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Mobile Markets in Burkina Faso: A Comparative Evaluation of Farmers' Selling Prices and Income Gains

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Abstract

Mobile markets have emerged as a significant innovation in rural Africa, offering farmers access to real-time market information and facilitating more efficient sales through mobile applications. The research employed a mixed-methods approach involving surveys, interviews, and data analysis from two different mobile market platforms operating in Burkina Faso. A total of 150 farmers were randomly selected for participation in each platform group. The findings indicate that the use of mobile-based information systems significantly increased average selling prices by 20% compared to traditional sales methods, with a notable increase observed among younger and more tech-savvy farmer groups. The proportion of farmers who reported higher income gains was also notably higher in these platforms. Mobile market information systems have the potential to enhance both efficiency and profitability for smallholder farmers in Burkina Faso, particularly when adapted to local contexts and user preferences. Policy makers should encourage further research into long-term impacts and consider subsidizing mobile services as a means of supporting rural economic development. Farmers' associations could also play a key role in facilitating the adoption of these systems by providing training and support.

Keywords: *African economies, mobile technology, market efficiency, precision farming, rural development, transaction costs, value chain analysis*

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