

Innovative Strategies in Agricultural Marketing Towards Farmer Well being: Global Research Perspectives

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ABSTRACT

Agricultural marketing plays a vital role in shaping the income and well being of farmers worldwide. Innovations in agriculture have produced higher quality, superior and highly nutritious agricultural products. However, these conditions are not balanced with the well being of local farmers and farm laborers. Limited capital, market access and conservative marketing strategies make farmers dependent on middlemen to market their agricultural products, of course at uncompetitive prices. This international proceeding aims to explore innovative marketing strategies for local agricultural products by increasing the efficiency of the value chain and utilizing technology and cooperation or collective economic negotiation to improve farmer well being, maintain food and nutritional security in order to support sustainable development. Referring to a database consisting of 200 articles in the Scopus database, this proceeding synthesizes the latest trends in agricultural marketing. The findings in this study focus on the opportunities and challenges faced by local farmers, especially in developing countries. A more inclusive and measurable marketing strategy is needed by involving digital tools, market policies and business models. It is hoped that this compilation can be followed up by policy makers and practitioners to support the concept of inclusive marketing strategies and make the agricultural system more resilient and empowered.

Keywords: Agricultural marketing, farmers, well being, sustainable development

1 Introduction

Agriculture is the main foundation of global food security, but farmers, especially in developing countries, still face serious challenges in obtaining decent welfare. There is a gap in the positive trend of farmer welfare. In 2023, the Price Index Received (IT) increased by 21.64%, representing an increase in the price of agricultural products, especially the horticulture sector. The Farmer Exchange Rate (NTP), which represents the real purchasing power of farmers, increased by 1.07% [1].

Agricultural marketing is a key factor that plays an important role in improving farmer welfare, amidst the challenges of climate change, market uncertainty, and globalization of the food system. Small farmers face difficulties in accessing profitable markets, due to the long distribution chain of agricultural products. Global studies show significant efforts in developing adaptive and technology-based marketing approaches [2]. Highlighting the importance of integration between farmers and markets through capacity building strategies and simplifying distribution chains. This approach has been proven to increase farmer incomes by shortening marketing channels and expanding access to price and demand information.

However, challenges do not only come from the technology and market side. Policy factors, infrastructure limitations, and access to financing are barriers that are often identified in the literature database studied. Through the study of coffee agricultural zoning, it is shown that the use of geospatial data can be an innovative strategy in adjusting marketing to specific agroecological conditions, thus optimizing productivity and marketing efficiency [3]. Through a cross-disciplinary approach that combines technology, policy, and social innovation, this article aims to explore global perspectives on innovative

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agricultural marketing strategies, with a primary focus on their impact on farmer welfare. By understanding consumer preferences, and adopting new technologies, farmers can increase the selling value of their products. Therefore, innovative marketing strategies are important to bridge the gap between production and markets

2 Literature Review

Marketing

Marketing is a social and managerial process by which individuals and groups obtain what they need through creating and exchanging value. Marketing is not just the process of delivering goods to consumers, but also includes value creation, customer relationship management, and positioning [4]. In the context of agriculture, effective marketing must be able to reduce the distance between farmers and consumers, ensure fair prices and provide transparent market information.

Supply Chain and Value Chain

An integrated approach between the supply chain and value chain will provide encouragement to improve farmer welfare. The supply chain is a system that integrates all processes and actors from upstream to downstream, starting from the procurement of production inputs, cultivation processes, processing, storage, distribution, until the product reaches the hands of the final consumer [5]. The value chain provides a strategic framework for understanding how value is added at each stage of production and distribution, so that farmers obtain optimal margins[6]. These two theories can be combined to obtain more competitive products, fast and efficient distribution and more adaptive business resilience to obtain maximum margins. The supply chain maintains the distribution process to be efficient, while the value chain increases the competitiveness of the product (Balasubramanian & Akila, 2022; Wang et al., 2021).

Welfare

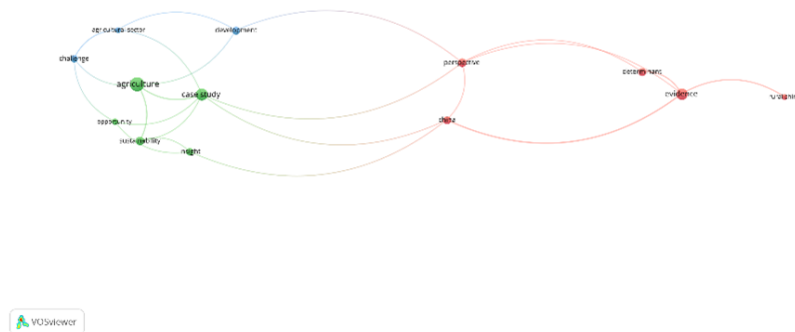
In Maslow's theory, the concept of welfare is a safe and happy condition due to the fulfillment of basic needs such as housing, food, clothing, health, education, and getting safe protection and avoiding risks that threaten their lives [7]. Farmer welfare in this context includes not only the fulfillment of basic needs (food, income), but also a sense of security in income, social participation in farmer groups, recognition of their role in the food system, and opportunities for development [8].

3 Research Methods

This study uses the Systematic Literature Review (SLR) approach. Bibliometrics are chosen to systematically investigate, publish, and synthesize scientific literature in order to gain a deep understanding of innovative marketing strategies in the agricultural sector and empower them for the welfare of farmers globally. The literature is obtained from the Scopus database which has been curated in csv format, with inclusive criteria, namely publications in 2000-2024, in English, focusing on agricultural marketing strategies, farmer welfare, and agricultural system innovation. The results of bibliometrics using vosviewer are used to conduct thematic synthesis, to answer the focus of the research questions based on the background of the problem, namely:

1. RQ1: What are the forms of innovative marketing strategies that have been implemented in the agricultural sector globally?
2. RQ2: What is the impact of innovative marketing strategies on farmer welfare?
3. RQ2: What are the challenges and opportunities and their impact on the desires of the agricultural sector

4 Results and Discussion



Gambar 5. Bibliometric

The results of the thematic synthesis clustering can be grouped as follows:

Thematic 1: Innovative Strategies in Agricultural Marketing: Case Studies and Contextual Approaches

Thematic 1 is a domain that shows that case studies are the main approach in the literature to describe innovative strategies in agricultural marketing. Several articles in the database discuss the use of local technology, digital cooperative models, and community branding strategies as contextual approaches that have been proven to increase the added value of farmer products. Case examples from India and Indonesia emphasize the importance of cutting the distribution chain and direct marketing to consumers [2], [9]. This strategy is closely related to Maslow’s basic needs level, because it has a direct impact on increasing household income and food stability.

Thematic 2: Global Perspective and Empirical Evidence: Case Studies of China and Developing Countries

Thematic 2 is shown by the red cluster, a domain where the literature on innovative agricultural marketing is heavily influenced by studies from developing countries, especially China. In China and developing countries, it is shown that strengthening village-based value chains, integrating price information through digital technology, and government policy support play an important role in the success of marketing strategies [10]. The link between this empirical evidence and the determinants of marketing strategy success is an important basis for recommending a region-based adaptive model.

Thematic 3: Challenges and Opportunities in the Transformation of the Agricultural Sector

Keywords such as challenge, development, agricultural sector form the blue cluster which is the domain of structural issues and transition challenges in the agricultural sector. Much literature highlights limited access to technology, land fragmentation, and farmers’ dependence on middlemen. However, on the other hand, various opportunities have emerged such as: Application of geospatial zoning for agroecological-based marketing [3], Utilization of IoT for production efficiency [3], [11] , Strengthening the role of farmer groups as collective actors in product distribution and promotion [9]. This challenge can be overcome by strengthening local institutions such as Village Cooperatives or Village-Owned Enterprises (BUMDES) and collaboration between stakeholders.

Thematic 4: Impact on Farmer Welfare

Synthetically, all the strategies discussed have direct implications for improving farmer welfare, both in terms of income (Price Index Received / IB), expenditure efficiency (Price Index Paid / IT), and real purchasing power (NTP). Empirical data, shows that in 2023, IT increased by 21.64%, while NTP only increased by 1.07%, which indicates that there is still inequality that can be reduced with innovative marketing strategies [1]. According to Maslow, well-being is not only about economics, but also security, social participation, and self-actualization. In this context, community-based marketing strategies and technology open up opportunities for farmers to: increase bargaining power, engage in local innovation, and become an active part of a sustainable food system.

5 Conclusion

From the results of the discussion and discussion, the conclusion of the synthesis of articles with the theme of innovative marketing agriculture and farmer welfare is as follows:

1. Case studies and local practices provide insight into innovative marketing strategies based on sustainability.
2. Empirical evidence from China and India is an important reference in developing adaptive policies.
3. Structural challenges and opportunities for transformation emerge simultaneously, and can be utilized through technology and social collaboration.
4. The impact on farmer welfare is not only reflected in economic indicators, but also in social participation and the actualization of the role of farmers.

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