

Unlocking digital marketing's potential in the agricultural sector: A literature review

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Abstract

Success in the business and marketing worlds depends on having a pulse of the market. Digital marketing emerged as a result of the revolution in marketing brought about by the development of digital technologies. In order to reveal the trends and secrets of this rapidly evolving industry, I carried out a poll called the “Digital Marketing Survey in the field of Agriculture” which helps us to find out the depths of digital marketing with the goal of understanding the opinion of user experience, digital India, Human Resources, and Consumer Feedback. I actively engaged a range of individuals in order to obtain insightful data that would help me to improve digital marketing tactics in Agriculture.

Introduction

There is no dispute that we live in a digital age with immense opportunities in digital marketing. A lot of the world's changes have been attributed to digital marketing. The phrase “digital marketing,” originally referred to the use of digital channels for the promotion of goods and services, but it now refers to a wider range of strategies for attracting new customers, cultivating existing ones, establishing brand preferences, and boosting revenue.

Digital marketing is essential for brand visibility, customer acquisition, and retention in today's connected society. Farmers and stakeholders are gaining a revolutionary advantage as a result of the integration of digital marketing, which is altering established methods in the agricultural sector.

I want to use my poll to both assess our current digital operations against community standards and to have a greater

knowledge of how other charities in the field operate. Through the analysis of survey results, I hope to improve the overall efficacy of our digital marketing approach in connecting and engaging with our agriculture field.

In its title, agriculture is confronting fresh and serious problems. Numerous recent and significant obstacles confront agriculture, especially in emerging nations vulnerable to price shocks, climate change, and persistent inadequacies in rural infrastructure.

Another significant impact of climate change has been to increase the uncertainty around natural event predictions. Unexpectedly severe weather is reducing crops that were already low and encouraging people to leave rural areas and jobs in rural areas. Even in rural areas, the introduction of the internet market has helped farmers overcome these challenges.

Precision agriculture is one of the most amazing advancements in agriculture that digital marketing has made possible. Drones, data analytics, and GPS technologies are now used by farmers to maximize resource use. For example, farmers may precisely manage irrigation, apply fertilizer, and control pests by evaluating data from sensors put in the field. This leads to higher yields, lower costs, and a less environmental effect.

Literature review

Farmers in poor nations have traditionally gotten information through human visits, radio, and, to a lesser extent, newspapers and landlines. The distribution of output to consumers is largely and considerably influenced by agricultural marketing. Farmers receive the best rates possible through digital marketing, and consumers receive the freshest produce possible. The relationships between farmers and consumers are strengthened as a consequence of meeting and satisfying customers' needs and wishes.

To maintain client satisfaction, businesses in the agriculture sector continue to operate by utilising a blend of traditional and digital marketing strategies. Atli (2024) provided an outline of the potential applications and advantages of digital marketing strategies in the agriculture industry; it is mainly intended as a reference for farmers, agriculturally-minded researchers, and other industry participants.

Yadav et al. (2022) looked into the usage of internet marketing by Indian farmers to advertise their goods. According to the research's findings, the biggest advancement for farmers has been the arrival of Android smartphones, which have allowed them to market their goods online through apps and other web-enabled services as well as climatic data, growing techniques, and selling prices as well as farm products.

The goal of Kumar (2024) was to show how farmers would probably have a lot more opportunities in the future due to digital marketing. The extremely low literacy rate among farmers, their limited access to market information, and their multiple channels of distribution to both consumers and other farmers are the issues that require improvement.

Bojkić et al. (2016) aimed to demonstrate the factors that need to improve are the farmers' extremely low literacy rate, their restricted access to market knowledge, and their numerous avenues of distribution to consumers as well as other farmers.

Peter et al. (2021) covered the Technology Acceptance Model, which forms the foundation for a large portion of the research on the diffusion of IT, will be more helpful if it is combined with particular concerns like infrastructure, perception, and trust between the client and the information providers, as well as more fundamental security features of technology and services with regard to India's agriculture industry .

Lastly, the growth of agriculture currently holds the greatest significance in terms of the function of digital marketing. By reaching out to new people in a variety of areas, it attempts to increase the reach of those involved in agriculture and aids in promoting appropriate agricultural products to their rightful purchasers.

Digital marketing scenario in agriculture

The significant effects of using digital marketing to agriculture are examined in this paper. The potential is enormous, ranging from using data analytics for well-informed decision-making to precisely targeting through internet platforms. Learn how the agricultural industry is changing as a result of the use of digital marketing methods.

Improved market access, more efficient supply chains, and improved communication will all help to make agriculture more resilient and sustainable in the digital age.

These days, using digital marketing techniques is crucial for success in the agricultural industry. Targeting clients that are interested in your goods and services can eventually boost website traffic, provide quality leads, and boost revenue. It creates new business opportunities ranging from enhanced exposure and brand recognition to audience reach and targeted marketing. Digital marketing is a cost-effective strategy that makes lead creation more efficient.

Digital tools have the capacity to empower and improve agriculture are listed below:

1. Enhanced Exposure and Brand Recognition.
2. Focused Promotion and Reach of Audience
3. Advertising at a Low Cost
4. Effective Creation of Leads

Enhanced exposure and brand recognition

Agricultural firms may efficiently reach a bigger audience and develop a strong online presence by utilizing a variety of internet channels. Techniques like social media marketing and search engine optimization are essential for greatly increasing visibility. The production of captivating and educational content facilitates the development of brand recognition by establishing a rapport with the intended audience and proficiently communicating the value proposition of the agricultural enterprise.

Digital marketing strategies that are successful in the agriculture industry demonstrate the beneficial effects that

increased exposure and brand recognition have on achieving company goals. The future of agriculture will surely be shaped by these elements to an even greater extent as digital marketing continues to advance.

Focused promotion and reach of audience

Two important components of digital marketing for agriculture are focused promotion and reach of audience. Take into account the following tactics to accomplish audience reach and successfully connect with your target audience:

Segmentation: Using factors like geography, hobbies, and demographics, break up your audience into smaller groups.

Personalization: Address each segment's particular wants and preferences by customizing your messaging and material for them.

Use of Data: You may improve your targeting and message by using data analysis to learn more about the preferences and behavior of your audience.

Social Media Advertising: Use sponsored content and tailored adverts to reach your target audience groups on social media sites.

Influencer marketing: To expand your audience reach and improve your focused marketing efforts, work with influential members in the agriculture sector.

Advertising at a low cost

For digital marketing strategies in agriculture to be successful, they must be cost-effective. Agricultural firms may effectively reach their target audience and make the most of their marketing budget by putting cost-effective methods into practice.

The following are some strategies for obtaining affordable advertising in digital marketing:

Make use of social media: Sites like Facebook, Instagram, and Twitter let businesses target particular interests and demographics with inexpensive advertising alternatives.

Search engine optimization: By putting search engine optimization (SEO) techniques into practice, businesses may increase their website traffic without spending money on costly sponsored advertising by improving their organic search ranks.

Produce interesting material: Creating useful and high-quality content boosts organic reach and draws in more visitors, which lessens the need for paid advertising.

Monitor and evaluate data: Businesses may more effectively deploy their resources by identifying the most effective advertising channels and campaigns through regular monitoring and analysis of marketing data.

Effective creation of leads

For digital marketing in agriculture to be successful, lead generation must be done well. The following are some methods to improve lead generation:

Optimize your website: Make sure it offers pertinent content, is easy to navigate on mobile devices, and engages visitors in order to generate leads.

Produce interesting material: Create relevant, high-quality content that speaks to the issues that your target audience is facing in order to build trust and draw in leads.

Make use of lead magnets: Provide useful materials, such e-books, manuals, or templates, in return for contact details to efficiently nurture leads.

Use email marketing: Send out targeted email campaigns with offers, product updates, and tailored content to nurture prospects.

Difficulties in using digital marketing in agriculture:

The agriculture sector has a distinct set of difficulties when it comes to implementing digital marketing. There are various challenges that need to be overcome, ranging from inadequate internet connectivity in rural regions to linguistic and cultural limitations.

Adoption of digital marketing methods is further complicated by worries about privacy and data security, as well as by a lack of digital skills and understanding. Some of the issues that affect the agriculture sector's entry into the digital marketing space are

1. Inadequate Internet Access in Remote Locations
2. Inadequate Knowledge and Skill in Digital
3. Cultural and Linguistic Barriers
4. Data security and privacy issues

New developments in trends and technologies:

The landscape of digital marketing in agriculture is changing due to a number of new trends and technologies that are developing in addition to old ways.

Precision Agriculture

Precision agriculture is the application of cutting-edge technology like GPS, drones, sensors, and data analytics to improve farm management techniques. By assisting farmers in informing customers about the advantages of precise technology, providing real-time crop status updates, and highlighting the sustainability benefits

of precision farming techniques, digital marketing may support precision agriculture activities.

Blockchain Technology

Blockchain technology has the potential to completely transform supply chain traceability and transparency in the agricultural industry. Blockchain technology can provide customers access to agricultural commodity movement and transaction records on a decentralized ledger unparalleled insight into the sources, processes, and travels of their food from farm to fork. Blockchain-enabled systems may be used by digital marketing to convey these traceability.

Augmented Reality (AR) and Virtual Reality (VR)

The immersive and interactive experiences provided by augmented reality (AR) and virtual reality (VR) technology can improve consumer engagement and agricultural education. For instance, farmers may utilize VR simulations to offer virtual farm tours and educational experiences, or augmented reality applications to let customers see how their goods are grown and collected. AR and VR-powered digital marketing initiatives have the power to provide powerful, memorable brand experiences that connect with customers.

The phrase “Internet of Things” (IoT) refers to a network of physical devices with sensors, software, and connectivity components integrated into them that function as a single unit. IoT-enabled weather stations, irrigation systems, and smart sensors in agriculture allow farmers to monitor and control agricultural operations remotely, maximize resource use, and boost output. IoT can be promoted and the sustainability advantages of IoT-enabled farming methods may be highlighted through digital marketing campaigns and enable agricultural goods to reach people that care about the environment.

Voice Search and AI-Powered Assistants

Voice search is becoming more and more common as voice-activated smart speakers and virtual assistants like Google Assistant and Amazon Alexa proliferate. Businesses involved in agriculture should tailor their digital marketing material to answer voice search inquiries about market trends, product suggestions, and agricultural advice. Additionally, chatbots and virtual assistants driven by AI may answer questions from customers, provide tailored suggestions, and streamline transactions—all of which improve customer satisfaction and increase revenue.

These new developments in trends and technology highlight how digital marketing in agriculture is changing and the potential they offer to advance sustainability, boost customer interaction, and spur innovation in the field. Agricultural firms may position themselves for success in an increasingly digital and sustainable future by keeping up with these advances and embracing digital marketing techniques that make use of cutting-edge technologies.

Statement of the problem

The agriculture industry is considered here, as the significant industry not only contributes to the economy, but also satisfies the nation’s enormous food need. Since the internet’s founding in the nation, another significant industry has entered this era when agriculture was at its peak. The Indian economy is now significantly influenced by the Internet and IT sector. Though it was a little late, the agricultural industry also attempted to use the internet to its full potential. The goals included information sharing on public domain, access to worldwide best practices, online commerce, and knowledge sharing amongst agriculture research institutes.

Methodology

Concerns on how agriculture may change digitally in the future have led to a number of assessments that outline the topics and goals of technological and social study. The goal of the study is to clarify how digital marketing is used in the Erode District. It incorporates both analytical and quantitative components for the purposes of this study. Secondary data was gathered for this purpose from a variety of sources, including government reports, books, magazines, websites, journals, newspapers, and other public sources. These sources serve as the main sources of the information and data presented in this research study. In the Erode district, data was gathered by 80% of the agricultural farmers and 20% of the persons related in agriculture.

Objectives of the Study

The Objectives of the research study is as follows :

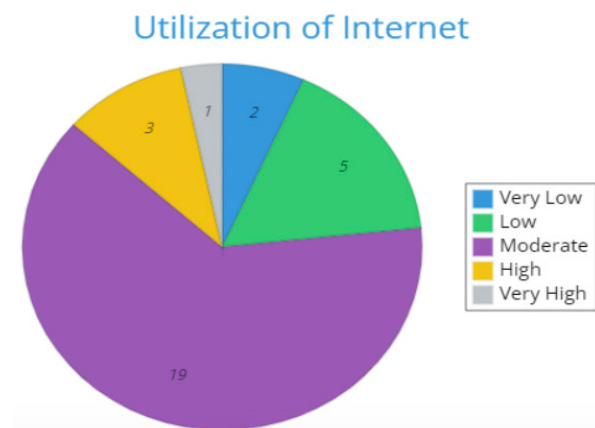
- To research and comprehend the digital marketing instruments that farmers will use.
- To comprehend the various digital marketing channels available in the Erode district.
- To assess the obstacles in a novel manner in order to meet consumer expectations in Erode.
- For customers to thrive in agriculture, they must have efficient and effective access to digital marketing.

Data analysis and discussion

For the purpose of the descriptive statistical analysis, the respondent's demographic profile was built as follows. When the responders were asked about how much time they spend on the internet, it is observed that 63% selected moderate, 6%

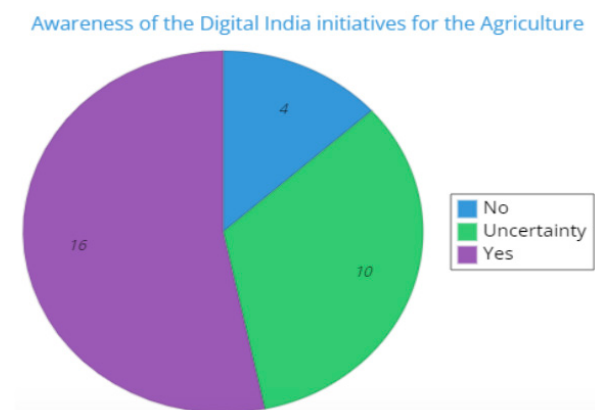
selected very low frequency, 16% selected low frequency, 10% selected high frequency, and 3% selected very high frequency (Figure 1). From the analysis, it is very clear that the responders from Erode district are making life easier and have more knowledge in accessing the Internet.

Figure 1
Utilization of internet



When the responders were asked about the Digital India initiative contributing to higher farm incomes and productivity of the farmers, it is observed that while 33.3% of respondents were unaware of Digital India's activities for Indian agriculture, 53.3% of respondents were aware of these programs (Figure 2).

Figure 2
Awareness of the Digital India initiatives for the Agriculture



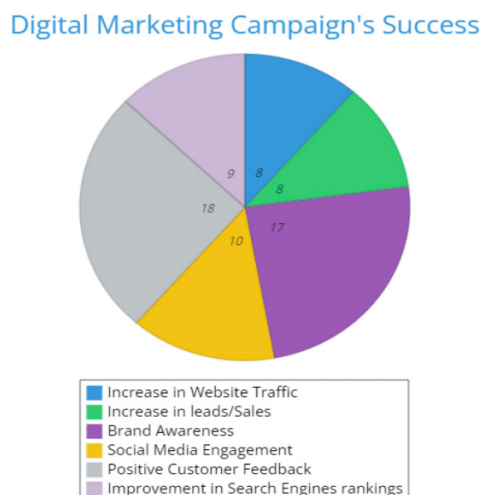
When the responders were asked about best advertising process through social media, it is observed that the 50% selected Video, 47% selected Image, 23% selected Story and Slideshow Ads, 13% selected Canvas and Instant Ads, 7% selected Lead Ads, and 3% selected Collection Ads.

Figure 3
Best Social Media advertising work



From the analysis, it is very clear that the responders from Erode district prefer Video and Image Ads to establish and highlight their products and sustainable farming methods. By using this digital marketing strategy, the farmers have been able to distinguish their products in the marketplace, grow brand recognition, and cultivate a base of devoted customers.

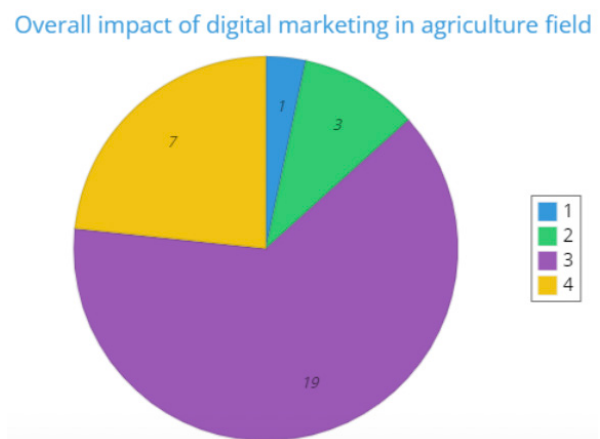
Figure 4
Digital Marketing Campaign's Success



It was discovered that the respondents' success was attributed to how using social media increased farm earnings and farmer productivity (Figure 4). Customers are using social media and the internet more and more for research, advice, and shopping. Agricultural companies may interact with customers on the channels they often use and meet them where they are by using digital marketing.

It is observed that 60% of campaigns' success is through Positive Customer feedback, 56% through Brand Awareness, 33% through Social Media Engagement, 30% through Search Engine rankings, and 27% through Increase in Website Traffic and Sales.

Figure 5
Overall impact of digital marketing in agriculture field



The respondents were asked to determine the overall impact of digital marketing in the sector of agriculture (Figure 5). It is observed that 63.3% is given for the moderate rating, i.e. "Digital marketing is finding to be advantageous."

Conclusion

Perceptions of ease and usefulness of digital marketing in the field of agriculture will influence ideas about using it, as well

as attitudes and actual usage. In order to examine the outcomes of the successful use of digital marketing, tools for the analysis of technology acceptance can be developed. Digital technology will eventually contribute to greater spending in rural India and possibly even generate jobs, raising disposable money and improving the nation's processes in turn.

The increasing diversification of technology opens up new opportunities for social networking, online education, ticket booking systems, and much more, while also increasing exposure to people. Product-driven markets, as opposed to service-driven ones, are more prevalent in up-and-coming rural areas.

This is because customer awareness of the product allows companies to forecast the behaviour of the final product before it is introduced, aiding in outcome planning. There are several advantages to digital marketing, such as its time efficiency, wide influence, and accessibility. As the responders are from the rural area they have much knowledge about internet utilization which shows that India will definitely have a tremendous development in the field of Agriculture with the support of Digital marketing in the future.

As a future consideration from the resultant research, an AI tool can be incorporated to have an analysis method that may be used as a comparison within the process of technology and to develop the digital marketing in the field of agriculture.

A second area of future research is related to real-time alerts. Using AI tools in order to make ads in the frequent time schedule to determine the success of digital marketing campaigns and pinpoint areas for development, regular monitoring and assessment are crucial. Using data analytics tools and key performance indicators (KPIs) may help make strategic decisions, improve marketing tactics, and offer insightful information about customer behavior and campaign effectiveness.

A third area of future research is related to the achievement of a transparent and reliable ecosystem that can be solved with the application of the emerging block chain phenomenon.

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