



Mobile Agriflix: A Theoretical Framework Analysing Mobile Agriculture Market Platforms' Impact on Ethiopian Smallholder Farmers' Income Stability and Growth

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Abstract

Mobile agriculture market platforms have emerged as a significant innovation in rural economies, enabling smallholder farmers to access new markets and technologies. This article focuses on their impact on income stability and growth among Ethiopian smallholder farmers. This work employs qualitative content analysis of longitudinal sales data from mobile agriculture market platforms, focusing on farmer feedback and platform performance indicators. The theoretical framework developed highlights key factors such as platform functionality, farmer engagement, and market access that collectively contribute to income growth among smallholder farmers. Policy-makers should prioritise investments in mobile agriculture market platforms that are designed for local contexts, ensuring they meet the specific needs of smallholder farmers. Additionally, continuous training programmes for farmers on digital literacy and platform use are recommended.

Keywords: *African geography, Smallholder agriculture, Market segmentation, Transaction costs, Technology adoption, Rural development, Supply chain management*

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This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

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