

**Digital Marketing Strategies for Agri-Organic Products among select
Agripreneurs**

REPORT ON PROJECT

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Master of Commerce



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CERTIFICATE

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CERTIFICATE

This is to certify that the project entitled

**Digital Marketing Strategies for Agri-Organic Products among select
Agripreneurs**

is a bonafide record work done by

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Viva voce examination held on 20.05.2022

Signature of the Supervisor

Signature of the External Examiner

DECLARATION

DECLARATION

I hereby declare that work entitled **Digital Marketing Strategies for Agri-Organic Products among select Agripreneurs** is submitted in partial fulfillment of the requirement for the award of the degree of Master of Commerce, under the supervision and guidance of Dr. V.Vimala, Assistant Professor (SS) Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore – 641043.

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ABSTRACT

Abstract

Digital Marketing Strategies adopted for Agri-Organic products among select Agripreneurs

The present research provides the platform to understand the Digital Marketing Strategies for Agri-Organic products among the select Agripreneurs of Coimbatore district. An Agripreneur is an entrepreneur who mainly focus on finding opportunities only for Agricultural products. Agricultural entrepreneurship is either done by a farmer or a group of farmers who sell their own produce without depending on intermediaries.

In this Digital era, each and every people use various online platforms like social medias, websites, blogs etc., for education, entertainment and mainly for online shopping. In current scenario, Digital Marketing is the only way to reach each and every customer online and satisfy their needs. Agripreneurs found Digital Marketing is one of the convenient way to market their produce. This study mainly focuses on analyzing the Digital Marketing strategies used by Agripreneurs especially for Agri-Organic products. Data has been collected through structured questionnaire from the selected Agripreneurs within the Coimbatore, Tamil Nadu.

The analysis and interpretation are made by using statistical tools and techniques in order to arrive an authenticate information about the Digital Marketing strategies of Agripreneurs in the present scenario. This dissertation work made an attempt to examine the efficacy of Digital Marketing strategies, also the challenges and opportunities faced by Agripreneurs. Through this study it is clearly understood that the majority of the selected Agripreneurs depend on Social Media and E-commerce sites to develop their own brand. It is understood that there is a need for awareness on planning and formulating the Digital Marketing Strategies among the selected Agripreneurs.

Keywords: Agripreneurs, Agricultural Organic Products, Digital Marketing Strategies, Agricultural Entrepreneurs, Digital Agriculture.

CHAPTER - I

CHAPTER – I

RESEARCH DESIGN

1.1 Introduction

1.2 Role of Agripreneurs - an Indian Scenario

1.3 Role of Agripreneurs - a Global Scenario

1.4 Digitalization of Agriculture - A paradigm shift

1.5 Digital Marketing in India

1.6 Digital Marketing Strategies among Agripreneurs

1.7 Statement of problem

1.8 Need of the study

1.9 Objectives of the study

1.10 Scope of the study

1.11 Hypothesis of the study

1.12 Limitation of the study

1.13 Chapter Scheme

1.14 Conclusion

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CHAPTER - I

Research Design

1.1 Introduction

Agriculture is the major occupation in India. Around 58% of people's life depend on Agriculture. According to the Economic Survey, Agriculture contribution towards GDP has been increased to 3.9 percent from 2021-22 which derives the overall economic growth in Indian GDP. There is a growing demand for Agricultural commodities like Rice, wheat, Sugarcane, Cotton, Groundnuts etc. The growth in the allied sector in Agriculture has doubled the income of the farmers. The increasing demand for Agri-organic products has made farmers to follow Organic farming pattern. There is always a separate market for Indian Agricultural products. As per the Economic survey document, India organizes one of the largest food managements in the world through various government schemes. (DOI: www.business-standard.com)

The current pandemic situation has become an advantage for the farmers to sell their Agricultural Organic Products directly to consumers through Digital Medium. It has paved the way for many Agricultural Entrepreneurs commonly known as Agripreneurs to emerge and sell their products globally. Agripreneurs are highly benefited by the use of Digital Marketing Strategies which helped them to grow and expand their business.

India is one of the leading Organic products manufacturing Country in the world. India has produced about 2.67 million tonnes of Organic Products that includes Oil Seeds, Rice, Cereals, Millet, Pulses, Fruits, Vegetables, Dry Fruits, Tea, Coffee, Soybean, Flax Seeds, Pigeon Pea, Red Gram, and some Medicinal Plants. The increasing demand for Organic Products globally has increased Organic Farming in India. India exports Organic food products to nearly 58 countries which includes USA, Canada, European Union, Great Britain, Australia, Switzerland, Israel, South Korea.

1.2 Role of Agripreneurs - an Indian Scenario

In India, majority of population are dependent on Agriculture. Agriculture business faces a lot of uncertainties that occurs due to production, finance, price and frequent change in government policies. Indian farming business faces low productivity with the lack of unemployment. This is because there is a huge gap between the technology and the farming

industry. But since the last decade there is positive change in the field of Agricultural business. Agri-entrepreneurship has lot of potential and opportunities globally. *(Kapil Kumar Chand,2019)*

Agripreneurs (Agriculture + Entrepreneurs) are considered as the young innovators who created a drastic change in the farming industry. Agripreneurs have played a major role in the development of Indian economy. There are different types of Agripreneurs like farm level producers, service providers, input producers, processing and marketing of farm produce. With the development of Agri-entrepreneurship, the intermediaries between the farmer and the consumer are reduced, they are able to satisfy the customers' requirements, adapt themselves to various customer lifestyle, follow ecological patterns, increase the product quality, food security, sustainability and many more changes have been adapted. By the use of Digital Technologies in Agri - business, the farmers were able to earn more income and there is a sustainable production. *(M. Sandeepa, S. S, 2020)*

1.3 Role Agripreneurs - a Global Scenario

In the recent times there is continuous increase in the demand for Indian organic products in the global market. There is a huge opportunities for Agripreneurs to place their product in the global market. According to 2020 data, India ranks 1st in terms of total organic production. The major demand for organic products are oil seeds, cereals, millet, fruits, beverages, dry fruits and medicinal plants. The emerging Indian Agripreneurs have successfully launched their organic products globally. The Digital world has made the Agripreneurs to target the wide range of audience across the Nation.

There is a rise in demand for organic products like beverages in the global market as the consumers are in need for organic products globally. India ranks 43rd globally for the growth of Organic products and also there is a potential increase in demand for the forecast year 2021-2026. *(DOI: www.globalorganictrade.com)*

1.4 Digitalization of Agriculture – A Paradigm shift

In Agriculture, the focus of farmers was only on producing more products but less focused on technological aspects. The lack of technological advancement was a major drawback in the Agricultural industry. Since past few years, there is a drastic change in the Agricultural Entrepreneurship. The emergence of Digitalization has enabled farmers to sell their own produce. The recent advancement and need of Digital Marketing have enabled

farmers to market their own products through all Digital platforms by themselves. Digital Marketing has boosted up the farming industry a step forward. *(Dr.T.Sudhakar Reddy, 2021)*

1.5 Digital Marketing in India

Digital Marketing is the booming sector in India. It has become the heart of the Online business. Indians use internet to buy products, online learning, entertainment etc. There are about 749 million active internet users across the country. India ranks 2nd in the Online market worldwide. Business enterprises have huge potential through Digital Marketing. By adopting effective strategies, and by using latest technologies there are huge potential to gain competitive advantage. *(www.statista.com)*

In the field of Agriculture, Digital Marketing has provided a lot of opportunities for Agripreneurs. Farmers were able to gain more prices for their products and more sustainable without depending on intermediaries. There is a transparency as the customers are able to know about the product and price in the current market. Our Indian Government has also formulated more policies, apps and e-commerce sites which are highly beneficial to the farmers. *(Dr.T.Sudhakar Reddy, 2021)*

1.6 Digital Marketing Strategies among Agripreneurs

Digital Marketing strategies are the plan which helps to achieve the desired goal. It determines the positive and negative sides of the business. Digital Marketing possess different types of strategies that can be used in different methods for business development. *(DOI: www.hubpot.com)*

Social Media Marketing

Today's customers are mostly attracted by Social Media marketing platforms. Around 3.26 billion people uses social media platforms like Face book, LinkedIn, Instagram, Snapchat etc. They spent most of the time in the social media platforms. Social Media platforms can be used to attract more potential customers and generate more leads.

Content Marketing

A valuable and informative content attracts more audiences. Content writing creates awareness, builds, authority and trust among audience. The most popular content strategies are content marketing, video marketing, infographics, and podcasts.

Search Engine Optimization

Search Engine Optimization is optimizing the content or website to rank in social media platform. Optimizing your site to rank higher derives more traffic to your site. They arrive to your site with an intent to attain some information or to do some transactions. SEO is an important marketing strategy to retain and acquire new customers.

Influencer Marketing

Influencer marketing is one of the effective ways to target huge audience through digital channels. Brands usually partner with celebrities, sites, or any other experts in particular field which shares similar values. Brands reach audiences through influencers who have huge followers with branded content and offers. Many brands found that influencer marketing is one of the successful marketing strategies as they are able to convert more leads.⁵⁶

E mail marketing

E-mail marketing is means of direct marketing. It helps to stay connected and engaged with the prospects and customers by sending personalized mails, newsletters or offers based on customers preference. Nearly 60% of transactions made by subscribers are through emails.

Pay - per - Click

Pay-per-click (PPC) is a form of paid advertising to gain more traffic or to make purchases through website. Brands usually run ads on websites or search engines and are paid a fee for each time when the ad is clicked. These ads are usually displayed at the top of page for particular keywords with set prices.

Affiliate Marketing

Affiliate marketing is the way of promoting the brand or product in exchange of commission for each sale that are contributed for efforts. Affiliate marketing is the means of putting the brand's reputation in others hands. It is not very expensive type of marketing but requires more monitoring and tracking the market performance.

1.7 Statement of the problem

In the current scenario, Digital Marketing has become one of the advanced techniques which has helped the various entrepreneurs to succeed in their business. Digital Marketing strategies and techniques have been adopted by various business sector/fields. Now it has also been adopted in Agricultural business sectors. In recent years, Agripreneurs have become more aware about Digital Marketing and have started to implement the Digital Marketing Strategies and techniques in their business. There is an increase in demand for Agricultural Organic Products among consumers. This study has been made to identify the Digital Marketing strategies, its efficiency, the various opportunities and challenges faced by Agripreneurs for Agricultural Organic products.

1.8 Need of the Study

Agriculture is the primary occupation in India. Around 58 percentage of people's livelihood depend on Agriculture. In recent times, the pandemic situation has made people become more health conscious which increased the need for Agricultural Organic Products. As a result, lot of Agripreneurs have started to come up with the various type of innovative products which satisfies the needs of the customers. Agripreneurs have implemented various types of Digital Marketing Strategies which helped them to grow and expand their business internationally. So, this study has been made to study the Digital Marketing Strategies of Agripreneurs for Agricultural Organic Products.

1.9 Objectives of the study

- 1) To identify the Digital Marketing strategies adopted for Agri-Organic Products by Agripreneurs.
- 2) To know the efficacy of Digital marketing strategies for Agri-Organic products by Agripreneurs.
- 3) To understand the challenges and opportunities involved in Digital Marketing strategies of Agri-Organic Products.

1.10 Scope of the study

The current study is to identify the adoption of Digital Marketing by Agripreneurs in the field of Agriculture for Agri-Organic products, and the efficiency of Digital Marketing Strategies implemented by Agripreneurs. It helps to know the development of farming industry in this Digital World. It also identifies the challenges faced by Agripreneurs to adopt to the technological environment. Ultimately it helps to identify the growing opportunities for Agripreneurs as well as Agri-organic products. It also studies about the various Digital Marketing strategies implemented by Agripreneurs which greatly improved their economic status. The present study covers only the selected Agripreneurs within Coimbatore.

1.11 Hypothesis of the Study

H₀₁: Digital Marketing Strategies strongly influence the Agri-Organic Products among Agripreneurs

H₀₂: Digital Marketing Strategies for Agri-Organic Products is associated with the Agripreneurs Economic status.

1.12 Limitations of the study

The limitations of the study are as follows

- 1) This study covers the sample size of selected 30 Agri-Organic shops in Coimbatore.
- 2) The period of the study is limited to five months from January 2022 to May 2022.

1.13 Chapter Scheme

The present study is categorized tabulate into six main chapters which are given below:

CHAPTER NUMBER	CHAPTER NAME
I	Research Design
II	Review of Literature
III	Research Methodology
IV	Company Profile of the select Agripreneurs
V	An Explorative analysis on Digital Marketing Strategies for Agri-Organic Products among select Agripreneurs
VI	Findings, Suggestion and conclusion
-	Bibliography
-	Annexure

In the first Chapter – The Research Design deals with the introductory aspects of Agripreneurs role in the Indian and Global Scenario, Digital Marketing strategies of Agripreneurs, Statement of the problem, Scope, Objectives, Hypothesis and the Limitations of the study. The second chapter – Review of Literature which provides the various Literature work carried from 2020. The third chapter – Research Methodology deals with the research design, the sample size adopted, the area of study and the statistical tools used for the study. The fourth chapter describes about the profile of the selected Agripreneurs within the Coimbatore District. The fifth chapter deals with the explorative study on Digital Marketing Strategies for Agri-Organic products among the select Agripreneurs that presents a detailed analysis and interpretation of the primary data collected. The sixth chapter deals with Findings, Suggestions and conclusion that provides a comprehensive idea of the entire research work.

1.14 Conclusion

To sum up, this particular chapter provide introductory aspects of Digital Marketing strategies of Agripreneurs for Agri-Organic products, and it also explained about the research design of the study like statement of the problem, objectives of the study, need for the study, scope for the study, hypothesis of the study, limitations of the study and chapter scheme.

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CHAPTER - II

CHAPTER - II

REVIEW OF LITERATURE

2.1 Introduction

2.1.1 Role of Agri-entrepreneurs

2.1.2 Awareness about Organic Food products

2.1.3 Digitalization of Agriculture

2.1.4 Case study on Agri-entrepreneurship

2.1.5 Challenges and opportunities

2.2 Conclusion

Reference and Notes

CHAPTER - II

Review of Literature

2.1 Introduction

The literature in the area of Agripreneurs is vast and the studies vary from simple case studies to different state studies / cross-country studies to sector wise comparison studies. Since it is difficult to review all the works carried out in the area of Digital Marketing of Agripreneurs, the review is limited to only those studies which are relevant to the objectives of the present study. With the background, review of a few important works is made in the following paragraphs with an important objective to identify the research gap that exists at present.

The review of literature has been categories into five categories based on the need of study. They are –

1. Role of Agri-entrepreneurs
2. Awareness about Organic Food products
3. Youth Agri-entrepreneurship
4. Digitalization of Agriculture
5. Challenges and opportunities

2.1.1 Role of Agri-entrepreneurs

(Ranjan 2021) made a study on *Agripreneurship for alternative employment opportunities - a pertinent answer for today's youth* which focuses on promoting Agripreneurs and facilitating technology for commercialization of Agripreneurs in rice-based ecosystem. And also, to conduct training and capacity building in Agribusiness management which creates an interface between farmers and various other fields such as university, venture etc.,

(Hajgolkar and Sabanna 2017) made a study on *Role of Entrepreneurs in promoting Agribusiness in India* described about the problems of entrepreneurs in undertaking Agricultural Business. The author gave solutions and opportunities available for entrepreneurs and how does it provide positive impact in the field of Agriculture.

(Nagalakshmi and Sudhakar 2013) made a study on *Agripreneurs: A Case study on Dharmapuri Farmers* where the study focused on Agripreneurs of Dharmapuri District and how they have been able to avoid intermediaries by forming their own Agripreneurs Association.

(Hossain 2005) made a study on *The Role of Organic Entrepreneurship and Innovation for Poverty Alleviation and Development* which brings out the Digital strategies which can elevate the poverty and establish effective organic enterprise.

(Antony and Thomas 2020) made a study on *Entrepreneurial Behaviour of Agripreneurs in Agro Food Parks Rin* which was conducted in Agro Food parks, Kerala. Through the study they clearly found that majority of the Agripreneurs had medium level of entrepreneurial behaviour.

(Dejardin, Nizet, and Van Dam 2015) made a study on *Entrepreneurial Functions by Organic Farmers* that illustrates the entrepreneurial functions that are identified by economic analysis within the organic farming context and specificities.

(Nyang'au et al. 2020) made a study on *Influence of Participation of School Youth in Decision Making During Showcasing Success Stories by Young Agripreneurs on Implementation of Agricultural Programmes* to establish the influence of participation of school youth in decision-making during showcasing by young Agripreneurs on implementation of agricultural programmes.

(Addo 2018) made an analytical study on *Factors influencing Agripreneurship and their role in Agripreneurship Performance among young Graduate Agripreneurs* which identifies the identify the factors that influence Agripreneurship, and how these factors influence Agripreneurship performance of young graduate Agripreneurs.

2.1.2 Awareness about Organic Food Products

(B. et al. 2017) made *A study on awareness of Organic Food products in Trichy District* where the study focused on analyzing the awareness level of Organic food Products in Trichy district among semi urban, urban and rural areas and also the factors associated with the awareness level.

(Journal, n.d.) made *A Study on awareness towards organic products among the general public in erode city* to analysis the awareness towards organic products among the general public in Erode City. Through their study they clearly found that the main source of awareness of an organic product among the general public in Erode city is through social media and public promotion and advertisement of organic shops.

(Parmar 2019) made a *A Consumer Awareness Study towards Purchasing of Organic Products in Hisar City* to determine the relationship between kind of organic products customers buy and benefit of using Organic Products. This study also determined the significant relationship between reasons for choosing organic products and benefit of using Organic Products.

(Dwi Mayangsari et al. 2018) made a study on *Marketing Strategy of Organic Products in Bandung: Farmer Community, Product Innovation and Social Media* to understand the marketing strategy of group of farmers, their innovative ideas and the digital platforms undertaken by the Agri-entrepreneurs for Organic products.

2.1.3 Youth Agri-entrepreneurship

(Mukembo, Edwards, and Robinson 2020) made a *Comparative Analysis of Students' Perceived Agripreneurship Competencies and Likelihood to become Agripreneurs depending on Learning Approach: A Report from Uganda* that studied about the group of people who perceived Agri-entrepreneurship and the students who perceived Agri-entrepreneurship on project-based learning approach.

(Carr and Roulin 2016) made *An exploration of Agripreneurship Scope, Actors and Prospects* study which analysed the result of growing interest in the topic of youth-centred Agripreneurship and also had the objective to identify the key actors that enter into agricultural entrepreneurship.

(Okello et al. 2020) made a study on the *Effect of ICT tools attributes in accessing technical, market and financial information among youth dairy Agripreneurs in Tanzania* which determines effect of Information and communications technology (ICT) tools' attributes in accessing technical, market and financial information among youthful dairy Agripreneurs in Arumeru District, Tanzania.

2.1.4 Digitalization of Agriculture

(Muralidharan 2020) made a case study on *Innovations in Agriculture – A Case of “Digital Agribusiness Models”* which describes about the transformation of traditional farming system to digital mode which reduces the cost, wastages and by providing better price with innovative marketing strategies.

(Cheruku and Katekar 2021) made a *Harnessing Digital Agriculture Technologies for Sustainable Agriculture in India: opportunities and challenges* to identify the opportunities in promoting the development and adoption of digital agriculture technologies. It analysed the sustainable agriculture dimensions and discover opportunities and challenges in using digital agriculture technologies.

(Tsekouropoulos, Koliouka, and Andreopoulou 2013) made a study on *Marketing and Digital Functions in Greek Rural Agribusiness: A Case of Classification* which classifies the corporate websites of the rural enterprises, using cluster analysis, in groups according to their marketing and digital functions in their corporate websites.

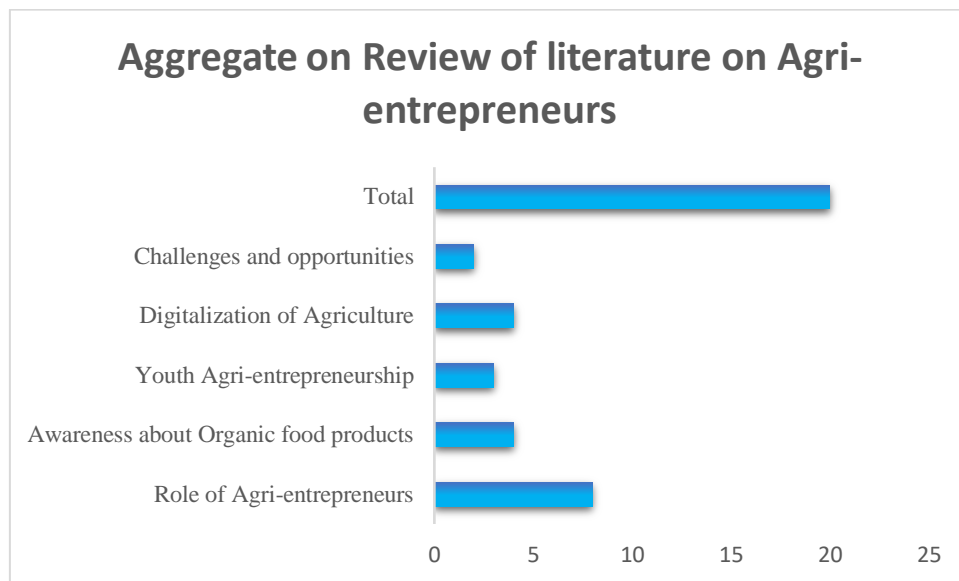
(Juswadi, Sumarna, and Mulyati 2020) made a study on *Digital Marketing Strategy of Indonesian Agricultural Products* that aims to determine the Digital Marketing strategies for Indonesian Agricultural Products and the research is based on SWOT analysis.

2.1.5 Challenges and opportunities

(Kaur and Kameswari 2020) made a study on *Constraints Faced by Agripreneurs of U. S. Nagar District of Uttarakhand* using case study method to identify various constraints faced by rural Agripreneurs. And they found that majority of Agripreneurs faced technical constraints while establishing or running the enterprise followed by marketing constraints.

(Mahmoud 2018) made a study on *Addressing Challenges and Seizing opportunities in Agripreneurship: Successful Stories of Women in East Region in Cameroon* which presents the common challenges and opportunities in agripreneurship supported by successful stories from East region Cameroon.

Chart No. - 2.1: Aggregate on Review of literature on Agri-entrepreneurs



Source: Survey Data, (since 2015 - 2021)

There are large number of studies are conducted on Role of Agripreneurs and very few are focused on Youth Agri - entrepreneurship. Awareness about Organic food products and Digitization of Agriculture also have high reviews. But the study related to challenges and opportunities are extremely limited. Keeping this point of view, an attempt has been made to study the Digital Marketing Strategies adopted for Agri-organic products among the select Agripreneurs.

Conclusion

This chapter deals with the review of the literatures on various aspects of Agripreneurs and Digital Marketing Strategies, where it covers the literature relating to the Agricultural entrepreneurs, their role, Agripreneurship, Digitalization of Agriculture, Case study on Agri-entrepreneurship, and awareness about Agri-Organic products among the select Agripreneurs.

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CHAPTER - III

CHAPTER – III
RESEARCH METHODOLOGY

3.1 Introduction

3.2 Sample design

3.3 Sample size

3.4 Methods of Data Collection

3.5 Statistical Tools and Techniques

3.6 Period of Study

3.7 Conclusion

References and Notes

CHAPTER – III

Research Methodology

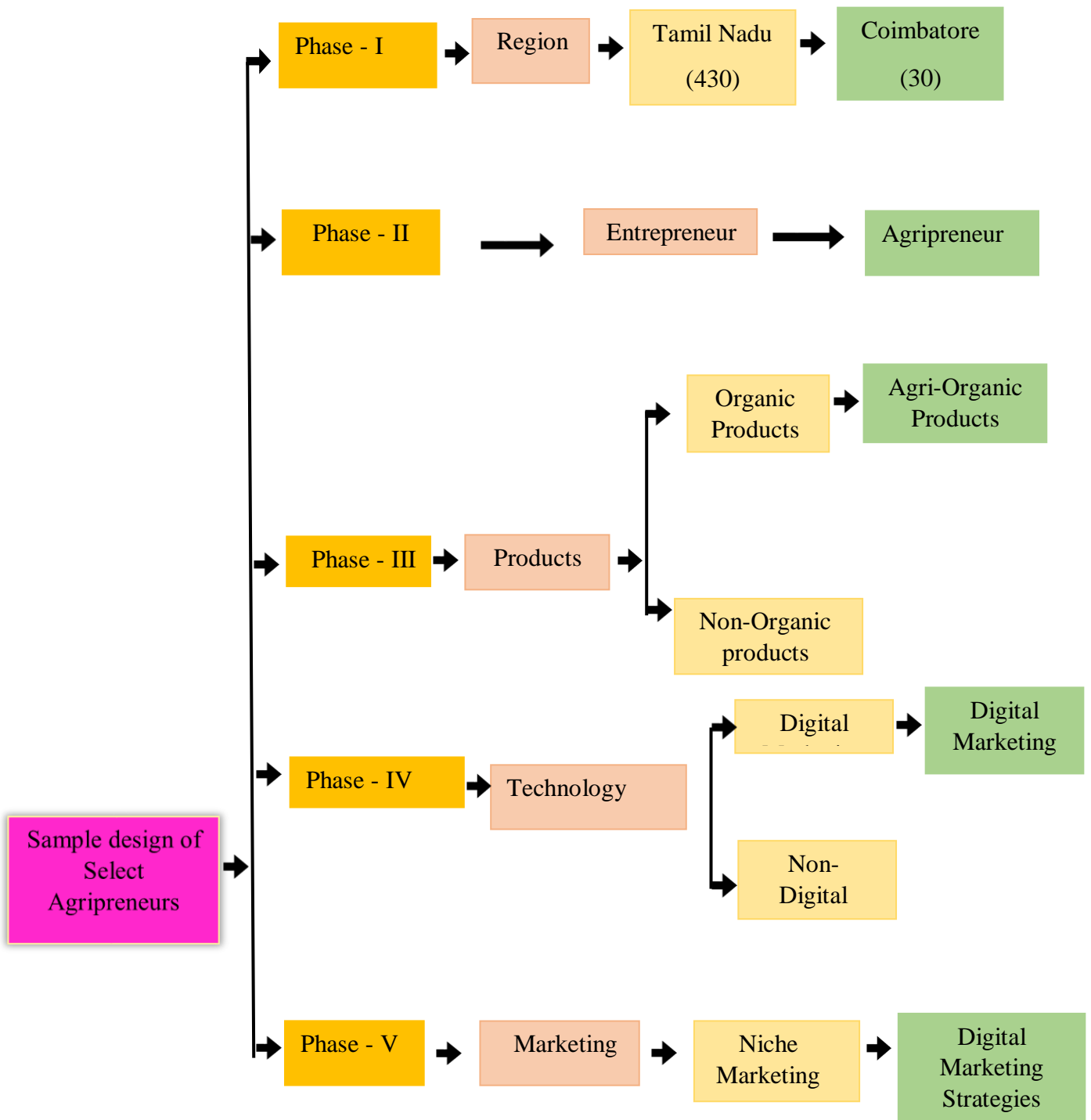
3.1 Introduction

Research as an organized, systematic, data based, critical, objective, scientific, inquiry or investigation into a specific problem, undertaken with the purpose of finding answers or solutions to it. The information provided could be the result of a careful analysis of data gathered firsthand or of data that are already available in the company, industry, archives etc. data can be quantitative or qualitative. The present study will be based on exploratory and descriptive nature. Accordingly, the uses of reports vi., Magazines, newspapers, business dailies, books and journals, e-media and other literature available in this field constitute secondary sources for the present study. The merits and demerits are studied with the help of research instrument of structured questionnaire for customers will be used to collect the data from Agripreneurs who implement Digital Marketing Strategies. The primary data has been collected, through a separate pre-tested questionnaire from 30 selected Agripreneurs located in Coimbatore division of Tamil Nadu.

3.2 Sample Design

The present study is based on Multi-stage sampling method, which is the further development of cluster sampling method. Under Multi-stage sampling method, the first stage is based on Tamil Nadu within which the Coimbatore region is selected. In Secondary stage, among the Entrepreneurs, this study is based only on Agripreneurs. Thirdly, the sample design is based on products, only the Agripreneurs who are dealing with Agri-Organic products are taken. And in fourth stage, the samples are chosen based on the Agripreneurs who adopted Digital technologies and in final stage the samples are chosen based on the Niche who implemented Digital Marketing Strategies.

Chart No. – 3.1: Sample Design of Select Agripreneurs



Source: Survey Data, January - May, 2022

3.3 Sample Size

Measuring a small portion of something and then making a general statement about the whole thing. Process of selecting a number of units for a study in such a way that the units represent the larger group from which they are selected. In the present study the actual sample size of 30 were taken.

3.4 Methods of Data Collection

The present study will be based on exploratory and descriptive nature. Accordingly, the uses of data have to be made of both primary as well as the secondary data. The primary data has been collected, through a separate pre-tested Questionnaire from 30 selected Agripreneurs, in Tamil Nadu division of Coimbatore.

3.5 Statistical Tools and Techniques

The collected data were coded and decoded in a systematic way for the analysis and presented very legibly in the form of suitable tables, frequency, and percentage and followed by inferences. For the purpose of analysis, few statistical tools and techniques were used based on the applicability of data available. The paired T- test were used for analysis.

Paired T-test

A Paired T-test is used to compare two population means where there are two samples in which observations in one sample can be paired with observation in the other sample. The paired t-test calculates the difference within each before and after pair of measurement determines the mean of these changes and reports whether this mean of the difference is states that significant or not.

3.6 Period of the Study

The present study covers a period of five months from January to April 2022.

3.7 Conclusion

To sum up, this chapter, explains about the methodology of study and provides details about the statistical tools and techniques used for the analysis of collected data which help to interpret the results.

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CHAPTER – IV

CHAPTER - IV
COMPANY PROFILE OF THE SELECT AGRIPRENEURS

4.1 Introduction

4.2 Profile of the select Agripreneurs

4.3 Conclusion

References and Notes

CHAPTER – IV

Company profile of the select Agripreneurs

4.1 Introduction

The company profile is a professional introduction of the business which aims to inform the audience about its products and services. Or it is defined as the firms historical description, its structure, resources, the rate of performance as well as its reputation. The company profile is one of the most important aspects of every business. Without a company profile, it becomes difficult to draw investors and customers alike. A great company profile will get a flood of interest that will invigorate the business and help to move further to achieve their goals. The best place for company information is online. Company profile information can be a message to an Internet community numbering in the millions. It is a way to broadcast the qualities of both service and product. Company profile online information has to be done properly in order to be successful.

4.2 Profile of the select Agripreneurs

4.2.1 Keerai Kadai

Keeraikadai was established in 2017 and introduced over 150 varieties of Keerai aka Spinach. Our first store was launched by IT professional and natural farming enthusiast **Mr. Sriram Prasad G** at Coimbatore, Tamilnadu with the primary goal of delivering fresh, nutritious and a wide variety of greens to the society. The first exclusive showroom for greens was launched by Keeraikadai.com at Coimbatore, Tamilnadu attracting over 1000 customers the same year and became a one-stop-store for multiple varieties of greens. The third branch was launched in January 2021 at North Carolina, USA. This has expanded their scope into the international business of theircarefully crafted products.

4.2.2 Uyir Organics

A few farmers from Erode, a town from Tamilnadu, India decided to make a change in the society by producing and supplying natural foods to reduce the risk of getting diseases. In this process they formed Uyir Organics in the year 2015. Their mission is to train farmers produce without using chemicals and pesticides by using only naturally available inputs and techniques to the plants.

4.2.3 Thulir Organics

Thulir Organics was started to provide healthy food products to the society. They select 100% organic, healthy, minimally processed products, made with natural ingredients, without additives and GMO-free. Their gaze is always turned towards the outside world, in direct contact with nature, which makes them fervent defenders of ecological, ethical and healthy products. Their mission is to provide nature food that surrounds us.

4.2.4 OTR Farm Products

OTR Organic Farm Products strongly believe that food has a profound impact on one's health. Unfortunately, in the modern day world, quality of food is severely compromised to meet the ever-growing demand. The focus seems to be on quantity and presentation. OTR Organic Farm (TNOCD Certification: TNO(F) 111) is located at Thondamuthur, 15km from Coimbatore city and operates an outlet at Saibaba Colony, Coimbatore. The outlet provides a selling point to associate organic farmers in and around Coimbatore. Certified organic products from across India are an added attraction. The outlet also serves as a platform for knowledge sharing.

4.2.5 Wild Earth Foods

Wild Earth Foods Organic Store in Coimbatore was started with the vision of making an organic lifestyle accessible to all at an affordable price. It all began with their passion for native cattle breeds. In 2012, they started breeding cattle as an attempt at saving and preserving the native cattle breeds. Initially, understanding the pure lineage of cattle was a challenge but an even bigger challenge was identifying people having the right lineage of Gir, Tharparkar and Kangayam. Overcoming these hurdles, they were able to nurture and breed around 100 pure lineage cattle at their farm.

4.2.6 Agam Naturals

Agam Naturals works with the skilled artisans directly and promotes a range of eco-friendly and sustainable product range. From Earthen cookware to Palm-leaf products and Natural Grass Yoga Mats, they intend to showcase a range of handcrafted and sustainable range of products. With each purchase from their store, they will support the local artisans and their livelihood. It was established in the year 2015, with the motive to promote eco-friendly product to protect the environment.

4.2.7 Sreevatsa Organics

It is Located in 322, Coimbatore, which was inaugurated in September 2004. All the food products from the company-owned organic farm are sold here. The shop was basically opened to bring awareness on Organic Farming Methods, to the Indian public, as these are only exported to foreign countries, without the benefit to the nation. All Organic provisions, fruits and vegetables, cosmetics, honey and herbal products are available at their outlet, procured from several certified Organic-farming communities in India. The shop supports the Organic farmers to get a fair price for their produce.

4.2.8 Vayal Organic Store

Vayal Organic store - leading grocery stores for native, authentic south Indian food products. All products are naturally processed with old Indian traditional methods and cultivated using the best practices without involving the use of harsh chemicals. They believe in "Good Food, Grown Right". They add 3 essential ingredients "Sun, Soil, and Water" and follow the wisdom of our forefathers, whose cultivation practices ensured that the crops adapt within their natural ecosystem, and never stand in conflict.

4.2.9 Vaiyagam Organic Store

Vaiyagam Organic store is established in the year 2017, to promote the importance of natural food and encourage natural farming. They contain more than 50 products which are exported all over India and across borders. Their outlet is being organized in three important places of Coimbatore – Trichy, Palladam and Avinashi. They have their own e-commerce website and application to market their products.

4.2.10 Orga Foods

Meital Atias is the founder and creator of Orga Foods who has a vision and a deep passion for making healthy & tasty organic foods to share with the world. She is a Certified Health and Wellness coach with knowledge of naturopathic medicine. They believe that the best way to improve people's lives is through their gut with wholesome nutrition. They provide variety naturally prepared snack items without using oils and chemicals.

4.2.11 G – Organic Store

G organics Store offer customer organic and locally grown produce, chemical- and preservative -free groceries, cruelty- free body care and eco-house hold products. All of their products are healthy alternatives to the products available at conventional grocery chains. The creation of the market is in response to the growing demand in the community for a local natural food store. Their objectives is to provide fresh, organically grown fruits and vegetables, sell earth-friendly cleansers, pure, natural supplements and gentle, cruelty-free body care products and support organic farms that keep our earth pure.

4.2.12 Veena Organics

Veena Organics provides wide range of products based on Siddha and Ayurveda. They provide different products like food products, Siddha Medicine, Ayurvedic Medicine and Beauty cosmetics which are prepared using herbal components which does not harm the environment. It has grown on the principles of health, ecology, and care. They believe in working with a large number of accredited farmers who do not use or promote the use of pesticides and genetically modified seeds to grow their produce.

4.2.13 The Organic Market

The Organic market is an Indian E-commerce platform which is formed to bridge a gap between organic producers and consumers. It has been formed by a group of people to promote organic products and also to help organic farmers. They believe and focus only on organic products to encourage organic farming practices. It has been established in the year 2013 in Coimbatore.

4.2.14 Omkar Enterprises

Omkar enterprises are one of the leading organic products trader in Coimbatore. It mainly deals only with organic products and sell all over India. It also sells products across borders with the motive to sell natural products and encourage natural farming practices. It was established in the year 2012.

4.2.15 Le Natural Organic Store

Le natural was started with the motive to promote organic products. It was started by a family who has a passion and interest in natural farming. It was established in the year 2015. They sell their own produce which are naturally grown in their own farm. Their products are sold across India. Their products are sold using e-commerce sites and social media platforms.

4.2.16 Gunam organics

Gunam Organics was established on 2016. They encourage people to grow their own food at their own space and natural farming in terrace and gardens. They provide 50 plus organic products which are grown and sold all over India.

4.2.17 Arusuvai Organics

Arusuvai Organics is committed to providing natural & organic oil, rice, millets & pulses to their customers without any compromise on quality. They are one of the best cold pressed oil manufacturers and suppliers of organic rice, organic millets, and pulses. Arusuvai Organics, care for environment and health. They have a number of ethical suppliers who only use the best certified ingredients to ensure their environment remains positive.

4.2.18 Seeragam – The Native Store

Seeragam is a sustainable store run by people who are passionate and care for nature & traditional food practices. Their aim is to provide a way for unadulterated traditional food for the nearest community. They work with natural farmers across the Country and produce high quality food our ancestors ate which were natural and healthy. Their vision is to enable people to get message that “It is the responsibility of both food producers and consumers to work in concert with the environment, understand our land and what it needs, and put aside our contemporary industrial reflex of attempting to increase ‘yield’ at all costs.”

4.2.19 Aram Organic Store

A group of committed Organic Farmers got together to establish Aram Organic FPO in 2017. It initially started with ten farmer members and today the group has grown exponentially with hundred plus members in the fold. ARAM ORGANIC FPO was formally

registered in 2018 at Mettupalayam. ARAM is headed by Sri S R Sundararaman Ayya, a well known and expert organic farmer.

4.2.20 Bio Basics

Bio Basics is committed to provide safe organic whole foods, consumer health, decent livelihoods for farmers and preservation of our natural environment. They present 300+ organic food goodies and much more-everything that all families really need. Sincerely sourced, directly procured from organic farmers and producers, and personally curated, these goodies are made easily accessible across India.

4.2.21 Namadhu Sandhai

Namadhu Sandhai is a social aggregator for Food and Agriculture. It provides information on ecological, political, economic and social aspects of food production, distribution, Nutrition and Health. It is an Agricultural Community with a mission to work for the well-being of the environment, farmers and consumers. It is led by professionals aiming to create a social & environmental impact, and to create a market for genuine organic, whole foods, by educating the consumers, and making it easy for them to access safe organic food for themselves and their families.

4.2.22 Ayush foods

Ayush foods is one of the leading manufacturer and exporter of dehydrated vegetables and fruits. It was established in the year 2011. They manufacture products with the motive to provide healthy foods to the customers. They export products all over India and across borders.

4.2.23 Akshaya Organics

Akshaya Organics provide natural products from the mystical hills of Uttarakhand State. The best of produce is harvested, packed and Sealed from the women farmers of Uttarakhand. An effort to empower the women farmers of Uttarakhand and transform agriculture into a doable livelihood option. They source the best quality of products straight from the Himalayan Mountain Ranges, which is fresh and rich in aroma. Their products are pure and 100% natural.

4.2.24 VKS Foods

VKS Foods Private Limited is in diversified food products which is into the production and marketing of all types of Salt – Edible and Industrial'. It is promoted by a first generation entrepreneur based out of Coimbatore. To be one of the leaders in the Indian food

industry, serve quality products in both domestic and overseas markets at reasonable price with the responsibility of building a healthy society.

4.2.25 Daivik Organics

Daivik was born for a purpose to transform this generation and those to come into healthier and happier ones. They bring back ancestral farming wisdom to deliver organically grown natural foods that are 100% authentic and pure. They believe in making lives holistic by preserving this planet through sustained and eco-friendly farming practices. With this vision, they commit to bring more and more certified organic products for a better, happier, and healthier life.

4.2.26 Gramiyaa

Gramiyaa was established in the year 2016, which produces traditional wood cold pressed oil. They have a meticulous R&D that achieves the best product quality with consistency. Their oils are made from the finest quality food grade seeds. Their mission is to provide healthy food by following ancient practices.

4.2.27 Organic wellness store

Organic wellness store has been established to provide a trustworthy and innovative global leader in providing genuine organic True Wellness products and solutions for conscious, healthy living. Their aim is to deliver genuine organic products to customers. Also, support natural sustainable practices.

4.2.28 The Spice Club

The Spice club is a division of Qualif Foodz Pvt Ltd which has a rich experience of 10 years in the field of Manufacturing, Marketing and retail business. They offer products and services with the priority of quality, convenience and at most customer satisfaction. They offer products ranging from food, beverages, naturopathy products, personal care and daily home needs.

4.2.29 Marutham Honey bee farm

It is natural farm store where the honey is extracted in the most natural way. They have set up wooden hives in several organic farms across Coimbatore for better yield through pollination. They maintain the hives and service them at appropriate intervals. This ensures good availability of natural honey.

4.2.30 Healthy Roots Natural Shop

Healthy Roots Natural shop was established in a motive to provide healthy products to customers. They offer variety of products which are naturally produced without the usage of chemicals. Their vision is to offer eco-friendly products which does not harm environment and human health.

4.3 Conclusion

This chapter summarizes the profile of the select Agripreneurs within the Coimbatore District. The Agripreneurs are choosed based on their profile, the type of products they manufacture and the methods they use to reach customers. The above selected Agripreneurs manufacture organic products and market their products through Digital Marketing Strategies.

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CHAPTER - V

CHAPTER – V

**AN EXPLORATIVE ANALYSIS ON DIGITAL MARKETING
STRATEGIES FOR AGRI-ORGANIC PRODUCTS AMONG SELECT
AGRIPRENEURS**

5.1 Introduction

5.2 Analysis and Interpretation

5.3 Testing of Hypothesis

5.4 Conclusion

CHAPTER – V

An explorative analysis on Digital Marketing Strategies for Agri-Organic Products among select Agripreneurs

5.1 Introduction

Data analysis and interpretation is the process of analyzing the collected information and determining the conclusions, significance, and implications of the findings. The step involved in data analysis are a function of the type of information collected, however, returning to the purpose of the assessment and the assessment questions will provide a structure for the organization of the data and a focus analysis. When planning for monitoring and evaluation it will have series of questions. These questions now need to be broken down into a set of sub-questions which will enable you to find patterns for analysis. Factors such as what influenced or prevented change, whether there were unexpected outcomes, and whether the planned benefits were those most valued by users can be investigated.

In this way information can be obtained not just about overall outcomes, but about which particular groups benefited or did not receive benefits, and in what circumstances Organizations sometimes have difficulty in analyzing qualitative outcome data. One important element in overcoming this is to design questionnaire and other data collection tools to allow responses against pre-set categories, so that information can be presented quantitatively. Completely open questions and responses, permitting a wide variety of information to be collected, will require breaking down into categories at the analysis stage, so that themes and trends can be established.

More detailed qualitative information can be used to supplement and illustrate the emerging themes. Interpretation means looking beyond the data itself and asking what the results mean in relation to your evaluation questions. Involve other people in this level of interpretation and, where appropriate, acknowledge in your report the possibility of other interpretations. Remember to place data in context, bringing out the individual differences behind the responses.

5.2 Analysis and Interpretation

(a) Construction of Questionnaire

Based on suggestions given, the questionnaire was modified and the number of items was taken as 153 variables to be responded on a five (5) point likert scale. Then, a pilot study was done in which the questionnaire was tried out on a sample of 30 Agripreneurs. The reliability and the validity of the questionnaire were thus established.

(b) Scoring

The questionnaire consisted of 153 items / variables. No reverse scoring item is given in the questionnaire. The scoring was on a five point Likert scale from one (1) to five (5). For a response of Strongly Disagree– the scoring was one (1), the response of Disagree– the scoring was two (2), Neither Disagree or Agree – the scoring was three (3), Agree – the scoring was four (4), Strongly Agree - the scoring was five (5). Whereas the responses for Never – the scoring was (1), Rarely – the scoring was (2), Sometimes – the scoring was (3), Often – the scoring was (4), Always – the scoring was (5).

Table-5.1 : Socio Economic Profile of the Selected Agripreneurs

SI. NO	Description	Category	Respondent (in No.)	Percent (In %)
01.	Age	20 – 30	12	40.0
		31 – 40	17	56.7
		41 – 50	1	3.3
Total			30	100
02.	Gender	Male	22	73.3
		Female	8	26.7
Total			30	100
03.	Qualification	Up to school level	2	6.7
		Graduate	26	86.7
		Post Graduate	2	6.7
Total			30	100
04.	Occupation	Agriculturist	5	16.7

		Employed in Private sector	3	6.7
		Entrepreneur	6	20.0
		Agripreneur	17	56.7
Total			30	100
05.	Monthly Income	10,000 – 30,000	2	6.7
		30,000 – 50,000	6	20.3
		Above 70,000	22	73.3
Total			30	100
06.	Marital Status	Single	11	36.7
		Married	19	63.3
Total			30	100

Source: Survey Data, 2022; N = 30 Samples, 2022

Inference

From the table – 5.1, it clearly shows that 56.7 percent of the selected Agripreneurs are between the age group 31- 40, Coimbatore district using Digital Marketing Strategies for Agri-Organic Products; it also reveals that 73.3 percent are Male Agripreneurs and 26.7 percent are female Agripreneurs. It also clearly shows that majority of Agripreneurs (i.e.) 86.7 percent of them Graduate and 56.7 percent of them of Agripreneurs fall under the group of 30000 – 50000 income range. It also reveals that 63.3 percent of Agripreneurs are married.

Table - 5.2: Agri-Organic Products of the select Agripreneurs

SI. NO	Description	Category	Respondent (in No.)	Percent (In %)
01.	Agri-Organic Products	Rice	7	23.3
		Wheat	3	10
		Cereals	3	10
		Pulses	4	13.3
		Oils	3	10
		Greens	1	3.3
		Vegetables	3	10
		Organic Cosmetics	3	10

	Value added products	3	10
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Source: Survey Data, 2022; N = 30 Samples, 2022

Inference

From the table – 5.2, it clearly shows that 23.3 percent of the customers buy Rice from Agripreneurs; 13.3 percent of people prefer pulses; 3.3 percent of people prefer Greens; 10 percent of people prefer wheat, cereals, vegetables, organic cosmetics, value added products from Agripreneurs.

Table - 5.3: Digital Platforms used by select Agripreneurs

SI. No	Digital Platforms	SD	D	N	A	SA
01.	E – Commerce Website	-	-	6 (20%)	2 (6.7%)	22 (73.3%)
02.	Google My Business	-	4 (13.3%)	2 (6.7%)	2 (6.7%)	22 (73.3%)
03.	Social Media platforms	-	-	2 (6.7%)	2 (6.7%)	26 (86.7%)
04.	Apps	9 (30%)	3 (10%)	4 (13.3%)	6 (20%)	8 (26.7%)
05.	Affiliate websites	16	-	8	2 (6.7%)	4

Source: Survey Data, N = 30 Samples, 2022

Inference

From the table – 5.3 reveals that 73.3 percent of Agripreneurs have their own E-Commerce site to sell their products; 73.3 percent of the them have a presence in Google my Business; 86.7 percent of them have a strong social media presence; only 26 percent of them prefer Apps; only percent Agripreneurs Agree to use Affiliate websites.

Table – 5.4: Digital Marketing Strategies adopted by Agripreneurs

SI. No	Digital Marketing Strategies	SD	D	N	A	SA
01.	Mobile Marketing	-	4 (13.3%)	2 (6.7%)	2 (6.7%)	22 (73.3%)
02.	Social Media Marketing	-		2 (6.7%)	6 (20%)	22 (73.3%)
03.	Affiliate Marketing	10 (33.3%)	9 (30%)	2 (6.7%)	2 (6.7%)	7 (23.3%)
04.	E-mail Marketing	6 (20%)	8 (26.7%)	2 (6.7%)	2 (6.7%)	12 (40%)

05.	Search Engine Marketing	-	6 (20%)	2 (6.7%)	2 (6.7%)	20 (66.7%)
06.	Integrated Marketing	-	8 (26.7%)	2 (6.7)	2 (6.7%)	18 (60.0)
07.	Content Marketing	-	-	2 (6.7)	6 (20%)	22 (73.3%)
08.	Influencer Marketing	3 (10%)	4 (13.3%)	2 (6.7)	6 (20%)	15 (50%)
09.	Pay per click	3 (10%)	2 (6.7)	2 (6.7)	6 (20%)	17 (56.7%)
10.	Remarketing	3 (10%)	2 (6.7)	2 (6.7)	6 (20%)	17 (56.7%)
11.	Lead Generation	3 (10%)	2 (6.7)	2 (6.7)	6 (20%)	17 (56.7%)
12.	Sales funnel	-	-	2 (6.7)	6 (20%)	22 (73.3%)

Source: Survey Data, N = 30 Samples, 2022

Inference

From the table – 5.4 reveals that 73.3 percent of Agripreneurs strongly Agree that they follow Mobile marketing strategies to sell their products; 73.3 percent of use Social media marketing strategy which they found it covers larger audience; majority of 33.3percent of Agripreneurs does not prefer Affiliate marketing; 40 percent of Agripreneurs use E-mail marketing strategies; 66.7 percent of them adopted search engine marketing; 60 percent of them follow Integrated Marketing; 73.3 percent of them concentrate on Content marketing strategy; only 50 percent per them use influencer marketing strategy; 56.7 percent of them follow pay per click, 56.7 percent of them do Remarketing, 56.7 percent of them use lead generation to capture more leads; 73.3 percent of them use sales funnel to acquire customers.

Table – 5.5: Usage of Social Media Platforms among Agripreneurs

SI. No	Social Media Platforms	SD	D	N	A	SA
01.	WhatsApp	-	-	2 (6.7%)	6 (20%)	6 (20%)
02.	Facebook	2 (6.7%)	-	2 (6.7%)	6 (20%)	20 (66.7%)
03.	Instagram	-	-	2 (6.7%)	6 (20%)	22 (73.3%)
04.	Twitter	13 (43.3%)	8 (26.7%)	2 (6.7%)	2 (6.7%)	5 (16.7%)
05.	Club House	16 (53.3%)	8 (26.7%)	2 (6.7%)	2 (6.7%)	2 (6.7%)
06.	LinkedIn	18 (60%)	10 (26.7%)	2 (6.7)	-	-

07.	YouTube	-	4 (13.3%)	2 (6.7)	2 (6.7)	22 (73.3%)
08.	Pinterest	9 (30%)	10 (33.3%)	-	2 (6.7)	9 (30%)
09.	Tumblr	18 (60%)	10 (33.3%)	-	-	2 (6.7)
10.	Snapchat	18 (60%)	10 (33.3%)	-	2 (6.7)	-
11.	Podcasts	15 (50%)	10 (33.3%)	-	2 (6.7)	3 (10%)
12.	Others	13 (43.3%)	8 (26.7%)	2 (6.7)	2 (6.7)	5 (16.7%)

Source: Survey Data, N = 30 Samples, 2022

Inference

From the table – 5.5 reveals that 20 percent of Agripreneurs use WhatsApp to easily sell products to the customers; 66.7 percent of them found Facebook as the best platform to reach more customers; majority of 73.3 percent of people use Instagram as their first preference; 43.3 percent of them do not use Twitter, only 6.7 percent of people use club house; 60 percent of Agripreneurs do not have a presence in LinkedIn; 73.3 percent of Agripreneurs have their own YouTube channel, 30 percent of them use Pinterest; 60 percent of people do not prefer Tumblr and Snapchat platforms; 10 percent of them are aware about Podcasts and 16.7 percent of them use other social media platforms.

Table – 5.6: Time scheduled for Content Delivery for Agri-organic Products

SI. No	Time Period	N	R	S	O	A
01.	Daily	-	-	2 (6.7%)	6 (20%)	22 (73.3%)
02.	Weekly	5 (16.7%)	-	2 (6.7%)	6 (20%)	17 (56.7%)
03.	Monthly	-	-	2 (6.7%)	6 (20%)	22 (73.3%)
04.	Half yearly	15 (50%)	3 (10%)	2 (6.7%)	6 (20%)	4 (13.3%)
05.	Once in a year	15 (50%)	5 (16.7%)	-	6 (20%)	4 (13.3%)

Source: Survey Data, N = 30 Samples, 2022

Inference

From the table – 5.6 reveals that 73.3 percent of Agripreneurs post content on daily basis on their social media platforms; 56.7 percent of people post content on weekly basis; 73.3 percent of people post content on month basis; and only 13.3 percent of people post

content on Half yearly basis; only few Agripreneurs (i.e.) 13.3 percent of people post content once in a year.

Table – 5.7: Type of Content delivered by Agripreneurs

SI. No	Type of Content delivered	SD	D	N	A	SA
01.	Blogs	-	4 (13.3%)	2 (6.7%)	6 (20%)	18 (60%)
02.	Books & E-books	8 (26.7%)	13 (43.3%)	-	2 (6.7%)	7 (23.3%)
03.	Infographics	-	6 (20%)	2 (6.7%)	2 (6.7%)	20 (66.7%)
04.	Videos	-	-	2 (6.7%)	6 (20%)	22 (73.3%)
05.	Apps	13 (43.3%)	2 (6.7%)	2 (6.7%)	6 (20%)	7 (23.3%)
06.	News Releases	15 (50%)	2 (6.7%)	2 (6.7%)	6 (20%)	5 (16.7%)
07.	Live Events & Webinars	13 (43.3%)	4 (13.3%)	4 (13.3%)	6 (20%)	3 (10%)
08.	Sales Videos	-	4 (13.3%)	2 (6.7%)	8 (26.7%)	16 (53.3%)

Source: Survey Data, N = 30 Samples, 2022

Inference

From the table – 5.7 reveals that 60 percent of Agripreneurs posts blog on their sites; 23.3 percent of them releases Books & E-Books; 66.7 percent of them uses Infographics; 73.3 percent of them delivers video content; 23.3 percent of people deliver content on Apps; 16.7 percent of people delivers news releases; 10 percent of them do live events & webinars; 53.3 percent of Agripreneurs deliver sales videos.

Table – 5.8: Methods used by Agripreneurs to derive more traffic

SI. No	Methods	SD	D	N	A	SA
01.	Facebook Ads	-	-	2 (6.7%)	8 (26.7%)	20 (66.7%)
02.	Google Ads	3 (10%)	4 (13.3%)	2 (6.7%)	2 (6.7%)	19 (63.3%)
03.	Optimizing Search Engine	-	6 (20%)	-	4 (13.3%)	20 (66.7%)
04.	Guest posts	10 (33.3%)	2 (6.7%)	2 (6.7%)	6 (20%)	10 (33.3%)

05.	Apps	16 (53.3%)	-	2 (6.7%)	6 (20%)	6 (20%)
06.	Events	16 (53.3%)	2 (6.7%)	2 (6.7)	10 (33.3%)	-
07.	Forming Community	-	-	2 (6.7)	6 (20%)	22 (73.3%)
08.	Affiliate marketing with paid product	13 (43.3%)	2 (6.7)	2 (6.7)	8 (26.7%)	5 (16.7%)
09.	Building backlinks	-	4 (13.3%)	2 (6.7)	4 (13.3%)	20 (66.7%)
10.	Popular hashtags	-	-	2 (6.7)	6 (20%)	22 (73.3%)
11.	Popular videos	-	-	2 (6.7)	6 (20%)	22 (73.3%)

Source: Survey Data, N = 30 Samples, 2022

Inference

From the table – 5.8 reveals that 66.7 percent of Agripreneurs use Facebook Ads, Building backlinks and Search Engine to attract audience; 63.3 percent of traffic are gained through Google Ads; 73.3 percent of traffic are gained through Community, hashtags usage, popular videos; 33.3 percent of audience are gained through Guests posts; 16.7 percent of traffic are gained through Affiliate marketing through paid product.

Table – 5.9: Adoption of Paid Advertising Techniques by Agripreneurs

SI. No	Paid Advertising Techniques	SD	D	N	A	SA
01.	Google Ads	-	4 (13.3%)	2 (6.7%)	2 (6.7%)	22 (73.3%)
02.	Facebook Ads	-	-	2 (6.7%)	6 (20%)	22 (73.3%)
03.	Instagram Ads	-	-	2 (6.7%)	6 (20%)	22 (73.3%)
04.	YouTube Ads	-	4 (13.3%)	2 (6.7%)	2 (6.7%)	22 (73.3%)
05.	Display Ads	-	6 (20%)	2 (6.7%)	2 (6.7%)	20 (66.7%)
06.	Pay per click	6 (20%)	2 (6.7%)	-	6 (20%)	16 (53.3%)
07.	Retargeting & Remarketing	13 (43.3%)	4 (13.3%)	4 (13.3%)	6 (20%)	3 (10%)
08.	Influencer Marketing	13 (43.3%)	4 (13.3%)	-	6 (20%)	7 (23.3%)
09.	Podcast Advertising	13	8	-	2	7

		(43.3%)	(26.7%)		(6.7%)	(23.3%)
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Source: Survey Data, N = 30 Samples, 2022

Inference

From the table – 5.9 reveals that 73.3 percent of Agripreneurs use Facebook Ads, Google Ads, Instagram Ads, YouTube Ads to advertise their products; 66.7 percent of people use Display Ads for Advertising; 23.3 percent of them use Influencer marketing and podcast advertising technique; 53.3 percent of them use pay per click strategy; only 10 percent of people use Retargeting and Remarketing advertising method.

Table – 5.10: Online media for Marketing the Agri-Organic Products

SI. No	Online media	SD	D	N	A	SA
01.	Amazon	8 (26.7%)	6 (20%)	2 (6.7%)	2 (6.7%)	12 (40%)
02.	Flipkart	11 (36.7%)	6 (20%)	2 (6.7%)	2 (6.7%)	9 (30%)
03.	Big Basket	8 (26.7%)	6 (20%)	2 (6.7%)	2 (6.7%)	12 (40%)
04.	Alibaba	14 (46.7%)	6 (20%)	2 (6.7%)	2 (6.7%)	6 (20%)
05.	Jio Mart	20 (66.7%)	8 (26.7%)	-	2 (6.7%)	-
06.	Big Bazaar	20 (66.7%)	8 (26.7%)	-	2 (6.7%)	-
07.	Facebook Marketplace	20 (66.7%)	8 (26.7%)	-	2 (6.7%)	-
08.	Pabbly	20 (66.7%)	8 (26.7%)	-	2 (6.7%)	-
09.	E bay	13 (43.3%)	8 (26.7%)	-	2 (6.7%)	7 (23.3%)

Source: Survey Data, N = 30 Samples, 2022

Inference

From the table – 5.10 reveals that 40 percent of people use Amazon and Big basket platforms to sell their product; 30 percent of people depend on Flipkart; 20 percent of them depend on Alibaba E-commerce site; 23.3 percent of them use E-bay sites; 66.7 percent of Agripreneurs does not depend on E-Commerce sites like Jio mart, Big Bazaar, Facebook Market place, and Pabbly.

Table – 5.11: Usage of Local Search Engine sites for Agri-Organic products

SI. No	Local Search Engine sites	SD	D	N	A	SA
01.	Just Dial	6 (20%)	6 (20%)	-	2 (6.7%)	-
02.	India Mart	6 (20%)	6 (20%)	-	2 (6.7%)	16 (53.3%)
03.	Sulekha	18 (60%)	4 (13.3%)	-	2 (6.7%)	6 (20%)
04.	123Coimbatore	24 (80%)	4 (13.3%)	-	2 (6.7%)	-
05.	Coimbatoreguide	21 (70%)	4 (13.3%)	-	2 (6.7%)	3 (10%)
06.	Zaubacorp	21 (70%)	4 (13.3%)	-	2 (6.7%)	3 (10%)
07.	Asklaila	21 (70%)	4 (13.3%)	-	2 (6.7%)	3 (10%)
08.	Infomediayellowpages	24 (80%)	4 (13.3%)	-	2 (6.7%)	-
09.	Ask	24 (80%)	4 (13.3%)	-	2 (6.7)	-
10.	Infomediasearch	24 (80%)	4 (13.3%)	-	2 (6.7)	-
11.	Others	24 (80%)	6 (20%)	-	2 (6.7)	-

Source: Survey Data, N = 30 Samples, 2022

Inference

From the table – 5.11 reveals that 53.3 percent of Agripreneurs depend on India Mart; 10 percent of them depend on local search engine sites like Coimbatoreguide, Zaubacorp, Asklaila; 20 percent of them depend on Sulekha search engine site; and 20 percent of people does not depend on Just Dial; 80 percent of them does not prefer sites like 123Coimbatore, Infomediayellowpages, Ask, Infomediasearch, and Other local search engine sites.

Table – 5.12: Strategies adopted by Agripreneurs for B2B and B2C Marketing

SI. No	Strategies	SD	D	N	A	SA
01.	E-mail Marketing Automation	-	6 (20%)	4 (13.3%)	4 (13.3%)	16 (53.3%)
02.	Deep Marketing	16 (53.3%)	6 (20%)	2 (6.7%)	4 (13.3%)	2 (6.7%)
03.	Drip Marketing	16 (53.3%)	8 (26.7%)	2 (6.7%)	-	4 (13.3%)
04.	Integrated Marketing	-	6 (20%)	2 (6.7%)	4 (13.3%)	18 (60%)

05.	Lead Magnets&Lead Generation	3 (10%)	2 (6.7%)	2 (6.7%)	4 (13.3%)	19 (63.3%)
06.	Automated Calls	13 (43.3%)	8 (26.7%)	2 (6.7%)	4 (13.3%)	3 (10%)
07.	SMS and Push Notifications	13 (43.3%)	8 (26.7%)	-	4 (13.3%)	5 (16.7%)

Source: Survey Data, N = 30 Samples, 2022

Inference

From the table – 5.12 reveals that 63.3 percent of them Lead Generation and Lead magnets for B2B and B2C targeting: 60 percent of them use Integrated Marketing strategy; 53.3 percent of people use E-mail Marketing Automation; 13.3 percent of them use Drip Marketing strategy; 16.7 percent of them use SMS and Push notifications; 10 percent of them use Automated calls; 6.7 percent of them use Deep Marketing strategies.

Table – 5.13: Key Performance Indicators used by Agripreneurs

SI. No	Key Performance Indicators	SD	D	N	A	SA
01.	Return on Investment	-	-	8 (26.7%)	2 (6.7%)	20 (66.7%)
02.	Conversion Rate	-	-	4 (13.3%)	6 (20%)	20 (66.7%)
03.	New sessions on Website	-	3 (10%)	4 (13.3%)	6 (20%)	17 (56.7%)
04.	Bounce Rate	-	3 (10%)	4 (13.3%)	6 (20%)	17 (56.7%)
05.	Cost and Revenue per Lead	-	3 (10%)	4 (13.3%)	6 (20%)	17 (56.7%)
06.	Unique visitors	-	-	3 (10%)	2 (6.7%)	22 (73.3%)
07.	Search Engine Traffic	-	-	6 (20%)	2 (6.7%)	22 (73.3%)

Source: Survey Data, N = 30 Samples, 2022

Inference

From the table – 5.13 reveals that 73.3 percent of Agripreneurs use Search engine traffic, Unique visitors count as their key performance indicator; 66.7 percent of them analyse through Return on investment and conversion rate; 56.7 percent of them use new sessions on website, bounce rate, cost and revenue per lead as their key performance indicator.

Table – 5.14: Methods used by Agripreneurs to gain traffic and conversion rates

SI. No	Methods	SD	D	N	A	SA
01.	Blog	-	6 (20%)	2 (6.7%)	2 (6.7%)	20 (66.7%)
02.	Social Media Channels	-	-	4 (13.3%)	6 (20%)	20 (66.7%)
03.	Paid Ads	-	-	4 (13.3%)	6 (20%)	20 (66.7%)
04.	Local Search Engine sites	4 (13.3%)	-	4 (13.3%)	6 (20%)	16 (53.3%)
05.	Organic Search	2 (6.7%)	2 (6.7%)	-	6 (20%)	20 (66.7%)
06.	Lead Magnets	3 (10%)	6 (20%)	2 (6.7%)	2 (6.7%)	17 (56.7%)
07.	Press Releases	12 (40%)	6 (20%)	2 (6.7%)	2 (6.7%)	8 (26.7%)
08.	Direct Mails	6 (20%)	6 (20%)	2 (6.7%)	2 (6.7%)	14 (46.7%)
09.	Phone calls	12 (40%)	2 (6.7%)	2 (6.7%)	6 (20%)	8 (26.7%)
10.	Others	12 (40%)	6 (20%)	2 (6.7%)	2 (6.7%)	8 (26.7%)

Source: Survey Data, N = 30 Samples, 2022

Inference

From the table – 5.14 reveals that 66.7 percent of people gain traffic through Blog, Social media channels, paid ads, and Organic search; 56.7 percent of are arrived through Lead Magnets; 53.3 percent through local search engine sites; 46.7 percent through Direct mails; 26.7 percent through Press releases, phone calls and others.

Table – 5.15: Marketing Campaigns adopted by Agripreneurs

SI. No	Marketing Campaigns	SD	D	N	A	SA
01.	Connect with the Audience	-	2 (6.7%)	-	6 (20%)	22 (73.3%)
02.	Boost Traffic	-	2 (6.7%)	-	6 (20%)	22 (73.3%)
03.	Drive sales	-	2 (6.7%)	-	6 (20%)	22 (73.3%)
04.	Build Trust	-	2 (6.7%)	-	6 (20%)	22 (73.3%)
05.	Identify Unique Audience	-	2 (6.7%)	-	6 (20%)	22 (73.3%)
06.	Improving Brand Awareness	-	2 (6.7%)	-	6 (20%)	22 (73.3%)

07.	Popularity of Unique Hashtags	-	2 (6.7%)	-	6 (20%)	22 (73.3%)
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Source: Survey Data, N = 30 Samples, 2022

Inference

From the table – 5.15 reveals that 73.3 percent of Agripreneurs believe that their effective marketing campaigns were able to connect with the audience, boost traffic, drive more sales, build trust, identify unique audience, improve brand awareness, and popularity through unique hashtags.

Table – 5.16: Challenges faced by the select Agripreneurs

Sl. No	Challenges	SD	D	N	A	SA
01.	Lack of enough knowledge	-	2 (6.7%)	-	6 (20%)	22 (73.3%)
02.	Lack of technical skills	-	2 (6.7%)	-	6 (20%)	22 (73.3%)
03.	No proper marketing strategy	-	6 (20%)	-	2 (6.7%)	22 (73.3%)
04.	Less customer engagement	-	6 (20%)	-	2 (6.7%)	22 (73.3%)
05.	Gaining trust in Digital Space	-	6 (20%)	-	2 (6.7%)	22 (73.3%)
06.	Less Government support	-	6 (20%)	-	2 (6.7%)	22 (73.3%)
07.	Very competitive	-	2 (6.7%)	-	6 (20%)	22 (73.3%)
08.	Less infrastructure facilities	3 (10%)	6 (20%)	-	2 (6.7%)	19 (6.3%)
09.	Others	3 (10%)	6 (20%)	-	2 (6.7%)	19 (6.3%)

Source: Survey Data, N = 30 Samples, 2022

Inference

From the table – 5.16 reveals that 73.3 percent of Agripreneurs faced difficulties such as lack of enough knowledge, lack of technical skills, no proper marketing strategy, less customer engagement, gaining trust in Digital Space, less government support, very competitive, less infrastructure facilities and other at the initial stage of implementing Digital marketing strategies.

Table – 5.17: Opportunities gained by the select Agripreneurs

SI. No	Opportunities	SD	D	N	A	SA
01.	Targeting high potential customers	-	2 (6.7%)	4 (13.3%)	2 (6.7%)	22 (73.3%)
02.	Covering wide geographical area	-	2 (6.7%)	-	6 (20%)	22 (73.3%)
03.	Less Expensive	-	6 (20%)	-	2 (6.7%)	22 (73.3%)
04.	Becoming Globalized	-	2 (6.7%)	-	6 (20%)	22 (73.3%)
05.	Increase in Return on Investment	-	6 (20%)	-	2 (6.7%)	22 (73.3%)
06.	Increasing Fame	-	2 (6.7%)	4 (13.3%)	2 (6.7%)	22 (73.3%)
07.	Gaining Customer Loyalty	-	2 (6.7%)	-	6 (20%)	22 (73.3%)
08.	Opportunities for International Trade	-	6 (20%)	-	2 (6.7%)	22 (73.3%)
09.	Others	-	6 (20%)	-	2 (6.7%)	22 (73.3%)

Source: Survey Data, N = 30 Samples, 2022

Inference

From the table – 5.17 reveals that 73.3 percent of Agripreneurs found that Digital Marketing strategies have helped them to target high potential customers, cover wide geographical area, less expensive, become globalized, increase in return on investment, increase in their fame, gaining customer loyalty, opportunities for international trade and other opportunities in the field of marketing Agri – Organic products.

5.3 Testing of Hypothesis

The hypothesis framed in the present study is tested by using suitable statistics tools and techniques which were detailed below –

(A) Test of Hypothesis I

H₀₁: Digital Marketing Strategies strongly influence the Agri-Organic Products among Agripreneurs.

Table – 5.18: Relationship between Agripreneurs and Agri-Organic Products

Paired T test						
Digital Marketing Strategies	T	Df	Mean Diff	95% Confidence		P – Value Sig(2 tailed)
				Lower	Upper	
Agripreneurs and Agri - Organic products	3.414	29	.791	1.082	4.318	.002

Source: Computed Data, 2022

Inference

In the present study, the framed hypothesis is tested by applying paired t - test, as the samples are 30, two paired test at 5% level of significance is applied. The hypothesis shows the relationship between the Agripreneurs and Agri - Organic products. From the table 5.18 it is clear that there is no significant relationship between Agripreneurs and Agri - Organic products, as the table value is lower than the critical value 5% level of significance.

Table – 5.19: Relationship between Agri-Organic Products and Digital Marketing Strategies

Paired T test						
Digital Marketing Strategies	T	Df	Mean Diff	95% Confidence		P – Value Sig(2 tailed)
				Lower	Upper	
Agri - Organic product and Mobile Marketing	-.066	29	.506	-1.069	1.002	.948
Agri - Organic product and Social Media Marketing	-.300	29	.489	-1.301	.701	.545
Agri - Organic product and	2.700	29	.667	.436	3.164	.011

Affiliate Marketing						
Agri - Organic product and E-mail Marketing	1.703	29	.685	-.234	2.568	.099
Agri - Organic product and Search Engine Marketing	.344	29	.484	-.824	1.157	.733

Source: Computerized data, 2022

Inference

From the table 5.19, the frame hypothesis is tested by applying paired t - test to analyze the relationship between Agri - Organic products and Digital Marketing strategies like Mobile marketing, Social Media marketing, Affiliate marketing, E-mail marketing and Search Engine marketing. From the table it is clear that Mobile Marketing highly influence the Agri - Organic products as its critical value is higher than the 5% level of significance. Next to Mobile marketing there is Social Media marketing and Search Engine marketing influence the Agri - Organic products as its critical value is higher than the 5% level of significance but lower than Mobile marketing.

Table – 5.20: Relationship between Agripreneurs and Digital Marketing Strategies

Paired T test						
Digital Marketing Strategies	T	Df	Mean Diff	95% Confidence		P – Value Sig(2 tailed)
				Lower	Upper	
Agripreneur and Mobile Marketing	4.406	29	.605	1.429	3.904	.000
Agripreneur and Social Media Marketing	4.237	29	.566	1.241	3.559	.000
Agripreneur and Affiliate Marketing	6.831	29	.659	3.153	5.847	.000
Agripreneur and E-mail Marketing	5.145	29	.752	2.329	5.404	.000
Agripreneur and Search Engine Marketing	4.589	29	.625	1.589	4.144	.000

Source: Computerized data, 2022

Inference

From the table 5.20, the paired t - test is used to analyze the relationship between Agripreneur and Digital Marketing strategies like Mobile marketing, Social Media marketing, Affiliate marketing, E-mail marketing, Search Engine marketing. From the table it is clear that there is no significant relationship between Agripreneur and Digital Marketing strategies as their critical value is lower than the 5% level of significance.

(B)Test of Hypothesis II

H₀₂: Digital Marketing Strategies for Agri-Organic Products is associated with the Agripreneurs Economic status.

Table – 5.21: Relationship between Agri-Organic product and Economic status

Paired T test						
Digital Marketing Strategies	T	Df	Mean Diff	95% Confidence		P – Value Sig(2 tailed)
				Lower	Upper	
Agri-organic Product and Economic status	-.069	29	.485	-1.026	.959	.946

Source: Computerized Data, 2022

Inference

From the table 5.21, the paired t - test is used to analyze the relationship between Agri - Organic product and Economic status. From the table it is clearly understood that there is a significant relationship between Agri - Organic product and Economic Status as its critical value is higher than the 5% level of significance.

Table – 5.22: Relationship between Economic Status and Digital Marketing Strategies

Paired T test						
Digital Marketing Strategies	T	Df	Mean Diff	95% Confidence		P – Value Sig(2 tailed)
				Lower	Upper	
Economic status and Mobile marketing	.000	29	.910	-.340	.340	1.000
Economic status and Social Media marketing	-1.682	29	.159	-.591	.058	.103
Economic status and Affiliate	4.777	29	.384	1.048	2.618	.000

marketing						
Economic status and E-mail marketing	4.039	29	.297	-.592	1.808	.000
Economic status and Search Engine marketing	2.693	29	.074	.048	.352	.012

Source: Computerized Data, 2022

Inference

From the table 5.22, the paired t - test is used to identify the relationship between Economic status and Digital Marketing strategies like Mobile marketing, Social Media marketing, Affiliate marketing, E-mail marketing, and Search Engine marketing. From the table it is clearly understood that there is significant relationship between Mobile marketing and Economic status as its critical value is higher than the 5% level of significance.

Table – 5.23: Relationship between Agri-Organic products and Digital Marketing Strategies

Paired T test						
Digital Marketing Strategies	T	Df	Mean Diff	95% Confidence		P – Value Sig(2 tailed)
				Lower	Upper	
Agri - Organic product and Mobile Marketing	-.066	29	.506	-1.069	1.002	.948
Agri - Organic product and Social Media Marketing	-.613	29	.489	-1.301	.701	.545
Agri - Organic product and Affiliate Marketing	2.700	29	.667	.436	3.164	.011
Agri - Organic product and E-mail Marketing	1.167	29	.685	-.234	2.568	.099
Agri - Organic product and Search Engine Marketing	.344	29	.484	-.824	1.157	.733

Source: Computerized Data, 2022

Inference

From the table - 5.23, the paired t - test is used to analyze the significant relationship between Agri - organic products and Digital Marketing strategies like Mobile marketing, Social Media marketing, Affiliate marketing, E-mail marketing and Search Engine marketing. From the table it is clear that Mobile Marketing highly influence the Agri - Organic products as its critical value is higher than the 5% level of significance. Next to Mobile marketing there is Social Media marketing and Search Engine marketing influence the Agri - Organic products as its critical value is higher than the 5% level of significance but lower than Mobile marketing.

4.4 Conclusion

To conclude, this particular chapter provides the detailed analysis and interpretation of Digital Marketing Strategies of Agri – Organic Products among Agripreneurs. In addition to this, it also covers the various hypothesis testing for the present study. To prove the first and second hypothesis paired t - test was used.

CHAPTER VI

CHAPTER VI
FINDINGS, SUGGESTIONS AND CONCLUSION

6.1 Major findings of the study

6.2 Suggestions

6.3 Conclusion

CHAPTER VI

Findings, Suggestions and Conclusion

6.1 Major findings of the study

The major findings of the study have been categorized into 19 different ways, they are –

- 6.1.1 Socio economic profile of the selected Agripreneurs
- 6.1.2 Majority of Agri-Organic products preferred by customers from Agripreneurs
- 6.1.3 Digital Marketing platforms used by Agripreneurs
- 6.1.4 Digital Marketing strategies that are implemented by Agripreneurs
- 6.1.5 Social media platforms used by Agripreneurs to promote Agri-Organic products
- 6.1.6 Paid advertising or promotional techniques used to promote Agri-organic products
- 6.1.7 Partnership with local search engine sites
- 6.1.8 Key performance indicators to measure the efficacy of marketing campaigns
- 6.1.9 Challenges faced by Agripreneurs
- 6.1.10 Opportunities gained by Agripreneurs through Digital Marketing Strategies.

6.1.1 Socio economic profile of the selected Agripreneurs

It is evidenced from the study, that in Coimbatore district, the selected Agripreneurs is fall under the age group from 31 - 40 years, 40 percent of them belong to 20 – 31 percent and only 3.3 percent percent of them belong to 41- 50 years of age group who implement Digital Marketing Strategies for Agri-Organic Products.

The overall Agripreneurs are male when compared to female. In that, Male is about 73.3 percent and Female is about 26.7 percent.

In terms of qualification, the respondents of the selected Agripreneurs, 86.7 percent are Graduates, 6.7 percent are up to school level and another 6.7 percent of them are Post Graduates who were aware and follow Digital Marketing Strategies in their business.

In case of occupation, 56.7 percent of them are Agripreneurs, 20 percent of them are Entrepreneurs who deal with Agri-Organic products, 6.7 percent of them are people who have employed in Private sector, 16.7 percent of people are Agriculturist who market their own products.

In case of income generation, the majority of selected Agripreneurs 73.3 percent belong to the income group of above 70,000, 20 percent of them belong to the income group of 30,000 – 50,000, 6.7 percent belong to the income group of 10,000 – 30,000.

In case of marital status of the selected Agripreneurs, 63.3 percent are married and 36.7 percent of them are unmarried who implement Digital marketing strategies for Agri-Organic products.

6.1.2 Majority of Agri-Organic products preferred by customers from Agripreneurs

Majority of customers i.e. 23.3 percent of people prefer Rice from Agripreneurs. And 13 percent of people pulses and the 10 percent of people prefer buying other Agri-Organic products like wheat, cereals, vegetables, organic cosmetics and value-added products and only 3.3 percent of people prefer greens from Agripreneurs.

6.1.3 Digital Marketing platforms used by Agripreneurs

Over 86.7 percent of Agripreneurs have a strong social media presence which helps them to promote their products and their brand, 73.3 percent of Agripreneurs have their own E-Commerce site and have a good profile in Google My Business. only 26.7 percent of them prefer Apps and 2.6 percent of Agripreneurs Agree to use Affiliate websites.

6.1.4 Digital Marketing strategies that are implemented by Agripreneurs

Over 73.3 percent of Agripreneurs use Mobile Marketing, Social Media Marketing, focus on content and sales funnel strategies which helped them to cover wide geographical area.

Around 66.7 percent of them does search engine marketing to rank in Google which derives more traffic and 60 percent of them follow integrated marketing.

Around 56.7 percent of them adopt pay per click marketing strategy and do remarketing strategies and techniques which helps them convert more leads.

About 33.3 percent of Agripreneurs does not prefer not Affiliate marketing strategies.

6.1.5 Social media platforms used by Agripreneurs to promote Agri-Organic products

Majority of 73.3 percent of people use Instagram, YouTube as their major platform. Around 66.7 percent of people use Facebook as their major platform. 30 percent of Agripreneurs use Pinterest and 6.7 percent of them club house. Only 10 percent of people are aware about the growing platform Podcast.

Around 60 percent of Agripreneurs does not use LinkedIn, Tumblr and Snapchat. And 43.3 percent if them do not use Twitter.

6.1.6 Paid advertising or promotional techniques used to promote Agri-organic products

It is evidenced from the study that 73.3 percent of Agripreneurs use Facebook Ads, Google Ads, Instagram Ads, YouTube Ads to advertise their products to promote their Agri-Organic products.

Around 66.7 percent of people use Display Ads for Advertising and promoting their products and brand. Around 53.3 percent of them use pay per click strategy to gain more traffic.

Around 23.3 percent of them use Influencer marketing to promote their products and only 10 percent of them use Retargeting and Remarketing advertising techniques and methods.

6.1.7 Partnership with local search engine sites

It is evidenced from the study that around 53.3 percent of Agripreneurs depend on local search engine sites like India Mart and 20% of them have a partnership with platform like Sulekha. Around 10 percent of Agripreneurs have a partnership with platforms like Coimbatoreguide, Zaubacorp, Askilaila.

It is also clear that majority of 80 percent of Agripreneurs does not prefer sites like 123coimbatore, infomediayellowpages, ask, infomediasearch and other local search engine sites.

6.1.8 Key performance indicators to measure the efficacy of marketing campaigns

It is clear from the study that around 73.3 percent of Agripreneurs use Search engine traffic, and Unique visitors count as their key performance indicator.

Around 66.7 percent of them analyse through Return on investment and conversion rate, 56.7 percent of them use new sessions on website, bounce rate, cost and revenue per lead as their key performance indicator.

6.1.9 Challenges faced by Agripreneurs

The present study clearly described that 73.3 percent of Agripreneurs faced difficulties such as lack of enough knowledge, lack of technical skills, no proper marketing strategy, less customer engagement, gaining trust in Digital Space, less government support, very competitive, less infrastructure facilities and other at the initial stage of implementing Digital marketing strategies.

6.1.10 Opportunities gained by Agripreneurs through Digital Marketing Strategies

It is evidenced from the study is that around 73.3 percent of Agripreneurs found that Digital Marketing strategies have helped them to target high potential customers, cover wide geographical area, less expensive, become globalized, increase in return on investment, increase in their fame, gaining customer loyalty, opportunities for international trade and other opportunities in the field of marketing Agri – Organic products.

6.2 Suggestions

In the present study few of the suggestions were included. They are –

01. It is advised that, Agripreneurs should also concentrate on other Digital platforms to develop their own brand.
02. Agripreneurs should also conduct more live events and webinars which creates more engagement and trust among audiences.
03. Agripreneurs should setup a new outlet and promote the Agri-Organic products and their services.

04. Government should provide support and guidelines to Agripreneurs which also encourage upcoming Agripreneurs as it can bring a major change in Agricultural Industry.

05. Agripreneurs should also concentrate of producing more content on social media platforms which can easily absorbed by the current generations about the Agri-Organic products which helps to spread the information more quickly and the usage of Agri-organic products.

6.3 Conclusion

As the world is moving towards the Digital environment, Agriculture should also adopt to the changing technologies and environment. Recent times, there has been a drastic change in the field of Agriculture because of Agripreneurs as they are implementing new innovative ideas and techniques. Agripreneurs are considered as the young innovators and entrepreneurs who innovate new ideas and strategies. Unfortunately, evidences have shown that a large number of Agripreneurs do not use Digital Marketing strategies for various reasons, despite its benefits.

To sum up the present research study focused on Digital Marketing strategies of Agripreneurs in the Coimbatore district, where it reveals that selected Agripreneurs have positive impact and knowledge about Digitalization and changing technologies. The study mainly focused on the Digital Marketing strategies of Agri-organic products among select Agripreneurs with Coimbatore. It also identified the growing opportunities apart from challenges faced by Agripreneurs.

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ANNEXURE - I

QUESTIONNAIRE

Shri. S. Nivetha

Reg. No. 20PCO011

II – M. Com

Department of of Commerce

Avinashilingam Institute for Home Science

and Higher Education for Women, Coimbatore – 641 043

Tamil Nadu, India.

Dear Sir/Madam,

May I ask your kind favor that would take only a few minutes of your precious time?

I am pursuing research on the topic **DIGITAL MARKETING STRATEGIES FOR AGRICULTURAL ORGANIC PRODUCTS AMONG AGRIPRENEURS** leading to the award of Master degree in Commerce under the able guidance of *Dr. V. Vimala*, Assistant Professor (SS), Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore – 641043, Tamil Nadu, India.

I solicit your co-operation and support in completing the enclosed questionnaire. Your response will be kept confidential and the results obtained from your responses will be used for the academic purpose only.

At your earliest convenience kindly return you're filled in questionnaire (completely)

Thanking you

S. Nivetha

Annexure - I

Socio Economic Profile

1) Age

- (a) 20 - 30 ()
- (b) 31 - 40 ()
- (c) 41 - 50 ()
- (d) 51 - 60 ()
- (e) 60 and Above ()

2) Gender

- (a) Male ()
- (b) Female ()
- (c) Transgender ()

3) Qualification

- (a) Up to school level ()
- (b) Graduate ()
- (c) Post Graduate ()
- (d) Others ()

4) Occupation

- (a) Agriculturist ()
- (b) Student ()
- (c) Employed in Private Sector ()
- (d) Employed in Public Sector ()
- (e) Homemaker ()
- (f) Professional ()
- (g) New Venture Developers ()
- (h) Entrepreneur ()
- (i) Agripreneur ()
- (j) Others ()

5) Monthly Income

- (a) Below 10,000 ()

- (b) 10,000 - 30,000 ()
- (c) 30,000 - 50,000 ()
- (d) 50,000 - 70,000 ()
- (e) Above 70,000 ()

6) Marital Status

- (a) Single ()
- (b) Married ()
- (c) Prefer not to say ()

7) What type of Agri-Organic Products do you sell? (1: Strongly disagree / 2: Disagree / 3: Neither disagree or agree / 4: Agree / 5: Strongly Agree)

SI. NO.	Agri-Organic Products	Rank				
		1	2	3	4	5
01.	Rice					
02.	Wheat					
03.	Cereals					
04.	Pulses					
05.	Oils					
06.	Greens					
07.	Vegetables					
08.	Organic Cosmetics					
09.	Value Added Products					

8) Do you use the following Digital Media platforms for your business? (1: Strongly disagree / 2: Disagree / 3: Neither disagree or agree / 4: Agree / 5: Strongly Agree)

SI. NO.	Digital Media Platforms	Rank				
		1	2	3	4	5
01.	E – Commerce Website					
02.	Google My Business					
03.	Social Media platforms					
04.	Apps					
05.	Affiliate websites					

9) What are the Digital Marketing Strategies you use to develop your brand?

(1: Strongly disagree / 2: Disagree / 3: Neither disagree or agree / 4: Agree / 5: Strongly Agree)

SI. No.	Digital Marketing Strategies	Rank				
		1	2	3	4	5
01.	Mobile Marketing					
02.	Social Media Marketing					
03.	Affiliate Marketing					
04.	E-mail Marketing					
05.	Search Engine Marketing					
06.	Integrated Marketing					
07.	Content Marketing					
01.	Influencer Marketing					
02.	Pay Per Click					
03.	Remarketing					
04.	Lead Generation					
05.	Sales Funnel					

10) What are all the social media platforms you use to promote the Agri – Organic products?

(1: Strongly disagree / 2: Disagree / 3: Neither disagree or agree / 4: Agree / 5: Strongly Agree)

SI. No.	Social Media Platforms	Rank				
		1	2	3	4	5
01.	WhatsApp					
02.	Facebook					
03.	Instagram					
04.	Twitter					
05.	Club House					
06.	LinkedIn					
07.	You Tube					
08.	Pinterest					
09.	Tumblr					
10.	Snapchat					
11.	Podcasts					
12.	Others (Please specify)					

11) How often do you post content on Social Media platforms?

(1: Never / 2: Rarely / 3: Sometimes / 4: often / 5: Always)

SI. No.	Time period	Rank				
		1	2	3	4	5
01.	Daily					
02.	Weekly					
03.	Monthly					
04.	Twice in a Month					
05.	Quarterly					
06.	Half Yearly					
07.	Once in a Year					

12) What type of Content you Deliver?

(1: Strongly disagree / 2: Disagree / 3: Neither disagree or agree / 4: Agree / 5: Strongly Agree)

SI. No.	Type of Content	Rank				
		1	2	3	4	5
01.	Blogs					
02.	Books & E – Books					
03.	Infographics					
04.	Videos					
05.	Apps					
06.	News Releases					
07.	Live Events & Webinars					
08.	Sales Videos					

13) What are all the methods you use to drive more traffic and attract audiences?

(1: Strongly disagree / 2: Disagree / 3: Neither disagree or agree / 4: Agree / 5: Strongly Agree)

SI. No.	Methods	Rank				
		1	2	3	4	5
01.	Facebook Ads					
02.	Google Ads					
03.	Optimizing Search Engine					
04.	Guest posts					
05.	Apps					
06.	Events					
07.	Forming Community					
08.	Affiliate Marketing with Paid Product					
09.	Building Backlinks					
10.	Popular Hashtags					
11.	Popular Videos					

14) What are all the Paid Advertising or promotional techniques you use to promote your products? (1: Strongly disagree / 2: Disagree / 3: Neither disagree or agree / 4: Agree / 5: Strongly Agree)

SI. No	Paid Advertising techniques	Rank				
		1	2	3	4	5
01.	Google Ads					
02.	Facebook Ads					
03.	Instagram Ads					
04.	You Tube Ads					
05.	Display Ads					
06.	Pay Per Click					
07.	Retargeting & Remarketing					
08.	Influencer Marketing					
09.	Podcast Advertising					

15) Do you have the partnership with the following E – Commerce platforms? (1: Strongly disagree / 2: Disagree / 3: Neither disagree or agree / 4: Agree / 5: Strongly Agree)

SI. No	E – Commerce Platforms	Rank				
		1	2	3	4	5
01.	Amazon					
02.	Flipkart					
03.	Big Basket					
04.	Alibaba					
05.	Jio Mart					
06.	Big Bazaar					
07.	Facebook Marketplace					
08.	Pabbly					
09.	E bay					
10.	Walmart					
11.	E Nam					
12.	Others (Please Specify)					

16) Do you have a partnership with the following local Search Engine sites for Lead Generation? (1: Strongly disagree / 2: Disagree / 3: Neither disagree or agree / 4: Agree / 5: Strongly Agree)

SI. No	Local Search Engine Sites	Rank				
		1	2	3	4	5
01.	Just Dial					
02.	India Mart					
03.	Sulekha					
04.	123Coimbatore					
05.	Coimbatoreguide					
06.	Zaubacorp					
07.	AskLaila					
08.	Infomediayellowpages					
09.	Ask					
10.	Infomediasearch					

11.	Others (Please specify)					
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17) Do you use the following strategies for B2B and B2C targeting?

(1: Strongly disagree / 2: Disagree / 3: Neither disagree or agree / 4: Agree / 5: Strongly Agree)

SI. No	Strategies	Rank				
		1	2	3	4	5
01.	E – mail Marketing Automation					
02.	Deep Marketing					
03.	Drip Marketing					
04.	Integrated Marketing					
05.	Lead Magnets and Lead Generation					
06.	Automated Calls					
07.	SMS and Push Notifications					

18) What are the Strategies you find that built trust among audience in the Digital

Space? (1: Strongly disagree / 2: Disagree / 3: Neither disagree or agree / 4: Agree / 5: Strongly Agree)

SI. No	Trust	Rank				
		1	2	3	4	5
01.	Effective Communication					
02.	Social Presence					
03.	Privacy and Security					
04.	Secure purchasing experience					
05.	Transparency					
06.	Timely service					
07.	Satisfying customers wants					
08.	Being updated					
09.	Customer Reviews					

19) What are the Key Performance Indicators you use to measure the Efficacy of

Marketing Campaigns? (1: Strongly disagree / 2: Disagree / 3: Neither disagree or agree / 4: Agree / 5: Strongly Agree)

SI. No	Key Performance Indicators	Rank				
		1	2	3	4	5
01.	Return On Investment					
02.	Conversion Rate					
03.	New Sessions on Website					
04.	Bounce Rate					
05.	Cost and Revenue per lead					
06.	Unique Visitors					
07.	Search Engine Traffic					

20) What are all the methods you used to gain more traffic and conversion rate?
 (1: Strongly disagree / 2: Disagree / 3: Neither disagree or agree / 4: Agree / 5: Strongly Agree)

SI. No	Methods	Rank				
		1	2	3	4	5
01.	Blog					
02.	Social Media Channels					
03.	Paid Ads					
04.	Local Search Engine Sites					
05.	Organic Search					
06.	Lead Magnets					
07.	Press Releases					
08.	Direct Mails					
09.	Phone Calls					
10.	Others (If any specify)					

21) Do the Marketing campaigns helped you to achieve the following benefits?
 (1: Strongly disagree / 2: Disagree / 3: Neither disagree or agree / 4: Agree / 5: Strongly Agree)

SI. No	Marketing Campaigns	Rank				
		1	2	3	4	5
01.	Connect with the Audience					
02.	Boost Traffic					
03.	Drive Sales					
04.	Build Trust					
05.	Identify Unique Audience					
06.	Improving brand awareness					
07.	Popularity of Unique Hashtags					

22) What are the challenges you faced while initiating Digital Marketing for Agricultural Organic products? (1: Strongly disagree / 2: Disagree / 3: Neither disagree or agree / 4: Agree / 5: Strongly Agree)

SI. No	Challenges	Rank				
		1	2	3	4	5
01.	Lack of enough knowledge					
02.	Lack of technical skills					
03.	No proper marketing strategy					
04.	Less customer engagement					
05.	Gaining trust in Digital Space					
06.	Less Government Support					
07.	Very competitive					
08.	Less infrastructure facilities					
08.	Others (please specify)					

23) What are the opportunities you gained with the use of Digital Marketing for Agricultural Organic Products? (1: Strongly disagree / 2: Disagree / 3: Neither disagree or agree / 4: Agree / 5: Strongly Agree)

SI. No	Opportunities	Rank				
		1	2	3	4	5
01.	Targeting high potential customers					
02.	Covering wide Geographical area					
03.	Less Expensive					
04.	Becoming Globalized					
05.	Increase in Return on Investment					
06.	Increasing Fame					
07.	Gaining Customer Loyalty					
08.	Opportunities for International Trade					
09.	Others (Please Specify)					

24) Please provide your valuable suggestions as to what are all the new strategies can be implemented to increase the production and marketing of organic products?

Thank you very much for sparing your precious time and contribution to my research work.

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