



E-commerce Platforms and Rural Livelihood Development Among Smallholder Farmers in Northern Nigeria: A Market Access and Income Growth Study

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Abstract

E-commerce platforms have emerged as a critical tool for enhancing market access and income growth among smallholder farmers in Africa's rural areas. The research employs a mixed-methods approach, combining qualitative interviews with quantitative survey data collected from a sample of 200 smallholder farmers across six northern Nigerian states. The study analyzes the impact of e-commerce platforms on market access and income levels through structured questionnaires and semi-structured interviews. The survey reveals that 75% of respondents experienced increased market access, with significant gains in income attributed to e-commerce platform usage. Notably, farmers who utilised e-commerce saw an average monthly increase of \$200 in their income compared to those without such platforms. E-commerce platforms have demonstrated substantial potential for rural livelihood development and income growth among smallholder farmers in northern Nigeria. The findings suggest that targeted interventions could further leverage these platforms to enhance agricultural productivity and economic resilience. Policy-makers should support the development of e-commerce infrastructure, provide training programmes for farmers on digital marketing, and encourage partnerships between local governments and private sector entities to facilitate market access for smallholder farmers. E-commerce, rural livelihoods, market access, income growth, smallholder farmers, northern Nigeria

Keywords: *Sub-Saharan, Africa, smallholder, farming, socioeconomic, e-commerce, accessibility, development*

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