

A STUDY ON FARMERS SATISFICATION TOWARDS E-COMMERCE PLATFORM WITH REFERENCE TO ANNUR TALUK

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ABSTRACT :

This study explores the level of satisfaction among farmers in Annur Taluk towards the use of e-commerce platforms for agricultural products and services. With the growing digitalization of rural India, e-commerce offers farmers new opportunities for accessing markets, purchasing inputs, and selling produce directly to consumers or retailers. The research aims to assess farmers' awareness, usage patterns, perceived benefits, challenges faced, and overall satisfaction with these platforms. Data was collected through structured questionnaires and analyzed to identify key factors influencing satisfaction levels. The findings highlight the potential of e-commerce to improve market access and income for farmers, while also revealing the need.

INTRODUCTION :

The Indian agricultural marketing system remains largely traditional, where producers often receive a minimal share of the consumer's price due to the presence of multiple intermediaries. This long chain of middlemen reduces farmers' profits, while consumers continue to pay high prices. The core objective of agricultural marketing should be to ensure that farmers receive a fair and equitable share of the final price, which can be achieved through direct marketing models like Uzhavar Sandhais (Farmers' Markets). However, a significant number of farmers, especially in rural Tamil Nadu, are uneducated and unaware of advancements in agricultural practices, modern technology, and efficient marketing techniques. Unlike industrial goods, agricultural products face numerous marketing challenges and lack adequate promotional strategies. Although government schemes such as regulated markets and Uzhavar Sandhais exist to stabilize prices and support farmers, their performance has been suboptimal. To bridge this gap, there is a pressing need to empower farmers with innovative training in marketing, ensure minimum support prices, and involve them in pricing decisions to create a more equitable and sustainable agricultural market.

STATEMENT OF THE PROBLEM :

Although an efficient marketing system benefits both producers and consumers, the agricultural marketing system in India continues to face inefficiencies that hinder equitable price realization and growth in agricultural production. The emergence of e-commerce platforms offers a promising alternative by enabling farmers to access broader markets, secure better prices, and streamline supply chains. However, the extent of adoption and satisfaction among farmers, particularly in rural areas like Annur Taluk, remains uncertain. Many farmers may be reluctant to use these digital platforms due to challenges such as limited digital literacy, inadequate internet access, mistrust, and lack of familiarity with the technology. This study seeks to examine the level of satisfaction among farmers in Annur Taluk with e-commerce platforms and to identify the key factors influencing their experiences. The goal is to evaluate whether these platforms are effectively meeting the marketing needs of farmers and contributing to their economic well-being.

OBJECTIVES :

- To study the socio economic profile of the respondents.
- To analyse the farmers usage of E-Commerce platforms.
- To ascertain satisfaction of farmers participating agricultural products ecommerce · To understand the challenges faced by farmers participating in agricultural products ecommerce.
- To suggest possible improvements for enhancing farmers" experience with e-commerce.

SCOPE OF THE STUDY :

The study focuses on understanding farmers' satisfaction with e-commerce platforms specifically in Annur Taluk. The study will focus on e-commerce platforms that facilitate the sale of agricultural products, inputs (seeds, fertilizers), and services (advisory, logistics). This study aims to provide actionable insights for e-commerce platform developers, policymakers, and agricultural stakeholders to enhance the effectiveness and adoption of e-commerce among farmers in Annur Taluk.

SIGNIFICANCE OF THE STUDY :

This study holds significant relevance in understanding the evolving dynamics of agricultural marketing in the digital era, particularly in rural regions like Annur Taluk. As traditional marketing systems often fail to provide fair pricing and efficient market access to farmers, e-commerce platforms present a transformative opportunity to bridge this gap. By evaluating the satisfaction levels of farmers using these platforms, the study sheds light on the practical challenges, awareness levels, and expectations of the farming community. The findings can help policymakers, agricultural departments, and e-commerce service providers to design targeted interventions, improve digital infrastructure, enhance training programs, and build trust among farmers. Ultimately, this research contributes to the broader goal of empowering farmers, increasing their income, and promoting inclusive growth in the agricultural sector through technology-driven solutions.

RESEARCH METHODOLOGY:

Research methodology is a way to systematically solve the research problem. Methodology in research is defined as the systematic method to resolve a research problem through data gathering using various techniques, providing an interpretation of data gathered and drawing conclusion about the research data.

SOURCES OF DATA :

- Primary data
- Secondary data

PRIMARY DATA :

Primary data is the first hand information, which the researcher gets from the population. The tool for collecting primary data is "Questionnaire".

SECONDARY DATA :

Secondary data has been collected from the journals ,internet etc..
Sample Design.

SAMPLE DESIGN :

Sampling the process of selecting representative subset of a total population for obtaining data for the study. The study is based on a survey method. The simple random sampling techniques is used to collect the required information from the respondent.

SAMPLE SIZE :

The number of items selected from the population constitutes the sample size. Total sample size for the study is 120.

AREA OF THE STUDY :

The study is conducted in Coimbatore city.

STATISTICAL TOOLS USED FOR DATA ANALYSIS :

- Simple percentage.
- Chi - Square.

LIMITATION OF THE STUDY :

- It is assumed that the respondents are true and honest in expressing their views.
- The study is confined to the farmers ecommerce platform situated at Annur.
- At the time of the study some farmers and consumers might be absent due to various reasons.
- The result of the study will apply only in Annur taalk only.

REVIEW OF LITERATURE :

Krishnan, S. (2020) , has done a research on “Role of Uzhavar Sandhai (Farmers” Market) in Agricultural Marketing - A Study”, examines the functions and impact of the farmer’s market, farmers’ conditions the quantum of vegetables fruits sold in the market and other amenities available in the market. This study is based on survey method. Data has been collected from both primary and secondary data sources. For collecting a primary data a sample of 62 farmers who participated in the market activities were selected through convenience sampling method. This study suggested that the simple training to the farmers trading in Uzhavar Sandhai about marketing techniques will lead to “Value addition” to the agricultural products. It is also, suggested that the direct marketing of agricultural produce helps in complete elimination of middleman and commission agent who charge high level of commission fee from the farmers, coming to the market yards for selling their produce and then artificially inflate the retail price.

Salim, M.H., Hari Sundar, G., and Anoop Das (2021) , investigated “Uzhavar Sandhai- A Boon or Bane for Rural Empowerment in Tamil Nadu”, the study highlights the personal profile of farmers with respect to their age, income, type of produced, traded, income and source of information towards Uzhavar Sandhai. The objectives of the study are to find out the impact of Uzhavar Sandhai among the farmers and to find out the awareness and decision alternatives of the farmer sellers in Uzhavar Sandhai.

Onianwa, Wheelock, and Mojica (2022) , have “An Analysis of the Determinants of Farmer - to - consumer Direct Market shoppers”. This study, determines the factors affecting users of farmer - to - consumer direct markets. An understanding of direct market users will provide insights into the socio-economic characteristics of direct market clients. Information gained will be useful in formulating policies and program’s to maintain the loyalty of current users and specifically target non-users.. A binary logit model was employed to analyze the data. Results revealed that education was the most significant variable with regard to shopping at farmer - to

- consumer direct markets. Although income by itself was not significant for families with children were more likely to shop at a farmer - to - consumer direct market as their income increases.

DATA ANALYSIS:

SIMPLE PERCENTAGE :

GENDER OF THE RESPONDENTS

Gender	Number of Respondents	Percentage
MALE	85	71
FEMALE	35	29
TOTAL	120	100

INTERPRETATION:

It is inferred that 71% of the respondents are male and 29 % of the respondents are female.

Majority of the respondents are male

CHI - SQUARE TEST :

IMPROVEMENTS WOULD YOU SUGGEST FOR BETTER USABILITY OF E COMMERCE

Opinion	No of Respondents	Percentage
Better customer support	57	47
More awareness & training programs	50	42
Improved delivery system	8	7
Reduced commission charges	5	4
TOTAL	120	100

Interpretation

From the above table, 47% of the respondents suggest better customer support for improved usability of e-commerce platforms, 42% recommend more awareness and

training programs, 7% suggest an improved delivery system, and 4% recommend reduced commission charges.

Most of the respondents suggest better customer support for improved usability of e commerce platforms.

FINDINGS :

- Majority of the respondents are male, comprising 71% of the total, while females account for 29%.
- Majority of the respondents suggest better customer support (47%) and more awareness and training programs (42%) to improve the usability of e-commerce platforms.

SUGGESTION :

It is suggested that e-commerce platforms for agricultural marketing should focus on enhancing customer support services to address farmers' queries and concerns more effectively. Additionally, there is a strong need for organizing awareness and training programs to educate farmers about the usage, benefits, and functionalities of these digital platforms. Such initiatives will not only improve usability and trust among farmers but also promote wider adoption of e-commerce in rural areas, ultimately leading to better market access and increased profitability for the farming community.

CONCLUSION :

In conclusion, the traditional agricultural marketing system in India, marked by the dominance of intermediaries, continues to disadvantage farmers by limiting their share of the consumer's price. Despite the presence of initiatives like regulated markets and Uzhavar Sandhais, these efforts have not fully met the needs of the farming community, especially in rural areas like Tamil Nadu. To create a more equitable and sustainable agricultural market, it is essential to shift towards modern, farmer-centric approaches that include direct marketing, the integration of e-commerce platforms, and active involvement of farmers in pricing decisions. Empowering farmers through digital literacy, innovative marketing training, and policy support such as minimum support prices can significantly enhance their income, market access, and overall satisfaction, paving the way for inclusive agricultural growth.