Leadership, Education, Personality: An Interdisciplinary Journal ISSN: 2524-6178
www.sibe.rpress.co.in, Vol. 19, Issue 01 January 2024, UGC CARE 1,IF: 7.621

Effect of Digital Marketing Strategies on Consumer Buying Behaviour with reference to agriculture sector

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Abstract -
Digital marketing in agriculture involves using digital platforms to promote and sell farm products. This includes multiple approaches like online marketing, search engine optimization, social media interaction, and email promotions. Through the use of online advertising, agricultural companies can extend their reach to a wider audience for their products. Reaching out to possible customers via digital platforms enables them to connect with people who truly care about their products. Additionally, online advertising offers creative ways for companies to connect with their clients. By implementing a strong digital marketing strategy, agricultural businesses can boost their sales and reach a wider audience than ever before. Consumer purchasing behaviour is significantly influenced by contemporary marketing techniques such as digital marketing, which incorporates tools like SEO, social media usage, and the development of e-commerce platforms to market agricultural products. Digital marketing allows consumers to personalize their buying journeys. Customers tend to prefer instant gratification rather than exploring new products. A brand's digital content can be tailored and modified to offer custom shopping experiences. This will significantly impact purchasing choices of consumers.

1-Introduction-

Digital marketing is a contemporary aspect of marketing that utilizes online digital tools, such as computers, smartphones, and various digital platforms, to advertise products and services. In the agricultural sector, digital marketing offers distinct chances to access wider markets. When promoting agricultural goods, it is crucial to customize the marketing mix to the unique traits of this industry. Digital marketing provides farmers with various benefits, including increasing the recognition of agricultural goods and elevating sales via a range of marketing techniques. Farming enterprises are progressively combining traditional and digital marketing strategies to enhance customer satisfaction. This research examines the different factors that aid in the successful application of digital marketing in agriculture, emphasizing the advantages that can result from its effective integration. It encompasses an examination of articles obtained from trusted literature sources, concentrating on the impact of digital marketing in agriculture and the elements propelling its digital evolution. The aim of Agriculture 4.0 is to adopt digital innovations that improve farmers' efficiency and productivity while encouraging sustainable practices. This involves a range of digital technologies, such as sensor technology, robotics,

automation, and artificial intelligence. Digital Marketing assists farmers in connecting with various buyers and obtaining better prices for their products. It enables agricultural start-ups. As literacy levels rise in rural regions and agribusiness infrastructures develop, young farmers are prepared to embrace digital marketing platforms.

Digital marketing plays a crucial role in the overall digital transformation of India's agriculture sector. Employing digital platforms like websites, social media, mobile apps, and ecommerce sites to promote, sell, and distribute agricultural goods to consumers. The digital marketing environment for agricultural goods in India is changing swiftly because of increasing internet access, growing smartphone usage, and evolving consumer habits.

2- Review of Literature-

The results from the literature review indicate that to achieve successful digital marketing in agriculture, companies should focus on digital transformation. This acts as an important tool for farmers, researchers, and various participants in agriculture, demonstrating how digital marketing can improve farmers' competitiveness. Agriculture is crucial for economic growth, and its advancement via information and communication technologies is the key to attaining food security. The recent rise in world population has caused major nutritional problems, requiring a 70% boost in agricultural production to effectively tackle these challenges (Ertaş, 2020). Moreover, farming methods lead to environmental issues such as pollution, deforestation, overuse of fertilizers, and soil erosion (Kılavuz and Erdem, 2019).

The incorporation of technology and innovation is vital in the agricultural industry. The rise of Agriculture 4.0 indicates a digital shift in this sector, incorporating numerous applications that improve farming practices, such as land classification, irrigation management, fertilization, harvesting, greenhouse production, and yield estimation. Utilizing cutting-edge technologies like precision agriculture, smart farming, and digital twins, farmers are able to apply data-driven methods to make informed choices and enhance their production processes, as noted by Sevli (2023). The use of sensors and artificial intelligence allows for real-time data transfer, helping farmers improve product quality via instant feedback from their production settings, as highlighted by Beck (2020).

Additionally, digital agriculture not only enhances production efficiency but also aids in minimizing food waste and improving food safety. Technologies such as block-chain, artificial intelligence, cloud computing, and the Internet of Things (IoT) enhance the visibility of product flow in the distribution chain and enable real-time tracking of farm conditions, as highlighted by Sevli (2023). This improved traceability in the food supply chain is vital for guaranteeing food safety. Furthermore, digital platforms and technologies facilitate direct marketing and sales of agricultural goods to consumers, reducing dependence on intermediaries, increasing income potential, and improving the efficiency and sustainability of agricultural businesses. Sustainability in agriculture business can be achieved through utilization of digital marketing tools like social media, IoT, block-chain etc.

3-**Research Method-**

The main aim of this article is to improve the reader's understanding of digital marketing in agriculture, concentrating on the factors that facilitate the digital evolution of agricultural marketing. To accomplish this, a methodical analysis strategy has been applied, using essential databases. Its systematic review of available literature and compilation of studies, which is

structured to cover the relevant research findings, this technique has been extensively utilized in several studies (Bikbov et al., 2020; Corbet et al., 2019). The article's research framework is presented correspondingly, with the phases of the systematic analysis method shown in Figure no 1.

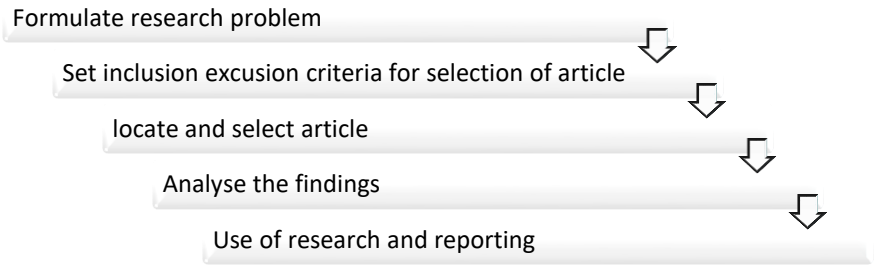

Figure no-1

This method emphasizes on understanding secondary data in the relevant field. Secondary research presents itself in various forms, including published datasets, reports. In conducting secondary research, researcher gathers, validate, examine, and integrate it to assist in validating their research objectives for the duration of the study, it may also serve to examine past studies in a specific field of interest, can examine patterns within data over multiple years and recognize trends and utilize it to confirm initial hypothesis statements and to pursue further investigation in a potential field.

4-**Findings**

The research revealed that consumer perception has a substantial impact on digital marketing, and the efficacy of digital marketing influences online consumer purchasing behavior. It was also discovered that content marketing is the most favored digital marketing platform, which encourages consumers to make online purchasing decisions.. (Ramesh, M., & Vidhya, B. (2019)

The assessment is based on the responses gathered from 385 participants.. Information is gathered via a questionnaire. The regression analysis reveals that each of the four independent variables significantly influences client shopping behaviour (Francis, U. O., et.al., 2023). The need for development in research on agriculture is based on outcome of digital marketing strategies, until all tools are used innovatively; it's very challenging area of research. The advent of digital agriculture not only boosts productivity, efficiency, and profitability through technological advancements but also encompasses practices like precision agriculture, smart irrigation, remote sensing, drones, and big data analytics. These methods enable farmers to conserve resources, minimize waste, and enhance crop yields (Şalvarlı, 2023). Use of sustainable agricultural practices along with technology holds the key for overall development of productivity and proper use of available resources. By leveraging these advanced technologies, farmers gain access to real-time data and insights, enabling them to make better-informed decisions regarding their agricultural practices. The Internet of Things (IoT) plays a crucial role in linking tangible objects in the physical realm to the digital environment. Through the use of sensors, various environmental parameters are measured, characterized, and transmitted to relevant stakeholders (Aydın, 2022). For instance, sensors installed in

agricultural fields can continuously monitor factors such as pH levels, humidity, rainfall, and temperature.

As explained by (Reddy TS, 2021) digital marketing is helping all the small farm holding & large farm holding farmers, to find the multiple buyers for their produces and get higher prices. At the same time, buyers/customers/consumers are also receiving farm-fresh products at reasonable prices, as commission agents and intermediaries are not involved. the digital marketing system.

Social media is the emerging sector in agricultural marketing, encompassing blogs, microblogs, pages, groups, and more. It serves as an incredibly valuable tool in agricultural marketing, saving farmers time and money in obtaining information. (Balkrishna, B. B., 2017). Block-chain-based infrastructure is highly transparent and autonomous system, it enables the efficient application of government rules and regulations pertaining to agricultural transactions in the agri-market committees through the utilization of smart contracts (Yadav et.al., 2021).

5-**Conclusion**

Digitalization should be seen as an all-encompassing toolkit designed to promote a complete change throughout the food supply chain, highlighting soil preservation, the improvement of organic content, the unification of livestock and crops, greater biodiversity, the closing of nutrient cycles, and the reduction of inputs. Additionally, social media and different digital marketing strategies can successfully advocate for sustainable agricultural methods while informing consumers about their benefits. To fully harness the advantages of digital transformation in farming and agricultural marketing, it is crucial to perform a comprehensive assessment of the technological effects. This study acts as a beneficial asset for specialists, researchers, and scholars involved in agriculture and its marketing. The farming industry needs to implement creative approaches that enhance efficiency, support environmental sustainability.

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