



Marketing Strategies for MSMEs in Agriculture: From Local to Global Markets

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With evolving market dynamics and globalization, there is a growing need for MSMEs to adopt effective marketing strategies that enable them to transition from local markets to global markets. Because of their importance to rural economies, food supplies, and overall growth, micro, small, and medium-sized businesses (MSMEs) play vital share in the agricultural sector. The transition from local to global markets in today's interconnected world presents both opportunities and problems for MSMEs. This study investigates the best practices for advertising agricultural MSMEs so they can expand their operations beyond their current regional and national markets. Micro, small, and medium-sized companies (MSMEs) are discussed in terms of their contributions to the agricultural value chain and their potential to promote sustainable development. The paper then delves into the inner workings of both domestic and international agricultural markets, discussing what sets each apart in terms of production methods, consumer tastes, and government oversight. The paper highlights the importance of MSMEs in adapting their strategy to the ever-changing nature of the market. This is in response to the increasing importance customers place on transparency, accountability, and responsible practices.

Keywords: *MSMEs, Agriculture, Marketing Strategies, Local Markets, Msmes, Global Markets, Sustainable Development.*



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1. INTRODUCTION

1.1. Agriculture

India's economic growth has historically and probably will continue to be driven primarily by the agriculture sector. Nearly two-thirds of the country's working population depends on it for survival. The production of food has been essential to the maintenance of every human society and

civilization since the advent of agriculture. Agriculture is the practice of managing land with the aim of raising domesticated animals, plants, and other forms of life to provide food and other resources necessary for human survival and improvement. Simply, it is a set of rules and regulations for managing everything from seed sowing through specimen retrieval.

Among the many specific practices that make up agriculture are the construction of water canals and the use of various types of irrigation. Digging water channels is only one of these methods. Crop production on arable land and livestock herding on rangeland remain two of modern farming's most important activities. The greatest advantage is that it is a sustainable method of food production that has no negative effects on human or environmental health. Agriculture was one of the earliest means of human subsistence and remains one of the most widespread today. Since then, agriculture as a practice and a method has undergone substantial changes, with far-reaching effects on human progress and standard of living. Throughout human history, changes in agricultural practices have significantly impacted ecosystems, societies, economies, populations, and the expansion of scientific knowledge.

1.2. MSMEs

Annual updates to marketing plans are a vital part of ensuring that they are effective in the long run and that the business is making progress towards its goals. Every business, no matter how big or little, should implement some form of marketing strategy, regardless of revenue. Because of their quantitative and measurable nature, marketing strategies are vulnerable to the ebb and flow of the business cycle. The scientific community is not the only one worried about a major shift towards a new type of economy. Manufacturing, precision engineering, food processing, pharmaceuticals, textiles and garments, retail, information technology, agriculture, and services are all booming in India, and so are the accompanying small and medium-sized businesses that serve them. The expansion of non-agricultural sectors like industry, services, and manufacturing is crucial to India's economy because agriculture accounts for only a fraction of GDP.

Small and medium-sized enterprises (SMEs) play an essential role in the forward and backward connections of the industrial sector. As a result of their significant contributions to the economy in the forms of production, sales, and employment, SSI in the Indian economy as small-scale enterprises occupy a unique position. The SSI industry in India has shown remarkable export

success, with exports growing by double digits over the past decade.

The MSMED Act 2006 (**Micro, Small & medium enterprises act 2006**) was proclaimed by the government of India, and it defines small manufacturing industries based on a limit historical value of investment in plant and machinery. The act establishes a dichotomy between two types of small businesses: First, there is the grouping that includes all the factories and assembly lines. Services-providing organizations make up the second set of classifications. According to the **MSMED Act of 2006**, "small units" are defined as industrial entities in category 1 (manufacturing) with an investment in plant and machinery of more than twenty-five lakh rupees but less than five crore rupees. According to the **MSMED Act 2006**, a "small unit" is any business in category 2 (the service sector) with an investment in equipment of more than ten lakh rupees but less than two crore rupees.

1.3. Marketing Strategies

There has been a need for relationship marketing with established, well-known businesses. Long-term cooperation between banks and SME has been advocated through a dyadic model, which calls for active participation from both parties. Banks' positive reputations are bolstered because of their work with small and medium-sized enterprises (SMEs), which in turn benefits the banks' clients. The relationship of satisfaction between banking institutions and SME owners has been elucidated, and recommendations for switching banks and a preliminary framework have been proposed. One hypothetical deductive model through a matrix has outlined the role of marketing and relevance.

According to the matrix, there is a causal relationship between a company's marketing strategy and its bottom line. With this framework, we looked at the current condition of marketing in MSMEs in the manufacturing sector. Only by using exceptional performance in competitive marketing and relationship marketing strategies can it can acquire a competitive advantage. By emphasizing networking as a fundamental marketing tool, small businesses can greatly profit from the integration of marketing strategy, marketing mix, and market Intelligence systems. It works perfectly with the way small and medium-sized businesses (SMEs)

make decisions on marketing. Managers will be wary of sharing too much information, especially about any plans they may have for major changes to the firm or its direction, when working with competitors. This is because the benefits enjoyed by each party may not be proportional to their respective inputs.

2. LITERATURE REVIEW

Kukartsev et al. (2019) the procedures for establishing an agricultural business's marketing plan are outlined. Formal and informal marketing strategies, such as the BCG matrix, the Ansoff matrix, the Porter matrix, and the author's own approaches, have been recognized, and their role in the establishment of a competitive developmental strategy has been discussed. Boston Consulting Group's 4 sorts of products or business units (stars, cash cows, problematic children, and dogs) enable for easy identification of the most promising and, on the other hand, the "weakest" products or business units. Information regarding the market and the company's products can be organized using the Ansoff Matrix, which can then be used to guide the company in the proper direction for growth, considering its current strengths and weaknesses. The article goes on to detail the anatomy of the Ansoff matrix, which is comprised of four marketing approaches: market penetration, market development, market expansion, product development, product expansion, and diversification.

Mustafa & Hoque (2017) evaluated how ICT contributes to local SMEs' ability to compete on a global scale. The researchers investigated what influences SMEs in rural Saudi Arabia to use ICT. They did it by utilizing both an internal innovation framework and a more extensive technological and organizational setting. The research found that while certain characteristics, such as competitive environment, complexity, and compatibility, did not have a significant influence in ICT adoption among SMEs, others, such as owner/manager innovativeness, top management support, regulatory environment, and culture, did.

Arora & Rathi (2019) investigated the effect of digitalization on small and medium-sized enterprises (SME) in Bhopal's urban core. The results showed that digital business practices were adopted for the purpose of boosting sales, brand recognition, and competitiveness.

Organisations encountered considerable hurdles during the process of digital adoption, including high prices, lack of support from senior management, lack of acceptable technology, and discontent with the previous system. The researchers concluded that the benefits of digitalization were substantial enough to encourage businesses that had not yet made the transition to adopting it.

Gemino & Reich (2017) built a website to promote the use of electronic data interchange and e-commerce by micro, small, and medium-sized enterprises. According to the results, there are three immediate elements that affect a company's decision to acquire a web presence (website). Three of these factors were anticipated internal pressure, IT resources (an indicator of organisational readiness), and anticipated informational and strategic gains. Researchers spoke with late adopters and those who didn't join the trend until after 18 months. The results showed no significant effect from either external pressure or financial resources. The research provided valuable insight for those working in the field of small and medium-sized enterprises (SMEs) and for policymakers interested in bolstering SMEs' online profiles.

N & Fotolela (2020) centered on the study of the process by which small and medium-sized enterprises (SMEs) adopt new practices to increase their sales and market penetration. Adopting such procedures might be difficult for SMEs due to factors such as a lack of market knowledge, a limited financial foundation, a lack of branding activities, and an increasing reliance on the abilities and expertise of marketing managers or owners. This research advises a reactive marketing strategy, rather than a planned one, to capitalize on possibilities better and more quickly in the market. The research found that e-marketing helped with providing either new, better products or new applications for existing items.

Charles Gibson (2018) underlines the need for a full analysis of how micro, small, and medium-sized enterprises (MSMEs) are utilizing digital marketing. For firms to embrace a new era of innovative marketing practices that rely on digital marketing to meet their core marketing needs, the report urges the creation of client-centric marketing strategies. This study provided

digital marketing tactics that may be used by people, businesses, and academics to raise their profile among their intended audience.

Verma & Madhubala (2018) showed off the creative methods in which businesses are using social media to acquire clients in the digital age. Whether you are running a brand or a store, it is crucial to learn more about what drives customers. This is useful for developing topical articles. To create engaging content, it is helpful to have a firm grasp of what drives people. The purpose of this research was to compare the efficacy of various internet-based marketing strategies developed for specific companies.

3. OBJECTIVES

The study's overarching objective is to help small and medium-sized businesses (SMBs) develop cutting-edge approaches to advertising. The following precise goals have been established as means to this end:

1. Hone your skills in applying the 4P's framework.
 - Maximise efficiency and applicability of the 4P's framework within the specific business environment.
2. Improving the Framework for Marketing Intelligence
 - In order to better respond to shifting consumer preferences and market conditions, businesses must harden their marketing intelligence infrastructure.

4. HYPOTHESIS

The investigation was based on the following set of null assumptions.

4.1. Entrepreneurs

H1: In terms of the marketing mix, business owners are pleased with the approaches used by their MSME divisions now.

H2: The market intelligence system has a large impact on the results of their units' operations.

4.2. Customers:

H3: The marketing mix techniques adopted by MSMEs have been well received by their clientele.

H4: Consumers are pleased with their own market knowledge and the information made available by MSMEs.

5. RESEARCH METHODOLOGY

The sample survey was conducted in Jhansi, and included 100 manufacturing units of Agro based Food Product Industry was taken for study. The questionnaire that was used for the survey was self-administered and was validated by a variety of industry experts. The survey was developed to elicit responses from both business owners and their target audiences, customers. An initial exploration was carried out in the early stages of the research to discover numerous elements contributing to the growth, efficiency, and effectiveness of MSMEs. While the study relied mostly on primary data, an initial exploration was carried out in the early stages of the research.

On the topic of marketing strategies for small and medium-sized businesses, perspectives from officials working within these business units were also requested and provided valuable input for recommendations. This was done to ensure that a well-rounded perspective was obtained.

One poll was geared towards small and medium-sized businesses (SMEs), and the other was directed towards customers. This strategy was utilized to ensure that the appropriate marketing concerns were handled depending on the responses received from each of the respective respondents. After that, 50 different units were chosen to participate in the final poll by a process known as convenience sampling. In the same vein, the analysis and findings for the consumer survey were derived from 100 different respondents.

Considering the need to develop marketing plans for small and medium-sized enterprises (SMEs) in the Jhansi, district of Uttar Pradesh, India, the following five marketing tenets emerged as the most important. The questionnaire used a Likert scale with five levels of response to evaluate these factors. This survey was sent out to administration of micro, small, and medium businesses.

6. DATA ANALYSIS

SPSS 16.0 was used to analyses the data for us. First, we looked at how happy business owners were with current marketing methods using a simple descriptive statistical study. A factor analysis was then conducted to reduce the underlying variables to a smaller set of qualities. Because of this assumption, varimax rotation was used to transform the data.

Kaiser-Meyer-Olkin criterion was used to identify which factors to retain; those with Eigen values over one was kept. The sphericity of the factors was checked using Bartlett's test. Bartlett's test

significance level should be less than 0.003, and the KMO value should be between 0.5 and 1.

Table 1: Enlightening Names of Variables

Factors	Descriptive Names of Factors	Eigen value	Variance (%)	Cumulative Variance
F1	Customer Engagement Strategies	5.235	32.719	32.719
F2	Digital Marketing Initiatives	2.042	12.763	45.482
F3	Market Research and Intelligence	1.682	10.514	56.996
F4	Product Development and Innovation	1.405	8.781	65.777
F5	Pricing Optimization Strategies	1.258	7.863	73.64

According to the data, the 16 variables that were kept all loaded on five distinct components that corresponded to the study's two main structures (marketing mix and market intelligence system). The study's conclusions include a comprehensive discussion of the additional elements deriving from the negative items. Cronbach's for the items is over the minimum allowed value of.801, indicating a high degree of reliability for the instrument used. A value of.725 on the Kaiser-Meyer-Olkin Measure of Sampling Adequacy suggests adequate sampling, whereas a value of.000 on the Bartlett test indicates poor sphericity.

In total, these factors account for 67.746% of the variance; the first component alone accounts for 30.972% of the variance. Notably, there is a clear conceptual and empirical separation between each of the elements.

The following descriptors have been assigned to each of these aspects:

- Strategies pertaining to the market intelligence system (F3)
- Integrated marketing strategies (F4)
- Strategies pertaining to the positioning of the product (F1)
- Strategies pertaining to the promotion of the product (F2)
- Tactics for setting prices (F5).

The results of the t-test, along with their respective factor loadings, are interpreted in the table. For data interpretation, a one-sample T-test statistic was utilized, and the test value was presumed to be 4 at a significance level of 5%. If the p-values are less than or equal to .05, the hypotheses are rejected; if they are more than or equal to.05, they are accepted.

Variables relating to Service Satisfaction, Quality, and Cost Effectiveness were researched to conduct an analysis of the differences in the degrees of satisfaction experienced by customers who used items offered by SMEs. Statistics based on a one-sample t-test were utilized for the purpose of providing data interpretation for the clients, and the value of the test was presumed to be 3.

7. RESULTS AND FINDINGS

Limited financial resources are identified as the primary cause of service providers' unhappiness with product development and processes. Inadequate allocation of subsidies to small-scale companies causes this financial constraint in developing countries. The first effect is a rise in costs, which must be passed on to consumers in the form of increased prices. Consumers are unhappy with the pricing practices of MSMEs, thus they end up footing the bill. Small

businesses, especially in today's market, need to be very careful when setting prices. Products should be priced aggressively in accordance with thorough research of the market. These results imply that SME owners are generally pleased with their existing product pricing and pricing strategies. However, micro, small, and medium-sized enterprises (MSMEs) need to keep an eye on their pricing strategies because of how they can affect other marketing efforts. Customers are also quite happy with the prices offered by small and medium-sized businesses. Using cutting-edge management practices, SMEs should cut expenses in two key areas: operations and promotion.

The local market may be too small for some small firms, so they look elsewhere. This research shows, however, that small producers remain resilient in the face of market uncertainty. In addition to addressing the issue of new product development, the study looks at the problem of existing products not meeting consumer demand because of the introduction of similar products of comparable quality from foreign service providers at more affordable costs.

The research shows that despite the high stakes and intense competition, small and medium-sized businesses are not using effective marketing techniques. There is often a lack of unique selling points. Their propensity for low-cost pricing tactics makes it even more important to differentiate products for successful product development. Recognizing that a "one size fits all" strategy is not optimal, small producers should instead implement product positioning strategies that are tailored to each individual product.

A brand's strength is in its capacity to generate immediate revenue by inspiring consumer trust and reassurance. Customers, alas, are often unfamiliar with the names of small and medium-sized businesses. Therefore, to increase profits, SMEs should prioritize brand endorsement. To get there, they need to improve their product design and branding with the help of academic research.

Many small and medium-sized businesses are unhappy with their current distribution methods. In order to reach the widest possible audience, it is crucial to strengthen distribution channels. Small manufacturers can benefit from e-marketing and other forms of web marketing by adopting these technologies. Customers are also unhappy with what small and medium businesses

now have to offer in the way of convenience. New customer-centric approaches should be adopted by smaller manufacturers to increase satisfaction.

The role of micro, small, and medium-sized enterprises (MSMEs) as intermediaries in the Jhansi area is crucial, as it will allow for the expansion of distribution infrastructure and the raising of consumer awareness of MSME products. Supply chain management technology advancements are necessary for the efficient and cost-effective growth of distribution networks.

In today's age of globalisation, effective advertising is crucial for product placement, promotion, brand creation, and maximizing sales. Multiple offers spaced out over time are shown to have a substantial impact, while communication shows the opposite pattern, according to the study. This contrast can be explained by successful face-to-face contact with customers. The insufficient advertising infrastructure is a major obstacle for indirect forms of communication. Small businesses should use consistent advertising and promotional strategies to get the word out about their products. Better product positioning, such as the use of various rebate coupons published in newspapers and magazines, is important, but integrated marketing communication should also be prioritised.

Small businesses and consumers alike can benefit greatly from a reliable market intelligence system. An understanding of the market is essential for determining how to position products in the marketplace and how much to charge for them. Profitability cannot be driven by sales tactics alone; knowledge of the market is also essential. In the business world, MSMEs play an essential role as intermediaries. According to the available data, their marketing strategies are frequently led less by a long-term approach and a thorough understanding of competition dynamics and more by crisis management, intuition, and actions geared to acute competitive demands. Although it may not be possible to adopt all tactics at once, it is crucial to build a set of strategies that forms the basis of a tailored approach to attract more clients to the products offered by MSMEs in Jhansi.

8. SUCCESSFUL MSMEs IN AGRICULTURE: LOCAL TO GLOBAL JOURNEYS

- **Avocados from Mexico:** Since Mexico is the world's largest avocado producer, some Mexican SMEs have found success in exporting avocados to international markets. These SMEs have triumphed over many obstacles, such as high production costs, stringent food safety regulations, and competition from international conglomerates.
- **Tea from Sri Lanka:** Many Sri Lankan micro, small, and medium-sized enterprises (MSMEs) have found success in exporting their tea to international markets. These M&Ss have set themselves apart by targeting the specialised market for premium teas. They have also put money into advertising and branding in an effort to attract customers from other countries.
- **Coffee from Ethiopia:** Many micro, small, and medium-sized enterprises (MSMEs) in Ethiopia have found success exporting coffee to markets across the world. To guarantee the high quality of their coffee, these MSMEs have prioritised environmentally friendly manufacturing methods and full product transparency. In order to expand their customer base and sell more of their products, they have teamed up with multinational corporations.
- **Fruits and vegetables from Kenya:** Many micro, small, and medium-sized enterprises (MSMEs) in Kenya have found success in exporting Kenya's abundant produce to international markets. These SMEs have made technological investments to boost product quality and security. They have built solid connections with customers all across the world, guaranteeing a constant need for their goods.
- **Flowers from Colombia:** Numerous Colombian micros, little, and medium-sized enterprises (MSMEs) have found success in exporting flowers to international markets. These M&Ss have zeroed in on premium blooms that can satisfy the picky tastes of foreign purchasers. They have also put money into advertising and creating a recognizable brand name for their wares.

9. CONCLUSION

In conclusion, this research throws light on important components of marketing strategies for micro, small, and medium enterprises (MSMEs) that are operating in the dynamic and competitive environment of Jhansi. The findings provide light on the difficulties that micro, small and medium-sized enterprises (MSMEs) experience, notably in areas such as product development, price, distribution, and branding. The lack of subsidies and financial limits are significant impediments that contribute to cost burdens, which in turn affect pricing, which in turn affects the level of happiness that customers have. The research also stresses the need of micro, small, and medium-sized enterprises (MSMEs) adopting distinctive marketing strategies, concentrating on brand creation, and improving their distribution networks. In addition, the value of efficient systems for gathering market intelligence as well as promotional endeavors simply cannot be overestimated. The findings highlight the need of a comprehensive and strategic approach to marketing for small and medium-sized enterprises (SMEs), with a special emphasis on customization to attract and keep clients. To be successful in the ever-changing market dynamics of Jhansi, micro, small, and medium-sized enterprises (MSMEs) need to take an active role in the refinement of their marketing strategy. This will ensure both sustained growth and increased competitiveness in the region.

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