



Growing Success: Employing Social Media Marketing In Agriculture

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Abstract

Social media platforms have become effective instruments for marketing and communication in a variety of industries, including agricultural, in recent years. The possibilities and importance of using social media marketing techniques in the agriculture industry are examined in this research. It looks at how farmers, agribusinesses, and agricultural organizations use social media platforms to improve their marketing efforts, reach larger audiences, and interact with consumers through a thorough analysis of the literature and case studies. The study demonstrates the various applications of social media in agriculture, such as product promotion, information sharing, live updates on farm operations, and community engagement. It also covers the advantages and difficulties of using social media marketing in the agriculture industry, including navigating the ever-changing digital world, fostering brand loyalty, and maintaining online reputation. The study also looks at new developments and industry-specific best practices for social media marketing in the agriculture sector, highlighting the value of visual material, narrative, and authenticity in successfully capturing viewers' attention. Lastly, it provides advice on how to make the most of social media's ability to support sustainable agriculture, build consumer confidence, and propel industry expansion for farmers, agricultural enterprises, and legislators.

Keywords: social media, techniques, agriculture, sustainable, analysis, applications, marketing.

Introduction

Government conflict in agriculture advertising is obvious to have started in 1935 with the organization of the Central Marketing Committee, which is nowadays known as the Directorate of Marketing and Inspection. The Directorate taught the States to accept business sector recommendations for rural produce, and the beginning of regulated markets marked the start of the guideline cycle. Market yards were established for the goal of encouraging rural produce, and the controlled business sectors were settled to operate the suitable ownership and handling of rural distribution (Gopinath, 2019). Around 58% of every one of the workers be alive working with a closer factory, which creates 16% of GDP. Comparably to the drop toward the sector's GDP share, the workforce share of agriculture has reduced. The ratio of agriculture in GDP reduced by 39.9% between 1950 and 1951, although the ratio of employment in agriculture ratio by only 21.9% toward the time of the very session. As well to this structural variation, variety in livestock and gardening has been examined. 86.4 percent of all farming workers are marginal and small farmers, with an average landed property of 1.16 acres in 2010–11. Marginal and small farmers exist under continuous pressure of improve their manufacturing and be paid a living salary because of the present pattern of landholding decrease. The increased expenses of production, private, isolated action, poor efficiency, restricted group power, effective market structure, and low portion recovery in the price to the client offer further issues, although. For the production system to function smoothly it depends on the marketing system to be functioning. Producers may gain across the food chain if they have collective institutional power (Narayanan, 2012). Based on (Sivarajah *et al.*, 2019), digital transformation is the term applied to represent the global accelerated process of technological adjustment by employment and communities as a result of digitalizing. Social media are widely applied in business-to-consumer (B2C) businesses as part of their digital transformation, and those financial gainmidstit's a lot of profit, as well as disclosure sales, brand expand, and customer engagement (Barreda *et al.* 2015). With a larger number of people now transfer on social media brands and smart phones being generally used, businesses at a present acknowledge that sharing brand data and buyer experiences opens up new lucky chance for brand marketing. Online group growth has so become very productive. For their members, social group that don't meet in person foster a sense of continuity (Yadav *et al.*, 2017). In instruction to expand brand knowledge among client, the large number of groups employ internet marketing method include blogger support, social media promotion, and user-generated content management (Wang *et al.*, 2017)

Alongside the design of content, especial occur collaborate and play a role extra on the Internet as an individual's manufacture, portion, and express themselves. Content that comes from regular people who voluntarily subscribe data, information, or media that then appears before others in a useful or fun way, usually for the web" allows user-generated content (Krumm *et al.*, 2008).

Web-based gadget for electronic communication have information as social media permit users to create, store, retrieve, and share information, talk about idea and view, and interchange data or independently or in groups. Create it possible for anyone to provide content in the artificial reality, including text, photos, videos, and other media (Saravanan *et al.*, 2016). Social media include a scope of new, mostly digital formats and platforms that users can use to generate, issue, commission, collaborate, conversation, and network. Social media involve tools similar to blogs, micro blogs (similar to Twitter), videos shared on YouTube, social snapshots, chat threads, and social networking sites similar to Facebook and LinkedIn. The major advantage of social media in the agriculture area is the suitable time to interact with agricultural professionals. Applying social media in farming marketing permits you to obtain a plethora of data and concepts, generate valuable collaboration, come to many people, and link to professionals in the agricultural sector.

Social Media in Marketing

In the realm of communication, various mediums have emerged, including networks, mobile phones, and the World Wide Web.

Facebook serves as a versatile platform, allowing individuals to establish pages, groups, and profiles adorned with their unique trademarks. With a staggering user base exceeding 1.87 billion monthly, Facebook stands as the most prevalent social media web page globally. This widespread usage presents a substantial opportunity for extension professionals to leverage.

LinkedIn, a platform focused on professional networking, facilitates connections with industry experts, the sharing of valuable data, and provides a valuable resource.

Twitter, with its 320 million users worldwide, is a prominent social media tool. Engaging in Twitter involves joining Twitter Chats, sharing skills through frequent tweets, and connecting with adept individuals in agricultural marketing. Its impact on social communities is notable, acting as a catalyst for shaping public views and categorizing individuals. Twitter is widely utilized in the field of agriculture.

YouTube, built on the values of freedom of opinion, information, opportunity, and familiarity, is a video-sharing platform designed to empower people to voice their opinions and showcase their perspectives to the world. In addition to publishing and viewing videos, users can engage through comments, shares, and other collaborative features.

WhatsApp, primarily significant for agriculture-related communications, supports group interactions related to the sale of agricultural products. Originally an internet messaging tool for mobile phones, it now accommodates various file types, including text, music, video, and PDF files. With over one billion users in 180 countries, the recent addition of real-time video chatting has further increased its popularity. Despite its initial purpose for personal conversations, WhatsApp's group messaging feature is extensively utilized by agricultural professionals for data exchange. In India, several hundred thousand WhatsApp groups have been established for agricultural extension and advisory services (Thakur *et al.*, 2015).

Disadvantages of social media marketing

The utilization of social media in agricultural marketing comes with its share of disadvantages. Firstly, incorporating social media for business objectives in agriculture poses challenges. Secondly, accessibility to social media is often restricted due to issues related to connectivity and group dynamics. Thirdly, there is a need for guidance and training on the effective use of social media in agricultural advertising. Moreover, there exists a lack of trust among people regarding online shopping of agricultural products through social media channels. Additionally, the constraints of networks, technology, and time impose limitations on various activities. Lastly, the application of technology for commercial agriculture incurs higher expenses, further complicating its widespread adoption in the agricultural sector.

Transformative Role of Social-Media in Agriculture

Agriculture is the content posted on social media, and agricultural makers utilize these plat forms mainly for mass impact (Varner, J. 2012). It permits farmers to conversation with their customers directly and directly provide everyone a voice, as well as of which can increase direct marketing and profits in combination with allow mass-personal relationships (Carr *et al.*, 2015). Young farmers have a group for sharing their experiences, ideas, and problem on networking channel like Instagram, Twitter, and YouTube. Their function is to help promote the exchange of ideas and develop an awareness of community between young users through linking them with peers, mentors, and experts from variety of professional. The awareness for sustainable agricultural practices, cross-cultural learning, and collaboration are all made simpleon social media, according to organizations like the Global Forum for Agricultural Research (Gfar, 2017). Social media platforms are usually alternation or give the upcoming development of agricultural leaders with extraordinary chance while also improvement active and sustainable agriculture practices. The analysis explain the social media has the ability to significant change the Indian agriculture operate in the future. Youth student in agriculture are empowered can boost productivity, promote innovation, and encourage for long-time rural development. As well, this study highlights the need of specific program focused on reducing the digital gap and supplying cultivate youth with the digital skills that demand.

Pervasive Influence of Social Media

In contemporary times, people widely utilize social media as indispensable tools, with its usage growing steadily among individuals. The popularity of in-demand tools like social media stems from their ability to facilitate the generation and communication of content across various domains such as knowledge, concepts, goals, and other forms of expression. Social media has evolved into an essential aspect of daily life, providing access to a vast quantity of information that enriches our learning experiences. The global growth of social media usage in the twenty-first century has become a significant phenomenon, influencing societies worldwide. Recognized as a valuable tool, social media serves as a platform for sharing, developing, and distributing information on local, national, and global scales. Its accessibility ensures that information can be easily disseminated, contributing to a wealth of knowledge exchange. The surge in social media users globally between 2020 and 2021 exemplifies its widespread influence. As technology, including computers and cell phones, becomes increasingly integral to everyday life, social media plays a crucial role in agricultural practices by aiding farmers in sharing diverse types of agricultural information. It effectively bridges geographical gaps, connecting farmers from different regions and fostering collaborative learning (Shrestha, A. J., & Karki, A. (2017).

COMMUNICATION AND INFORMATION SHARING

Social networks represent a vital part in the adoption, expand, and development on technology increasing sharing of skills both inside and between groups (Rampersad, G *et. al.*, 2012). Edges between nodes reflect links, while edge weights reflect as quickly and the amount of information is shared. Identification of network stakeholders and knowledge of the reciprocity and relates to between participants, as well as the influence which follows between them, is made available by social network analysis (SNA). A small number of the interconnected systems composed from human and non-human creatures are farmers (Gray, B.J. and Gibson, J.W. (2013) comprising various agricultural associations, cooperatives, agribusinesses, vendors, peer farmers, farm experts, artefacts, and structures of governance Studying the transfer of data for innovation adoption marketing strategy, and other related subjects have long sparked the interests of researchers. Techniques of exchanging information, like retweeting sending and unfollowing in connections with Facebook, Twitter, and micro blogging have generated lots of curiosity (Tang Z & Chen L (2020).

Dissemination, frequently referred to as difusion, is a communication process that allows an innovative idea, behavior, or technological development to diffuse slowly through certain pathways from a single person, community, or adoption unit in the social system to another (Liang Y & Kee KF 2018). Social media users are essential to and a basis for research on sharing data in social media since their contribution makes these sites a significant channel for the spread of information. The most focused area in the area is involvement of stakeholders (Rathore AK 2017).

Analyzes distribution of data and content characteristics in social media. A popular method that users spread information on social media via sharing. Based to studies, content emotion.

Hospitals utilize social media for a real-time, quick way to interact for patient advocacy, professional networking, and information acquisition. Worldwide epidemics expose potential sources of misinformation, yet social media is a great instrument for networking, partnership, and information sharing (Rochweg, B 2020). Users go to social media sites and conventional media for information. Rather than communicating through more conventional routes, farmers are now actively involved in sharing ideas on social media platforms such Facebook, Instagram, Youtube, and Whatsapp.

The categories of content that are shared on every single social media platform.

As shown in Table 1, after our study, we found that pictures represented the biggest amount of content shared by accounts seeking health-related information (56.16%), followed by videos, links, tweets, and gifts.

TABLE:-1 Twitter, Instagram, and Facebook Content Categories Shared by Organizations

Type of contents	Frequencies	Percentage
VIDEOS	28	19.18%
Images	82	56.16%
Links	19	13.01%
Gift	2	1.37%
Tweets	15	10.27%
Total	146	100.00%

Facebook ranked in second with approximately 37 publications of every type, and Twitter with approximately 77 publications of every type was the most common social media site for exchanging data (Table 2 and Table 3).

TABLE:-2 Content Categories Distributed Throughout Social Networks

Social Networks	Type Of Content	Frequency For all Organizations	Mean	Std. Deviation	Minimum	Maximum
Instagram	Videos	10	1	1.764	0	15
	Images	32	3.2	6.529	0	19
	Total	42				24
Facebook	Image	34	3.4	10.058	0	32
	Video	1	0.1	0.316	0	1
	Link	2	0.2	0.422	0	1
	TOTAL	37				34
Twitter	Image	26	2.6	4.351	0	14
	Video	17	1.7	3.683	0	12
	Link	17	1.7	2.71	0	7
	Tweets	15	1.5	3.808	0	12
	Gifts	2	0.2	0.422	0	1
	Total	77				

Table 3 Overall Posts Shared on Facebook, Twitter, Instagram, and Facebook

Social Networks	Mean	Std. Deviation	Minimum	Maximum
Instagram	4.2	7.786	0	21
Facebook	3.6	10.002	0	32
Twitter	7.7	13.491	0	45

BRANDING AND PROMOTION

The combination of social media sites and e-commerce is referred to as social commerce, or s-commerce. It merges the concepts of social networks via purchasing things online (Yu C 2020). S-commerce promotes direct interaction between the seller and its target market while simultaneously fostering social and interactive links among its users. When brands engage with s-commerce, gains lead to improved business opportunities and outcomes. Sellers in online shopping can boost their sales volume through apply of the various promotional programs accessible, such discounts, free shipping vouchers, flash sales, and cash back (Fernanda, M. 2019). Entertainment is one of the SMMA that have been proven to be crucial in increasing customer interactions, strengthening brand loyalty, and establishing brand relationship (Bates, S. & Ferri A. J. 2010). As product features are no longer the users' highest priority, entrepreneurs are now required to provide them a fantastic experience.

Brand promotion has become possible and building relationships improved by the instantaneous communication by these online communities, whether it is a text comment, videos, or photo replies. Thank you to exchange, sellers are able to specifically connect with customers by answering to what they say feedback and engaging conversations instead of simply advertising the products or services they sell (Hanna R. Et al., 2011). Additionally, there are three major modifications to the market as an outcome of social media. First, social media makes it possible for organizations and their customers to communicate in ways that were prior to impractical. A variety of "platforms" allow this connectivity including social networking (Facebook, LinkedIn, Google), Micro blogging (Twitter, Tumblr), Photo sharing (Instagram, Snapchat, Pinterest, etc.), and Video sharing (YouTube, Facebook Live, etc.), and others. Second, there has been a change in the ways that companies and their consumers interact and affect each other. Interaction and communication are necessary for tasks like sharing, studying, arguing, and holding discussions. "An integrated set of measures and actions as a company or organization uses social media tools to meet the needs of its target market and achieve its marketing goals is referred to as a social media marketing strategy (Anandaa, A *et. al.*, 2016)

Given that small businesses usually lack resources and money, the following are just a few of the many benefits that social media marketing can offer to earn them:

- a) Social media networks like Facebook, Instagram, and LinkedIn are fantastic tools for obtaining new, suitable leads as more than fifty per cent of the world's population utilizes them.
- b) Creating interpersonal connections is one of social media's main benefits for businesses. Followers are able familiar with the people operating the company and discover how present buyers take advantage of and benefit from the products and services it provides.
- c) A company's website can be significantly improved by social media posts and promotions. A popular way to drive greater customers to social networking channels is by posting excellent content from the website or blog online.
- d) Potential clients have an easy, non-binding way to express their interest in the organization and its products and services via social media. One of the primary benefits of social media for businesses is lead generation, and many social networks involve ad designs that are designed specifically for attracting in leads.

The improvement of word-of-mouth marketing and advertising, market research, popular marketing and advertising, creation of ideas and new product development, co-innovation, customer service, public relations, staff communications, and popularity management are the main applications of social networking marketing (SMM). Social media may, in fact, increase brand and item recognition, internet traffic, and loyalty among consumers. They can also improve a business's SEO and even improve the sales of its most recent goods launches.

A wide variety of ICT-based applications for farming are currently carried out, such mobile telephony, internet-based telecentres, and hybrid projects (which link ICTs with traditional extension components (Shanthinichandra *et al* 2013). The Indian Ministry of Agriculture has promoted the implementation of technologies such as ICT. Two apps for smartphones on Agri markets and crop insurance were recently published. Another ICT-based technological advances, social media had been formerly only used for pleasure yet has a lot of guarantee for collaboration and knowledge transaction, particularly within the farming sector (Goyal, A (2011). From January to April of 2016, seven famous Facebook groups having members of agricultural farming in India were investigated for their shared substance. Similar to that, as one of the authors was a member of two famous WhatsApp groups, Krishi Jagran and Pashupalan Sambhandit Jankari (animal husbandry focused information), the content of these groups was investigated during March to May of 2016. Facebook is not a broadcast platform; instead its real worth comes from its capacity to involve participants in two-way information flow and monitor the success of social media efforts in extension education (Neill *et al.*, 2011).

TABLE 1:-Popular Facebook groups of farmer members in India

Name of Group/Community/ Pages	Members as on April,2016	Number of Posts in April 2016
Pulse Crops Promotion group	10,433	187
Krishi Jagran Kisan Club	17,715	231
Turmeric Farmers Association of India	5718	0
Nalla Keerai(Good Greens)	22,079	6
Vivasayam Karkkalan	7327	1
How to do profitable poultry, Emu & Cattle farming?	11,000	2
Labhkari Pashupalan or Murgipalan Kaise Karen	24,000	2

Use of WhatsApp for farming based information in India

Table 2: Common Farmer Members WhatsApp group

Name of the group	Information about members	Administrator of group	Type of Content Shared
1. Krishi Jagran Group	Farmers across Maharashtra, Uttar Pradesh, Madhya Pradesh, as well as Rajasthan	Entrepreneur farmer	Knowledge on crop varieties, methods of irrigation, soil management, agricultural machinery, producers of inputs, or asset marketing prices
2. Pashu Palan group	State farmers from Rajasthan, Maharashtra, Madhya Pradesh, Rajasthan Uttar Pradesh Haryana and Gujarat	Veterinarian	details regarding cattle breeds, food and medical supervision.
3. Young Progressive Farmers group	People of the Punjabi farmer society	Agricultural officer, Punjab	1. Data about the treatment of wheat and paddy seeds; 2. Data about the application of phosphate fertilizers to crops of rice based on soil testing 3. Information regarding how to deal with the yellow rust disease and information regarding coming training camps.
4. Baliraja	States of Maharashtra's farmers	Farmer-businessman	1. Images of agricultural products 2. Articles related to farming topics
5. Goat Owners group	Mumbai and Pune farmers	Managed by Farmer Entrepreneur	1. Pictures of creatures that live 2. Discussions on buying and selling things

Effectively indicates that farmers in India make use of WhatsApp for exchanging information concerning agriculture. These groups are operated by farmers, mainly progressive farmers, with occasional assistance from resource people like veterinary professionals and agriculture officers. This dynamic platform for information exchange permits the exchange of information through texts, images, and videos. The groups' members come from various states, proving the tools' ability to pass on information above borders of geography. Fernandes (2015) found that members of a WhatsApp group considered the information provided online to be more accurate than that of government-run Kisan phone centers.

This Kisan phone number frequently provided information that was both unattainable and untimely.

A fresh channel for diagnostic help is growing in WhatsApp (Chernoh, E. and Hidalgo, E 2015). Institutions in Kenya are beginning to utilize YouTube as an educational tool for chicken farmers to provide training and feedback on subjects such as housing, handling, feeding, and disease control. There has been just one official Facebook page for Anand Agricultural University. Every of these groups used Facebook to share details of significant activities and occurrences. The full potential of social media use has been limited in the cultural environment of Indian agricultural extension Saravanan, R. and Bhattacharjee, S (2014).

MARKET ACCESS AND TRADE

Farmer facilities have been enhanced through numerous service provider companies. Mahakrishi Plan, for instance, is provided by BSNL. Users may connect directly with buyers, service providers, information sharing centers, as well as additional groups via social media. Improving the production at every stage, farmers are turning to social media. People are better ready to make decisions and maintain trained and related societies as a result of the improved social, economic, political, and cultural understanding it fosters. A useful tool for carrying out duties properly is agricultural marketing, which enables farmers to sell their additional produce and raise their profit from consumer share (ICA 1976). The coverage of cell phones has significantly improved market efficiency and enabled commercial fishermen to increase

their profit by 9% and reduce prices for consumers by 4%. Farmers, in contrast with traders, are very unaware of all the different parts of market information and its utility (Raj, R., 2018) suggests the use of mediators is no more needed for direct sales of agricultural goods, but they do so at a higher share (Fafchamps, M. and Minten, B., 2012).

BENEFITS OF SOCIAL MEDIA MARKETING IN AGRICULTURE

Social media has changed the process in which organizations interact and work with the help of their customers and employees. A major advantage of social media platforms is their enhanced accessibility. Regardless of where they live in reality, businesses may now effortlessly communicate with partners and customers. Due to its accessibility, businesses now have additional ways to communicate with clients and expand their worldwide community of business associates. Another benefit of social media is real-time communication. Social media gives businesses the power to quickly participate with their partners and customers to collect feedback straight away. In the fast-paced business world, where quick answers are essential to keep a competitive edge, this real-time communication is vital (Puriwat, W & Tripopsakul, S. 2021).

Clients may interact with other customers and engage in a number of activities on social media platforms, including submitting feedback, exchanging experiences, and expressing opinions. Clients are able to utilize social media as passive consumers of content (seeing other customers' evaluations, studying comments and material, or viewing another individual's conversations) or as active consumers (e.g., grading the value of goods and services, posting comments and material, or reposting others' comments and material).

One of social media's biggest features is its capacity to share thoughts and data with others. As a consequence, there has been an increase in interest in the ways of social media may be utilized to promote knowledge exchange and collaboration across individuals and groups. A great deal of study has been done in the past few decades regarding the relationship between social media and knowledge sharing. The unrestricted exchange of skills and knowledge within an organization is one of the most important parts of knowledge sharing (Gaál *et al.*, 2015). The sharing of task information and know-how to help others and to work together to solve problems, come up with new ideas, or put policies and procedures into place." Applying social media for exchanging ideas and content with their networks and communities has grown more and more prevalent these days. As an outcome, an online forum for free transfer of information develops (Kwahk *et al.*, 2015).

CHALLENGES IN SOCIAL MEDIA MARKETING FOR AGRICULTURE

The American Library Association (2020) claims that digital literacy and information literacy have similarities due to the fact they both demand critical thinking and ability to be able to locate and utilize information. When challenged with a plethora of information across different formats, such as when pursuing, organizing, evaluating, applying, and producing information that calls for thoughtful consideration, Western Sydney University explains that improving one's critical thinking abilities is crucial (Western Sydney University 2021).

Online self-divulgence needs protection, yet self-revelation additionally decreases privacy through raising the quantity of online data that is accessible to third-party clients; important variables, like trust and control, appear to have a bearing on the connections between these builds.

One of the main ways for producing information on social media platforms involves large-scale collaborative creation; nevertheless, user-generated content is frequently obtained with skepticism from readers who don't think of it as an authoritative source of information. By expanding the concept of the ELM to the world of social media, it can be inferred that people's analyzing abilities for information add to our understanding of the credibility judgments made on Facebook pages. A person's degree of expertise, or the amount of background knowledge someone must have to understand the content on a particular platform, can be viewed as their distinctive ability (Petty, R. E., & Morris, K. 1983). Language and communication constitute two sectors where social media presents issues, despite its numerous beneficial features. Misunderstandings, misinterpretations, and the spread of incorrect data may arise from the clarity and informality of social media communication. Also, the quick-paced speed of internet access might impede thoughtful discussion and critical thought (Thurlow, C., & Poff, M. 2013).

FUTURE TRENDS AND OPPORTUNITIES

These sites' social media profiles and content were very different from that of today's OSNs; instead, they primarily comprised static content with just a few of socially active components.

One of the most successful methods of dealing with the world's constantly changing requirements is the digitalization of the manufacturing system. Through capabilities including interconnectivity, real-time data collection, and information exchange across all entities, emerging Industry 4.0 technologies including the internet of things (IoT), artificial intelligence (AI), big data analytics (BDA), cloud-based computing (CC), 3D printing, advanced robotics, etc., have rationalized the manufacturing processes. The meaning of "digitization of manufacturing system" means the implementation of these technologies to boost manufacturing procedures and goods to gain a unique competitive advantage. (V. Sima *et al.* 2020). Various smart applications have been introduced to make life easier as a result of the increasing number of people, helping in the development of smart cities

Advances in technology and the rise of the internet have been greatly influenced by the traditional marketing mix. For the purpose of to reduce the risk engaged in the transactions, companies store huge quantities of data on centralized electronic ledger systems, which are susceptible to fraud and impose significant transaction fees on buyers and sellers that prevent economic growth (Caro *et al.*, 2018). Agribusiness firms are now able to investigate these DLT applications

to make agri-supply chains more traceable and transparent, as blockchain has the potential to integrate agri-supply chains, ensure transparency in the market system, improve the efficiency of market players, and improve food safety and quality control measures. It may also boost legal certainty for land ownership and simplify agricultural finance measures (Carrefour 2018).

Mobile apps have been developed to perform tasks that are frequently carried out by computer programs, include email, surfing the web, scheduling, contacts, or forecasting the weather. Businesses and organizations are under pressure to produce smartphone apps for banking, tourism, medical care, and online shopping in order to suit the distinctive requirements of various industries. This is due to the growing demand for creative mobile products and services. Specifically, the worldwide demand for food is met by the farming sector, which is a major financial pillar. When compared to other fields, developing of mobile apps for agriculture is fairly limited (Karetsos et al., 2014).

CONCLUSION

Farmers, agribusinesses, and agricultural organizations have a game-changing potential to expand their reach, interact with consumers, and spur industry growth by utilizing social media marketing in agriculture. The emergence of social media platforms has enabled agricultural stakeholders to democratize communication, exhibit their products, and establish significant relationships with a worldwide audience. This essay makes it clear that social media is a dynamic and adaptable instrument that may be used to promote agricultural products, spread knowledge, and encourage community involvement. Agricultural organizations that use social media marketing techniques can improve their brand's visibility while also building consumer loyalty and trust by communicating with honesty and openness. However, there are a number of unique difficulties associated with using social media effectively in agriculture, such as protecting online reputation, navigating legal frameworks, and guaranteeing data security and privacy. Furthermore, in order to remain relevant in the digital market, one must constantly adapt and innovate due to the quick pace of technological breakthroughs. In the future, agricultural stakeholders must remain faithful to the fundamental principles of sustainability, accountability, and integrity while also keeping up with the latest trends and best practices in social media marketing. Increased cooperation between farmers, agribusinesses, legislators, and specialists in digital marketing can amplify social media's influence on innovation and constructive transformation in the agriculture industry. In conclusion, by harnessing the power of social media, agriculture can not only thrive in the digital age but also foster a deeper connection between producers and consumers, paving the way for a more resilient, transparent, and sustainable food system.

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