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The Effects of E- Marketing on sales of Agricultural Products in Rural Areas (A case study of Arumeru-District)

Daniel Shija Mtengwa.

Id No: 2017110030

University of Arusha-Tanzania

1.1E-Marketing (Electronic Marketing) are also known as Internet Marketing, Web Marketing, Digital Marketing, or Online Marketing. E-marketing is the process of marketing products or services using the Internet. Marketing not only includes marketing on the Internet, but also includes marketing done via email and wireless media. It uses a range of technologies to help connect businesses to their customers.

Like many other media channels, e-marketing is also a part of integrated marketing communications (IMC), which helps a brand grow across different channels. E-marketing has become a pivotal tactic in the marketing strategy adopted by small and medium scale business Enterprises, also companies using several digital media channels. Marketers can gain new customers, new brand, new markets, new market leaders, new market channels and marketing tools David Avigciene, Sabaityle, Davida viqcius and Potapov, (2014). Furthermore, online activities ease the change of products, services. E- marketing as a factor that plays an important role in raising the efficiency of economic performance to small and medium scale business enterprises and companies in high competitive the necessary information for various administrative levels Pappas N, (2016). This form of marketing is equally applicable in most of the business models, such as e- marketing publishing services and affiliation marketing White C, (2017). The benefits that can be achieved from e- marketing are very huge sales growth and cost reduction are of the most important opportunities provided by internet that part of the technology which has become a widespread tool among institution Makhtar, (2015). Agricultural products are crucial for any country so betterment of agricultural is the most priority now as role of digital marketing.

There are several ways in which companies can use the internet for marketing. Some ways of e-marketing are: Article marketing, Affiliate marketing, video marketing, email marketing, blogging and content marketing all these and other methods help a small and medium scale business enterprises, also companies or brand in marketing and researching customers through the internet.

1.2 Statement of the problem

E- marketing is a process of marketing a product or service using the internet. E- marketing not only include marketing through the email, web marketing ,digital marketing ,online marketing and wireless

Other sectors example small and medium scale enterprises have taken up e marketing or internet marketing expanding outreach to customers beyond their conventional shopping places. Farmers can use internet on many possible ways to sell their products. Using internet as a way of selling agricultural products

E- marketing seems to be a platform where companies can access large numbers of users for East Africa has 50 million mobile phone subscribers and at least 15 million web users. The mobile phone platform in Tanzania has millions of people ICT statistics. Yet most small and medium scale enterprises in Tanzania which eateries is one of them, do not see e- marketing as a viable option or a profitable venture to pursue. Could it be that a lot of Tanzanians in Arumeru district afraid to use e - marketing is cheaper than other traditional media especially when examining the ratio of cost to reach of target audience. Hence this study aimed at establishing e- marketing on sales of agricultural products.

=> Most of the farmers and small and medium scale enterprises men have not used or practice on e- marketing because of the following problems

- Lack of knowledge of electronic medias majority of the farmers do not have computers knowledge and unable to operate android mobiles, so may difficult them to go with e- marketing of agricultural products
- Low speed of internet connections are another barriers
- From the buyers perspective the inability of shoppers to touch, smell, taste or try on tangible goods before making an online purchase can be limiting.
- Cyber crime: Many consumers are hesitant to purchase items over the internet because they do not trust that their personal information will remain private.
- Low e- marketing education/ lack of knowledge or skill about the users
- High cost of production, because virtually all production of technique are imported from the developed world.

1.3 Research objectives

The aimed of study is to accomplish the following objectives;

1.3.1 General objective of the study is to examine effect of e- marketing on the sales of agricultural products in Arumeru district rural area.

1.3.2 Specific objectives of the study.

- To examine the scale of electronic marketing in Arumeru district
- To access how customers are adapting to e- marketing in Arumeru district
- To examine the effect of e- marketing on sales agricultural products in Arumeru district.
- To examine the relationship between e- marketing and sales agricultural products in Arumeru district.

1.4 Research Questions.

- What is the scale of electronic marketing in Arumeru district?
- How are customers adapting to e- marketing on sale agricultural products in Arumeru district?
- What is the effect of e- marketing on sale agricultural products?
- What is the relationship between e- marketing and sales agricultural products in Arumeru district?

1.5 Conceptual framework

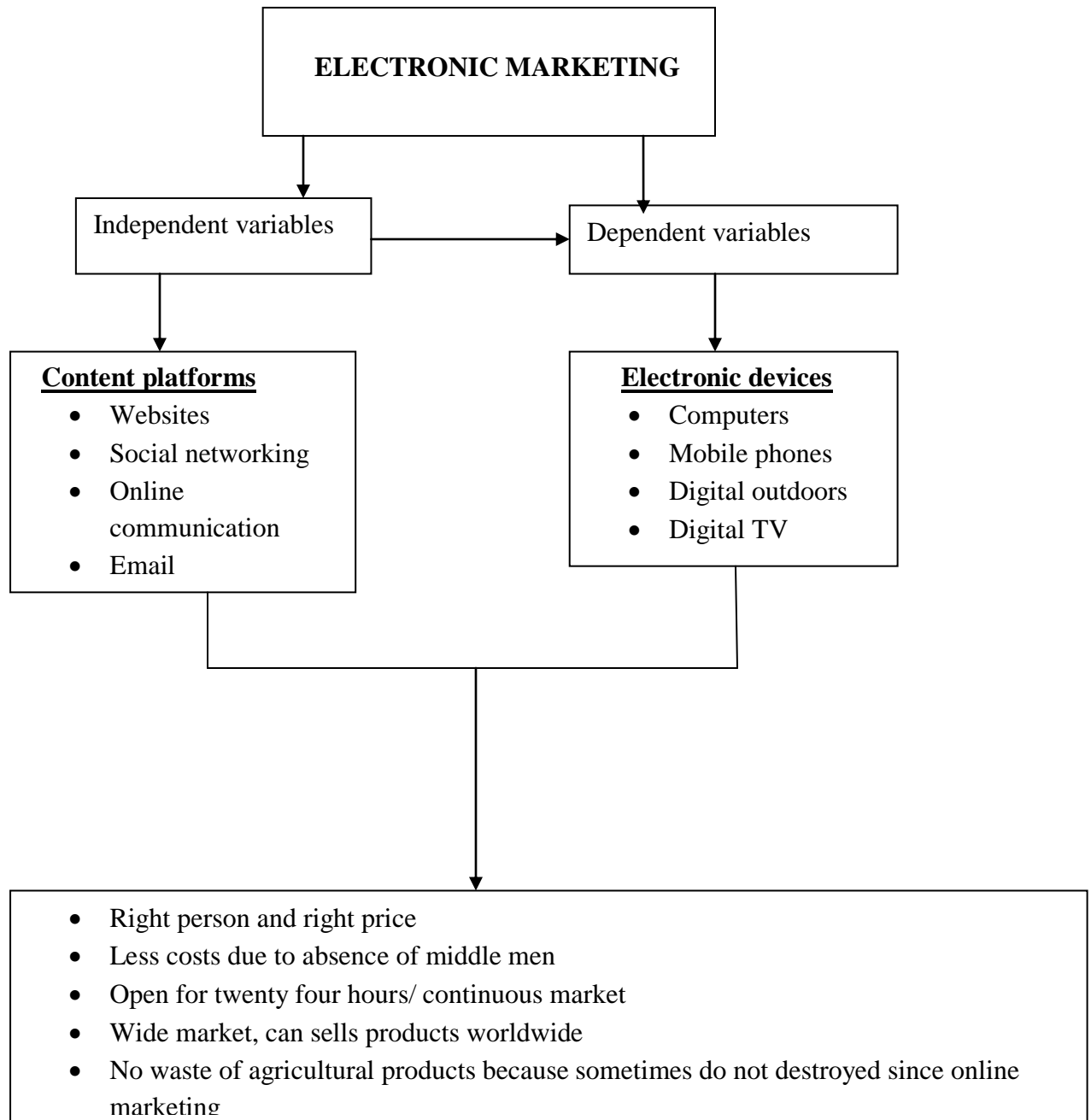


Figure1.0. A conceptual framework

1.6 Theoretical research

1.6.1 Theoretical

- There is no significant effect of e- marketing on sales agricultural products I Arumeru district.
- There is a significant effect of e - marketing on sale agricultural products in Arumeru district

1.6.2 Theoretical

- There is no significant relationship between e- marketing and sales agricultural products in Arumeru district.
- There is a significant relationship between e- marketing and sales agricultural products in Arumeru district .

1.7 Significance of the study

This research is important to various stakeholders, small and medium scale enterprises people(SMES) and farmers can benefit from this research by understanding what e- marketing is and how it can have a positive impact to research bodies and institutions in the nation as a whole because findings would also be relevant to students and users of information in conducting further research in areas similar to this study.

=>The clear significant study of e- marketing to the users are.

- Wide market; farmers can sell their products world wide
- Open for 24 hours/ continuous market; online market is opened for 24 hours.
- Right person and Right price; farmers hand SMEs men have to place their products through online if they get proper price for their products.
- There is no middlemen that can raise or drop cost.
- No waste of agricultural products sometimes most of the agricultural products will be destroyed because of non availability of customers on time since online market is a continuous market there is no problem of wastage of any products

1.8 Scope /Delimitation of study.

The study is restricted to effect of e- marketing on the sales agricultural products in Arumeru district

1.9 Limitation of the study.

Financial constraint; insufficient fund tends to impede the efficiency of the research in sourcing for the relevant materials, literature or information and in the process of data collection (internet, questionnaire and interview)

1.9.1 Time constraint; the research will simultaneously engage in this study with other academic work. This consequently will cut down on the time devoted for the research work.

1.20 Operation definition of Terms

- **Electronic marketing:-** is the process of marketing a product or service using the Internet.

E-marketing not only includes marketing on the Internet, but also includes marketing done via e-mail and wireless media. It uses a range of technologies to help connect businesses to their customers.

•**Traditional marketing:-** refers to a kind of promotion, advertisement in which companies used this method in the early period to market their product. This Marketing includes print advertisements, billboards, flyers or pamphlets, TV, newspaper, radio.

•**SMEs:-** Is a small and medium-sized enterprises (SMEs) or small and medium-sized businesses (SMBs) are businesses whose personnel numbers fall below certain limits. The abbreviation "SME" is used by international organizations such as the World Bank, the European Union, the United Nations and the World Trade Organization (WTO).

•**Wireless:-**Wireless networks are computer networks that are not connected by cables of any kind. The use of a wireless network enables enterprises to avoid the costly process of introducing cables into buildings or as a connection between different equipment locations.

•**Email:-**Short for electronic mail, e-mail or email is information stored on a computer that is exchanged between two users over telecommunications. More plainly, e-mail is a message that may contain text, files, images, or other attachments sent through a network to a specified individual or group of individuals.

•**Internet:-**The Internet is a global wide area network that connects computer systems across the world. ... The Internet provides different online services. Some examples include: Web – a collection of billions of webpages that you can view with a web browser. Email – the most common method of sending and receiving messages online.

•**Digital outdoor:-**Also known as digital signage, digital outdoor advertising is a specific type that uses electronic technology to change what's displayed on a screen. Cyber crime:-also called computer crime, the use of a computer as an instrument to further illegal ends, such as committing fraud, trafficking in child pornography and intellectual property, stealing identities, or violating privacy.

•**ICT:-**covers any product that will store, retrieve, manipulate, transmit or receive information electronically in a digital form. For example, personal computers, digital television, email, robots. So ICT is concerned with the storage, retrieval, manipulation, transmission or receipt of digital data.

•**Agricultural products:-**means crops, livestock and livestock products, including but not limited to field crops, fruits, vegetables, horticultural specialties, cattle, sheep, hogs, goats, horses, poultry, furbearing animals, milk, eggs and furs

•**Customers:-**are the individuals and businesses that purchase goods and services from another business. To understand how to better meet the needs of its customers, some businesses closely monitor their customer relationships to identify ways to improve service and products.

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