

DEVELOPING MOBILE BASED AGRI RETAILING (MBAR) MODEL FOR HIGH VALUE AGRICULTURAL AND LIVESTOCK PRODUCTS

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ABSTRACT

Mobile based marketing is getting much importance in present dynamic modern time due to easy and wide accessibility of consumers with low communication cost. Mobile based agri retailing (MBAR) model is refers to the technique or method of facilitating the retailing of agricultural products to the final consumer at reasonable price along with free home delivery. The study tries to develop an agri retailing model which comprises three key components i.e. producer/farmer, agribusiness firm/retailers and consumers. In this, consumer can place their order with detail information (name and quantity of commodity, delivery time, address etc.) through sms, emails, whatsApp, messenger, phone calling, and video calling using their mobile and agribusiness firm/retailer received the order and supplies the products to the concerned customer at their address through sales person. Agribusiness firm or retailers are procuring fruits, vegetables, eggs, milk and milk products from the farmers, poultry farm and dairy cooperatives respectively. Farmers/producer can either bargain or contract with the agribusiness firm to fix the price for their produce. MBAR model is a cost effective alternative solution to time-consuming marketing campaigns. It provides instant deliverability, flexible platform, time saving, and high open and conversion rate facilities to customers according their convenience along with two way communications to enquiry about order, to get feedback and to maintain customer's relationship.

KEYWORDS: MBAR Model, Agri Retailing, Mobile, Farmer, Consumer, Retailing Firm And Employment Opportunities

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