

A STUDY ON THE SIGNIFICANCE OF SOCIAL MEDIA IN AGRICULTURAL COMMODITY MARKET

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Abstract

Social media is the medium of communication which uses information and communication technology tools to bring number of people to create, share, publish, collaborate and discuss various issues or information. The speed, expanse and coverage of the social media makes it very significant tool for modern exploration of agricultural commodity market. It not only helps farmers to share, discuss and solve issues related to farming but to bring out the information about farming to youth and also to extend professional activities to be involved in commodity market for successful completion of agricultural commodity market. As (AI) artificial intelligence technology endures to progress in upcoming day's social media platform is turning out to be a very easy method to reach the framers and investors whereby they can always easily get updates from the social media about the current status of agricultural commodity market which provides elucidations to the agricultural marketing difficulties. This study tries to assess the value of social media and how through this agricultural commodity market can be explored.

Keywords: Agricultural Commodity Market, Information and Communication Technology, Social Media, Farmers

Introduction

Social media is the new generations daily use media. There are many upcoming blocks related to agricultural commodity market. Many officials are having their official pages, blogs and groups on social media and it helps in getting information about the agricultural commodity market. People are less trusted on e-buying, e-selling of agricultural commodity on social media hence their trust must be in such a way that they get correct knowledge and updates about commodity markets in connection to agricultural and explore full knowledge through the social media platform.

The agricultural commodity market plays an essential role in global food security and economic stability. It aids as a platform where innumerable agricultural products are bought and sold, setting prices that impact both farmers and consumers. In recent years, the influence of social media on this market has grown significantly.

Social media platforms like Twitter and Facebook have become real-time sources of material for traders, farmers, and investors. They provide instantaneous informs on weather conditions, crop yields, market trends, and policy changes. This timely information enables participants in the agricultural commodity market to make well-versed decisions, ultimately affecting price movements. Social media enriches market transparency by making information handy to a wider audience. This transparency can help mitigate information asymmetry, dropping the risk of market manipulation and ensuring fairer pricing for commodities.

Real-time data from social media can aid in risk management. Farmers can follow up weather forecasts and market conditions, enabling them to make learnt decisions to protect their crops and investments. So this paper makes an attempt to bring awareness to farmers and investors in commodity market through this globally connected platform of social media.

DEFINING SOCIAL MEDIA:

In order to deliberate social media we must first define it. Many believe that social media is restricted to the large social platforms: Facebook, Twitter, LinkedIn, and the like. The truth is that social media is far higher. These sites are social networking platforms and merely one part of social media.

Black's Law Dictionary defines social media as "Any cell phone or internet based tools and applications that are used to share and distribute information." At first glance this definition would appear to include any information connected to the Internet since distribution is the primary reason for putting information online. But there is one additional element that makes information, services, and sites fall under the umbrella of social media: conversation. The social in social media is the ability for communities to be formed and individuals to exchange content around the information that is posted. Conversation is the seed that has transformed the Internet and the World Wide Web into social media.

REVIEW OF LITERATURE:

The National Agricultural Policy (2000) recommended to liberalize the agricultural and allied sector, enhance the infrastructure and information technology, the commodity exchange has to launch future contract on commodities in the market.

Rhoades and Hall (2007) noted that there was a large presence of blogs casing topics on agriculture. Social media in agricultural marketing has a positive impact on the interaction with consumers, the company or brand awareness and sales.(Conrad Caine 2012; Uitz 2012). The use of social media in the field of agricultural marketing offers great opportunities for the buying, selling of agricultural commodities (Bitcom 2012).

RESEARCH METHODOLOGY:

This paper is based on applied research which aims at finding a solution for an immediate problem faced by the current issue and to share the knowledge about the commodity market and how these markets and agricultural market can be explored through social media.

STATEMENT OF PROBLEMS:

Agriculture is always considered to be the most important sectors of the Indian economy. The agricultural sector provides livelihoods, exclusively in the vast rural areas and subsidises greatly to the domestic product (GDP) of India. There are research on Marketing and Promotion tools on agriculture sector through social networking platforms but Agricultural Commodity Market connected to social media is yet a platform to be explored as technology in this digital era has become very substantial.

OBJECTIVES:

1. To associate agricultural commodity market with social media.
2. To bring forward the significance of social networking in agricultural commodity markets.
3. To express the role of agriculture sector in GDP contribution and economic development.

FINDINGS:

Social media tool:

Social media tool is mostly not accepted as the tool of agricultural commodity market to gain knowledge. There are many farmers who do not want to accept this tool to share information about agricultural. Social media is not growing at a desired rate in rural India as there are multiple challenges that need to be taken care.

Skilled human resource:

There are no proper availability of skilled labours to involve in this activity and to provide proper information to the investors and the stakeholders. Lack of educational level still acts as a major problem whereby even if skilled human resource are trained or implement it will take lot of time to adopt it and to track professionals in social media is not easy always.

Technology infrastructure issue:

It is very true that infrastructure facility of technology like mobile phones, laptops, internet is not available for all to acquire the information. To draw the attention of people through social media there must be proper technology infrastructure only then it can be connected to all through social media.

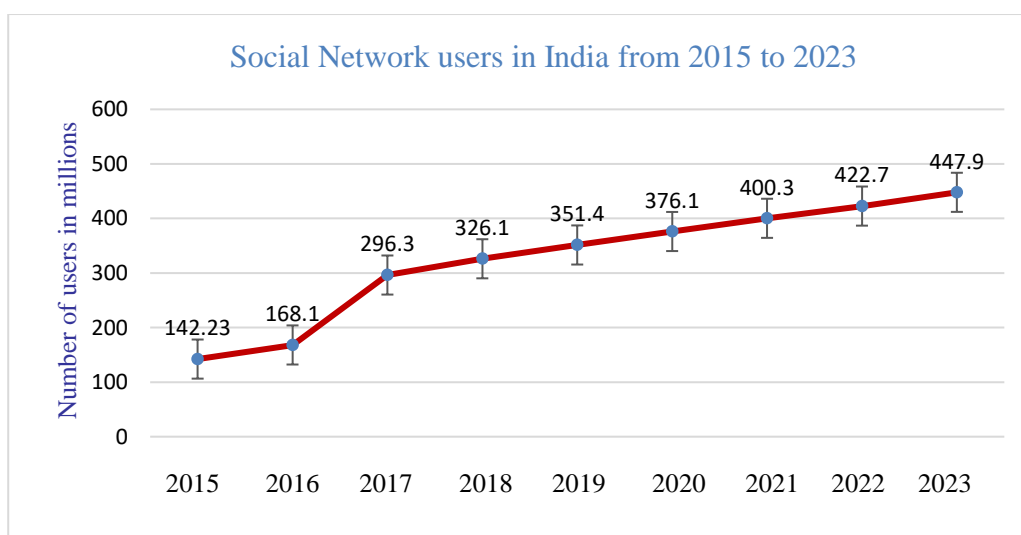
Lack of trust:

Developments, updates and discussion related to commodity market and agricultural and the information shared about this topics on social media is not trusted by all. The stakeholders do not become active participants and contributors in the discussion and follow up.

Awareness:

All have some idea about how hard core commodity market works but when it comes to soft core commodity markets all do not come forward to get knowledge about this sector of commodity. There is lack of awareness among people about agricultural commodity market. This can be done through social media through information communication technology of different agricultural blogs can bring up this awareness.

Graph -1 Social Network users in India from 2015 to 2023¹

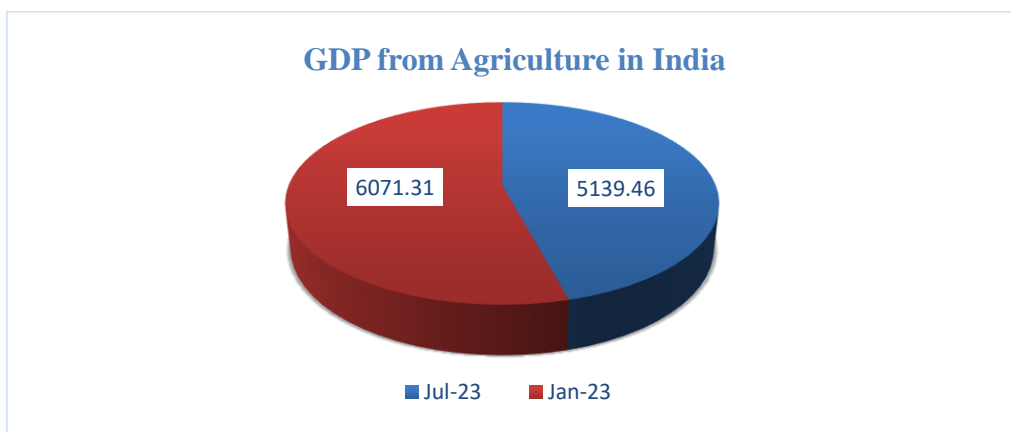


The above data clearly shows the increasing trend in number of social network users in India. In 2015 it shows 142.23 Million and in 2023 it shows 447.9 Million. This shows the number of people involved in social networks through which Agricultural Commodity Market can easily be reached.

Graph -2 GDP from Agriculture in India²

¹ Source :Statista

² TRADINGECONOMICS.COM - MINISTRY OF STATISTICS AND PROGRAMME IMPLEMENTATION (MOSPI)



GDP from Agriculture in India dwindled to 5139.46 INR Billion in the second quarter of 2023 from 6071.31 INR Billion in the first quarter of 2023. This data clearly shows the need of advancement in agricultural sector and the contribution it makes towards the economic development of the country and it is considered to be one of the significant occupation in India.

SUGGESTIONS

Extension activities:

Global agricultural level has been increased in past few years and extension mechanism can stay ahead and equip the farmers and investors in commodity market by developing their management and decision making skills. And also help rural people develop leadership and organizational skill. The most important issue with extension mechanism is the lack of technical human resource. So people must come forward to work in extension activities with technical skills.

Forming global/national group:

Reaching one to many can be done through social media. Many minds when form a group can get different opinion and it will allow integration of a wide range of stakeholders. It can bring solution for many problem through different mobilization of technology and connect people from different parts with same opinion or goal.

Technology infrastructure setup:

The digital India programme of government of India is with a vision to transform India into a digitally empowered society and knowledge economy. This program can develop technology infrastructure setup and allocation of fund at all state level for the proper technology infrastructure. Then through this the social media can be introduced and help to share knowledge about agricultural commodity market.

Social media:

The easiest way to get started on social media is to choose one way to participate at first. Consider the objective about the commodity market and how it can be linked through social media especially agricultural commodity. Popular social media tools are;

Facebook:

It is the world's most popular social networking website as it makes it easy to connect with many people all over the world whereby we can reach many and share the information about agricultural commodity market

Twitter:

It is the quick and easy allowing users to share 140 character messages. These messages are called 'tweets', that are available to everyone who is interested in reading them with the objective of knowing about agricultural and commodity market interconnected can get lots of messages.

Whatsapp:

It is proprietary cross-platform instant messaging application for smartphones. Here there is always a personal touch with the latest updates and contacts can be done easily with each other. A group can be formed whereby stakeholders can communicate with each other.

Linkdin:

It is geared towards the professional's community. Here the professionals of commodity market can make up community and share some knowledge about commodity market.

Agropedia:

It is an open ended knowledge sharing platform. It is an online agricultural knowledge repository that makes agricultural information made easily. The wiki-style platform provides among other things a space for stakeholder's interaction, best practice sharing and new updates.

CONCLUSION:

Social media is now mainstream form of communication around the world and continue to grow in popularly with the increase in the number of smartphones. Commodity market at one side it provides better opportunity to earn a profit while it also considered at high risk, high reward investment. With this social media the portfolio can be done through various source of information available from social

media and the risk can be reduced to some extent. Various problems in rise of social media in agricultural commodity market is solved. These social media outlets also will be a very good platform for those who are not still aware of agricultural commodity market. The connection between the agricultural commodity market and social media is intricate and multifaceted. While social media offers several benefits, such as empowering farmers and enhancing market transparency, it also presents challenges related to misinformation and market manipulation. To harness the potential of social media positively, stakeholders in the agricultural sector must workout caution, promote liable information sharing, and adapt to the sprouting landscape of digital communication. Ultimately, the combination of social media into the agricultural commodity market is likely to remain embryonic and influencing the industry's dynamics.

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