



Role of Social Media in Creating Brand Awareness among Rural Farmers

Aishwarya. S¹, Dr. S. Arul Krishnan²

Student. Department of Management Studies,

Vel Tech Rangarajan Dr.Sagunthala R&D Institute of Science and Technology (Deemed to be University) Chennai¹

Assistant Professor, Department of Management Studies,

Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology (Deemed to be University) Chennai²

Abstract: Social media is being recognized in today's "digital age" as one of the world's most inexpensive and powerful communication and marketing tools available to all types of businesses. Companies in all industries have been able to increase their ability to reach customers from remote, rural areas with the improved availability of both internet access and mobile phones. In the agricultural industry, for example, many farmers are using multiple forms of digital technology to access information about many different aspects of agriculture including how to farm, the types of agricultural inputs available, and market information. Farmers are using popular social media platforms (e.g., Facebook, YouTube, WhatsApp, and Instagram) to quickly obtain information about seeds, fertilizers, pesticides, and equipment for farming purpose. By using different forms of social media marketing, agricultural companies are able to place targeted digital ads, share videos, provide product demonstrations, and provide general informational content to farmers. The purpose of this study is to determine the extent to which social media creates awareness of brands among rural farmers. The focus of the study will assess how social media has been able to enhance rural farmers' knowledge and awareness of agricultural brands, knowledge of benefits associated with products sold by these agricultural brands, and how these factors have influenced the purchase decisions made by rural farmers. According to research conducted in this area, social media has an important role to play when it comes to communicating information about agriculture products and brands to farmers living in rural locations. In addition, findings support that farmers are able to better understand advances in agricultural technology through the use of digital platforms and to compare products from multiple producers. Consequently, rural farmers will be more likely to make educated decisions regarding their agricultural purchases. Nonetheless, there are numerous barriers that still impede rural farmers' adoption of social media, such as low levels of digital literacy and inadequate internet access.

INTRODUCTION

The economy of many nations relies heavily on agriculture since it contributes significantly to their development, particularly in developing countries where most of the human population is supported economically via the agricultural sector. Farmers in rural communities have always used many different forms of accessing agricultural information in order to enhance their production and implement better farm inputs and technology decisions. Traditionally, farmers have gained access to agricultural information and innovations from agricultural extension offices, local dealer sources, interpersonal contacts and government programs.

However, because of the rapid development of digital technology, there have been many changes made to how people access and communicate different types of information. Farmers in both rural and urban communities are now using social media as a means of exchanging and accessing information. Since there are now more affordable smartphones, along with a substantial increase in the availability of Internet service, rural farmers are able to obtain agricultural information via digital methods.

Farmers have access to numerous types of agricultural content through social media platforms such as farming tutorials, product reviews, expert advice, and updates on government programs. Agricultural companies utilize these platforms to communicate with farmers directly and promote their products through various forms of digital marketing. As a result, social media has become a very effective means for agricultural companies and farmers to establish and enhance brand awareness and create strong relationships.

Additionally, social media allows farmers to connect with other farmers, experts in the industry, and agricultural companies by sharing their agricultural practices and agricultural products. By being involved in these forms of interaction digitally, farmers will know more about the many brands of agriculture, which can motivate them to try new



technologies or agricultural products that will assist them in increasing both productivity and profitability.

BACKGROUND OF THE STUDY

Over the last few years, there have been major shifts in how marketing in agriculture is conducted. Historically, companies in the agricultural industry would rely on traditional marketing tactics: such as print ads; television ads; agricultural fairs; and using a dealer network for their products. Although those methods were effective in some ways, they typically had restricted reach and were costly to implement.

In the rural setting, access to information was commonly limited due to limited means of communication and insufficient usage of technology. Thus, farmers typically relied on nearby dealers, other farming neighbors, or government agriculture employees to obtain any information on new agricultural practices or products. This lack of information led to situations where farmers had to wait a long time before learning about new farming practices, or to be unaware of particular products that they could purchase.

Thanks to the rapid increase in the number of people with internet access and smartphones; communication has become much easier than ever before in rural areas. Social media has become an effective way to spread information and knowledge among people in the rural community. Now, farmers have access to agricultural information simply and quickly through social media rather than only through the traditional methods of obtaining information.

Organizations involved in agriculture have become aware of the impact that social media can make when it comes to marketing products to rural farm communities. Digital marketing tactics like online advertising, educational videos, live demos and participatory discussions allow organizations to easily promote their products and create a brand presence with farmers.

Furthermore, social media platforms provide farmers the opportunity to engage with agricultural professionals, connect with other farming enthusiasts, and share their experiences with various agricultural products. By doing so, they can not only gain more knowledge but also establish a sense of trust in finite brands based on what other farmers have recommended and/or reviewed.

Ultimately, the use of social media has emerged as a crucial resource for communication, marketing and brand development pertaining to agriculture within rural markets. This is why understanding how social media contributes to building brand awareness among rural being essential for those in business, organizations, and any entity conducting research focused on improving agricultural marketing strategies or promoting rural development.

OBJECTIVES OF THE STUDY

The main objectives of the research study are as follows:

- To analyse the role of social media in creating brand awareness among rural farmers.
- To identify the social media platforms commonly used by rural farmers for agricultural information.
- To examine the influence of social media marketing on farmers' awareness of agricultural brands.
- To study the impact of social media content such as videos, advertisements, and posts on farmers' knowledge of agricultural products.
- To provide suggestions for improving social media marketing strategies in rural agricultural markets.

REVIEW OF LITERATURE

• T. Sudhakar Reddy (2022)

The study explains how digital platforms such as e-NAM, IKISAN, NAFED, and e-Choupal improve agricultural marketing by connecting farmers directly with markets. These digital tools provide price transparency and reduce the role of intermediaries. The research concludes that digital marketing and ICT support rural development and increase farmers' profitability.

• S. Singh & B. Bhowmick (2022)

This study focuses on the role of mobile applications in transforming agriculture and increasing farmer awareness. Mobile



apps provide real-time information on weather conditions, crop diseases, and market prices, helping farmers make timely decisions. However, challenges such as poor internet connectivity and low digital literacy affect adoption.

• **Bader Ibrahim & Anas Aljarah (2018)**

The research analyses the relationship between social media marketing activities, brand loyalty, and revisit intention in the hospitality sector. It shows that consistent and interactive social media content improves customer engagement and loyalty. The study concludes that social media is an effective tool for strengthening brand relationships.

• **A. R. Ismail (2017)**

This study examines how social media marketing activities influence brand loyalty among consumers. It finds that informative, interactive, and entertaining social media content builds trust and commitment toward brands. The research emphasizes that aligning marketing content with consumer values strengthens long-term brand relationships.

• **Ying Zhang, Liu Wang & Yongjian Duan (2016)**

This review discusses the use of ICT tools such as mobile phones and internet platforms for agricultural information dissemination. These technologies improve communication between farmers, experts, and markets, enhancing knowledge sharing. The study highlights challenges like digital divide but recommends ICT integration for sustainable agricultural development.

METHODOLOGY OF THE STUDY

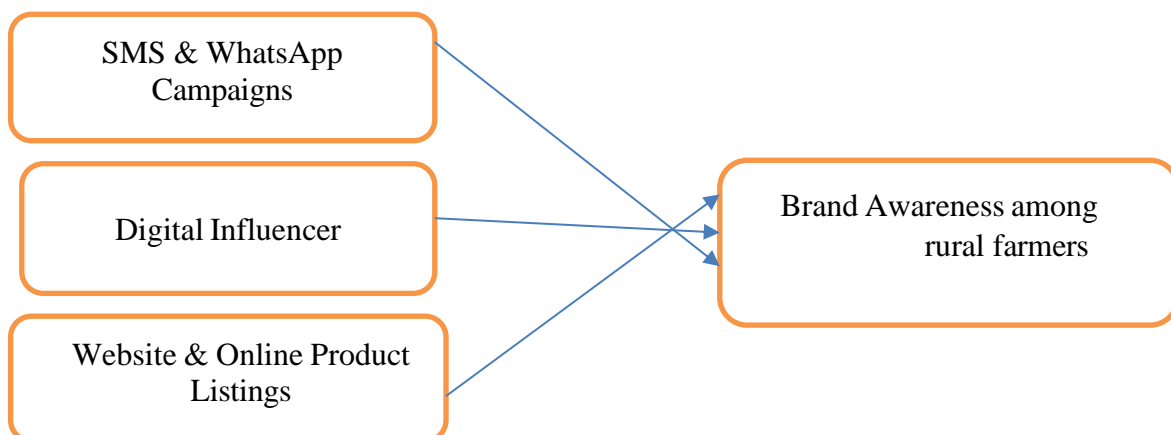
This research study follows a descriptive approach to study the use of social media in building awareness of agricultural brands among rural farmers. Descriptive research will help provide knowledge about the attitudes, behavior, and perception of rural farmers about using social media for agricultural information.

This study is based primarily on primary research data gathered by using structured questionnaires distributed to rural farmers. The questionnaire contains questions about using social media, awareness of agricultural brands, and how social media content affects the purchasing decisions made by farmers.

Convenience sampling was used as the sampling technique for selecting participants. Participants included farmers who use a smartphone and have access to social media platforms. This method of sampling enables the researcher to obtain relevant information from people who use digital platforms on a daily basis for obtaining agricultural information.

Statistically analyzing the information collected from the study will include methods such as percentage analysis, charts, and graphs. These statistical methods will enable identifying trends and relationships between social media use to build brand awareness among rural farmers. Through statistical analysis, the researcher will also gain an understanding of how social media affects the farmers' knowledge and perception of agricultural brands.

CONCEPTUAL FRAMEWORK:



**SAMPLING METHOD:**

This study uses a convenience sampling method to select respondents. Convenience sampling is a non-probability technique in which participants are chosen based on their availability and willingness to participate in the research. The respondents for this study are rural farmers who use social media platforms such as YouTube, Facebook, and WhatsApp to obtain information related to agriculture. Data is collected through a structured questionnaire distributed to farmers in selected rural areas to understand how social media influences their awareness of different agricultural brands.

STATISTIAL ANALYSIS**ANOVA TEST:**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39.542	4	9.885	1.040	.390
BAARF Within Groups	1112.360	117	9.507		
Total	1151.902	121			
Between Groups	29.392	4	7.348	.541	.706
SMM Within Groups	1588.812	117	13.580		
Total	1618.205	121			
Between Groups	96.585	4	24.146	2.089	.087
SWC Within Groups	1352.234	117	11.558		
Total	1448.820	121			
Between Groups	110.435	4	27.609	3.080	.019
DI Within Groups	1048.721	117	8.963		
Total	1159.156	121			
Between Groups	60.730	4	15.183	1.434	.227
WOPL Within Groups	1238.450	117	10.585		
Total	1299.180	121			

The ANOVA results show that BAARF, SMM, SWC, and WOPL have p-values greater than 0.05, indicating no significant difference across age groups. However, DI (Digital Influence) has a significant p-value of 0.019, showing variation among different age groups. Therefore, the null hypothesis is partially rejected since only digital influence differs significantly with age.

MAJOR FINDINGS OF THE STUDY

- Rural farmers are utilizing social media platforms including YouTube, Facebook, and WhatsApp to acquire information relating to agriculture.
- Farmers are able to discover a range of different agricultural brands and new agriculture related products through social media.
- The presence of advertisements and information posts on social media provide valuable knowledge to the farmer on the features and benefits of different products.
- The use of video content and product demonstrations in social media have been proven to capture much more of the farmer's attention compared to average marketing videos.
- Rural farmers typically rely heavily on reviews, recommendations, and conversations about agriculture products they plan-to-purchase through social media.
- Social media advertising allows agricultural companies to connect quickly and efficiently to rural farmers.



- In conclusion, social media plays a vital role in increasing brand recognition and oiling the wheels when it comes to purchasing decisions of rural farmers.

RESEARCH SUGGESTIONS

1. Agricultural businesses can promote their products by using social media sites like YouTube, Facebook and WhatsApp more efficiently to get the message to rural farming communities.
2. Agricultural businesses provide simple digital content so farmers can easily access and understand product information related to agriculture.
3. Companies should develop marketing materials that are developed in local vernacular languages for effective delivery of marketing communications targeting rural farmers.
4. Companies should utilize digital video materials as product demonstration videos that will explain how an agricultural product works and provide benefits to the user.
5. Agricultural organizations and governments should provide digital awareness training to improve the knowledge of how to use social media.
6. Improved internet connectivity in rural areas will enable farmers to utilize digital resources more efficiently due to access to internet service and leveraging social media for marketing.

CONCLUSION

This paper indicates that social media has a major impact on helping create brand awareness amongst rural farmers. The number of farmers using smartphones and Internet services is increasing throughout rural communities. Farmers are beginning to utilize social media platforms (YouTube, Facebook, WhatsApp, etc.) in order to access agricultural information and gain knowledge about new farming technologies. Companies in the agricultural sector use social media marketing techniques to promote their products through digital ads, educational videos and interactive communication. By using these methods, farmers gain knowledge about different agricultural brands which helps them make better decisions when purchasing. Although some rural communities still have less-accessible Digital Literacy and Internet connectivity, the impact of social media on rural marketing will continue to increase. Therefore, it is important for businesses, government policy makers, and agricultural organizations to implement successful digital marketing tactics via social media in order to increase brand awareness and contribute positively to building healthy rural agricultural markets.

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