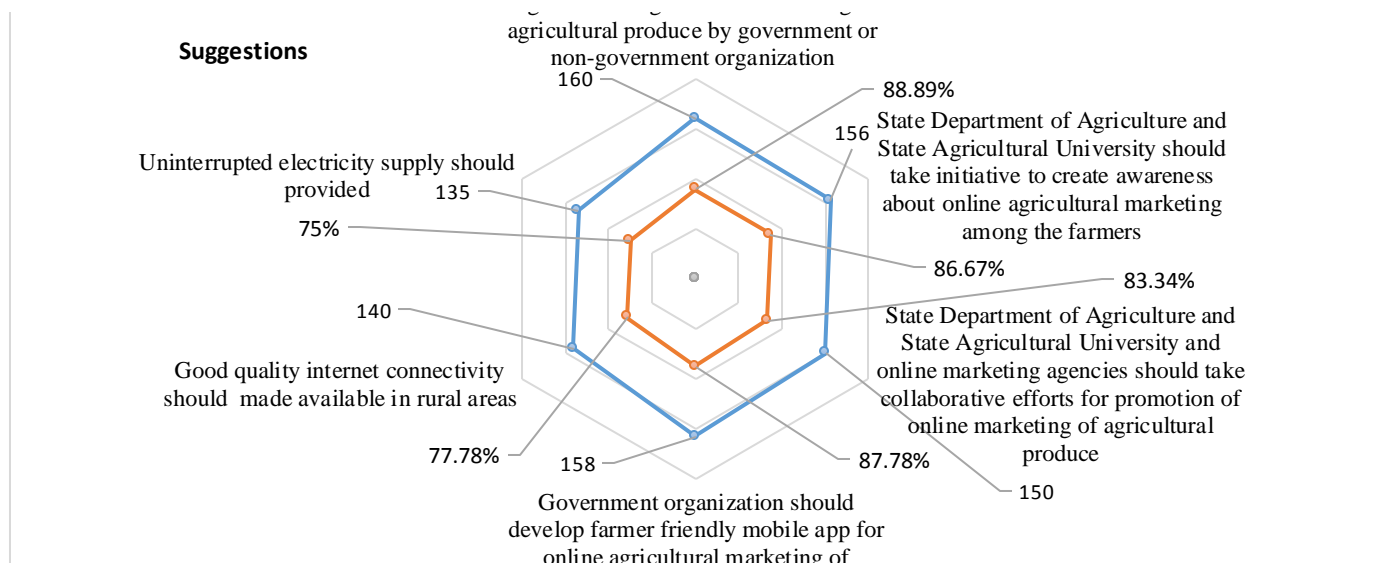


Figure 2. Suggestions to overcome constraints faced by the farmers about online agricultural marketing

It was observed from Table 1 that 86.67 percent of the respondents faced constraint of lack of technical guidance on online agricultural marketing, 75.00 percent faced online demand for farm produce leads to hurdles in transporting the goods to consumers, 62.22 percent faced constraint of lack of internet facility in rural areas, 61.11 percent faced constraint of lack of uninterrupted electricity in rural areas, 34.44 percent faced constraint of I do not feel secure about online financial transactions, 33.89 percent faced constraint of lack of knowledge about proper use of online agricultural marketing platform. These findings are in line with the findings of Samadder (2021), Rani et al. (2020), and Singh (2021). Gautam et al. (2022), Ghosh et al. (2022), Raju (2022).

Based on the results presented in Table 2, it could be discussed that 88.89 per cent of the respondents suggested the training or workshops should organized on agricultural marketing of agricultural produce by government or non-government organization followed by 86.67 per cent of the respondents suggested the State Department of Agriculture and State Agricultural University should take initiative to create awareness about online agricultural marketing among

the farmers, 83.34 per cent of the respondents suggested the State Department of Agriculture and State Agricultural University and online marketing agencies should take collaborative efforts for promotion of online marketing of agricultural produce, 87.78 per cent of the respondents suggested that government organization should develop farmer friendly mobile app for online agricultural marketing of agricultural produce as per the local needs of farmers, 77.78 per cent of the respondents suggested that Good quality internet connectivity should made available in rural areas and 75.00 per cent of the respondents suggested that Uninterrupted electricity supply should provide.

These findings were in line with the findings of Bandhavya (2020), Bipinbhai (2020), Kharge (2020), Oseremen (2020), Nitish Kumar et al. (2021), Rajivkumar (2021), Rameshkumar (2022), Samadder (2021), Singh (2021) and Sudhakar (2021).

#### 4. Conclusion and Recommendations

Smallholder agricultural cooperators in Owo Local Government Area, Ondo State, Nigeria derived significant benefits from membership of agricultural cooperatives such as increased yield, improved crop quality, enhanced market access, increased income, and better knowledge sharing. It is recommended that community-level micro-processing training centers should be established to enable cooperative societies impart skills to rural dweller farmers. Similarly, agricultural cooperatives should prioritize the training of their personnel to improve service delivery to their members.

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