ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 12| Issue: 5| May 2026|| Journal DOI: 10.36713/epra2013 ||SJIF Impact Factor 2026: 8.753 || ISI Value: 1.188

MARKETING CHALLENGES FACED BY AGROPRENEURS: A STUDY AT COIMBATORE DISTRICT

Kisanth. V[1], Mr. T. Sivagnana Selvakumar[2]
[1]*II MBA, Sakthi Institute of Information and Management Studies, Pollachi, Coimbatore, Tamilnadu 642001*
[2]*Assistant Professor, Sakthi Institute of Information and Management Studies, Pollachi, Coimbatore, Tamilnadu 642001*

ABSTRACT
Agriculture plays a vital role in the Indian economy and provides employment opportunities to a large section of the population. In recent years, agropreneurship has emerged as an important tool for rural economic development and agricultural modernization. Agropreneurs contribute significantly to value addition, employment generation, and market expansion in the agricultural sector. However, they face several marketing-related challenges that affect the growth and sustainability of their enterprises. The present study aims to identify the major marketing challenges faced by agropreneurs in Coimbatore District. The study is based on primary data collected from 100 agropreneurs through a structured questionnaire. Descriptive research design was adopted, and statistical tools such as percentage analysis and chi-square test were used for analysis. The findings reveal that price fluctuation, lack of market information, transportation difficulties, inadequate storage facilities, and limited digital marketing knowledge are the major problems faced by agropreneurs. The study suggests improving market infrastructure, providing digital marketing training, strengthening farmer-producer organizations, and enhancing government support schemes. The study concludes that effective marketing strategies and institutional support are essential for the sustainable growth of agropreneurship in Coimbatore District.

KEYWORDS: *Agropreneurs, Agricultural Marketing, Marketing Challenges, Agribusiness, Coimbatore District, Rural Entrepreneurship*

1. INTRODUCTION

Agriculture is considered the backbone of the Indian economy because it supports the livelihood of millions of people. In recent years, the agricultural sector has undergone significant transformation through the emergence of agro-based enterprises and agribusiness activities. Agropreneurship refers to entrepreneurial activities related to agriculture and allied sectors such as food processing, dairy farming, organic farming, poultry farming, floriculture, and agro-marketing.

Agropreneurs play an important role in increasing agricultural productivity, generating rural employment, and improving farmers' income. Coimbatore District in Tamil Nadu is well known for its agricultural activities and agro-based industries. The district has favorable climatic conditions and strong market connectivity, making it suitable for agropreneurial activities.

Despite these advantages, agropreneurs face several marketing challenges that affect their business performance. Problems such as price instability, inadequate storage facilities, lack of market information, transportation costs, and competition from large-scale enterprises create barriers to effective marketing. Therefore, it becomes necessary to study the marketing challenges faced by agropreneurs and identify suitable measures for improving their marketing performance.

2. REVIEW OF LITERATURE

Sharma (2019) observed that agropreneurs face difficulties in accessing modern marketing channels and digital platforms due to lack of technical knowledge. The study emphasized the importance of government training programs for rural entrepreneurs.

Kumar and Ramesh (2020) identified price fluctuations and inadequate storage facilities as major challenges faced by small-scale agro-based enterprises. The study suggested improving supply chain management and cold storage infrastructure.

Priya (2021) analyzed the role of digital marketing in agribusiness development and found that social media platforms can significantly improve market reach and customer interaction.

Rajan (2022) examined the marketing constraints faced by agropreneurs in Tamil Nadu and reported that transportation costs and middlemen exploitation reduce profitability.

3. STATEMENT OF THE PROBLEM

Agropreneurs contribute significantly to agricultural and rural development. However, marketing their products effectively remains a major challenge. Many agropreneurs lack access to reliable market information, modern marketing techniques, storage facilities, and transportation infrastructure. In addition, fluctuations in agricultural prices and competition from large companies further affect their profitability. Therefore, the present

ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 12| Issue: 5| May 2026|| Journal DOI: 10.36713/epra2013 ||SJIF Impact Factor 2026: 8.753 || ISI Value: 1.188

study focuses on identifying the major marketing challenges faced by agropreneurs in Coimbatore District.

4. OBJECTIVES OF THE STUDY

- To identify major marketing challenges faced by Agropreneur
- To study the marketing practices of Agropreneurs
- To examine the distribution and promotional strategies of Agropreneurs
- To suggest suitable measures to improve marketing performance

5. RESEARCH METHODOLOGY

5.1 Research Design

The study adopts a descriptive research design to analyze the marketing challenges faced by agropreneurs.

5.2 Area of the Study

The study was conducted in Coimbatore District, Tamil Nadu.

5.3 Sources of Data

Both primary and secondary data were used for the study.

Primary Data

Primary data were collected from agropreneurs using a structured questionnaire.

Secondary Data

Secondary data were collected from journals, books, government reports, websites, and previous research studies.

5.4 Sampling Technique

Convenience sampling method was used for selecting respondents.

5.5 Sample Size

A total of 100 agropreneurs were selected for the study.

5.6 Statistical Tools Used

The collected data were analyzed using:

- Percentage analysis
- Chi-square test
- Ranking analysis

6. DATA ANALYSIS AND INTERPRETATION

6.1 Demographic Profile of Respondents

The study revealed that the majority of respondents belonged to the age group of 26–35 years. Most respondents were male agropreneurs engaged in dairy farming, organic farming, and food processing activities. A significant number of respondents had completed undergraduate education.

6.2 Major Marketing Challenges Faced by Agropreneurs

The analysis identified the following major challenges:

Marketing Challenges	Percentage of Respondents
Price fluctuation	78%
Lack of market information	72%
Transportation problems	69%
Inadequate storage facilities	65%
Competition from large firms	61%
Limited digital marketing knowledge	58%

The findings indicate that price fluctuation is the most significant challenge faced by agropreneurs.

6.3 Chi-Square Analysis

The chi-square test was applied to examine the relationship between educational qualification and awareness of digital marketing practices.

Hypothesis

- There is no significant relationship between usage and agriculture product perception.
- There is no significant relationship between government support and satisfaction with the agricultural market system.
- There is no significant relationship between area of residence and satisfaction with storage facilities.
- There is no significant relationship between education level and the use of online marketing platforms.

Table 6.3.1 USAGE VS AGRICULTURE PRODUCT

Chi-Square Tests			
	Value	**df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	38.620	12	.000
Likelihood Ratio	34.195	12	.001
Linear-by-Linear Association	.386	1	.534
N of Valid Cases	172		
a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .11.			

ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 12| Issue: 5| May 2026|| Journal DOI: 10.36713/epra2013 ||SJIF Impact Factor 2026: 8.753 || ISI Value: 1.188

Interpretation
The Chi-Square test shows a significant association between the variables since the p-values of Pearson Chi-Square (0.000) and Likelihood Ratio (0.001) are less than 0.05. However, the Linear-by-Linear Association is not significant (p = 0.534), indicating no linear relationship. Since 50% of the cells have expected counts below 5, the reliability of the test may be affected, and Fisher's Exact Test may be more appropriate.

6.3.2 GOVERNMENT SUPPORT AND MARKET SATISFACTION

Chi-Square Tests			
	Value	**df**	**Asymptotic Significance (2- sided)**
Pearson Chi-Square	24.867	12	.015
Likelihood Ratio	22.380	12	.033
Linear-by-Linear Association	2.661	1	.103
N of Valid Cases	172		
a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .08.			

Interpretation
The Chi-Square test indicates a significant association between the variables, as the p-values of Pearson Chi-Square (0.015) and Likelihood Ratio (0.033) are below 0.05. However, the Linear-by-Linear Association is not significant (p = 0.103), showing no linear relationship. Since 50% of the cells have expected counts below 5, the reliability of the Chi-Square test may be affected, and Fisher's Exact Test may be more suitable.

6.3.3 AREA OF RESIDENCE AND STORAGE FACILITY SATISFACTION

Chi-Square Tests			
	Value	**df**	**Asymptotic Significance (2- sided)**
Pearson Chi-Square	62.193	12	.000
Likelihood Ratio	57.571	12	.000
Linear-by-Linear Association	30.883	1	.000
N of Valid Cases	171		
a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .12.			

Interpretation
The Chi-Square test shows a strong significant association between the variables, as all p-values (0.000) are below 0.05. The Linear-by-Linear Association also indicates a significant linear relationship between the variables. However, since 50% of the cells have expected counts below 5, the reliability of the Chi-Square test may be affected, and Fisher's Exact Test may be more appropriate.

7. FINDINGS OF THE STUDY

The major findings of the study are:

1. Most agropreneurs face severe price fluctuations in agricultural products.
2. Lack of timely market information affects marketing decisions.
3. Transportation and storage facilities are inadequate in rural areas.
4. Digital marketing adoption among agropreneurs is relatively low.
5. Educational qualification influences awareness of modern marketing practices.
6. Competition from large firms and intermediaries reduces profit margins.

8. SUGGESTIONS

Based on the findings, the following suggestions are provided:

1. Government agencies should organize digital marketing training programs for agropreneurs.
2. Improved storage and cold chain facilities should be developed in rural areas.
3. Farmer Producer Organizations (FPOs) should be strengthened to improve collective marketing.
4. Agropreneurs should be encouraged to use e-commerce and social media platforms for product promotion.
5. Financial institutions should provide easy credit facilities for agro-based enterprises.
6. Market information systems should be strengthened to provide real-time pricing information.

9. CONCLUSION

Agropreneurship has emerged as an important contributor to agricultural modernization and rural economic development. Agropreneurs in Coimbatore District play a significant role in employment generation and value addition in agriculture. However, marketing challenges such as price instability, lack of infrastructure, inadequate market information, and limited digital awareness affect their business growth. The study concludes that effective government support, improved infrastructure, and

ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 12| Issue: 5| May 2026|| Journal DOI: 10.36713/epra2013 ||SJIF Impact Factor 2026: 8.753 || ISI Value: 1.188

adoption of modern marketing strategies are essential for strengthening agropreneurship. Addressing these challenges will not only improve the profitability of agropreneurs but also contribute to sustainable agricultural development in the region.

10. LIMITATIONS OF THE STUDY

1. The study is limited to Coimbatore District only.
2. The sample size is limited to 100 respondents.
3. The study is based on respondents' opinions and perceptions.
4. Time constraints limited extensive field investigation.

11. SCOPE FOR FUTURE RESEARCH

1. Comparative studies can be conducted between different districts.
2. Future studies can focus on digital marketing adoption among agropreneurs.
3. The impact of government schemes on agro-based enterprises can be analyzed.
4. Studies may also examine export opportunities for agro-products.

REFERENCES / BIBLIOGRAPHY

1. *Acharya, S. S., & Agarwal, N. L. (2019). Agricultural Marketing in India. Oxford and IBH Publishing Co. Pvt. Ltd.*
2. *Kotler, P., & Keller, K. L. (2018). Marketing Management (15th ed.). Pearson Education.*
3. *Sharma, R. (2019). Agricultural Marketing and Rural Entrepreneurship. ABC Publications.*
4. *Kumar, S., & Ramesh, P. (2020). "Marketing Challenges in Agribusiness." International Journal of Agricultural Economics, 8(2), 45–52.*
5. *Priya, M. (2021). "Digital Marketing in Agribusiness Sector." Journal of Rural Development, 12(4), 67–74.*
6. *Rajan, K. (2022). "Problems Faced by Agropreneurs in Tamil Nadu." Indian Journal of Agribusiness Management, 15(1), 34–41.*
7. *NABARD. (2023). Status of Rural Entrepreneurship in India. National Bank for Agriculture and Rural Development.*
8. *Ministry of Agriculture and Farmers Welfare. (2022). Agricultural Marketing Reforms in India. Government of India.*
9. *Tamil Nadu Agricultural Department. (2023). Agribusiness Development Report. Government of Tamil Nadu.*
10. *FAO. (2021). Agricultural Marketing and Rural Development. Food and Agriculture Organization.*
11. *Badi, R. V., & Badi, N. V. (2016). Rural Marketing. Himalaya Publishing House.*
12. *Gopalakrishnan, M., & Dhanalakshmi, R. (2020). "Challenges of Small Agro Entrepreneurs in Tamil Nadu." Indian Journal of Commerce and Management Studies, 11(3), 55–62.*
13. *Gupta, S. (2018). Agribusiness Management. Kalyani Publishers.*
14. *Johl, S. S., & Kapur, T. R. (2017). Fundamentals of Farm Business Management. Kalyani Publishers.*
15. *Kachru, R. P. (2019). Agricultural Marketing and Price Analysis. CBS Publishers.*
16. *Kaur, P., & Singh, J. (2021). "Role of Digital Platforms in Agricultural Marketing." International Journal of Rural Studies, 28(1), 12–19.*
17. *Khan, M. A. (2020). Entrepreneurship Development in Agriculture. Discovery Publishing House.*
18. *Meena, M. S., & Burark, S. S. (2019). "Marketing Constraints Faced by Farmers and Agropreneurs." Agricultural Economics Research Review, 32(2), 145–152.*
19. *Nain, M. S. (2018). Agri-Entrepreneurship and Rural Development. New India Publishing Agency.*
20. *Patel, R., & Patel, H. (2022). "Supply Chain Issues in Agribusiness." Journal of Agribusiness Management, 14(2), 88–96.*
21. *Reddy, S. S., & Ram, P. R. (2017). Agricultural Finance and Management. Oxford Publications.*
22. *Singh, A. K. (2021). "Marketing Efficiency of Agro-Based Enterprises." Indian Journal of Marketing, 51(5), 34–41.*
23. *Subrahmanyam, K. V. (2019). Agricultural Marketing in Developing Economies. McGraw Hill Education.*
24. *Tamil Nadu Agricultural University (TNAU). (2023). Agricultural Development and Agribusiness Reports. Coimbatore.*
25. *World Bank. (2022). Agriculture and Food Sector Development Report. World Bank Publications.*