

# Challenges of Agricultural Marketing in East Africa Developing Countries

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**Abstract:** In the past as well as at the time being agriculture is the back bone of world's economy. Especially more than everything, it is very important to developing country like our country. Even though agriculture has old age with human life, still there is no significant change from the previous because of different obstacles. In this systematic review, the researcher tries to review the challenge of agricultural marketing in developing country in east Africa including our country by taking 23 articles. In the review the researcher tries to assess the challenge of agricultural marketing that includes market access, unstable market price, infrastructure, inadequate financial support and drought in the six east Africa developing country including Ethiopia, Djibouti, Kenya, Tanzania, Uganda and Rwanda. The purpose of this review is to assess the factors that affect agricultural marketing in six east Africa developing country. The study uses systematic literature review methods by reviewing 23 different previous empirical & theoretical studies or articles. This review included the concept of agricultural marketing and its challenge. The reviewer used 23 articles to assess the challenge of agricultural marketing in the six developing countries. The review result shows that drought, less accessibility of market, bad infrastructure, unstable price, and inadequate financial support are the major factor that influences the six developing country agricultural marketing.

**Keywords:** Systematic Literature Review, Challenge of Agricultural Marketing, Market Access Unstable Price, Drought, Inadequate Financial Support, Infrastructure

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## 1. Introduction

According to Muradi & Boz, (2018) agriculture is the backbone of the developing country economy development. Most of the people in the developing country are mainly engaged on the agricultural products. Almost greater than 80 % of the population in developing country is found in the rural area. Rural development is one of the key factors that plays very important role in the development of any country whose more than half population resides in rural area [26].

Onumah, Davis, Kleih, & Proctor, (2007) are other researchers defines Agricultural marketing is the study of all the activities, agencies and policies involved in the procurement of farm inputs by the farmers and the movement of agricultural products from the farms to the consumers. The agricultural marketing system is a link between the farm and the non – farm sectors. It includes the organization of agricultural raw materials supply to processing industries, the assessment of demand for farm inputs and raw materials, and

the policy relating to the marketing of farm products and inputs [3].

According to Karthick, Saminathan, & Gopinath, (2020)., the study of agricultural marketing comprises all the operations, and the agencies conducting them, involved in the movement of farm-produced foods, raw materials and their derivatives, such as textiles, from the farms to the final consumers, and the effects of such operations on farmers, middlemen and consumers. This definition does not include the input side of agriculture [15].

The African Development Bank's East Africa Regional Economic Outlook 2020 reviews the economic performance of 6 countries in East Africa. These countries are Djibouti, Ethiopia, Kenya, Rwanda, Tanzania, and Uganda.

According to Grace, Dewhurst, & Anderson millions of smallholder farmers in developing countries face incredible challenges marketing their farm produce [9]. Lack of market information, collusion among middlemen, and thus price determination, and lack of transportation facilities are the

main challenges facing smallholders in many developing regions [9].

According to Oxford Business Group, (2008), Djibouti's agricultural sector faces challenges such as limited arable land, water scarcity, poor infrastructure, and limited access to finance. In addition, smallholder farmers in developing countries face incredible challenges marketing their farm produce. Lack of market information, collusion among middlemen, and thus price determination, and lack of transportation facilities are the main challenges facing smallholders in many developing regions [10].

According to Hailu, Sala, & Seyoum, (2016) In Ethiopia Market information & linkage, road access, agro-processing & commercialization, ware housing, financial sectors development, presence of illegal traders, trust & business ethics, government support, legislation & control, presence of brokers, transaction cost on marketing and training and development were the major challenges of agricultural marketing in the study area [12].

According to KENYA, (2021) Ministry of Agriculture report, Livestock, Fisheries and Cooperatives in Kenya, some of the challenges facing the agricultural sector in Kenya include poor infrastructure in some parts of the country leading to great losses of farm produce thus reducing earnings of farmers, unstable prices of agricultural commodities on the local/world market which has discouraged farmers, drought/famine in various parts of the country forcing the government to provide relief food Other challenges include low productivity due to land and population pressures which have led to significant constraints on production, particularly for smallholders, poor management of markets and marketing inefficiencies, inadequate access to financial services, and low access to markets [16].

According to Nath & Behera, (2011) World Bank report, Uganda's agriculture sector depends on the whims of the weather. Farmers will not invest in commercial agriculture while counterfeit and poor-quality inputs dominate the market. This is one of the challenges that Uganda's agricultural sector faces. Other challenges include lack of quality packaging capabilities, insufficient storage facilities, poor post-harvest handling practices, shortage of agricultural credit, high freight costs, the lack of all-weather feeder roads in rural areas, a complicated and inefficient land tenure system, and limited knowledge of modern production [31]. Agricultural marketing in Tanzania faces several challenges. One of the main challenges is the lack of infrastructure such as roads and village markets which makes it difficult for farmers to transport their produce to the market. This leads to a lack of agricultural commercialization and low productivity. Another challenge is the lack of price controls which makes it difficult for farmers to receive a minimum price for their produce [31].

According to Magesa, Michael, & Ko, (2014), there are also challenges related to logistics costs emanating from infrastructure particularly road quality which impacts agricultural production and marketing in rural Tanzania [22].

According to Clay et al., (1995) the Food and Agriculture Organization (FAO), despite remarkable improvements over recent years, the agricultural sector in Rwanda still faces many challenges such as land degradation and soil erosion, land use and distribution, strong dependence on rainfalls and vulnerability to climate shocks, low levels of productivity for both crops and livestock due to low input use, poor production techniques and inefficient farming practices [5].

#### *Objectives*

The main objective of the review is to assess the challenge of agricultural marketing in the six east Africa developing country. And the specific objectives of the review are,

1. To assess the infrastructure of agricultural marketing in the countries.
2. To assess the price of agricultural commodity of the countries.
3. To assess the access of financial services to agricultural marketing in the countries.
4. To assess the agricultural products access to the market in the countries.
5. To assess the challenge of drought in agricultural product.

## **2. Literature Review**

### ***2.1. Infrastructure of Agricultural Product***

According to Llanto, (2012) Agricultural marketing infrastructure refers to the facilities and services that support the marketing of agricultural products. These include transportation, storage, processing, and communication facilities. The role of infrastructure in agricultural marketing is to provide an efficient and effective system for the movement of agricultural products from the farm to the consumer [20]. This helps to reduce transaction costs and increase the profitability of farmers. Infrastructure also helps to improve the quality of agricultural products by providing facilities for grading, sorting, and packaging. It also provides access to information on market prices and trends which help farmers make informed decisions about what crops to grow and when to sell them and Infrastructure plays an important role in agricultural marketing. It helps in the transportation of goods from the farm to the market and also provides storage facilities for the produce. This helps farmers to sell their produce at a better price and also reduces wastage. Infrastructure also helps in the development of rural areas by providing employment opportunities and improving the standard of living of people living in these areas [20].

### ***2.2. Price of Agricultural Product***

According to Coltrain, Barton, & Boland, (2000). The role of price for agricultural products is to ensure that farmers receive fair compensation for their work and investment. The price of an agricultural product is the exchange value of the agricultural product measured in terms of money [6]. Thus, the price of an agricultural commodity refers to the want satisfying power of the commodity expressed in terms of

money. The set of prices of all agricultural commodities is termed as agricultural prices. The foremost objective of agricultural price policy is to ensure the appropriate relationship between the prices of food grains and nonfood grains and between the agricultural commodities so that the terms of trade between these two sectors of the economy do not change sharply against one another [6].

Baffes & Haniotis, (2016). Defines A 'fair' price for the producer is the price for a product that includes all production costs and at least a 'Living Income' (LI) for the farmer and 'Fair Wages' for all workers involved, plus a small percentage for necessary investments [4].

### **2.3. Challenge of Drought in Agricultural Production**

According to (Madadgar, AghaKouchak, Farahmand, & Davis, (2017), Drought affects agriculture by reducing water availability and soil moisture, which can cause declines in crop yield and livestock productivity. Drought can also increase the risks of insect and disease outbreaks, wind erosion, wildfire, and altered ecosystem functions that harm vegetation and soil. The impacts of drought on agriculture can have economic and social consequences, such as reduced supplies and demand, higher costs and prices, lower GDP contribution, mental health strain, and loss of livelihoods for farmers and related industries and Drought can cause significant economic and social problems. The lack of rain can result in crop loss, a decrease in land prices, and unemployment due to declines in production. As water levels in rivers and lakes fall, water-supply problems can develop. Crop growth, development and production are undesirably affected by drought conditions because of physiological interruptions, physical damages and biochemical modifications in plants. Drought can stunt the growth of crops, resulting in a decline in the size and quality of produce. Consumers may expect to see higher prices for local food as farmers cope with lower yields and higher expenses. Limited water availability for washing produce may lead to sanitation and health issues for consumers [21].

### **2.4. Market Access of Agricultural Product**

Market access plays a crucial role in agricultural marketing. It enables producers to find new buyers, build and maintain relationships with current buyers, and access market research to manage supply, anticipate demands and establish prices. Agricultural markets are promoted as a possible pathway to rural development, as they are seen as important for economic growth and addressing poverty. Market access plays an eminent role in the reach of agricultural produce to consumers, selling of output, fetching good price, creating relationships and satisfying customers. It is inferred to cover services involved in moving an agriculture product from the farm to the target consumer. The Agreement on Agriculture establishes a number of generally applicable rules with regard to trade-related agricultural measures, primarily in the areas of market access, domestic support and export competition. Market information services, especially those

based on mobile phones and tablets can enhance farmers' ability to access markets and match consumers' demands through improving the flow of information between traders and producers, reducing transaction costs, and enabling farmers to purchase required inputs [6]. Global agricultural market integration could reinforce the adaptive role of trade by increasing availability of and access to food in countries that will be negatively affected by climate change [21].

### **2.5. Financial Service in Agricultural Marketing**

According to Hazell & Varangis, (2020), Financial services play a crucial role in agricultural marketing. They help farmers to access credit and other financial services that can help them improve their farming practices and increase their productivity. Financial services can also help farmers to access markets for their products and to manage risks associated with farming. In addition, financial services can help to promote sustainable agriculture by providing funding for research and development of new technologies and practices that can help farmers to improve their yields while reducing their environmental impact. Agricultural finance helps clients provide market-based financial services and fund long-term and green investments to support sustainable agriculture and Agri-food value chains. Credit plays a very important role in procuring high-cost farm inputs and implements [13].

## **3. Methodology and Review Progress**

The primary aim of this review is providing deep literature to add the existing knowledge about the challenge of agricultural marketing in the six east Africa developing country. The existing knowledge updated by combining the previous publishes empirical and theoretical articles. So, the methodology of the review is systematic literature review.

### **3.1. Systematic Review of Literature**

According to (Abdeta & Zewdie) Systematic reviews are characterized by being methodical, comprehensive, transparent, and reproducible. The review was focused on the concept of challenge of agricultural marketing such as drought, poor infra-structure, unstable agricultural commodity price, less market access, and inadequate financial service [1].

### **3.2. Way of Getting Evidence**

Under this systematic review finding and looking related empirical studies is the most important and crucial issue because every further research process is depended on the published articles that have the same concept with the challenge of agricultural marketing in developing country or factor affecting agricultural marketing in developing country. The review was taking place after the systematically arrangement of different published article on the concept of factor affecting agricultural marketing in developing country. So, the evidence searching process was carried out by using

key words like, factor affecting agricultural marketing in developing country, the problem of agricultural marketing, what are the bottle necks of developing country agricultural marketing. What is the impact of poor infrastructure, less access market, unstable agricultural product price, drought and inadequate financial service on the developing country agricultural marketing? and etc.

### 3.3. The Article Selection Process

According to Abdeta and Zewdie the most important article selection criteria are the subject theme (the alternative article concept must be related to the challenge of agricultural marketing in developing country), year of publication (most researchers argue that simply the source should not be outdated) and language (the written language of the alternative article should be English). In this systematic review of literature 24 articles was taken for the purpose of analysis from the six developing countries in east Africa including our country. The publication date of selected 24 articles was almost from 2015- 2022 G. C. firstly the EndNote Google scholar search was show numerous articles but based on the selecting criteria such as subject theme, publication date, duplication and other criteria the relevant article for this review are twenty-four.

### 3.4. Distribution of Articles County Origin

The geographical distributions of the selected articles for the purpose of review are obviously from six east Africa countries such as Ethiopia, Djibouti, Kenya, Uganda, Ruanda and Tanzania.

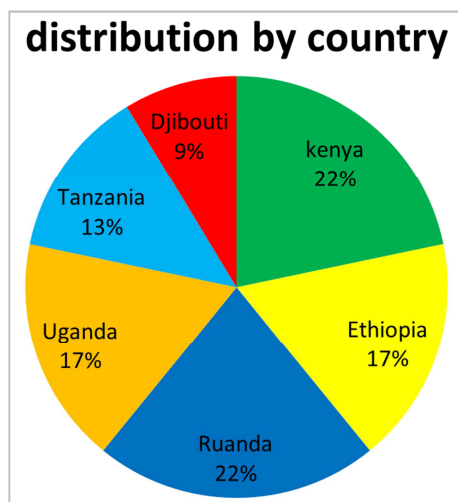


Figure 1. Geographical distributions of articles.

As it showed in the pie chart the geographical distribution of the selected 23 articles, Kenya takes 22%, Ethiopia (17%), Ruanda (22%), Uganda (17%), Tanzania (13%) and Djibouti takes (9%).

### 3.5. Distribution of Articles Approach

Distribution of articles approach is all about that the

research approach of the selected 25 articles for the purpose of done g systematic review.

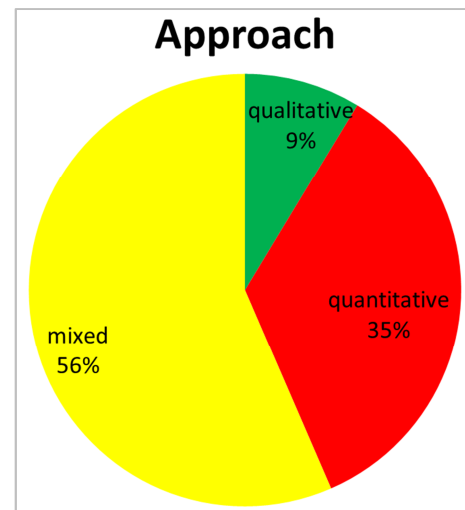


Figure 2. Research Approach distributions of articles.

Among the selected 23 articles for the purpose of carried out the systematic review 8 (35%) Articles methodological approach was quantitative approach, 13 (56%) articles are mixed approach and the last 2 (9%) article was qualitative approach.

### 3.6. Distribution of Articles Methods of Analysis

The selected 25 articles method of data analysis are some of the articles done by Inferential, some of them by descriptive and the remains was used both Inferential and descriptive method.

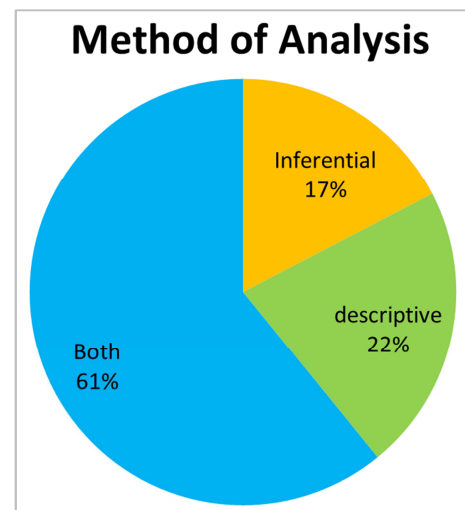


Figure 3. Research Approach distributions of articles.

The articles selected for systematic review are used inferential analysis, descriptive analysis, and both of the analysis. As indicated in the pie chart above, the distribution of analysis is 61%, 17% and 22% inferential & descriptive, descriptive and inferential respectively.

## 4. Results and Discussion

### 4.1. Result and Discussion Challenge of Agricultural Marketing in Kenya

According to Geoffrey, Hillary, Kibe, Mariam, and Mary (2014) tomato is the second leading vegetable in Kenya in terms of production and value after potato. The study was assessing the challenge and prospect of tomato production in Kenya. The main purposes of the researcher were assessing the possible challenge of tomato production and propose the possible intervention to enhance the productivity. The study was used quantitative approach. The researcher was used secondary data from Horticulture Crop Development Authority, Amiran Kenya limited and Ministry of Agriculture, Livestock and Fisheries records and the obtained data was analyzed by using descriptive statistics and presented by using table. The researcher identified the main challenge of production enhancement of tomato in Kenya. Among the factor identified the following are the main problems. Production inefficiencies, market inaccessibility, and underutilization of processing facilities and unstable pricing were identified to affect tomato value chain performance [8].

Atera, Onyancha, & Majiwa (2018) are another Kenyan researcher who studied about the production and market of rice in Kenya. The main purpose of the study was to identify the possible problem of rice production and market of rice. According to those researchers the production and the market of rice is very important for Kenyan farmers due to the increase of food security of the households as well as to increase the income of households of each individual [2]. Quantitative approach was employed for the purpose this study. The study was use secondary data and gain from 14 years annual panel data in Kenya black tea. The observation or the data were 224 from 16 countries. Inferential statistics was the method of data analysis. Lastly the study identified the potential challenge of the production and market of rice in Kenya and gives the recommendation for the concerned body to improve the market and the production of the rice. Such challenge is inadequate financial support, unstable market price, less accessibility of the market, drought or problem of access of the water and based on the identified problem the researchers recommend the following points, the government should be promoting investment, pricing policy should be assessed, financial service should be improved and land and water used management should be assured [2].

(Nzioki, 2013) is Kenyan researcher studied the challenge of horticulture markets in the country. According to this study farmers are always raising the problem of the markets of horticulture. mango was the most popular horticultural produce followed by tomatoes, watermelon and capsicum in Kenya. The main purpose of the study was to assess the challenge of horticulture market in Kenya. The researcher was used mixed method approach that means both qualitative and quantitative approach. Primary data was collected from 65 individuals, 50 farmers, 12 middle men, 2 exporters and 1 District Agricultural Officer [32]. the data was collected using close and open-ended questioner method. The collected

data was analyzed by using descriptive statistics. Finally the researcher conclude the major problem of the mango horticulture Horticultural fruit are market access problem such as middle men take the larger share of profit, poor prices, lack of transport and high post-harvest losses, and based on the finding the researcher recommend the following points, there should be agreed and structured formula of price the benefit both the middle men and the farmers, and the transportation infrastructure must be improved to make more accessible to the markets [32].

Kyaw, Ahn, & Lee, (2018) studied the in tile of factors affecting the market participation of smallholder farmer. The main purpose of the study was to examine the factors affecting the market participation of smallholder farmers and find ways to improve the problems. Mixed approach was employed in the study. Primary data was collected from 150 smallholder rice farmers which were selected using a random sampling technique. Both descriptive and inferential analysis was the main method of data analysis. The researcher found that small scale farmers' participation in agricultural market influenced by the following factors. Price of rice, access to roads, distance to market, access to extension financial services, and market information and finally the researcher recommend the government and policy makers should be established balanced, fair, and well managed policy for small scale farmers [26].

Kihoro, Irungu, Nyikal, & Maina, (2016) those researchers are studied about an analysis of factors influencing farmers' choice of green gram marketing channels in mbeere south sub county, Kenya. The main objective of the study was to examining the challenging's that influence the farmers to participate in green gram market channel. The study was used mixed research approach. The data was collected from 266 household in Mbeere South sub-County. Both descriptive and inferential statistics were used to analyze the collected data. The results showed that lowest or unstable price, market access& information, Transport costs& infrastructure, access to credit is negatively influenced the agricultural marketing of rural retailers and farmers and lastly the researcher recommend the government should be intervene in price support and production cost such as provide the improved seeds for the retailers and farmers [17].

### 4.2. Result and Discussion Challenge of Agricultural Marketing in Ethiopia

Woldu, Mohammed, Belew, Shumeta, and Bekele (2015) studied on the title of assess and identify the factors that influence the production and marketing performance of banana in Ethiopia. The main objective of the study was to assess and identify the potential factor of the banana production in Ethiopia. The study was used mixed research approach and the primary data was collected from the households by using random sampling techniques and Secondary data was also collected from written documents and focus group discussions (stakeholders) across the survey areas. The collected data was analyzing in both descriptive and econometric analysis. Finally, the researchers are found

that farmers' banana production and market is affected by the poor prices, market information & access, pricing, drought, transportation costs and infrastructure. Based on the finding the researchers recommend the following points. The small-scale farmers and retailers should be access to training, improved production and marketing technologies, market information and bargaining power in the marketing of their banana is very important issue and enable farmers to better utilize their banana production potential, integrated irrigation water development and utilization technologies as well as soil conservation and gully rehabilitation programs across the catchment areas need to be given due attention [39].

Hailegiorgis and Hagos (2016) are another Ethiopian researcher studied on the title of Structure and Performance of Vegetable Marketing in East Shoa. According to the researcher the Analysis of marketing performance of vegetable plays an important role in an ongoing or future market development plan. And the main purpose of the study was to assess the structure and performance of vegetable market in east shoa. mixed research approach was used in the research and both primary and secondary data was collected from of 190 respondents comprising of 136 farmers, 4 farmer traders (assemblers), 8 woreda wholesalers, 10 woreda brokers, 10 woreda retailers, 6 central wholesalers and 6 central brokers and 10 central retailers took part. Method of data analysis was both descriptive and inferential analysis. Descriptive statistics presented in terms of frequencies, percentages and central tendencies and econometrics analysis was employed to analyze the least square regression (OLS) for determination of economies of scale for marketing intermediaries. The result of the study was showed that Fluctuation of the market price, less market access for small firms, transportation access for the small-scale farmers is influenced the vegetable market in the region. Finally, the researchers are forwarded the following recommendations, Due to the strongly oligopolistic market structure of vegetable, intermediaries face difficulties to enter or exit freely in the market. Thus, to address oligopolistic tendency, it requires change of the existing imperfect market structure so as to be competitive, through engaging all actors to freely participate in the process of vegetable marketing, the government should create convenient environment for all farmers, brokers and woreda wholesalers and the administration promote fair market for smallholder producers and all actors [11].

According to Deng (2020) fish agricultural marketing is the most recent phenomenon in e Ethiopia. Researcher studied on the tile of factors affecting fish production and marketing in Gambella region, Ethiopia. The main purpose of the study was to assess factors that affect fish production and marketing in Gambella, Ethiopia. The study was qualitative approach' and the data was collected from buy direct observation and the method of data analysis was descriptive analysis. Based on the observation the researcher identifies the following major problem of fish production and market. Poor transportation access, poor postharvest handling, low price at the landing site, and improper market place are the

main challenges. Recommendation of researcher is enough modern and efficient gears need to be made available. Other modern postharvest handling techniques need to be introduced to ensure a longer shelf life of fish after harvest. Infrastructures need to be constructed to access all water bodies in the region and lastly the government and other stakeholders could develop policy considering the issue of the fishery status of the region [7].

Kuma, Baker, Getnet, & Kassa, (2013) are conducting research on the title of factor affecting milk market outlet in the Wolaita zone, Ethiopia. The main purpose of the study was to assess the factor that affects milk market outlet selections in wolaiya zone Ethiopia. Mixed research approach was employed in the study. Both secondary and primary data was collected from 398 households by using simple random sampling methods. The data analysis was both descriptive statistics and econometric models. The researcher takes 4 different milk outlet and that milk outlet are face different challenges such as price instability, market access, bad infrastructure and facility to transport the milk, week market linkage and other problems. Lastly researcher recommend that the government should be creating linkage for the milk market for the farmers and small-scale firms as well as there must be strong work to substitute traditional cow with crossbred cow to enhance the production of milk market and product [18].

#### ***4.3. Result and Discussion Challenge of Agricultural Marketing in Rwanda***

Nahayo et al., (2017) are Rwandan researchers that conduct research in title of factors influencing farmers' participation in crop intensification program in Rwanda. The main purpose of the study was to assess factor that affect the participation of small farmers in the crop intensification program in Ruanda. The study was conducted under the quantitative approach. The data was collected from 340 respondents from Mayange and Rusarabuye sectors. Descriptive statistics and binary logistic regression model were used to analyze the data. Results show that the factors that significantly influenced the farmers' participation in the agricultural production and market are price, market access, agro-ecological conditions like drought and financial service support. Lastly the researcher was recommended there is a need on the part of policymakers to empower farmers with adequate knowledge on better cropping practices and agricultural technologies through appropriate extension services and bottom-up based program [23].

(Mubirigi, Shukla, & Mbeche, 2016) are researchers that conducting their research on the title of factor affecting the performance of agricultural cooperative members. The general objective of the study was to assess the factors influencing the performance of agricultural cooperative members in Gatsibo District Rwanda. The mixed research approach was employed and the data was collected from five sectors. The number of data was 244. Both inferential and descriptive statistics were used in the study to analyze the collected data. The research findings identified several

factors that influence agricultural cooperative performance such as lack: shortage the price of agricultural product, the ecological factor, the market share information, different infrastructure challenges and inadequate financial support are the main potential factors of the farmers to perform well their agricultural activity. Lastly the researchers suggested possible remedial measures that may help in fostering the performance of agricultural cooperative such as: reduction of external assistance, improvement member's empowerment through trainings and education, and promotion of extension services programs as well as quality checks up of agricultural inputs and engagement of agricultural economics students and youth in cooperative [24].

(Mutago, 2022) is the other researcher that study in title of analyzed poultry eggs production and marketing in Rwanda. According to the researcher as in many other developing countries, in Rwanda poultry farming is a very important component of livelihoods, especially in rural areas. The major objective of this study was to analyzed poultry eggs production and marketing in Rwanda. Quantitative approach was used in the study [28]. The data was collected from 85 respondents and econometrics model was used to analyze the collected data. The results indicated that problem of market access, unstable price; the majority of lack of veterinary services for the chicken is the major problems [28]. The possible suggestion of the researcher was, policy makers should elaborate the manner that should improve and increase poultry production in both quality and quantity for long the run as well as to reduce poverty, end hunger, achieve food security through sustainable as well as creating market linkage for poultry, establish the standard price, provide training for the producer [28].

According to Mbitsemunda and Karangwa (2017) Rwanda remains trading very low volume of beans inside the country and across borders thereby becoming unable to meet national and international demands. Those researchers are conducting their research on the title of factor affecting g the participation of farmer in the bean market. The purpose of the study was to assess the factor of that influence the participation of the farmers in the bean market. Mixed method approach was employed for the purpose of this study. The data was collected from 100 farmers in the 5 sectors of Nyanza districts by using Yamane formula. Both descriptive and econometric analyses were performed for analyzing the collected data. The regression result shows that factors that significantly influenced the probability of farmers to participate in output market experience, market access, financial support service, distance of market and selling price. Lastly the researchers recommend and suggest the following points, in order to promote the marketed surplus, more efforts from the government and non-government institutions should concentrate on lowering the transaction costs and supporting the marketing extension services and market linkages among diverse market players. Government should identify a pathway to create better credit services to households with minimal farm size in order to create viable conditions [30].

Innocent, Mulyungi, Kinyuru, & Aimable (2018) were

studied on the title of Analysis of Institutional factors Influencing Farmer's Choice of Milk Marketing Channel in Rwanda. The main purpose of the study was to analyzed factors that influence farmers' milk channel choice. Quantitative approach was used by the researchers. The data was collected from 96 respondents by using structure questionnaires. Inferential statistics was used by the researchers to analyze the collected data. The result showed that local vendors marketing channel, brokers channel, access to market information, access to credit are the main factors that influence the choice of milk market channel of farmers. Further the study recommends government funding to be increased to make those institutions more active so that it can facilitate in providing trainings and the right information to dairy farmers. Provision of non-price incentives and promoting transparency and accountability in the governance of milk collection centers and dairy cooperatives are to be reinforced in order to attract more farmers in formal value chain [14].

#### ***4.4. Result and Discussion Challenge of Agricultural Marketing in Djibouti***

(Musa, Wasonga, & Mtimet, 2020) Livestock export from Djibouti to the Arabian Peninsula countries is an important economic activity and the main source of Djibouti foreign exchange earnings. The main purpose of the research was to the asses the factor that influence livestock market in Djibouti. The researcher used quantitative research approach. Secondary time series data was used for the study of this research. Econometrics analysis was employed to analyze the collected data. Results show that markets access, market policy such as livestock ban imposed by the import countries, border restrictions imposed and drought have influence on the volume of cattle, most of the factors analyzed to have influence on monthly volume livestock transacted for export are institutional and policy-related hence can be corrected though requisite regulatory, institutional and policy reforms in consultations with stakeholders [27].

(SAITO, MALOW, ALI, & SOLIMAN, 2022) are another Djibouti researchers that study on the title of Structure of agriculture sector in the southern part of Djibouti. According to those researchers' agriculture sector plays an essential role in the country's economic development, such as food and funds for other sectors. The main purpose of the researcher was to assess the structure of agriculture activity of Djibouti. Data was collected in case study by direct observation of the region. The research approach was qualitative approach and the data was analyzed by descriptive statistics [36]. The researchers found that Drought and market access are the major problem of agricultural activity in the south part of Djibouti. Then lastly the study recommends the following point, the government should give great attention for the pastoral region to get the access of the market to their product as well to minimize the amount severity of the drought the government must be some measurement action to alleviate the problem and the agricultural sectors must be support the environment [36].



#### **4.5. Result and Discussion Challenge of Agricultural Marketing Tanzania**

(Sambuo & Mbwaga, 2017) the other crucial part of the study is Tanzania agricultures. These researchers are study on the title of Challenges of Coffee Price Fluctuations and Sustainability of Agricultural Marketing Co-Operatives in Tanzania. The main purpose of the study was to assess the coffee price the challenge or the fluctuation of coffee price. Mixed method approach was used and the data was collected from 86 farmers and 32 leaders of primary cooperative associations. And the collective data was analyzed by using both descriptive and inferential analysis [37]. Lastly the researcher finds that the main challenge of the fluctuation of the coffee price is that unfavorable coffee prices, access to extension services, pests and coffee diseases, unreliable Coffee markets, shortage and untimely accessibility of farm inputs, are the main challenges of change in price of coffee as well as sustainability. Based on the finding of the study the researchers suggest the following points, Training and extension services should also be provided to coffee farmers targeting on improvement of quality and increasing quantity of coffee produced [37]. The Government together needs to rethink of nature, extent and intensity of inclusiveness of coffee farmers at high market value, from local, regional level and international market [37].

According to the Mutayoba and Ngaruko (2018) Smallholder farming and marketing of high value crops can bring about better prospects for smallholder farmers in high potential agricultural areas of Tanzania. The researchers conduct their study on the title of assessing tomato farming and marketing among smallholders in high potential agricultural areas of Tanzania. The main purpose of the study was to assess the tomato farming and its market in Tanzania and mixed research approach was employed in the study. The data was collected from 204 farmers by both interview and Descriptive statistics techniques were used to analyses the data. In the study the following challenges of tomato farms and markets, lack of market information, low prices, fluctuating prices, high competition and lack of storage facilities were the major constraints and challenges faced by tomato smallholder farmers as well as lack of market building structures, unreliable markets, long distance to markets and weak farmers association are so common in the study area. Then the researchers recommend the following points, the government must b intensify the small holder farmers by creating the market linkage, develop good infrastructure, set standard price of the tomato, reduced the marketing channel participants, supply the inputs that necessary to produce the tomato product [29].

The other important study is conduct by Shirima (2022) and his studied on the title of Critical Success Factors for the Better Performance of Agricultural Marketing Co-operative Societies in Rombo District. The purpose of the study was to establish the Critical Success Factors for the primary Agricultural Marketing Co-operatives Societies at Rombo District in Tanzania. The study was employed mixed

approach. The data was collected from 334 respondents through questionnaire. Both descriptive as well as inferential statistics were employed to analyze the data. Market promotion strategy and promotion, unstable market price, market information and commitment are some identified critical factors or challenges. The study recommends that, the members should be given priority in any decision that is intended to affect the cooperatives that can be easily translated according to their expectations to have strong institutions as well as the government should create market linkage, set standard price, provide financial support [38].

#### **4.6. Result and Discussion Challenge of Agricultural Marketing Uganda**

The last important part of the review is the challenge of agricultural marketing of Uganda. According to (Mujuni, Natukunda, & Kugonza, 2012) beekeeping is the most common agricultural practice in Uganda. The researcher conducts their research on the title of assess factor affecting bee keeping associated technology. The main purpose of to assess the factors affecting the adoption of beekeeping and associated technologies in Western Uganda. The mixed research approach was employed. The data was collected from 100 farmer households were purposively and randomly selected from two sub counties to respond to a standard questionnaire. The collected data was analyzed by using both inferential and descriptive analysis. The finding was lack of equipment, bad weather, pests, lack of credit facilities, poor transport and poor extension services, the farmers do generate income. Farmer's training in beekeeping, record keeping, use of modern technologies, control of weather effects and control of bee pests and diseases should be strengthened. Efforts should be put into empowering the farmers with knowledge and skills, ensuring availability of modern technologies and increasing the beekeepers access to credit facilities [25].

Ayoki (2007) was studied on the title of Agricultural market in Uganda. The main purpose of the study was to analyze the factor affecting the agricultural marketing in Uganda. The study was mixed method research approach. The data was collected from 345 traders from 22 districts. The study found that: Agricultural liberalization led to rise in producer prices of cash crops, but increased price vulnerability among food crops and cotton farmers due to collapse of the system of collective marketing through cooperatives. Meanwhile, the increase in food export and imports underline the challenges of improving food security increasing agricultural productivity and food aid programmed. Liberalization of agricultural trade such as the removal of monopoly powers of state enterprises led to a rise in producer prices received by farmers especially for cash crops e. g. coffee and increase in food exports and import. The researcher suggest that Policy options should be adopted that promotes not only export-driven production, but that gives priority to food sustainability. Measures may have to be taken to save food producers from collapse and to increase agricultural productivity [33].



Ruhangawebare, (2010) was conducting his research on the title of factors affecting the level of commercialization among cattle keepers in the pastoral areas of Uganda. The main purpose of the study was to assess the factors that affecting commercialization between the cattle keepers in Uganda. The mixed research approach was employed in the study [35]. The data was collected from 180 farmers by interview. Descriptive and econometrics statistics was used to analyses to the collected data. Finally, the researcher was found that, Livestock markets operated on a four-tier system; farm gate, primary market, secondary market and terminal markets. access to market, distance to the nearest livestock market, value of the milk sold, cattle prices road condition Hence improving market information access and flow as well as upgrading of physical infrastructure would potentially increase pastoral cattle keepers 'sales rates and consequently improve their participation in livestock commercialization [35].

The last study for the purpose of this review was Factors influencing the intensity of market participation of coffee processors in Uganda Phiona and Ambrose (2023). The main purpose of the study was to examine the level of market participation of coffee processors and the factors that influence their intensity of market participation for processed coffee in Uganda. Mixed research approach was used for the purpose of this study. The data was collected from 120 coffee processors in Uganda by semi structured questionnaire and the collected data was analyzed by using both descriptive and inferential analysis. The findings demonstrate that the intensity of market participation of coffee processors affect by credit access, market access, non-significant price increment. So based on the finding the researcher recommend the following points, it is critical to improve processor capacity for increased proportion of processed coffee. This could be done through optimal allocation of resources like labor and raw coffee resulting into high returns in promoting processors' level of market participation [34].

## 5. Conclusion, Direction and Limitation of the Study

### 5.1. Conclusion

Even though the challenges of agricultural marketing are numerous in number, I am tried to assess some of the challenge. Such as the less accessibility of the market, unstable market price of agricultural products, inadequate financial supports, drought and poor infra-structure and in this review, I also selected the six east Africa developing country and assess their agricultural challenge. Generally, the literature review was grouped in to the six themes, Kenya, Ethiopia, Djibouti, Rwanda, Tanzania and Uganda. So, the conclusion was made based on the theme.

Theme 1 challenge of agricultural marketing in Kenya: Based on the first result and discussion of different Sempirical studies in the review,

1. Production inefficiencies, market inaccessibility, and

underutilization of processing facilities and unstable pricing were factors that affect tomato agricultural marketing.

2. Inadequate financial supports, unstable market price, less accessibility of the market, drought or problem of access of the water are factor affecting the rice agricultural market.
3. major problem of the mango horticulture Horticultural fruit are market access problem such as middle men take the larger share of profit, poor prices, lack of transport and high post-harvest losses.
4. Lowest or unstable price, market access& information, Transport costs& infrastructure, access to credit is negatively influenced the agricultural marketing of green gram.
5. Small scale farmers' participation in agricultural market influenced by unstable Price, access to roads, distance to market, access to extension financial services, and market information.

Theme 2 challenge of agricultural marketing in Ethiopia: The second part of result and discussion was challenge of agricultural marketing in Ethiopia and for the purpose of review 4 empirical article was taken. So based on the result and discussion of the 4 article the following conclusion is made.

1. Poor prices, market information & access, pricing, drought, transportation costs and infrastructure affect the banana agricultural marketing.
2. Fluctuation of the market price, less market access for small firms, transportation access for the small-scale farmers are factors that affect the vegetable market in the region.
3. Major problem of fish agricultural marketing is Poor transportation access, poor postharvest handling, low price at the landing site, and improper market place.
4. Price instability, market access, bad infrastructure and facility to transport the milk, week market linkage are factors that influence the milk market.

Theme 3 challenge of agricultural marketing in Rwanda: The third result and discussion were factor affecting the agricultural marketing in Rwanda and for the purpose of review 4 articles was reviewed. Based on the result it is possible to make the following conclusion.

1. Farmers' participation in the agricultural production and market are affected by price, market access, agro-ecological conditions like drought and financial service support.
2. Agricultural cooperative performance affected by price of agricultural product, the ecological (drought) factor, the market share information, different infrastructure challenges and inadequate financial support.
3. Problem of market access, unstable price; the majority of lack of veterinary services for the chicken is the major problem of poultry eggs production and marketing.
4. Market experience, market access, financial support service, distance of market and selling price are major

factors that influence the participation of small holder farmers in agricultural marketing activity.

5. Local vendors marketing channel, brokers' channel, less access to market information, access to credit are the main factors that influence the choice of milk agricultural marketing of farmers.

Theme 4 challenge of agricultural marketing in Djibouti: The fourth result and discussion are challenge of agricultural marketing in Djibouti. Only articles are selected for the purpose of the review because of lack of related articles. Based on the result and discussion, the following conclusions are made.

1. factors affecting the livestock market are markets access, market policy such as livestock ban imposed by the import countries, border restrictions imposed and drought have influence on the volume of cattle.
2. Drought and market access are the major problem of agricultural marketing activity in the south part of Djibouti.

Theme 5 challenge of agricultural marketing in Tanzania: the fifth result and discussion were the challenge of agricultural marketing in Tanzania and 3 articles were selected for reviewing purpose. Based on the result the following conclusion was made.

1. fluctuation of the coffee price, unfavorable coffee prices, access to extension services, pests and coffee diseases, unreliable Coffee markets, shortage and untimely accessibility of farm inputs are the main factors that influences the farmers to engage the coffee agricultural marketing.
2. the main challenges of tomato farms and markets are lack of market information, low prices, fluctuating prices, high competition and lack of storage facilities.
3. Market promotion and strategy, unstable market price, market information and commitment are some identified critical factors for agricultural marketing cooperative society.

Theme 6 challenge of agricultural marketing in Uganda: the last part of the review was theme 6, the challenge of agricultural marketing in Uganda. 5 articles were selected to reviewing purpose. Based on the article result and discussion the following points are put as a conclusion.

1. Lack of equipment, bad weather, pests, and lack of credit facilities, poor transport and poor extension services are factors that affect bee keeping agricultural marketing.
2. Price fluctuations, market monopoly, problem of Liberalization of agricultural trade are factors that affect agricultural marketing in a country.
3. Credit access or poor financial support, market access, and non-significant and price increment are the factor that influence market participation of coffee processors.
4. Access to market, distance to the nearest livestock market, and value of the milk sold, cattle prices road condition of livestock markets are factors that affecting the level of commercialization among cattle keepers.

## 5.2. Direction for Future Researcher

Based on the result & conclusion the systematic review of the literature, I am interesting to give the main two directions for future researchers.

First, almost empirical studies are concluding that poor accessibility of market, unstable price, drought, inadequate financial service, and poor infrastructure are factors that affect the agricultural marketing in Kenya, Ethiopia, Djibouti, Rwanda, Tanzania and Uganda. But future researcher must be looking critically the other many challenges of agricultural marketing in that country.

The last my recommendation for future researchers is related to the geographical distribution or the origin of the country most of the studies are carried out in almost some selected country so future reviewers should give an attention on the other country.

## 5.3. Limitation of the Study

The main purpose of the review was carried out and assess factor affecting agricultural marketing in the six developing countries in east Africa through systematic review of different empirical studies.

1. The first limitation of this study is only 23 articles are selected for the purpose of this systematic review but I am not believing that 23 articles are not enough to make deep reviewing.
2. The second limitation of this review is the selected articles are dominated from some selected country and even the number of articles selected for each country may not be enough to review the country agricultural marketing challenge.

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