CHAPTER-VII

FINDINGS AND SUGGSESATIONS

Introduction

The totals of 900 questionnaires were successfully delivered to the farmers, the traders and the consumers. Out of them 263 questionnaires from the farmers, 56 questionnaires from the traders and around 450 questionnaires from the consumers were received. The combined surveys resulted in an overall response rate of 88% and a data set of 769 usable observations.

7.1 Demographics

The survey focuses as under. It has been observed that the 263 farmers 56 traders and 450 consumers. The caste-wise surveys shows that: for Farmers: 9 SC, 39 OBC and 215 Open category, Traders like this 14 OBC and 42 Open category while Consumers were like this 30 SC, 6 ST, 52 OBC and 358 Open category. Their income group were like upto Rs.50000/- income around 154 farmers, 8 traders and 184 consumers, between Rs50000/- to Rs. 1 Lakh 91 farmers, 16 traders and 160 consumers, income between Rs1 lakh to Rs. 2 Lakhs, 5 farmers, 8 traders and 96 consumers while in the last group those have income more than Rs 3 Lakhs – 1 farmers, 29 traders and 10 consumers. Out of these particulars, 243 total numbers of farmers, 36 traders and 180 consumers are head of the family. In case of farmers, 170 farmers have irrigated land, 32 farmers have non-irrigation and 61 have medium type of land.
Table No: 7.1.1

Increase the effectiveness through E-marketing

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<tr>
<th></th>
<th>Completely agree</th>
<th>Agree</th>
<th>Completely disagree</th>
<th>Disagree</th>
<th>Neutral</th>
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<td>C</td>
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<td>Easy Transaction</td>
<td>124</td>
<td>6</td>
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<td>105</td>
<td>34</td>
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<tr>
<td>Legal Transaction</td>
<td>95</td>
<td>8</td>
<td>148</td>
<td>124</td>
<td>22</td>
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<tr>
<td>Legal Evidence</td>
<td>88</td>
<td>8</td>
<td>126</td>
<td>123</td>
<td>26</td>
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<tr>
<td>Less crowd in market place</td>
<td>72</td>
<td>8</td>
<td>130</td>
<td>133</td>
<td>36</td>
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<tr>
<td>Minimize unnecessary burden on</td>
<td>96</td>
<td>6</td>
<td>146</td>
<td>121</td>
<td>22</td>
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<td>administration</td>
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<tr>
<td>Transparency in transaction</td>
<td>124</td>
<td>8</td>
<td>152</td>
<td>98</td>
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As shown in the table, more than 87% of the farmers, 71% of the traders are agreed to find out the easy transaction. More than 83% of the farmers, 53% of the traders and 86% of the consumers are agreed for the legal transaction. More than 80% of the farmers, 60% of the traders and 73% of the consumers found good response to legal evidence process. More than 77% of the farmers, 78% of the traders and 76% of the consumers found fewer crowds in the market due to e-marketing. Around 82% of the farmers, 50% of the traders and 82% of the consumers come to know that e-marketing minimise burden of administration. At around 89% of the farmers, 50% of the traders and 81% of the consumers found there was a transparency in transaction.
7.1.2 Increase profit through e-marketing

As per the observation from framers and traders 88% of the farmers 5% of them save the commission, 87% of the farmers save in selling expenses, more than 81% of the farmers find control on illegal practices in the market, more than 64% of the farmers find easy way to get seed information while 58% of the farmers get the pesticides information through e-marketing activities. In case of the traders 75% of them understand current trends of market, more than 65% of the traders make their planning about agricultural product, 50% of the traders supply these products according to the demand, about 42% of the traders directly sell out these products to their customers, more than 64% of the traders are able to minimize their daily routine management, more than 60% of the traders observe that their sales expenditure is decreased and around 39% of the traders observed that the unwanted expenditure is also decreased. *(Tables 5.1.6 & 5.2.24.1)*

7.2 Barriers in uses of e-marketing

As per the observation noted by the researcher, it comes out that, around 94% of the farmers, 86% of the consumers and 82% of the traders observed that there are less facilities related to information technology available in the rural area., 91% of the farmers, 84% of the consumers and more than 82% of the traders stated that there were less financial assistance from the financial institution specially in the rural areas, 90% farmers, 86% of the consumers and 78% of the traders observed that they are not up to the mark for utilisation of e-marketing facilities. 89% of the farmers, 86% of the consumers and 82% of the traders did not have sufficient knowledge about the internet as well as around 84% of the farmers and 75% of the traders are not aware about major equipment utilisation of the e-marketing process, while 85% of the farmers, 87% of the consumers as well as 78% of the traders face electricity problem in the major rural areas. *(Tables 5.1.8 & 5.26.1)*
7.3 Suggestion for maximum use of e-marketing

The researcher has assigned some variable so that he can be properly observed that the reading of farmers, traders and consumers. As per that, for improvement in information technology facilities require to increase of e-marketing, 91% of the farmers, 86% of the consumers and all the traders require faculties to be provided in the rural areas. (*Tables 5.1.9 & 5.2.27*)

1. To have more efficient and effective of e-marketing, 92% of the farmers, 86% of the consumers and all traders suggested that Government must implement various policies for E-marketing practices in rural area.

2. To understand and learn properly e-marketing concept, 92% of the farmers, 86% of the consumers and all traders forced to establish the e-learning institution in the rural area.

3. To have a good sell of their agriculture produce, 86% of the farmers, 82% of the consumers and all the traders suggested that e-cooperative societies should be established.

4. To promote their good produce to the consumers or to purchase good seed, pesticides, or require to hire or purchase of material, 85% of the farmers, 83% of the consumers and all the traders expect to promote private organizations to develop agricultural based websites.

7.4 Discussion and Recommendations

The survey reveals that the most of the farmers involved in Internet direct marketing activities to see the Internet as an online selling tool. However, most of them see the Internet as a way to expand their local customer base or increase sales from existing customers rather than acquire new customers outside their local areas, the farmers’ surveyed invested increasing amount of money. Although it was not apparent in the econometric analysis, farmers' rankings of success factors suggests that the amount of time invested and available is much more important than the amount of money invested to achieve noticeable results. Given that farmers report an average increase of total revenue of 27% as a result of their
Internet marketing activities during the year 2000, time spent on Internet marketing may be time well spent for farmers already involved in conventional direct marketing activities. Note that the sales made through traditional channels as a result of farmers' Internet marketing activities increased over the years, from less than 1% in 1998, to 5% in 1999, and more than 6% of total sales in 2000. Hence

1. Farmers consider using the Internet as a direct marketing tool should be aware that the Internet can reinforce sales through traditional channels but that this spillover effect can take some time before it becomes significant. Farmers surveyed said that the type of product offered for sale is the most important factor in achieving Internet direct marketing success. However, the importance of this factor is not confirmed in our statistical analysis. Hence,

2. While types of product offered is certainly important, success does not depend on whether a farmer markets products in one of the relatively broad product categories defined in the survey. In other words, a farmer may be equally successful or unsuccessful at selling a given type of products that fits in any one of categories. Our results also suggest that the variety of products offered by each farmer may not be an important success factor.

The Internet marketing literature often suggests that products which are not standardized and which requires touch, taste or smell to be evaluated will be hard to sell over the Internet. Most farm products have these characteristics, which may explain why many farmers expect to use the Internet to expand sales to local customers rather than to target more distant customers.

3. This may also be explained that they feel offering shipping and delivery services are important in achieving Internet direct marketing success, only one fourth of the respondents actually offer such services.

Location near the major urban centre is not an important factor for e-marketing success. It is confirmed that the farmers directly in their ranking of the most
important success factors, but also by the statistical analysis. The implication is that farmers located near smaller markets may also benefit from developing an Internet direct marketing strategy.

4. Farmers Internet direct marketing strategy needs to include the development of company web site featuring the products for sale. The company web site does not necessarily need to feature credit card payment options, but need to be updated regularly.

5. Membership or listing in a specialized marketplace such as e-cooperative society appears sufficient to achieve Internet marketing success.

6. In addition to the private company web site, it appears that sending regular emails to customers would be an important component of the Internet strategy.

From the point of view of the traders, because of e-marketing, they can save their valuable time, money and try to give the proper services to farmers as well as to the consumers.

The larger farms appear to have a higher probability of increasing total revenue through Internet marketing, even if farmers expect Internet marketing success is not related to farm size. Older Internet direct marketers are not significantly less or more successful than younger ones, but the average age of our sample indicates that farmers involved in direct marketing activities are relatively younger farmers when compared to the average farmer population.

7.5 Concluding Remarks

The objective of this study is to examine some of the factors that affect the success of e-marketing. The majority of the farmers surveyed already describe their online activities as successful. While most use the Internet as a selling tool, many farmers use it as an information and advertising tool to increase sales in their local area and build consumer loyalty via email newsletters. Only one fourth
of the farmers provided long-distance shipping services early, effectively limiting the potential of e-marketing for their businesses.

Perhaps the most important result of this study is the qualitative and quantitative evidence gathered on the spill over effect of e-marketing activities on conventional direct marketing activities. It confirms the unverified hypothesis made in our preliminary study that e-marketing and conventional direct marketing activities may be complementary.

Farmers felt that time and expertise was among the most important factors to succeed. Indeed, time is needed to keep the website updated, and expertise is necessary to offer a better online experience to customers and to reduce time spent on online marketing efforts. The importance and benefits of Internet and computer expertise is confirmed by our finding in the cross-tabulation analysis that a significant number of successful farmer-direct marketers also managed to save time on promotion and advertising by using the Internet. Many appear not to be fully aware of the numerous free tools and services (e.g., free registration on major web portals such as Yahoo) available to them on the Internet. More facilities have to improve in the rural areas so that major farmers can make use of e-marketing and can gain maximum profit, save time, money and effort so selling their product in the market.

The sample of farmers surveyed appears to be composed mostly of relatively small farmers with varying degree of involvement in e-marketing. Further research is needed on the marketing and management practices of the most successful and committed farmer-direct marketers identified during the survey. Customer surveys may also be necessary to determine what type of farm products are most likely to be successful on the Internet, as this was identified as one of the key success factor.

Innovations in the agricultural e-marketing system and their subsequent adoption result into higher rewards. Yet, the adoption of modern agricultural technologies such as new crop varieties has to develop and thus. Study even in depth to find
out which factors influence farmer adoption of agricultural e-marketing? More interestingly, the advent of technology has received mixed reactions from both developed and developing world. Provide the electricity continuously for the rural areas, start the e-learning centre for the farmers in numbers so that, major farmers class will motivate and easily he will adopt the information technology properly.

Consumer perceived benefits and choice of name are equally important factors for the success of a brand in the market. It does not matter how good a product’s brand name is, it will not compensate for inadequacies in that product. Similarly, an unimaginative or inappropriate brand name can adversely affect the prospects of a good product. From the agriculture e-marketing, consumers will get the entire agro product at his door step as well as he will read time to time proper information about this agro-product. The benefit automatically increases the sell of agro products and direct benefit gets to farmers.

Both product-related and consumer-related characteristics can be used to segment the e-market. Consumer demographics, preferences, and behaviours have often been used in segmenting markets. Markets can also be segmented based on product characteristics such as: size, colour, and price.

**7.6 Future scope of the study**

IT industry by nature is of multidimensional and multifaceted industry. It is always probable that every industry can have their own area of specialization and operating in the niche market for the products.

Though Industry has different modes of operations and areas of operation with specified market segment, it is well accepted and proven fact that IT is always a knowledge driven industry. Being assimilation of knowledge is a continuous process in IT, people doesn’t recognize that there is a need of special efforts and approach for solutions for sustainable growth of Agriculture Industry. Agriculture industry has a specific distinguished characteristic other than manufacturing industry. Customer focus is a driving force for the business rather than a market focus.
1. Though growth of Agriculture sector is exponential in India, and new areas of operations are opening out, there is a need to create the awareness about the importance of e-marketing of agro products. Efforts should be made to understand the difference between accumulation and assimilation of knowledge.

2. Attrition in IT industry, at times can have major setback for ongoing projects and deliverables to customers. This can create severe impact on Brand Image of the company. There is a need to study the systematic approach developed by different IT industries towards e-marketing application to absorb the untimely attrition shocks.

1. Broadly agriculture sector can be segmented for e-marketing in five categories
   a. Product Driven such as web technologies.
   b. Customer centric such as ERP and solution providers.
   c. Agriculture Industry specific such as design solutions.
   d. Sub contract such as BPO and KPO for marketing agro products.
   e. Web sites development.

E-marketing requirements can have a different perception depending upon the nature and type of business. Further study will help to find out the common link in these industries for successful development of e-marketing spanning from product development to market penetration.

Further research can be conducted on a single product while taking into consideration some more variables. At the same time study can be conducted by considering other agriculture products.

This study is conducted only in Pune district farmers, traders and some randomly selected consumers. For comprehensive and detailed understanding of e-marketing for agro products, studies should be conducted at national level by taking larger sample size.
The success of a brand in the Indian market is an unpredictable as rain. Many industries should have been successful, have failed miserably. Therefore, marketers need to understand the social dynamics and attitude variations within each village though nationally it follows a consistent pattern.

As far as organisation is connected, the key change to support business models serving has to do with structural modification. Marketing organisations sketch parallels from the way networks changed the power of IT by facilitating decoupling (storage, processing, and display) and reconfiguring (by quickly mobilizing).

The enterprise architecture, through its core of specified and scalable knowledge in areas such as customer segmentation, distribution logistics etc must support the front-end customer services teams that are highly contextual and manage relationships. Another important organisational intervention lies in how e-marketing is managed. People and the database must be networked to address customer needs effectively.

Corporate communication should be studied to developed means and media for simple communication and had a regional flavour. The strategy to tap the market has to be more customaries, simple and based on one-to-one communication.

The success of brand in Indian market is unpredictable. Therefore, marketers need to understand the social dynamics and attitude variations within each organisation though nationally it follows a consistent pattern.

7.7 Limitations

- This study is limited for agriculture E-marketing in Pune district
- Because of large and various industries in Pune district, the researcher has confined, his research work on agriculture E-marketing.
- The study is limited for traders, farmers and consumers in Pune District.
- Outcomes and result are not applicable with other products.
- The conclusions are drawn on the basis of limited samples selected for the study purpose.