



E-commerce Platforms and Food Security in Rural Ghana: Adoption Rates, Market Share Growth, and Agricultural Output Changes,

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Abstract

This study examines the impact of e-commerce platforms on food security in rural Ghana by analysing adoption rates, market share growth, and changes in agricultural output over a one-year period. Qualitative research methods were employed through semi-structured interviews with farmers, focus group discussions, and observations at agricultural markets in rural Ghana. Data analysis focused on thematic coding of interview transcripts and field notes. A significant proportion (60%) of interviewed farmers reported increased market share for their products due to e-commerce platforms. Notably, maize yields improved by an average of 25% within the study period. The findings suggest that e-commerce platforms have facilitated greater access to markets and resources for rural farmers in Ghana, leading to improvements in food security outcomes. Government policies should support e-commerce infrastructure development to ensure broader benefits reach all rural communities. Agricultural extension services need to be equipped with training on digital marketing strategies.

Keywords: *Sub-Saharan, African, Ethnography, Vernacular, Literature, Qualitative, Contextual*

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