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Importance of agricultural websites in the present era

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The origin of the internet can be traced back to the 1960s, but it was only in the 1990s that it became under recognition and used widespread, which leads to the evolution of website. Websites are the primary user interface for net-enabled businesses, information provision and promotional activities. Websites have played a pivotal role and has profoundly changed our agricultural techniques and has provided the farmers and researchers with adequate data on their doorsteps. In the present study, we emphasized to examine the elements and features which are responsible for the satisfaction of website users emphasizing Agricultural Institutions. It was predicted that it is of utmost importance to enhance the visualization and easy to handle websites with increased features. It is also vital to maintain up-to-date and comprehensive information on the Agricultural based universities and Institutional websites so that people related to agriculture can get latest news and updates of weather, latest varieties, insecticides, pesticides, etc. We proposed a model which consisted of accessibility, web innovation, content usefulness, faith and satisfaction. Of the 9 hypotheses which were projected, 7 were supported by the analyzed data. The structural model depicted statistical data is showing R² value for each of the endogenous variable. For satisfaction R²=0.42, for faith R²=0.54 and for content usefulness R²=0.54. Fascinatingly, from the statistical data it was illustrated that website innovation was the most momentous feature that is affecting and is playing a key role in attracting the agricultural based website users along with the sensitivity of content usefulness, faith and satisfaction. This indicates that website innovation should be highly considered in order to increase user's perception of usefulness, faith and satisfaction. Concluding Agricultural websites are the lifeline of today's farmers and researchers.

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