

Significant Relevance of Social Media Impact on Women's Agripreneurship : Evidence from 'D'Organica : A Qualitative Case Study Approach

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Abstract

This Social media is an avenue for knowledge dissemination; however, holistic research on women adopting social media is scarce. To bridge this gap, there is a need to find about women agripreneurs in India who have adopted social media as a marketing platform for agribusiness. This study chose D'Organica Garden Shoppee to participate in a semi-structured online video interview using a purposive sampling technique. The study employed descriptive and source value analyses utilizing the abduction method. The CEO, Jayasri, leveraged social media platforms including LinkedIn, Instagram, Facebook, YouTube, and WhatsApp to build a thriving agricultural business. Jayasri's self-motivation, digital literacy, proactive personality, and the intention to adopt social media helped to achieve substantial growth in agribusiness. This study recommends the personality trait framework to assess social media adoption among Indian agribusiness women.

JEL Code : J16, Q01, Q13, Q16

Keywords : Agribusiness; Social media; Digital Agriculture; Technology; Women Empowerment.

I. Introduction

THE AGRICULTURAL INDUSTRY is one of the largest sectors globally, with a workforce of over one billion individuals and contributing approximately 3% to the overall global Gross Domestic Product (GDP). Entrepreneurs have a significant role in fostering economic development within nations through their promotion of innovation and facilitation of competitive environments. Currently, there is an increasing focus on and acknowledgement of the crucial contribution of women entrepreneurs to the socio-economic advancement of the worldwide economy. (Adro and Franco,

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Submitted March 2023; Accepted December 2023

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