

# Rural Farmers Awareness towards E-Marketing Facilities Special Reference to Farmers of Ottapalam Taluk

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**Abstract - Dynamic changes are taking place in the marketing field that has led many producers to better appreciate the necessity and the advantages of E-marketing. Adoption of E-marketing has helped marketers to achieve wider reach for their products and huge turnovers. The purpose of the study was to know the awareness and utilization of E-marketing facilities by the rural farmers in marketing their agricultural produce. Primary and secondary sources were used to collect the data. The present study made an attempt to assess the rural farmer's awareness on E-marketing.**

**Keywords: E-marketing, Commerce, Agriculture, Rural.**

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## INTRODUCTION

The Agriculture is the backbone of Indian Economy. Indian Economy, agriculture produce is the main part of national income. "Out of total population 70% population depend of agriculture sector". This is main source of employment especially rural people. Near about 65% population is farmer and farming based employment.

In India Co-Operative movement is one of the parts of the economy. In rural India farmers faced various problems due to insufficient information and assistance of various levels. Agriculture produce and its problem is one of thing and agricultural produce marketing is another one major thing.

Palakkad district is known as the granary of Kerala due to its extensive paddy fields. Ottapalam is a taluk in Palakkad district which is known for its various crops cultivated. Cashewnut is mainly cultivated in Ottapalam and Mannarghat taluks. Rubber is also grown in Ottapalam and parts of Alathur taluk. The other crops in this district are pepper grown in Mannarkkad block, jowar and ragi in Chittur block, chillies, pulses, sweet potato, tapioca and coconut in Ottapalam and Pattambi blocks. Coconut, mangoes, banana and plantains, arecanut and sesarnon are the other cash crops of this district.

Now a day's technological boom is benefited by over all sectors, not only country but over the world. Agricultural marketing involves in its simplest form the buying and selling of agricultural produce. This definition of agricultural marketing may be accepted in olden days, when the village economy was more or less self-sufficient, when the marketing of agricultural produce presented no difficulty, as the farmer sold his produce directly to the consumer on a cash or barter basis. But, in modern times, marketing of agricultural produce is different from that of olden days. In modern marketing, agricultural produce has to undergo a series of transfers or exchanges from one hand to another before it finally reaches the consumer. The National Commission on Agriculture defined "agricultural marketing as a process which starts with a decision to produce a saleable farm commodity and it involves all aspects of market structure of system, both functional and institutional, based on technical and economic considerations and includes pre and post- harvest operations, assembling, grading, storage, transportation and distribution". The Indian council of Agricultural Research defined as a "involvement of three important functions, namely (a) assembling (concentration) (b) preparation for consumption (processing) and (c) distribution".

## NEED AND IMPORTANCE OF THE STUDY

The farmer has realized the importance of adopting new techniques of production and is making efforts for more income and higher standards of living. As a consequence, the cropping pattern is no longer dictated by what he needs for his own personal consumption but what is responsive to the market in terms of prices received by him. While the trade is very organized the farmers are not conversant with the complexities of the marketing system which is becoming more and more complicated. The cultivator is handicapped by several disabilities as a seller. Farmer sells his produce at an unfavorable place, time and price.

## OBJECTIVES OF THE STUDY

1. To examine the awareness of rural farmers of Ottapalam Taluk on marketing their agricultural produce online.

- To find out the farmers currently using E-marketing facilities.

### RESEARCH METHODOLOGY

#### Scope of the study

The scope of the study limited to 100 community farmers of the rural regions of Ottapalam Taluk.

#### Data collection for the study

The data for the study has been collected through primary as well as secondary sources. The primary data has been gathered in the form of scheduled questionnaire and Interview methods held with respondents. Secondary data has been collected from various published and non-published sources.

#### Sample Selection

Samples of 100 respondents were selected by convenience sampling method. The respondents were interviewed with the help of scheduled questionnaires and interview method.

#### Tools and Techniques

For the analysis of data, percentage method is used. Along with this, tables and diagrams were used to make the analysis more clear.

### DATA ANALYSIS AND INTERPRETATION

Diagram 1

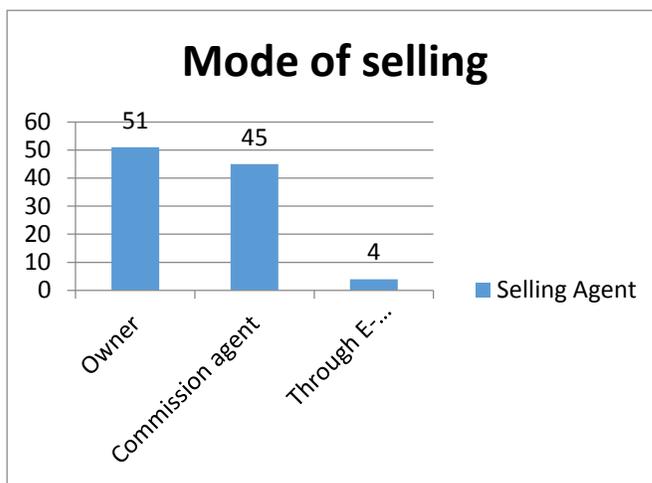
Respondents Awareness about E-marketing



As per the opinions given by respondents, around 69% of the respondents are aware about some form of E-marketing facilities, whereas 31% of the respondents are not aware.

Diagram 2

Mode of selling agricultural produce in market



As per the opinions given by respondents, around 51% of the respondents themselves sell their agriculture produce in the market, 45% of the respondents sell through commission agents while only 4% of the respondents sell their produce with the help of e-marketing.

Diagram 3

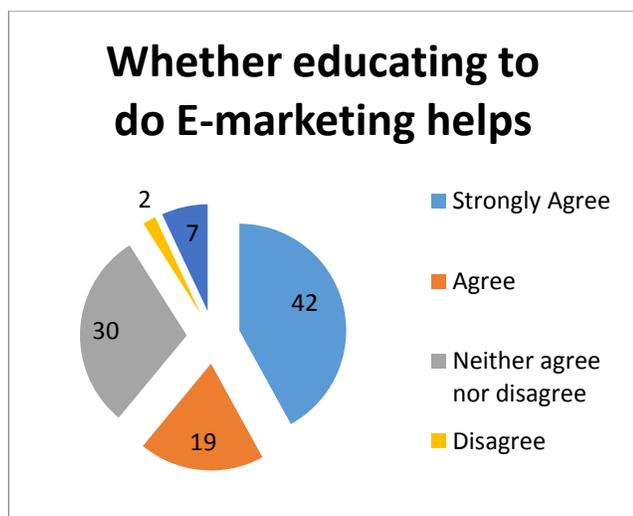
Response to receiving fare prices for the agricultural produce



From the data collected, 32% of the respondents get fare prices for their agriculture produce in the market by using any of the above selling techniques but majority of respondents said that they do not get fare prices for their produce in the market even though they sell out their produce through any of selling agencies or even themselves.

**Diagram 4**

**Respondent's opinion that educating to market farm products online will help them to use it better**



From table 4, 42% of the respondents strongly agree that educating them about using e-marketing facilities helps, 19% agree and there are 30% who neither agree nor disagree of whether it helps and 2% disagree and 7% strongly disagree.

#### FINDINGS

1. It is found out from the research that 69% of the respondents are aware about some form of E-marketing facilities that is able to market their agricultural produce.

2. 51% of the respondents themselves sell their agriculture produce in the market and 45 % of the respondents sell through commission agents.

3. Only 4% of the farmers sell their produce with the help of E-marketing.

4. Only 32% of the respondents get fare prices for their agriculture produce in the market.

5. 61% of the farmers are of the opinion that lack of technical know-how is the reason for not marketing farm products online.

6. 42% of the respondents strongly agree and 19% agree that educating them about using e-marketing facilities helps.

#### CONCLUSION

Dynamic changes are taking place in the marketing field that has led many producers to better appreciate the necessity and the advantages of E-marketing. Adoption of E-marketing has helped marketers to achieve wider reach for their products and huge turnovers. From the study it was evident that rural farmers are aware about some form of online marketing. But only a handful of them are using the online channel for marketing. Providing them the technical know-how will help them shifting to the E-marketing mechanism and this will attain fare price and timeliness for the agricultural produce.

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