Use Of Social Media As A Source Of Market Information By The Farmers

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Abstract

The study was conducted in Jalna district of Marathwada region of Maharashtra State during the year 2022-23. The data collected from the three villages. Thus total 135 respondents were selected by using random sampling method. The majority of respondents had more than half belonged to the middle age group. Majority of respondents had studied up to middle school level. It was observed that the maximum number of majorities of the respondents had farming as their main occupation. After that the maximum number of the respondents were small land holders. The majority of the respondents had a high level of annual income. It was observed that majority of the respondents belonged to the medium category of economic motivation. It was observed that the majority of the respondents belonged to the medium category of Market Information. After that observed that medium level of use of ICT Tools. Majority of the respondents had a medium level of social participation. majority of the respondents belonged to medium category of the Mass Media Exposure. Most of the respondents belonged to medium category of Media Credibility. It can be inferred that majority of the respondents have WhatsApp as the main source of social media available with them. Majority of the respondents were using WhatsApp daily once for Market Information.

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I. Introduction

The economic contribution of agriculture to India's GDP is steadily declining with the country's broad-based economic growth. Still, agriculture is demographically the broadest economic sector and plays a significant role in the overall socio-economic fabric of India. Due to the green revolution, India's agricultural output has increased since independence and the nation is now a net exporter of a variety of agricultural products. The majority of Indian farmers are still extremely poor. The large number of middlemen in the buying and selling of agricultural products leads to unhappiness and dishonest methods in deciding the price that farmers receive and the amount that buyers pay. The exchange of agricultural knowledge has historically been dominated by contemporary media, such as periodicals, newspapers, and television. However, in recent times, the people of India have become more computer literate, technologically aware, and dependent on cell phones and the internet. Today's world is a base of social media due to the vast user base of social media platforms like Facebook, Twitter, YouTube, LinkedIn, WhatsApp, and others discovering more effective ways to share information about agricultural produce and agricultural marketing. Productivity, production, and profitability have improved to previously unachievable levels through a succession of agricultural revolutions. Since it will drastically change every area of agriculture marketing, including how farmers market their goods, the emergence of online agriculture marketing may be the most disruptive and revolutionary force in business. The latest "digital agriculture revolutions" may be beneficial to the long-term survival and well-being of humanity.

II. Objective of the study

To find out the relationship between the profile of farmers and extent of use of social media as a source of market information by the farmers.

III. Methodology

Selection of district

The present study was undertaken in one randomly selected Jalna district of Marathwada region of Maharashtra State.

Selection of talukas

There are Eight (8) talukas in the Jalna district out of which three (3) talukas namely, Badnapur, Bhokardan and Mantha selected for present study.

Selection of Villages

From each of the selected taluka, three (3) villages were selected randomly.
Thus fifteen (15) villages were selected for the present study.

Selection of Respondents

From each selected village, fifteen (15) respondents were selected randomly, those having mobile phones with internet facilities and engaged in agricultural operations were selected, in this way total one hundred thirty-five 135 (15x9=135) respondents were considered for the present study.

Tools and Techniques for data collection

The most suitable method for data collection was an interview schedule. While the interview schedule can generate such precise data, interview schedule was created with the study's objectives in mind. The tools used to measure the variables, as well as exact techniques followed are discussed in detail Table no: 1

Table 1: Variables and their empirical measurement

Sr. No.	Variables	Empirical Measurements
		I) **Independent Variables**
1	Age	Actual Chronological age in Years
2	Education	Formal education of the farmer.
3	Occupation	Scale of G.Trivedi and Pareek (1964)
4	Land Holding	Classification as per state Government of Maharashtra
5	Annual Income	Income in rupees of the farmer's family derived from all the sources in a year.
6	Economic Motivation	The scale developed by Supe (2007) will be used.
7	Market Information	Schedule was developed.
8	Use of ICT Tools	Schedule was developed.
9	Social Participation	Schedule was developed.
10	Mass media exposure	Schedule was developed.
11	Media Credibility	Schedule was developed.
		II) **Dependent Variable**
12	Extent use of social media for market information	Schedule was developed.

Statistical tools and techniques used for data analyses.

Arithmetic mean

Mean is the average of given numbers and is calculated by dividing the sum of given numbers by the total number of numbers.

Mean = {Sum of Observation} ÷ {Total numbers of Observations}.

we have a mean formula for grouped data, which is expressed as

$\bar{x} = \Sigma fx / \Sigma f$

Where,

- $\bar{x}$ = the mean value of the set of given data.
- f = frequency of each class
- x = mid-interval value of each class

Percentage

Percentage is a number or ratio expressed as a fraction of 100. Here, the frequency of particular category was multiplied by hundred and divided by total no. of respondents *i.e.* 135. to get the percentage.

Frequency

The term frequency refers to the no. of times the observation occurred in an experiment or study. Here, it simply determines the spatial distribution of respondents based on the variable under study. **Karl person's coefficient of correlation (r)**

The term refers to the quantitative method that offers the numeric value to form the intensity of the linear relationship between the dependent and independent variable.

It is used to summarize the strength of the dependent and independent variable.

$$r = \frac{\sum XY}{\sqrt{\sum x^2 \sum y^2}} \quad = \quad \frac{\sum(x - \bar{x})(y - \bar{y})}{\sqrt{\sum(x - \bar{x})^2(y - \bar{y})^2}}$$

Where,

r = co-efficient of correlation

x = independent variable

y = dependent variable

Standard deviation

It refers to the quantity expressing by how much the members of a group differ from the mean value for the group. It is the measure of the variation or dispersion between two variables.

$$\sigma = (S.D.) = \sqrt{\frac{N \sum x^2 - (\sum x)^2}{N}}$$

Where,

σ = Standard Deviation

$\sum X_2$ = Sum of square of 'X' series

$(\sum X)_2$ = Square of summation of 'X' series

N = Number of respondents

IV.   Results and Discussion

Relationship between the profile of farmers and extent of use of social media as a source of market information by the farmers.

The extent of use of media for Market Information find out any correlation between selected profile characteristics of farmers viz. age, Education, Occupation, Land Holding, Annual Income, Economic Motivation, Market Information, Use of ICT Tools, Social Participation, Mass media Exposure, Media Credibility economic, personal and communicational characteristic of the farming community. Therefore, an attempt has been made with the help of this study to explore the relationship between the independent variables and the use of social media for Market Information.

The Karl Pearson product moment correlation coefficient was calculated to understand the relationship between independent and dependent variables.

Table 4.2 Correlation between profile characteristics of farmers and their extent use of social media for market information.

S. No.	Variables	Correlation coefficient (r)
1	Age	0.0577NS
2	Education	0.2528*
3	Occupation	0.2130*
4	Land Holding	0.0563NS
5	Annual Income	0.1068NS
6	Economic Motivation	0.3577**
7	Market Information	0.3417**
8	Use of ICT Tools	0.3836**
9	Social Participation	0.2134*
10	Mass media exposure	0.4513**
11	Media Credibility	0.2345*

* Significant at 0.05 level of significance   NS- Non-Significant

**Significant at 0.01 level of significance

Age with extent use of social media for market information.

It was evident from table 4.15 that there was positive and non-significant relationship between age and extent use of social media for market information.

It shows that as the age of the people become older the as like their extent use of social media declines. The fact that older people tend to reject new technology more frequently than younger people due to their less

intuitive views to them could be one explanation for the results. The new generation's exposure to digitization will likely cause this age-related gap to fade over time. The above results were in line with Sharma (2012).

Education with extent use of social media for market information.
It was observed from table 4.15 that there was positive significant relationship between education and extent use of social media for market information.
Education enhances the ability to retain knowledge, develops skills, and shapes a person's personality and attitude. It also helps farmers become more productive and proficient with gadgets. For these reasons, people's extent use towards social media will likewise rise with increased education. The above results were in accordance with Chuhan (2010), Rudroju (2013), Naveena (2015) and Palvi (2018)

Occupation with extent use of social media for market information.
From table 4.15 it was observed that there was positive significant relationship between occupation and extent use of social media for market information.
The core of the Indian economy is the agriculture sector, which includes related industries and services. As educational attainment rises, it also impacts occupational status, influencing respondents' attitudes towards using turn influencing respondents extent use of social media in agricultural production and marketing. This indicates that education has a positive impact on the extent use of social media for market information. The findings of the study were similar to that Bhosale (2021) and Mahajan (2022).

Land Holding with extent use of social media for market information.
It was evident from table 4.15 that there was positive and non-significant relationship between land holding and extent use of social media for market information.
It means land holding did not have significant role in between farmers and extent use of social media for market information. Because of majority of the farmers are small and marginal. The above results were in line with Sharma (2012) and Bhosale (2021).

Annual income with extent use of social media for market information.
It was observed from table 4.15 that there was positive and non-significant relationship between Annual Income and extent use of social media for market information.
It shows that farmers extent use of social media was unaffected by their annual income. The result was in accordance with earlier findings of Rudroju (2013) and Bhosale (2021).

Economic Motivation with extent use of social media for market information.
From table 4.15 it was observed that there was highly positive significant relationship between Economic motivation and extent use of social media for market information.
It might be that most of farmers having high level of annual income were willing to take maximum profits by using extent use of social media for market information. The above results was line with Kharge (2020).

Market information with extent use of social media for market information.
It was evident from table 4.15 that there was highly positive significant relationship between market information and extent use of social media for market information.
It might be due to market information directly influence the ecomomic stability of individual from market information farmers get help to better price for selling agriculture commodities. The findings of the study were similar to Adeniyi and Yekinni (2015).

Use of ICT Tools with extent use of social media for market information.
It was observed from table 4.15 that there was highly positive and significant relationship between use of ICT Tools and extent use of social media for market information.
It might be due to farmers had more numbers of ICT Tools, that farmers can use these tools regularly for different purpose so more use of ICT Tools and it helps to increase use of social media. The above results was line with Rudroju (2013).

Social Participation with extent use of social media for market information.
It was evident from table 4.15 that there was positive significant relationship between social participation and extent use of social media for market information.
It means that the farmers who are actually involved in general social activities have a better knowledge of social media, which led to a more favourable towards use of social media. The result was in accordance with earlier findings of Sharma (2012), Naveena (2015), Palvi (2018) and Bhosale (2021).

Mass Media Exposure with extent use of social media for market information.

From table 4.15 it was observed that there was highly positive significant relationship between mass media exposure and extent use of social media for market information.

It indicated that farmers who are actively exposed to modern media have better knowledge of social media, which led to a more favourable positive towards extent use of social media. The findings of the study were similar to that Bododiya & Chaudhary (2011), Rudroju (2013) and Bhosale (2021).

Media Credibility with extent use of social media for market information.

It was evident from table 4.15 that there was positive significant relationship between media credibility and extent use of social media for market information.

It means that extent use of social media having positive perception about source held by farmers. The result was in accordance with earlier findings of Bododiya & Chaudhary (2011), Adeniyi and Yekinni (2015) and Naveena (2015).

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