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The influence of Marketing Strategies on Agricultural Produce Performance: A systematic Literature Review

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The influence of Marketing Strategies on Agricultural Produce Performance: A systematic Literature Review

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Abstract

This systematic literature review study investigated the influence of the marketing strategies on agricultural produce performance. The study analyzed 34 articles from the Google Scholar database. The data were analyzed through thematic and content analysis. The study revealed that while the keywords "marketing strategies" and "performance" were common, only a few studies explicitly connected these two variables. Descriptive analysis was the predominant data analysis method, followed by regression analysis, which focused on summarizing data trends rather than exploring causal relationships. The findings show that developing regions show greater engagement and focus on agricultural marketing studies than developed countries. However, there is a gap in research linking marketing strategies to broader agricultural performance variables such as sustainability and resilience, transaction marketing, market orientation, and green marketing. The review recommends further exploration on these areas. Policymakers should promote diverse and region-specific marketing strategies to enhance agricultural products' sales performance and global competitiveness.

Keywords: *Marketing Strategies, Agriculture Produce, Performance*

Background of the Study

Agriculture is a cornerstone of many economies worldwide, particularly in developing regions that support millions of people's livelihoods and significantly contribute to food security (Wilfrid & Edwige, 2004). The sector's health directly impacts the well-being of entire populations, making it vital for policymakers and stakeholders to prioritize strategies that enhance agricultural productivity and market reach (Raji et al., 2024). Effective marketing strategies are essential for improving agricultural performance by optimizing supply chains, expanding market access, and increasing profitability for farmers (Njonjo et al, 2022). The interconnectedness of agricultural productivity, market reach, and rural development underscores the importance of effective marketing strategies (Shiferaw et al, 2012). Marketing strategies facilitates the agricultural produce reaches consumers, thus influencing economic outcomes at both micro and macro levels (Barham & Chitemi, 2009).

Successful marketing strategies are crucial in the agricultural sector, particularly in enhancing livelihoods and ensuring food security (Njonjo et al, 2022) This role is a key motivation behind this systematic literature

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review (SLR). Farmers often face difficulties accessing larger, more profitable markets, have less bargaining power, and receive inadequate market information, which impedes their ability to achieve economic growth, sustainability, and improved sales performance (Mutayoba & Ngaruko, 2015). Challenges in marketing agricultural output include the degradability of products, fluctuating market values, and limited access to advanced marketing tools (Devakumar & Barani, 2016). The lack of infrastructure, limited technological access, and financial constraints further exacerbate these challenges. Therefore, understanding and implementing effective marketing strategies is crucial for overcoming these barriers and promoting the growth and sustainability of the agricultural sector (Park et al. 2014). These challenges are compounded by the global nature of agricultural markets, which exposes local producers to international competition and market volatility (Tsourgiannis et al, 2005).

Marketing strategies such as database and face-to-face relationship marketing significantly impact customer acquisition and sales performance (Adeniyi, 2011). Additionally, limited access to capital markets and high consumer spending contribute to lower economic efficiency in market-driven production systems, indicating a need for effective marketing strategies (Haji, 2008). These strategies bridge the gap between producers and consumers, enhancing the efficiency and effectiveness of agricultural marketing systems and agricultural produce (Shiferaw et al, 2012). Park et al. (2014) noted that direct-to-consumer marketing strategies resulted in lower earnings than other strategies, highlighting the role of marketing strategies.

Conversely, Uematsu and Mishra (2011) observed no significant impact of direct marketing strategies on farm income, suggesting that the effectiveness of such strategies may vary depending on the context and implementation. Micheels and Boecker (2017) emphasized that market orientation and entrepreneurial orientation drive product and marketing innovations. These orientations are essential for farmers to adapt to changing market conditions and consumer preferences. Tsourgiannis et al. (2005) identified key factors such as price and personal relationships affecting the choice of marketing channels, emphasizing the advantages of understanding local market dynamics and consumer behavior in developing effective marketing strategies. In contrast, Conner et al. (2009) pointed out that consumers' willingness to pay a premium for locally grown produce influences marketing strategies. This willingness to pay reflects growing consumer interest in food origin, quality, and sustainability, which can be leveraged through targeted marketing strategies (Mutayoba & Ngaruko, 2015).

The ability to offer differentiated products that meet specific consumer preferences can lead to increased market share and profitability (Haji, 2008). In context, education and training are vital components of effective marketing strategies. Farmers who are well-informed about market trends, consumer preferences, and marketing techniques are better equipped to make strategic decisions that improve market performance (Mistry, 2023). Adeniyi (2011) found that various marketing strategies, such as transaction marketing and database marketing, significantly impact customer acquisition and market share among agricultural marketing firms.

Haji (2008) highlighted the economic inefficiencies in market-driven vegetable production due to limited access to capital and high consumer spending. Park et al. (2014) noted that management and marketing skills are crucial for direct-to-consumer sales, although earnings through this channel were lower than those of other marketing strategies. Uematsu and Mishra (2011) observed that direct marketing strategies do not significantly impact gross cash farm income, while Micheels and Boecker (2017) emphasized the importance of market approach and entrepreneurial orientation for product and marketing innovations. Several studies have focused on the consumer perspective and market dynamics. For instance, Er et al. (2009) found that consumers are willing to buy premiums for locally grown produce, indicating a viable market for farm viability. Tsourgiannis et al. (2005) identified factors such as price, loyalty, and personal relationships influence the choice of marketing channels among sheep and goat farmers. Devakumar and Barani (2016) demonstrated that differentiation and market penetration strategies significantly impact organizational performance. However, these studies highlight aspects of individual marketing strategy without comprehensively addressing their overall influence on agricultural performance.

Despite these valuable insights, there remains a significant lack of comprehensive studies that assess the combined influence of various marketing strategies on the performance of agricultural produce. Many studies, such as Ochieng et al. (2018) and Njonjo et al. (2022), focused on specific regions or marketing strategies without integrating a holistic view of how these strategies collectively affect agricultural performance. This study aims to bridge this research gap by providing a thorough analysis of the influence of marketing strategies on the performance of agricultural produce, considering the roles of technology, policy interventions, and education. By doing so, it seeks to guide policymakers, researchers, and practitioners in developing practical, context-specific marketing strategies that improve the growth and sustainability of the agricultural sector.

Theoretical Review

The Resource-Based View (RBV) theory asserts that resources and capabilities are the primary factors influencing a firm's competitive edge and overall success. The theory emphasizes that a competitive edge is achieved when a firm's resources are valuable, rare, inimitable, and non-substitutable (VRIN) (Raji et al., 2024). These Valuable, Rare, Inimitable (VRIN) resources enable firms to develop unique capabilities that competitors cannot easily replicate, leading to long-term success and superior performance in the market (Raji et al., 2024).

The RBV theory identifies two main types of variables: resources and capabilities. Resources include tangible assets such as capital, land, and technology, as well as intangible assets like brand reputation, customer relationships, and knowledge (Appiah-Adu & Amoako, 2016). Capabilities refer to employees' organizational processes, skills, competencies, and the firm's ability to innovate and develop effective marketing strategies. These resources and capabilities form the foundation for a firm's strategic advantage and performance. One of the key strengths of the RBV theory is its focus on leveraging internal strengths, which firms can control and develop over time. This internal focus allows firms to build sustainable competitive advantages by identifying and nurturing VRIN resources (Raji et al., 2024).

While in many aspects, the resource-based view (RBV) theory reveals several limitations when aligned with this study's objective, which is to assess the improvement of marketing strategies on the performance of agricultural produce. The RBV theory's emphasis on internal resources and capabilities overlooks the significant impact of external environmental factors. External factors such as market dynamics, competition, regulatory policies, and climatic conditions are crucial to agricultural marketing success (Njonjo et al., 2022). These factors are not adequately addressed within the RBV framework, limiting its applicability in a comprehensive analysis of marketing strategy effectiveness in agriculture. The RBV theory does not sufficiently consider the interdependence of resources across different functional areas. Effective marketing strategies in agriculture often require integrating resources and capabilities from various domains, such as production, supply chain management, and technology (Appiah-Adu & Amoako, 2016). Empirical testing of the RBV theory in the agricultural context presents challenges, particularly in measuring and quantifying intangible resources and capabilities. For instance, assessing the impact of marketing strategies on agricultural performance involves evaluating qualitative aspects such as brand reputation and customer relationships, which are difficult to quantify (Appiah-Adu & Amoako, 2016). This

limitation makes it challenging to apply the RBV theory in a rigorous empirical analysis aligned with the study's objective.

The following research questions have been observed: How do different marketing strategies affect agricultural performance? What data analysis methods and sampling strategies are predominantly used in agricultural marketing research, and how do these methodologies affect the reliability and generalizability of the findings? To what extent do research studies explicitly connect marketing strategies with agricultural performance, and what are the implications for future research and policy development? These questions provide a comprehensive understanding of marketing strategies' impact on agricultural performance and assess the effectiveness of various research methodologies.

Methodology

A systematic review was employed in this study using a detailed and structured approach to examine research on marketing strategies and their effects on agricultural performance. The review analyzed how different marketing strategies impact agriculture and included research from various regions, both developed and developing. The study examined dimensions, occurrences of variables in titles and within articles, and data analysis methods to ensure a detailed knowledge of the topic. The Google Scholar database was selected for this review due to its extensive and diverse collection of scholarly articles, which provided a broad and accessible range of sources relevant to the research (Gupta & Sharma, 2023). Additionally, Google Scholar's user-friendly interface and comprehensive coverage of recent publications made it suitable for capturing contemporary perspectives in the field (Zientek et al., 2018). The review was confined to articles published in the last two decades to capture recent developments. An initial search in Google Scholar yielded 1,590,000 articles. After filtering through various titles, 134 articles were shortlisted, and 34 articles were ultimately selected for inclusion in this study. Table 1 indicates the search process.

Table 1: Article search process

Type of database	Initial search for articles	First four pages of articles	Final articles selected
Google Scholar	1,590,000	126	34

The study selection process began with an initial analysis of titles and abstracts to assess their relevance to the review topic. This preliminary step helped filter out studies that did not align with the research

objectives. Full-text articles were then thoroughly evaluated to ensure they met the predefined inclusion criteria, which required empirical data directly related to agricultural marketing strategies. Specific search keywords such as "marketing strategies" and "performance of agricultural produce" and the synonyms of "agribusiness" or "agricultural products" were used in Google Scholar to identify relevant articles. All articles obtained for this review were in English, ensuring consistency and comprehensibility. Articles that did not offer empirical evidence or focused on agricultural marketing strategies were excluded from further consideration.

Table 2: Titles searched in Google Scholar database

S/N	Title with included keywords	First Four pages	No. of articles used
1	Marketing strategies and performance of agricultural produce	32	15
2	Marketing strategies and performance of agricultural produce in Africa	30	9
3	Marketing strategies and performance of agricultural produce in Tanzania	28	6
4	Marketing strategies and performance of agricultural produce in Kenya	36	4
TOTAL		126	34

During the data extraction process, detailed information was collected on various aspects of the selected studies, including authors, year of publication, country of study, title, methodology, sample size, sampling procedures, research questions, and key findings. The data extraction aimed to provide a comprehensive overview of different marketing strategies and their effects across various regions. Inclusion criteria required that studies provide empirical data directly related to agricultural marketing strategies published within the last two decades. Exclusion criteria involved filtering studies that did not focus on agricultural marketing or lacked empirical evidence.

Data analysis was conducted using thematic and content analysis methods. Thematic analysis was used to recognize and analyze recurring themes and patterns within the studies on marketing strategies and their effects. Content analysis helped in systematically categorizing and summarizing the key findings from the studies. This approach enabled the identification of major trends and insights into the marketing strategies and their impacts, ensuring that the final selection of studies was both relevant and aligned with the research objectives.

Results and Discussions

This section discusses marketing strategies and the performance of agricultural produce in research titles, data analysis methods, regional analysis, and variable coverage.

Research Titles Analysis

The analysis of the 34 research articles revealed important trends in how agricultural marketing and performance are represented in study titles. The review shows that while many studies include keywords related to either "marketing strategies" or "performance," only a few explicitly connect these two variables within their titles. Specifically, 7 studies incorporate "marketing strategies" in their titles, and another 7 address "performance," indicating a strong focus on these core themes. However, only 3 studies mention "marketing mix strategies," and just 1 study specifically includes "sales.", suggesting that while the primary topics of marketing strategies and agricultural performance are common, the explicit linkage between these elements is often not directly highlighted in the titles.

The results indicate that the coverage of the explicit relationship between marketing strategies and agricultural performance in the titles is inadequate. Although the central themes are well-represented, the titles frequently emphasize broader agricultural content or specific marketing aspects without directly linking these components. This suggests that researchers often address the interplay between marketing strategies and performance within the main body of their work rather than in the title. This approach could help cater to a broader audience or focus on specific elements of their research but may also obscure the direct relationship between marketing strategies and performance. Consequently, the most commonly presented elements in titles are "agriculture content" and general "marketing strategies," which reflects a tendency to emphasize the agricultural context or specific strategies used rather than their direct impact on performance. This focus may enhance the breadth of research appeal but could limit the clarity of the connection between marketing strategies and performance outcomes for readers.

Table. 3: Research title analysis

S/N	Variable(s)	Authors	No. of studies	%
1.	Studies with Marketing strategies variable in Titles	Adeniyi (2011) in Nigeria, Devakumar & Barani (2016) in South India, Cheruiyot (2021) in Kenya, Kisa et al. (2021) in Kenya, Afande (2015) in Kenya, Al-Oun (2012) in Jordan, Raji et al. (2024) in United States of America	7	21
2.	Studies with performance variable in Titles	Haji (2008) in Ethiopia, Afande (2015) in Kenya, Barham & Chitemi (2009) in Tanzania, Mistry (2023) in Tanzania, Nzowa (2020) in Tanzania, Ibrahim et al. (2018) in Tanzania, Nebo & Ejionueme (2017) in Nigeria.	7	21
3.	Studies that show agriculture content such as food crops and famers or the word “agriculture” in Titles	Park et al. (2014) and Uematsu & Mishra (2011) in the United States, Devakumar & Barani (2016) in South India, Ochieng et al. (2018) in Central Africa, Njonjo et al. (2021) and Ngenoh (2021) in Kenya, Temu et al. (2005), Bamwenda (2021), and Barham & Chitemi (2009) in Tanzania, Micheels & Boecker (2017) in Canada, Wilfrid & Edwige (2004) in China	12	35
4.	Studies with Marketing Mix strategies in Titles	Cheruiyot (2021) in Kenya, Kisa et al. (2021) in Kenya, Mistry (2023) in Tanzania.	3	9
5.	Studies with Produce in Titles	Njonjo et al. (2022) in Kenya, Njonjo et al. (2021) in Kenya.	2	6
6.	Studies with Sales in Titles	Mistry (2023) in Tanzania.	1	2
7.	Studies lacking keywords in their titles	Loeb et al. (2017) in United States of America, Bar-Yossef & Gurevich, (2008) in Israel.	2	6
	TOTAL		34	100

Data Analysis Methods

The data analysis methods across the reviewed studies reveals a clear preference for descriptive analysis, which was used in 35% of the studies. Regression analysis was also notable, utilized in 29% of the studies, while literature reviews were used in 9% of the studies, offering contextual insights but with less empirical analysis. Comparative studies were relatively rare, accounting for only 3% of the studies, indicating a

limited application of this method. Additionally, 24% of the studies employed both descriptive and regression analysis.

The predominance of descriptive analysis may be attributed to its simplicity and the ease with which it summarizes data. Descriptive analysis provides a clear data image but does not examine causal relationships (Loeb et al., 2017). This limitation implies that while descriptive analysis effectively outlines general trends, it does not offer insights into the cause-and-effect dynamics between variables.

Table.4. Data Analysis Methods

S/N	Variable(s)	Authors	No. of studies	%
1.	Descriptive analysis	Conner et al. (2009) in the United States of America, Tsourgiannis et al. (2005) in the United Kingdom, Er et al. (2009) in United States of America, Micheels & Boecker (2017) in Canada, Ochieng et al. (2018) in Central Africa, Afande (2015) in Kenya, Appiah-Adu & Amoako (2016) in Sub Saharan Africa, Mutayoba & Ngaruko (2015) in Tanzania, Ibrahim et al. (2018) in Tanzania, Bamwenda (2021) in Tanzania, Temu et al. (2005) in Tanzania, Agholor et al. (2023) in South Africa, Barham & Chitemi (2009) in Tanzania.	12	35
2.	Regression analysis	Adeniyi (2011) in Nigeria, Haji (2008) in Ethiopia, Park et al. (2014) in the United States of America, Uematsu & Mishra (2011) in the United States of America, Wilfrid & Edwige (2004) in China. Devakumar & Barani (2016) in South India, Mistry (2023) in Tanzania, Nebo & Ejionueme (2017) in Nigeria, Njonjo et al. (2021) in Kenya, Park et al. (2011) in Pennsylvania.	10	29
3.	Literature Review	Kuada (2016) in Denmark, Bar-Yossef & Gurevich, (2008) in Israel, Loeb et al. (2017) in United States of America	3	9
4.	Comparative study	Raji et al. (2024) in United States of America	1	3
5.	Both Regression and descriptive analysis	Al-Oun (2012) in Jordan, Shiferaw et al. (2012) in Kenya, Cheruiyot (2021) in Kenya, Kisa et al. (2021) in Kenya, Njonjo et al. (2022) in Kenya, Njuguna (2018) in Kenya, Ngenoh (2021) in Kenya, Nzowa (2020) in Tanzania.	8	24
	TOTAL		34	100

Regression analysis, used in 29% of the studies, can explore these causal relationships more extensively. Regression studies often aim to assess the impact of independent variables, such as marketing strategies, on dependent variables like sales performance (Mistry, 2023). However, the reliance on descriptive methods suggests a potential gap in the depth of analysis, as these methods do not address the underlying mechanisms or test hypotheses robustly.

Regional Analysis

The systematic review of marketing strategies' influence on agricultural produce's marketing performance reveals a diverse range of studies across multiple regions, with the United States and Kenya leading in the number of relevant publications. The United States has contributed significantly with six studies (17.65%), highlighting a robust academic interest and research output in this area. Similarly, Kenya contributes substantially with eight studies (23.53%), indicating an active engagement in understanding and improving agricultural marketing strategies. Tanzania also stands out with seven studies (20.59%), demonstrating a considerable focus on the subject. These findings underscore the varying levels of research intensity and the prioritization of agricultural marketing in different regions, particularly in the United States, Kenya, and Tanzania.

Table 4: Regional Analysis

S/N	Region	Authors	No. of authors	%
1	United States of America	Park et al. (2014), Uematsu & Mishra (2011), Er et al. (2009), Park et al. (2011) in Pennsylvania, Loeb et al. (2017), and Raji et al. (2024).	6	18
2	Canada	Micheels & Boecker (2017)	1	3
3	United Kingdom	Tsourgiannis et al. (2005).	1	3
4	Denmark	Kuada (2016)	1	3
5	Israel	Bar-Yossef & Gurevich (2008)	1	3
6	Jordan	Al-Oun (2012).	1	3
7	China	Wilfrid & Edwige (2004)	1	3
8	South India	Devakumar & Barani (2016)	1	3
9	Nigeria	Adeniyi (2011) and Nebo & Ejionueme (2017)	2	6
10	Ethiopia	Haji (2008)	1	3
11	Central Africa	Ochieng et al. (2018)	1	3
12	South Africa	Agholor et al. (2023)	1	3

13	Sub Saharan Africa	Appiah-Adu & Amoako (2016)	1	3
14	Kenya	Ngenoh (2021), Shiferaw et al. (2012), Njonjo et al. (2021), Cheruiyot (2021), Afande (2015), Kisa et al. (2021), and Njuguna (2018).	7	21
15	Tanzania	Barham & Chitemi (2009), Bamwenda (2021), Temu et al. (2005), Mistry (2023), Nzowa (2020), Ibrahim et al. (2018), and Mutayoba & Ngaruko (2015); Mpogole et al. (2023)	8	24
	TOTAL		34	100

Despite the substantial body of research from these regions, notable gaps in the literature need addressing. Countries like Canada, the United Kingdom, Denmark, Israel, Jordan, China, South India, Nigeria, Ethiopia, Central Africa, South Africa, and Sub-Saharan Africa have only contributed one or two studies. The findings indicate a limited exploration of the topic in these areas, suggesting a need for more comprehensive and region-specific research to understand the unique challenges and opportunities in agricultural marketing. Furthermore, the disparity in the number of studies across regions highlights the necessity for a more balanced global research effort to develop universally applicable strategies and solutions for enhancing the marketing performance of agricultural produce. Addressing these gaps can lead to more effective and inclusive marketing strategies, benefiting agricultural producers and stakeholders worldwide. The findings show that 23(67.6%) studies were done on the developing countries versus 11(32.4%) done in the developed countries. This is because the problem of the agricultural marketing is more predominant in developing countries (Ismail, 2024).

Variable Analysis

The findings indicate that critical strategies such as competitive strategies and the 4Ps (product, pricing, promotion, and placement) have been scarcely researched, each accounting for 12% of the studies reviewed. The findings indicate that a significant focus on understanding how these fundamental marketing tactics can enhance agricultural product sales performance needs more studies. Market and sales performance also emerge as prominent areas of interest, comprising 21% and 18% of the studies, respectively. The findings strongly emphasize evaluating overall market effectiveness and direct sales outcomes as critical measures of success in agricultural marketing.

Some marketing strategies, such as transaction marketing, direct-to-consumer marketing, market orientation, entrepreneurial orientation, differentiation strategy, market penetration strategy, database marketing, green marketing, customer acquisition, and export performance, are less represented, each appearing in only 3% to 9% of the studies. This underrepresentation indicates a need for more in-depth investigations into these specific strategies to fully understand their potential impacts on agricultural sales performance. Moreover, the uneven distribution of studies across different marketing strategies suggests that certain approaches may be underutilized or undervalued in current research paradigms.

The review also underscores the importance of tailoring marketing strategies to regional contexts, as evidenced by the diverse geographic distribution of studies. However, the limited number of studies in certain regions indicates a gap in localized research that could address unique market conditions and consumer behaviors. This gap highlights the need for more comprehensive and region-specific studies to develop effective marketing strategies catering to local needs and conditions. By addressing these gaps, future research can provide a more holistic understanding of how various marketing strategies influence the sales performance of agricultural produce, leading to effective marketing practices in different regional contexts.

Table 6: Variable Analysis

S/N	Variable(s)	Authors	No. of studies	%
1.	Transaction Marketing	Adeniyi (2011) in Nigeria	1	3
2.	Direct-to-Consumer Marketing	Park et al. (2014) in United States of America, Uematsu & Mishra (2011) in United States of America, Park et al. (2011) in Pennsylvania	3	9
3.	Competitive Strategies	Micheels & Boecker (2017) in Canada, Devakumar & Barani (2016) in South India, Njonjo et al. (2022) in Kenya, Kuada (2016) in Denmark.	4	12
4.	Market Orientation	Micheels & Boecker (2017) in Canada	1	3
5.	Entrepreneurial Orientation	Micheels & Boecker (2017) in Canada	1	3
6.	Differentiation Strategy	Devakumar & Barani (2016) in South India	1	3
7.	Market Penetration Strategy	Devakumar & Barani (2016) in South India	1	3
8.	Database Marketing	Adeniyi (2011) in Nigeria	1	3

9.	Green Marketing	Afande (2015) in Kenya	1	3
10.	4Ps: Product, Pricing Strategies, Promotion, Placement Strategies	Njonjo et al. (2022) in Kenya, Cheruiyot (2021) in Kenya, Kisa et al. (2021) in Kenya, Njuguna (2018) in Kenya	4	12
11.	Customer Acquisition	Adeniyi (2011) in Nigeria	1	3
12.	Export Performance	Njonjo et al. (2022) in Kenya, Njuguna (2018) in Kenya	2	6
13.	Market Performance	Shiferaw et al. (2012) in Kenya, Ibrahim et al. (2018) in Tanzania, Bamwenda (2021) in Tanzania, Tsourgiannis et al. (2005) in United Kingdom, Barham & Chitemi (2009) in Tanzania, Ngenoh (2021) in Kenya, Agholor et al. (2023) in South Africa	7	21
14.	Sales Performance	Micheels & Boecker (2017) in Canada, Mistry, S. (2023) in Tanzania, Cheruiyot (2021) in Kenya, Park et al. (2011) in Pennsylvania, Kisa et al. (2021) in Kenya, Conner et al. (2009) in United States of America,	6	18
	TOTAL		34	100

Conclusions and Recommendations

The systematic review of 34 studies on the influence of marketing strategies on the sales performance of agricultural produce highlights a diverse array of research variables and regional focuses. Key strategies such as competitive and the 4Ps (product, pricing, promotion, and placement) strategies were scarcely examined, indicating their recognized importance in enhancing agricultural sales performance. Moreover, some marketing strategies, including transaction marketing, direct-to-consumer marketing, market orientation, entrepreneurial orientation, differentiation strategy, market penetration strategy, database marketing, green marketing, customer acquisition, and export performance, were less represented, signalling a need for more comprehensive research in these areas. This emphasis on underrepresented strategies underscores potential areas for innovation and growth in agricultural marketing. The study revealed that although the keywords "marketing strategies" and "performance" were frequently mentioned, only a few studies explicitly linked these variables. Descriptive analysis was the most common data analysis method, primarily summarizing data trends, while regression analysis, though notable, was less focused on examining causal relationships. The regional analysis revealed significant contributions from the United

States, Kenya, and Tanzania. At the same time, other regions showed limited research output, suggesting a gap in the global understanding of agricultural marketing strategies.

Policymakers should promote research and development initiatives that explore various marketing strategies, emphasizing underrepresented approaches like green marketing and direct-to-consumer marketing, to provide sustainable and innovative solutions for agricultural marketing. Policies should support the implementation of localized marketing strategies tailored to unique regional market conditions and consumer behaviours, thereby enhancing agricultural products' sales performance and competitiveness globally. The reviewed studies show in-depth limitations due to a reliance on systematic literature review, content, and thematic analysis. Future research should aim for a balanced global effort, focusing on regions with limited existing studies, employing robust analytical methods like comparative studies and regression analysis, and investigating underrepresented marketing strategies to provide comprehensive insights into their impacts on the sales performance of agricultural produce.

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