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A Study on Customers Awareness on E-Agriculture

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Abstract

This research is aims to find out the users" preferences on e-agriculture. Ascertainthe users" level of opinion and the variables that is associated with Users opinion about e-agriculture. analyze the problems faced by the respondents in using the e-agriculture with a sample of the data required for the study have been collected by issue of structured questionnaire in order to know the reason for awareness of e-agriculture and barriers of e-agriculture. Of the total 120 questionnaires issued, 120 questionnaires are collected and out of 120 questionnaires collected, since very few students have proofing that all the living things is to take food in our life time so we need grains and cultivation of product so we have to develop the e-agricultural.

Introduction

E-agriculture is an area of application of information and communication technologies under action line c7, benefits in all aspects of life, in the Geneva plan of action of wises, ensure the systematic dissemination of information using ICTS on agriculture, animal husbandry, fisheries, forestry and food, in order to provide ready to access to comprehensive, up-to-date and detailed knowledge and information, particularly in rural areas, in public -private partnership should seek to maximize the use of ICTs as an instrument to improve production(quantity and quality The food and agriculture organization of the united nations (FAO)was assigned the responsibility of organizing activities related to the e-agriculture action line.FAO conducted an extensive survey on this subject and launched the e-agriculture community of practice in 2007 together with the founding partners. the e-agriculture community is a global imitative to enhance sustainable agricultural development and food security by enhancing the use of ICT in sector. the community plays an active role in WSIS follow-up and WSIS stocktaking. It is a relatively recent term in the field of agriculture and rural development practices. consistency in the use of the term began to materialize with the dissemination of results from global survey carried out by the united nations(un).this survey conducted in late 2006 by the food and agriculture organization of the united nations found that half of those who replied identified agriculture with information dissemination, access and exchange, communication and participation process improvements around rural development in contrast, less than a third highlighted the importance of technical hardware and technological tools.

Objectives of the Study

To find out the solutions for the question raised above, the following objectives are framed.

- To find out the users" preferences on e-agriculture.
- To ascertain the users" level of opinion and the variables that is associated with Users opinion about e-agriculture.
- To analyses the problems faced by the respondents in using the e-agriculture.

Methodology

The present study is mainly based on primary data which is collected from the respondents in Pollachi Taluk through issue of questionnaire which contains questions relating to the personal profile of sample respondents, details of using e-agriculture, reason for awareness of e-agriculture and barriers about e-agriculture .Necessary guidance was given to the respondents for filling up the questionnaire.

Sampling Technique

The data required for the study have been collected by issue of structured questionnaire in order to know the reason for awareness of e-agriculture and barriers of e-agriculture .Of the total 120 questionnaires issued, 120 questionnaires are collected and out of 120 questionnaires were collected, 120 questionnaires are taken for analysis because of incomplete information found in the four questionnaires. Convenience sampling method is adopted to select the sample respondents.

Frame Work Analysis

The main intention of the study is to find out the awareness on e-agriculture and barriers about e-agriculture.the primary data collected were reformulated and consolidated into master table. Simple percentage, Weighted Average Rank and Chi-square test are applied to process the data and draw interferences. Interferences have been made by comparing the calculated Chi-square value with the respected table value. The results have been tested at one and five percent level.

Findings of the Study

The findings of this study are namely, personal profile of sample respondents, choosing of farming, awareness on e agriculture, barriers to prevent for e-agriculture system and suggestion for e-agriculture.

The findings relates to area of residence, age, gender, marital status, educational qualification, occupation, number of members in your family, monthly income, annual income are given here.

Table - 2

Association between Select Variables and Level of Awareness – Chi-Square test

Variables	Level of Awareness			Total	Df	Calculated χ²value	Table value @5% level	Result
	Low	Medium	High					
AGE								
Below 20 Years	67(97.10%)	2 (2.90%)	0(0.00%)	69(100.00%)				
21-30 Years	24(75.00%)	825.00%)	0(0.00%)	32 (100.00%)	6	54.437	12.592	S
31-40 Years	3(33.30%	333.3%)	3(33.30%)	9 (100.0%)				
Above 40 Years	9 (90.00%)	110.00%)	0(0.00%)	10(100.00%)				
OCCUPATION								
Student	30(34.90%)	8(9.30%)	48(55.80%)	86(100.00%)				
Self-employed	0(0.00%)	0(0.00%)	3(100.00%)	3(100.00%)				
Agriculturist	7(29.20%)	5(20.80%)	12(50.00%)	24(100.00%)	8	10.247	15.507	NS
Private Employee	0(0.00%)	1(33.30%)	2(66.70%)	3(100.00%)				
Government Employee	0(0.00%)	0(0.00%)	4(100.00%)	4(100.00%)				
ANNUAL INCOME								
Below 50,000	0(0.00%)	40(93.00%)	3(7.00%)	43(100.00%)	3	14.336	7.815	S
50,001-100000	0(0.00%)	24(58.50%)	17(41.50%)	41(100.00%)				

Conclusion

The present study is undertaken with a motto to ascertain the respondents awareness barriers and suggestions in e_agriculture.the study reveals that majority of respondents reveals that information sharing is the influencing factor to use of e-agriculture followed by Advertisement, Friends, Social media, Internet. And the majority of respondents preferred to source of e-agriculture by the social media and the choosing of farming the majority of respondents is Traditional occupation and remaining followed by Good social status, Good earnings, and Good future in this work, Family pressure and Proud to be farmer.

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