

# A study on E-Marketing and consumer decision making with agricultural Marketing

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**Abstract - The evolution of human society, improvement in communication processes, and As the Internet continues to play an increasingly important part in consumer decision-making, digital convergence has presented marketing with new possibilities and difficulties. This study explores e-marketing, consumer behavior, consumer decision making process, online marketing, agricultural marketing, agricultural marketing scope & subject Agricultural marketing issues and problems.**

**Keywords - e-marketing, agriculture marketing, consumer behavior, consumer decision making process**

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## INTRODUCTION

Businesses may take use of the Internet's creative benefits, such as the capacity to access new markets since items can be marketed worldwide rather than locally or regionally, and the opportunity to lower costs via simplifying the supply chain (Thompson & Yeong et al., 2003). A continuous rise in e-commerce and online purchasing has been seen in the 21st century. Internet advertising has become one of the most essential marketing methods for encouraging customers to purchase online (Wu, Sheng et al., 2011). B2C Electronic Commerce's post-sale phase is heavily influenced by the pre-sale phase's scope (Alzola et al., 2010). Fresh and many displays (television, mobile, tablet/PC) and application stores provide a relatively new and significant opportunity for web-developing organisations today. As a result of significant advancements in technology, such as the rise of mobile and multi-screen devices, social media and a cloud-enabled expectation for data access from anywhere at any time, business practises have undergone radical transformations.

## E-MARKETING

The terms "Electronic Commerce," "Internet Marketing," and "Online Shopping" are now commonly used by company leaders and consumers throughout the world when they realise how powerful internet commerce can be. Once someone clicks on an ad in search engine results, the system will track them to the various web sites that they view, and then to their purchase or leave. Online organisations such as eBay assess their customer acquisition procedures, identify the most successful ones, and re-allocate resources in accordance with their findings "The use of the Internet and related modern Information and Communications

Technologies to fulfil marketing objectives" is how the Institute of Direct Marketing defines e-marketing.

Building and sustaining client contacts through online activities in order to encourage the exchange of ideas is known as Internet marketing. " commodities, and services that satisfy both sides' objectives" (Mohammed R., 2001).

Web users may be tracked through their whole online experience, starting with their first search engine query, through particular web pages visited, and ending with their purchase or leave from the site. Internet corporations like eBay constantly assess their client acquisition strategies to find the most effective and re-allocate investment accordingly.

Many people now spend their time online, whether it's for fun or for employment. Organizations must fulfil the high expectations of consumers in an increasingly competitive e-commerce market where customers have an abundance of options at their fingertips. Rather of relying on a brick-and-mortar storefront, customers now rely on mobile, interactive technologies to become immediate experts on the products and services available and the relative advantages of each.

## CONSUMER BEHAVIOR

In the last ten years, consumer behaviour has undergone a sea shift. Consumers may now acquire a wide range of personalised items, from shoes to laptops, online. Many people have replaced their daily newspapers with customised online copies of these media and are increasingly relying on internet sources for information.

The term "consumer" refers to a person who intends to purchase products or services from a seller and

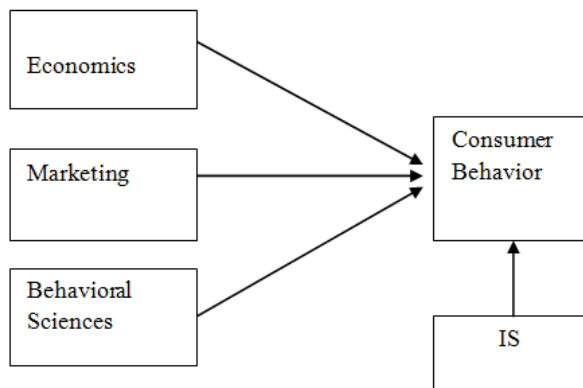
intends to pay for them. A consumer's behaviour is defined as "the study of the processes involved in the acquisition, use and disposal of goods, services, ideas and experiences by people or groups to fulfil wants and desires.

There are three types of consumer behaviour: acquiring, consuming (or using), and discarding (or discarding). A marketer may more easily build methods to influence customers if they understand why individuals purchase certain items or brands, Hence, consumer behaviour has long been seen as an examination of "why people purchase." The customer's behaviour has changed due to the fact that today's firms seek to understand and adapt to consumer behaviour. Additionally, consumer behaviour may be described as a study of consumer actions.

Purchasing, using, assessing, and discarding items and services that consumers believe will meet their requirements are all examples of consumer behaviour. The study of how people spend their limited resources (such as time, money, and effort) on consumption-related things is known as consumer behaviour. In addition to what they buy, when they buy it, where they buy it, how frequently they buy it, how often they use it, how they rate it after the purchase.

In the context of consumer behaviour, "the process and actions individuals participate in as they seek to meet their wants and desires by looking for, choosing, acquiring, using, reviewing, and discarding items and services" in addition to the 'decision processes that precede and follow these acts,'

In the mid-to-late 1960s, the study of consumer behaviour was still a young discipline. Behavioral sciences, economics, and marketing have all influenced its development (Figure 1.1). In addition to psychology, sociology, social psychology, anthropology, and economics, it has drawn ideas from "other scientific disciplines, such as sociology (the study of groups), social psychology (the study of how an individual interacts in groups). However, as the Internet has grown in popularity, other fields of study looking at how people use technology, such as IS, have contributed to its expansion.



**Figure 1: Other Fields' Contributions to our Understanding of Consumer Behaviour**

**CONSUMER DECISION MAKING PROCESS**

In the last ten years, consumer behavior has shifted significantly. Many personalized items, varying from shoes to laptops, are now available for purchase online. Many people have substituted their regular newspapers with personalized, online versions of these publications, and they are increasingly relying on Online Sources for content. A Consumer is an individual who has expressed an interest in purchasing products or services from a seller with the aim of paying for them. The analysis of the processes involved as individuals or groups choose, buy, use, or dispose of goods, resources, concepts, or interactions to fulfill needs and desires is known as consumer behavior (Schiffman and Kanuk, 2009; Solomon et al., 2006).

**ONLINE CONSUMER BEHAVIOR**

Companies are increasingly turning to the Internet to disseminate product information and conduct online sales transactions directly with consumers. Regardless of their size or industry, businesses of all kinds are putting money into web-based tools and services in an effort to be more visible on the internet. More and more individuals are using the internet to learn about businesses and goods.

A consumer's intention may change substantially when it comes to individual items, and so projecting broad intents to acquire things over the Internet may not be useful if specific product motivations differ. Customers may also click on a link if they feel it will get them closer to their desired outcome. Additionally, the Online Consumer may have a distinct social and professional environment than the Offline consumer. When making purchases, the Online Consumer tends to be more assertive, demanding, and utilitarian.

**AGRICULTURAL MARKETING**

Agricultural production yields food, which is essential to human survival. Around a century ago, farmers mostly grew food for their own use or to sell (in cash or kind) to neighbours or other villagers. In addition, they were self-reliant. In contrast, the current industrial environment has evolved dramatically from self-sufficiency to commercialization. Because of the increased use of fertilisers, pesticides, and other chemicals, along with mechanised farming methods, agricultural productivity has risen dramatically, allowing for a greater range of products to be produced and marketed. Increased urbanisation, rising affluence, changing consumer lives and food tastes and better

ties to the worldwide market all contribute to an increase in productivity.

### **AGRICULTURAL MARKETING SCOPE & SUBJECT MATTER**

An agricultural marketer is concerned with the selling of agricultural goods produced by farmers, as well as the farm inputs needed in their processing. Thus, the word "agricultural marketing" involves both the selling of commodities as well as that of input.

Because of technological advances, there has been a rising excess of crops that can be sold, which has made output marketing increasingly important in recent years. Farmers are involved in the production of items for the market. Farming is becoming more consumer-centric. Research on input advertising is still at an early stage. In the past, farmers relied on agricultural sector inputs like locally sourced seeds and manure from nearby farms. Farmers bought very little in the way of inputs for crop yield from the market since they had easy access to them. Improving the quality of agricultural goods relies more and more on inputs such as better crops, fertilisers and insecticides/pesticides, farm equipment and tools, and farm loans. As input increases, so does contemporary farming technology. Commodity and input marketing would be part of agricultural marketing, as a result. This book examines agricultural marketing from both a theoretical and practical perspective. How the system works and how it may be modified to get the greatest outcomes are explained in detail.

### **AGRICULTURAL MARKETING AND SUPPLY CHAIN PERSPECTIVE**

Open commodities markets and remove restrictive regulations are necessary for effective marketing and easing India's famine concerns, as noted by Ashok Gulati (2002). The Union government began implementing a series of reforms in 2002 in reaction to the changing trade climate of the 1990s. Certain Foodstuffs Order (Licensing Requirements; Stock Capacity; Movement Restrictions) of 2002 and 2003 were among these changes. After this decision, a permission or licence was no longer necessary for trading, stockpiling or moving wheat, paddy/rice and coarse grains as well as hydrogenated Vanaspati, a kind of vegetable oil, was once included under the EC Act (1955). Agriculture futures trading was also permitted in 2003 when a ban on futures trading was lifted.

WTO agriculture changes were agreed upon at the Uruguay round of talks and contained in the Agriculture Agreement. Members have converted their non-tariff measures to equal bound tariff rate quotas and tariffs have been decreased as a result of the reforms programme. In the event of a contingency, specific precautions are put in place, and the information is made public. Non-tariff barriers to agricultural trade have been replaced by tariff-only protection and reduction pledges, resulting in a shift in policy.

Agricultural investment, output, and commerce were all boosted as a result of this major shift. It is envisaged that the Indian government would implement WTO policy by enacting the Indian Model APMC Act and amending the Essential Commodities Act. Agricultural marketing reforms will eventually ensure that markets work effectively in order to maximise the use of limited resources in agriculture. It is necessary for agricultural policy to take into account the impact of fiscal measures such as taxes, freight rates, and transportation while making decisions on the e-National Agricultural Market initiative.

### **THE 5 S'S OF THE INTERNET MARKETING**

Chaffey have described some applications of the Internet Marketing to support communications with customers across the purchase cycle generating awareness, achieving direct response for lead generation or sale and supporting customer service and relationship marketing.

### **E-MARKETING AND THE ONLINE BRAND**

The vast majority of benchmark and performance criteria for website assessment adopt a generalist quality management approach to website design. This is a Designers of websites will find this beneficial, however it ignores the crucial connection between brand positioning and website aspects. The digital media that websites provide has greatly benefited the "physical" brand sector. Websites are becoming an increasingly important part of a company's overall brand equity and value. However, in today's environment, brand architecture is incomplete without the advantages of the digital media. Advertisers now rely heavily on the power of brand websites. Various features may be found on the brand websites. It is possible for customers to learn about a product or brand, watch TV advertisements, personalise virtual goods, download music, interact with other visitors, or even speak directly with the company that is responsible for the product. These websites offer the company with a platform for fostering relationships with future and current consumers, based on a constant discussion, by providing a wide variety of features (Koufaris, 2002).

### **ONLINE BRAND PRESENCE**

In recent years, the offline and online spheres of strategic brand management are becoming more and more inter-connected. However, this isn't only due to offline businesses using the internet as an additional distribution channel, or because businesses increasingly execute cross-channel both online and off-line efforts to market their products and services. The relationship extends beyond these ties, as enterprises who formerly only sold their items in-store are increasingly offering their wares online as well. A good example is Apple's iPhone as well as the iTunes online store. Nokia's

Ovi online page is another such. The reverse is also possible, and online companies may benefit from launching products that are available in the offline market. For instance, Google has made its Google Docs useable without an internet connection. Recently, this company has just launched a new mobile phone that uses its own operating system. Consumers were eagerly anticipating the new product's arrival because of this fresh introduction.

### WEBSITES CONTRIBUTION TO THE BRAND

Consistent interaction between the company and its customers serves to reinforce the company's image and its product messaging, as well as to raise consumer awareness of the brand and improve recall. The consumer-brand connection may be improved through developing meaningful brand experiences.

As a result of frequent engagement with a brand, customers may learn to see it as a trusted friend who is an integral part of their daily lives. Brand loyalty in cyberspace shows a development from the old product driven, marketer-controlled idea to a distributed, customer controlled and technologically aided one. As soon as customers establish a personal connection with a brand, they begin to understand the significance of the brand. By understanding the link between one's current purchases and one's favourite brands, one may make more informed decisions about what they will buy in the future. Finally, customers are more inclined to commit to a long-term relationship if they foresee higher rewards and value from it. Creating a favourable brand connection by interacting with customers on a regular basis leads in learning about the company and a positive attitude. Consumers utilise interpersonal relationship standards to drive their brand judgments when they build connections with brands. The "reach" (the proportion of all Internet users who visit a certain site) of the medium may also be increased by increasing the amount of interaction of the online organization's medium of choice. It is possible to affect the expectations and perceptions of customers by focusing on the brand's image in the consumer's mind (Kurnia and Schubert, 2006).

### AGRICULTURAL MARKETING

Mekhala Krishnamurthy and P S Vijayshankar (2012) have published a special volume of essays on agricultural marketing. New and developing responsibilities have been taken on by state and private actors by agricultural markets in India over the last several years as volumes and commodities traded have risen as well as regulatory changes have been implemented. Research based on theory is critically required to make sense of these quickly changing agricultural markets and their interrelations. In addition, a new research agenda must expand on the findings of prior research and take into account the new and developing characteristics and factors influencing commodities markets and regions around the globe. Small but meaningful contributions are made by the

articles included in this issue. National and state-level discussion has erupted over the extent and speed of marketing changes that are now under consideration. Even while alternatives to the present public procurement and distribution system are widely explored, food grain markets and their management remain key to key decision on the final form of NFSB will be made soon. More recently, the deepening agricultural crisis in many parts of India—especially in the 1990s, where markets have played a significant role—has been investigated severely and widely reported on—especially in the 1990s. (Reddy and Mishra, 2010, Deshpande and Arora, 2011, Aggregate quantities and commodities traded on agricultural markets have increased, as have the number of new distribution methods, marketing arrangements and public and private parties involved, all while regulating changes and other innovations have also taken place. Much more research is needed in a fascinating but surprisingly understudied field of study. Collaboration and comparative research are needed across a broader variety of commodities, agro-ecological areas as well as regulatory regimes to better understand influence of changing climate on the production of agricultural goods. Agricultural commodity markets and rural-urban transformation processes are intricately linked. For an intriguing but challenging subject to examine in modern India, how the shifting patterns of livelihood and consumption specifically effects and interacts with market dynamics is a fascinating but challenging question.

### CHALLENGE SINAGRI CULTURAL MARKETING

About 2477 major regulated markets (APMCs) and 4843 sub-market yards controlled by the relevant APMCs can be found in India. First sale of agricultural commodities including grains, pulses, edible seeds, fruits and vegetables, and even chicken, goat and sheep, sugar and fish, may only be handled under the jurisdiction of the APMC via the commission agents licenced by the APMCs established under the Act. In and around the APMCs, you'll find things like: auction halls, weighbridges, godowns, retailers' shops, canteens, roads, lighting systems, drinking water, police stations, post offices, bore-wells, warehouses, farmers' amenity centres, tanks, a water treatment plant, a soil-testing laboratory, and toilet blocks, amongst other amenities. Various taxes, fees/charges and cess are also included in the Act, which governs the Mandis. The state imposes the taxes and other market fees. Market fees are collected like taxes, but since the money produced by APMCs does not go to state coffers, the monies collected do not need to be approved by the state government before they may be used. As a result, the activities of APMC are kept secret and unjust prices are imposed. There are no exceptions to this in the model APMC Act (detailed below), which equates the market fee to a tax collected by the State rather than a service fee. One of the biggest obstacles to building a national market for agricultural commodities is this clause. Politically

powerful people have seats on market boards, which oversee the market committee. Licensed commission agents, who hold authority via monopoly in the notified region and sometimes through cartels, have a cordial relationship with them. These causes are blamed for the opposition to APMC reform. 6

The regulatory scheme has been praised by certain writers for its favourable aspects. Weighing accuracy, consistent market fees, payments to farmers without excessive withholdings, dispute resolution mechanisms, auction sequencing and scheduling and availability of various facilities are a few of the features that make market yards more open and transparent to the public.

# Farmers' view on PPP in agricultural marketing: NIAM report 2010-11.

The research found that 78 percent of farmers were dissatisfied with the market yard's infrastructure. It's a problem that no one in the sample farmers knows about the government of India's efforts to improve infrastructure for agricultural selling in India. When asked if they agreed or not, 39% of farmers said they did, while the majority of them (61%) said they didn't. In most cases, this is due to the farmers' lack of knowledge, weak business skills, and low educational attainment. According to the study, 97% of farmers prefer private marketplaces equipped with greater facilities than government markets.

India's agricultural markets have several issues due to the poor supply chain management and commercial practises, according to Khan 2012. Agribusiness and supply chain management in India face three main obstacles, according to the author: 1) lack of access to regulated markets, 2) lack of competition under (APMC) Act, and 3) common agricultural market in the state of New Hampshire. He goes on to discuss how agricultural marketing works in India today. Commodities Act restrictions on movement, regulatory barriers restricting investments in storage and processing facilities development, regulatory barriers constraining investments in single-point market fee systems, use of information and communications technology (ICT), cleanin' are amongst the most pressing issues, according to the author. Here are a few of the author's observations; There are model APMC Acts in India that govern agricultural markets in the country. In 1950, there were just 286 authorised agricultural markets; by March 2010, that number had risen to 7,157. There are approximately 22,221 rural agricultural markets that are controlled by the APMC laws, 15% of which.

High marketing expenses are a direct result of commission charges on agricultural and horticultural goods. Other fees, such as entrance tax and octroi tax, are state- and commodity-specific. It is impossible to establish a unified market for agricultural products throughout the country because of these costs. As a result of the Essential Commodities Act, certain states

have maintained their limitations on the transfer of products. Institutional development and agricultural producers' ability to compete globally have all been impeded by legislative hurdles, it seems. Investments in storage and processing facilities have been restricted. More than 30–40 percent of fruit and vegetable output in India is lost due to insufficient post-harvest storage and transportation, whereas only 7–10 percent value addition occurs, and only 2% of production is commercially processed. In order to facilitate free movement of products, stabilise prices, and reduce price discrepancies between the producer and consumer market sectors, the government requires a single-point market tax system For example, using pre-paid card-based payments at octroi stations would make it easier for agricultural products to travel across the country. Besides raising output on a continual basis, washing, grading and packing of agricultural goods would have to be marketed for increased market penetration.

Because of the Internet, businesses may now take advantage of a wide range of digital marketing options. While promoting their products and services online, businesses may also employ a variety of digital marketing channels to increase their customer base, get new ones, and maximise (ROI). Digital marketing methods have overtaken traditional ones as markets and technology grow more competitive through the utilisation of the internet. There are many different types of digital marketing techniques that leverage digital technology in order to save money and develop businesses throughout the world. Agribusiness marketing has a limited future since individuals are more comfortable making purchases online and believe that digital marketing is safer.

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