**Abstract**

 Marketing being a well-developed methodological science, changes its rules constantly and companies have to develop new paradigms and need more up-to-date information to make timely decisions. The role of marketing in the development of business is intact but the way it is executed is radically changing due to the contributions of advanced technology. Over the past few decades the whole world has been experiencing a new global economic order which is branded as information and communication technologies and now as digital technologies. From being physical to virtual a revolutionary change is taking place which is influenced by the spread of knowledge which has given rise to an era of technology and information.Digital technology has opened new channels for selling products. It is of no privilege that the agro-products too got a gateway to get away to the ultimate consumers. Deploying digital marketing would enable the farmers to become more competitive. There is a dearth of studies which explores the determinants of adoption of digital marketing in agro – products in various regions. The present study is being attempted in this purview to analyse the satisfaction perceived by the farmers involving in digital marketing as well as the problems faced by them.