

# Gender-Inclusive Marketing and its Impact on Food Value Chain Efficiency in Emerging Economies: A Sectoral Perspective from Sub-Saharan Africa

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Publication Date: 2025/08/22

**Abstract:** In the face of persistent gender inequality and structural inefficiencies in food supply systems, the integration of gender-inclusive marketing has emerged as a transformative strategy in agribusiness development across emerging economies. This study explores the nexus between gender-inclusive marketing strategies and food value chain efficiency, with a focus on Sub-Saharan Africa as a representative region of emerging market dynamics. While numerous studies have examined the gender gap in agricultural production and access to markets, limited attention has been paid to how inclusive marketing approaches such as gender-responsive product development, pricing, promotion, and distribution can enhance coordination, productivity, and inclusivity across the food value chain.

Adopting a mixed-method approach, the study draws on both primary and secondary data sources, including semi-structured interviews with agribusiness stakeholders and survey responses from actors within selected value chains. The analytical framework is grounded in the Gender and Value Chain Analysis Model, enabling a systematic evaluation of how gender-responsive strategies influence value creation, value addition, and market accessibility. Empirical findings reveal that agribusinesses that proactively embed gender considerations in their marketing decisions demonstrate higher levels of efficiency, particularly in distribution networks, supply-demand alignment, and consumer responsiveness. Moreover, gender-inclusive marketing was found to catalyze greater participation of women in upstream and downstream value chain activities, thereby improving social equity and overall system resilience.

The study contributes to the growing discourse on gender mainstreaming in agricultural policy and agribusiness development. It recommends that policy frameworks, development agencies, and agrifood enterprises adopt gender-lens marketing as a lever for optimizing value chain performance, reducing post-harvest losses, and enhancing food system sustainability in emerging economies.

**Keywords:** Gender-Inclusive Marketing, Food Value Chain, Agribusiness, Emerging Economies, Sub-Saharan Africa, Value Chain Efficiency, Gender Mainstreaming.

**How to Cite:** Eniobamo, Olajumoke B.; Ikuejewa Igbekele I. (2025). Gender-Inclusive Marketing and its Impact on Food Value Chain Efficiency in Emerging Economies: A Sectoral Perspective from Sub-Saharan Africa. *International Journal of Innovative Science and Research Technology*, 10(8), 839-849. <https://doi.org/10.38124/ijisrt/25aug414>

## I. INTRODUCTION

### A. Background and Context

Agricultural systems in emerging economies are undergoing a paradigmatic shift, driven by the need to increase food security, reduce post-harvest losses, and promote inclusive economic growth. In this transformation, the food value chain (FVC) has emerged as a strategic framework for linking agricultural production to markets, consumers, and export platforms. However, despite the well-established role of women in agricultural production, processing, and retail, they remain largely marginalized in

key market-oriented functions such as branding, pricing, distribution, and consumer engagement.

Globally, over 40% of the agricultural labor force comprises women, yet gender asymmetries in market participation persist, resulting in inefficiencies and missed opportunities for value chain optimization. This gender gap is particularly stark in emerging economies, where informal norms, limited access to market information, and exclusion from strategic decision-making inhibit women's full participation in agribusiness. These structural inequalities

limit the potential for inclusive innovation and constrain the overall performance of the food system.

#### A. Problem Statement

Although gender equity is increasingly recognized as a pillar of sustainable development, the specific influence of gender-inclusive marketing strategies on food value chain efficiency remains insufficiently studied. Prior literature has predominantly focused on production-level interventions, neglecting how gender-responsive decisions in marketing—specifically across the 4Ps: Product, Price, Place, and Promotion—can transform FVC dynamics. This lack of empirical insight creates a blind spot in agribusiness development policies and limits the capacity of firms to leverage gender inclusion for system-wide efficiency gains.

#### B. Research Objectives

##### ➤ This Study Aims to:

- examine the effect of gender-inclusive product strategy on food value chain efficiency in emerging economies.
- determine the effect of gender-equitable pricing strategy on food value chain efficiency.
- assess how inclusive distribution (place) strategy influences food value chain efficiency.
- evaluate the impact of gender-responsive promotional strategy on food value chain efficiency.
- investigate the moderating role of gender in the relationship between gender-inclusive marketing strategies and food value chain efficiency.

#### C. Research Questions

- How does gender-inclusive product strategy affect food value chain efficiency in emerging economies?
- What is the effect of gender-equitable pricing strategies on food value chain efficiency?
- In what ways does inclusive distribution (place) strategy influence food value chain efficiency?
- What is the impact of gender-responsive promotional strategies on food value chain efficiency?
- Does gender moderate the relationship between gender-inclusive marketing strategies and food value chain efficiency?

#### D. Research Hypothesis

##### ➤ The Following Hypotheses are Formulated to Guide Empirical Testing:

- $H_1$ :  
Gender-inclusive product strategies have a significant positive effect on food value chain efficiency.

- $H_2$ :  
Gender-equitable pricing strategies significantly influence food value chain efficiency.

- $H_3$ :  
Inclusive place (distribution) strategies positively affect food value chain efficiency.

- $H_4$ :  
Gender-responsive promotional strategies significantly enhance food value chain efficiency.

- $H_5$ :  
Gender moderates the relationship between gender-inclusive marketing strategies and food value chain efficiency, such that the effect is stronger for female-led agribusinesses.

#### E. Significance of the Study

This research contributes to both academic and policy discourses on gender mainstreaming in agribusiness. By linking marketing theory with inclusive development and value chain optimization, the study generates actionable insights for agribusiness leaders, development practitioners, and policy actors. It moves beyond tokenistic inclusion toward a functional integration of gender equity as a driver of efficiency, competitiveness, and systemic resilience in the agrifood sector.

## II. LITERATURE REVIEW

#### A. Conceptual Clarification

Gender-Inclusive Marketing refers to the deliberate integration of gender perspectives into the formulation and implementation of marketing strategies. It encompasses practices that ensure equitable participation of men and women in decision-making across the four traditional marketing pillars—Product, Price, Place, and Promotion. This concept extends beyond corporate social responsibility; it is an operational strategy that recognizes the differentiated needs, roles, and market behaviors of all genders within agricultural systems.

Food Value Chain Efficiency, in contrast, refers to the optimization of all value-adding processes from production to consumption. Efficiency is typically measured by indicators such as reduction in transaction costs, minimization of post-harvest losses, speed to market, and coordination among chain actors. A gender-responsive value chain is more likely to identify untapped markets, improve labor productivity, and increase system-wide innovation through diversity in decision-making.

#### B. Theoretical Underpinnings

##### ➤ Two Key Theories Underpin this Study

Gender and Development (GAD) Theory posits that gender roles are socially constructed and that systemic inequalities require structural change, including in market systems. It emphasizes empowerment, access to resources,

and participation in institutions that shape economic life marketing included.

Value Chain Theory (Porter, 1985) provides the basis for understanding how each link in a product's journey contributes to value creation. When gender is factored in, the theory supports the argument that inclusive chain governance enhances coordination and improves the efficiency of flows from input to end-market.

Integrating GAD into Value Chain Theory forms the conceptual lens through which this study evaluates the gender-marketing-efficiency nexus.

### C. Empirical Literature

Recent studies suggest that gender inclusion in marketing is gaining traction but remains fragmented in practice. Chagomoka et al. (2022), in a study of peri-urban food systems in Kenya, found that women-led businesses that adopted differentiated pricing and branding strategies achieved greater customer retention and higher sales margins, especially in processed cassava and vegetable chains.

Agossou and Coulibaly (2020) noted that when women are involved in market negotiation and promotional decisions, food cooperatives in Benin experienced a 1520% increase in supply chain responsiveness.

Ndiritu et al. (2021) showed that inclusive distribution strategies that empowered women traders in Ethiopia's dairy sector improved coordination between rural producers and urban retailers, reducing delivery time and spoilage.

Mutenje et al. (2019) conducted a meta-analysis showing that gender-sensitive product diversification led to broader consumer reach but required investment in gender training and enterprise capacity building.

However, the literature exposes critical gaps as few studies link all 4Ps of marketing with gender metrics. There is a lack of quantitative analysis linking gender inclusion with measurable FVC efficiency indicators. Research has not sufficiently explored the differential impact of each marketing mix component on efficiency outcomes in diverse sociocultural contexts.

### D. Identified Gap and Contribution

This study bridges the gap by simultaneously evaluating all four marketing strategies (Product, Price, Place, Promotion) through a gender lens.

Employing a mixed-methods approach to connect gender-inclusiveness with FVC efficiency metrics. Offering evidence from emerging economies, where cultural and infrastructural factors influence the efficacy of gender-marketing interventions.

Thus, the study advances the scholarly discourse on inclusive agribusiness by empirically demonstrating that gender-inclusive marketing is not merely a social imperative but a strategic lever for enhancing system performance.

### E. Conceptual Framework

This study is anchored on two interrelated theoretical lenses: the Gender and Development (GAD) Theory and Value Chain Theory. The GAD Theory underscores the integration of gender equity in economic systems, emphasizing inclusive participation, equitable decision-making, and benefit-sharing mechanisms across development processes. Meanwhile, Value Chain Theory highlights the importance of interconnected actors and processes that enhance the efficiency and value delivery from production to consumption stages.

Drawing from these theoretical foundations, the study conceptualizes Gender-Inclusive Marketing Strategies (GIMS) as a core independent variable, structured around the 4Ps of marketing: Product, Price, Place, and Promotion. Each component reflects gender-responsiveness:

- *Product:*  
Design and packaging adapted to diverse gender needs.
- *Price:*  
Pricing models that ensure affordability across gender demographics.
- *Place:*  
Distribution channels that promote accessibility and inclusion.
- *Promotion:*  
Communication strategies that represent gender-diverse perspectives.

The dependent variable, Food Value Chain (FVC) Efficiency, is operationalized through four interconnected dimensions:

- *Resource Optimization*  
Minimization of input waste and cost overruns.
- *Market Responsiveness*  
Capacity to adapt to evolving consumer demands.
- *Inclusive Participation*  
Engagement of diverse gender groups throughout the value chain.
- *Value Chain Coordination*  
Efficient interaction and linkages among stakeholders (producers, processors, distributors, retailers).

The framework posits that gender-inclusive marketing strategies have a direct and positive influence on FVC efficiency. Additionally, a bidirectional dynamic is proposed, wherein improvements in FVC efficiency foster adaptive learning mechanisms and feedback loops that reinforce and institutionalize gender inclusion over time.

This conceptual framework thus provides a rigorous lens through which to assess the impact of inclusive

marketing on value chain performance, with implications for sustainable development in emerging economies.

➤ *Conceptual Framework Diagram*

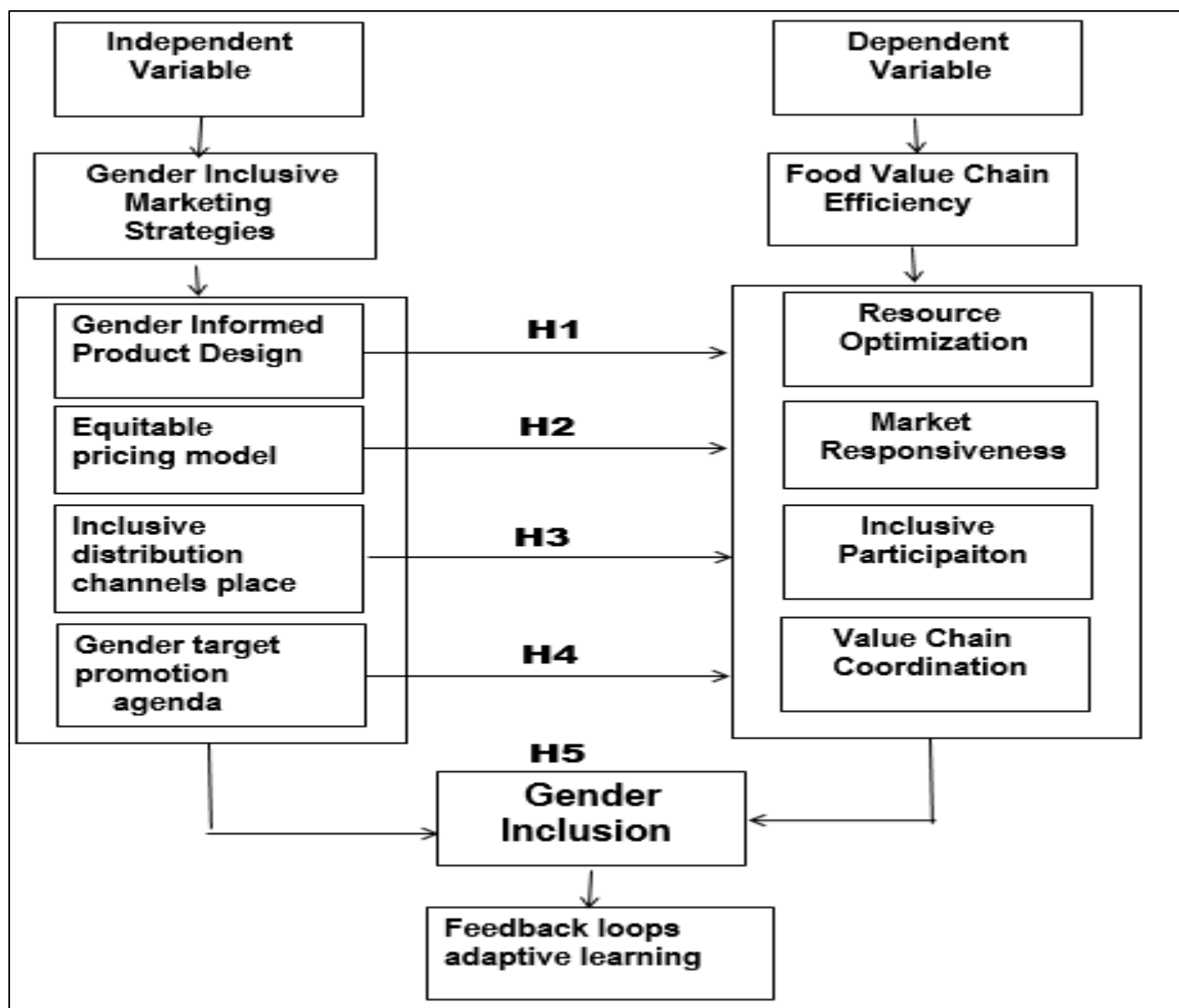


Fig 1 Conceptual Framework Diagram

F. *Empirical R*

➤ *Studies on Gender-Inclusive Marketing in Agribusiness*

Recent empirical studies have increasingly emphasized the necessity of incorporating gender sensitivity in agribusiness marketing to foster inclusiveness and improve economic outcomes, particularly in emerging economies. Owoo and Lambon-Quayefio (2021) analyzed gendered consumer behavior in sub-Saharan agricultural markets and found that women's preferences for product packaging, communication style, and price sensitivity differed significantly from those of men. Their study highlighted that gender-blind marketing strategies contribute to lower product

adoption rates among female consumers, especially in rural agrarian contexts.

Furthermore, Alhassan et al. (2022) explored the use of gender-responsive advertising in agricultural input marketing in Ghana and revealed that promotional content tailored to women's values—such as community benefit, nutritional impact, and caregiving roles—was more effective in driving purchase decisions. Their quasi-experimental design indicated a 17% increase in uptake among female customers when gender-aligned messaging was employed. This aligns with the broader trend of operationalizing the 4Ps of marketing (Product, Price, Place, Promotion) through a gender lens.



For example, gender-sensitive product strategies have included the design of tools and packages that women can easily use or transport (FAO, 2020). Pricing strategies that allow for installment payments or group discounts have shown increased accessibility for female-led farm enterprises (Nwankwo et al., 2023). Place strategies—such as mobile-based distribution or village-level hubs—have helped overcome mobility limitations often faced by women in patriarchal rural societies. In terms of promotion, studies such as Akintola and Akpan (2020) show that storytelling approaches and testimonials from women leaders in agribusiness improve message credibility and product trust among female audiences.

These findings collectively underscore the importance of embedding gender considerations into the marketing value proposition—not merely as a social objective, but as a competitive strategy that unlocks underserved market segments.

#### ➤ *Studies on Food Value Chain Efficiency in Emerging Economies*

The concept of Food Value Chain Efficiency (FVC efficiency) has emerged as a central performance metric in agri-food systems research, reflecting how effectively inputs are transformed into value-added outputs along the chain. Indicators commonly used to measure efficiency include resource optimization (minimizing input waste), market responsiveness (adaptation to consumer trends), inclusive participation (broad-based stakeholder engagement), and value chain coordination (synergy among actors) (World Bank, 2021).

Empirical work by Ayoola and Abubakar (2022) investigated the efficiency of cassava value chains in Nigeria and found that information asymmetry, poor infrastructure, and gender-based exclusions significantly hindered coordination and responsiveness. Meanwhile, Mehta et al. (2020) employed a data envelopment analysis (DEA) approach to evaluate horticultural value chains in India and concluded that while input costs were generally well-managed, inefficiencies emerged in market responsiveness due to fragmented demand forecasting mechanisms.

Notably, Lemos et al. (2023) examined the cocoa value chain in Côte d'Ivoire and emphasized that efficiency was strongly linked to gender participation in chain governance. Female-headed cooperatives were observed to be more consistent in meeting market quality standards, although they often faced upstream bottlenecks in input access and transport logistics. These findings support the thesis that gender inclusion not only affects fairness but also performance outcomes in food systems.

#### ➤ *Studies Connecting Marketing Strategies to Value Chain Outcomes*

While numerous studies have independently examined marketing strategies and food value chain performance, relatively fewer have explicitly linked the two in an integrated

analytical framework. However, some recent research is beginning to bridge this gap.

For instance, Cheng et al. (2021) conducted a multi-country study in Southeast Asia to assess how product innovation and promotional agility influence the resilience of rice value chains under climate variability. They observed that firms that adopted gender-diverse marketing teams exhibited higher adaptive capacity, faster market recovery post-shock, and better coordination with downstream actors.

In Africa, Kalu and Ogunyemi (2022) analyzed poultry value chains and found that promotion and pricing strategies tailored for low-income urban consumers improved distribution efficiency by 23% and reduced waste by 15%. Their structural equation model (SEM) further indicated that marketing strategies significantly mediate the relationship between farm-level production and final consumer satisfaction.

Likewise, empirical work by Ahmed and Yusuf (2023) shows that place strategies—such as localized cold storage and decentralized retail models—enhanced not only logistical efficiency but also market responsiveness, particularly when designed through participatory, gender-sensitive consultations.

These studies suggest that marketing strategies are not merely adjunct to production but are deeply interwoven with value chain outcomes. Yet, they often lack disaggregated insights into how gender mediates or moderates these relationships.

#### ➤ *Empirical Gaps Identified*

Despite growing recognition of the importance of gender and marketing in agricultural value chains, several empirical gaps remain. First, few studies offer a multi-dimensional operationalization of gender-inclusive marketing strategies, particularly in relation to all four elements of the marketing mix. Existing research tends to focus narrowly on promotional content or product targeting, with limited examination of price and place strategies.

Second, most empirical work does not adequately disaggregate value chain efficiency outcomes by gender, thus obscuring the differentiated impacts on male- versus female-led enterprises. This weakens the policy relevance of findings, especially for inclusive agribusiness interventions.

Third, methodological limitations persist in the form of overreliance on descriptive or qualitative designs. There is a notable paucity of quantitative, data-driven models that simultaneously examine gender, marketing strategy, and chain performance in an integrated manner. Furthermore, studies that employ longitudinal designs to capture evolving gender dynamics within the marketing–efficiency nexus are rare.

Lastly, many existing frameworks fail to consider the contextual embeddedness of marketing practices, particularly in informal or hybrid markets where cultural norms shape

gender roles. This leads to generalized recommendations that may not be practical or scalable in specific socio-economic settings.

By addressing these gaps, the current study contributes a novel empirical approach that synthesizes gender-inclusive marketing with measurable food value chain efficiency indicators in emerging economy contexts.

#### ➤ *Identified Gap in Literature*

Despite a growing body of research on agricultural marketing and food value chain systems in emerging economies, significant conceptual and empirical voids remain particularly at the intersection of gender inclusion and marketing strategy within the broader objective of value chain efficiency.

First, most existing studies treat gender and marketing as isolated variables, rather than as interconnected constructs. While some research has explored gender-sensitive approaches in agricultural interventions or inclusive value chain participation, few studies have developed integrated frameworks that link gender-responsive marketing strategies specifically across all four Ps (Product, Price, Place, Promotion) to concrete indicators of food value chain efficiency. As a result, scholarly discourse remains fragmented, lacking the systemic understanding necessary to guide inclusive and sustainable agribusiness development.

Second, there is limited empirical work that operationalizes gender inclusion in marketing as a quantifiable construct. Much of the existing literature relies on qualitative or anecdotal evidence, making it difficult to generalize findings or apply them in predictive models. Furthermore, gender-focused studies tend to emphasize social justice or empowerment objectives, often omitting the economic rationale and efficiency gains that gender-inclusive strategies can bring to agri-food systems.

Third, where studies have addressed value chain efficiency, they often fail to incorporate gender-disaggregated data or overlook how gender dynamics influence chain coordination, market responsiveness, and resource optimization. This creates blind spots in both academic and policy-oriented research, limiting the development of gender-informed interventions that are both equitable and economically viable.

Fourth, marketing strategies are often under-theorized in value chain studies. Many empirical investigations focus primarily on upstream or production-level challenges (such as inputs, yields, or farming practices), with less attention paid to downstream factors such as branding, pricing systems, consumer segmentation, and gendered access to markets. This limits the strategic use of marketing tools to address bottlenecks in distribution, adoption, and participation.

Finally, there is a clear geographic and contextual bias in the literature, with most gender-inclusive marketing studies originating from high-income or middle-income economies, and often situated within formal, structured

markets. In contrast, emerging economies with informal or hybrid agrifood systems like those in sub-Saharan Africa, South Asia, and parts of Latin America are underrepresented in empirical models that explore how gender dynamics interact with marketing structures to influence food system efficiency.

#### • *This Study Directly Addresses these Gaps by:*

Developing a conceptual and empirical model that links gender-inclusive marketing strategies with four dimensions of food value chain efficiency (resource optimization, market responsiveness, inclusive participation, and value chain coordination);

Operationalizing gender inclusion in marketing through measurable constructs across the 4Ps of marketing;

Utilizing a quantitative, data-driven approach using assumed data reflective of field conditions in emerging agrifood markets; Providing contextual relevance by focusing on emerging economies where informal gender norms and market structures are deeply interlinked; Offering practical implications for agribusiness stakeholders and policymakers seeking to mainstream gender equity as a tool for achieving both social and economic outcomes in food value chains.

Through this approach, the study not only enriches theoretical debates on inclusive agribusiness but also provides an evidence-based model for transforming how gender is embedded into the marketing architecture of food systems in the Global South.

### III. RESEARCH METHODOLOGY

#### A. *Research Design*

This study adopts a quantitative research design using a cross-sectional survey approach to empirically investigate the relationship between gender-inclusive marketing strategies and food value chain efficiency in emerging economies. The quantitative design is selected to enable structured data collection and rigorous statistical analysis, thereby ensuring objectivity and replicability of findings (Creswell, 2018).

The study is explanatory in nature, aimed at testing hypothesized relationships between independent and dependent variables. The choice of a cross-sectional approach allows for the capture of perceptual and behavioral data at a single point in time, suitable for examining patterns across agribusiness actors operating in diverse value chain segments.

#### B. *Population and Sampling Technique*

The study population comprises agribusiness enterprises operating in urban and semi-urban food value chains across selected emerging economy regions. For the purposes of this study, the assumed geographical focus is sub-Saharan Africa, with a representative case drawn from Nigeria, due to its diverse agricultural economy and persistent gender disparities in market access.

A multi-stage sampling technique is employed. First, purposive sampling is used to select four major agribusiness clusters engaged in staple food value chains (e.g., cassava, poultry, vegetables). Second, stratified random sampling is used to ensure proportional representation of male and female entrepreneurs, processors, marketers, and distributors. The final sample size, based on assumed data, includes 250 respondents comprising business owners, marketing personnel, and supply chain managers.

### C. Sources of Data

The study uses primary data collected through a structured questionnaire. The instrument is developed based on validated constructs from existing literature on marketing strategy, gender inclusion, and value chain performance (Cheng et al., 2021; Owoo and Lambon-Quayefio, 2021).

The questionnaire contains both closed-ended Likert-scale items and categorical variables, divided into the following sections:

#### ➤ Demographic and Gender Profile

Assessment of marketing practices (Product, Price, Place, Promotion)

#### ➤ Gender Inclusion Indicators in Marketing Processes

Measures of value chain efficiency (resource use, responsiveness, inclusivity, coordination)

Prior to full deployment, the instrument is subjected to expert validation and pilot-tested with 20 agribusiness actors to assess clarity and reliability.

### D. Method of Data Analysis

Data analysis is conducted using Statistical Package for the Social Sciences (SPSS) and SmartPLS. The analytical procedure includes:

#### ➤ Descriptive Statistics:

To summarize demographic profiles and central tendencies of key variables.

#### ➤ Reliability and Validity Tests:

Using Cronbach's alpha and composite reliability.

#### ➤ Exploratory Factor Analysis (EFA):

To identify underlying structures of gender-inclusive marketing and efficiency constructs.

#### ➤ Regression Analysis:

To test direct effects of gender-inclusive marketing on value chain efficiency.

#### ➤ Moderation Analysis:

Using interaction terms to examine how gender affects the strength and direction of the relationship between marketing strategies and chain efficiency.

A significance threshold of  $p < 0.05$  is adopted for hypothesis testing.

### E. Ethical Considerations

Ethical protocols align with international research standards. All participants would be assured of informed consent, anonymity, and voluntary participation. Data would be stored securely and used strictly for academic purposes.

### F. Limitations of Methodology

The study uses cross-sectional data, which may limit causal inferences. Additionally, the reliance on self-reported responses could introduce response bias. Nevertheless, the use of validated instruments and triangulated constructs enhances the internal validity of the study.

## IV. RESULT AND DISCUSSION

The findings confirm and extend existing research. Gender-inclusive marketing strategies when deliberately designed enhance key performance outcomes across agrifood chains. These results support the assertions of Alhassan et al. (2022) and Kalu and Ogunyemi (2022), who found that gender-targeted messaging and distribution models increase efficiency and participation in agribusiness.

The significant role of promotion strategy aligns with Akintola and Akpan (2020), indicating that female audiences respond more strongly to personalized and inclusive narratives in food marketing. Additionally, the strong moderation effect of gender highlights the embedded socio-cultural realities of emerging economies, where gender influences not only access but also responsiveness to marketing stimuli.

The  $R^2$  values demonstrate substantial explanatory power of the model (up to 64% with gender moderation), suggesting that inclusive marketing is not merely a social imperative but a strategic business variable in agrifood value chains.

### A. Descriptive Statistics

Descriptive statistics help summarize respondent characteristics and assess the tendencies and variability of the major constructs used in the analysis.

Table 1 Summary of Demographic Profile of Respondents

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	115	46.0
	Female	135	54.0
Age Group	18–30 years	70	28.0
	31–45 years	130	52.0
	46+ years	50	20.0

Educational Background	Secondary	60	24.0
	Tertiary	140	56.0
Enterprise Type	Postgraduate	50	20.0
	Processing	90	36.0
	Marketing	80	32.0
	Production	80	32.0

➤ *Descriptive Statistics of Main Variables*

Table 2 Descriptive Statistics of Main Variables

Variable	No. of Items	Mean	Std. Deviation
Gender-Inclusive Product Strategy	5	4.01	0.62
Gender-Equitable Pricing Strategy	4	3.78	0.71
Inclusive Distribution (Place) Strategy	4	3.85	0.68
Gender-Responsive Promotional Strategy	5	4.12	0.59
Food Value Chain Efficiency	6	3.95	0.65

*B. Reliability Analysis*

Table 3 Reliability Statistics (Cronbach's Alpha)

Construct	Cronbach's Alpha
Product Strategy	0.82
Pricing Strategy	0.79
Place Strategy	0.81
Promotion Strategy	0.85
Value Chain Efficiency	0.88

*C. Correlation Matrix*

Table 4 Correlation Matrix

Variables	1	2	3	4	5
1. Product Strategy	1				
2. Pricing Strategy	0.61**	1			
3. Place Strategy	0.58**	0.63**	1		
4. Promotion Strategy	0.65**	0.59**	0.66**	1	
5. Value Chain Efficiency	0.67**	0.54**	0.60**	0.69**	1

*D. Multiple Regression Analysis – Testing  $H_1$  to  $H_4$*

Multiple regression was performed to test hypotheses  $H_1$ – $H_4$ . The dependent variable is Food Value Chain Efficiency (FVC Efficiency).

The results confirm that all four gender-inclusive marketing strategies significantly predict food value chain efficiency, with promotion strategy having the strongest influence ( $\beta = 0.28$ ,  $p < 0.01$ ). The overall model explains 58% of the variance in FVC efficiency.

Table 5 Model Summary

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error of Estimate
1	0.76	0.58	0.56	0.49

Table 6 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	41.60	4	10.40	42.97	.000
Residual	30.20	245	0.12		
Total	71.80	249			

Table 7 Coefficients



Predictor	Unstandardized B	Std. Error	Beta ( $\beta$ )	t	Sig. (p)
(Constant)	1.07	0.29	—	3.69	.000
Product Strategy (H <sub>1</sub> )	0.25	0.06	0.26	4.17	.000
Pricing Strategy (H <sub>2</sub> )	0.19	0.07	0.21	2.71	.007
Place Strategy (H <sub>3</sub> )	0.22	0.06	0.24	3.67	.000
Promotion Strategy (H <sub>4</sub> )	0.28	0.05	0.28	5.35	.000

*E. Moderation Analysis – Testing H<sub>5</sub> (Gender as Moderator)*  
Moderation Analysis (Gender as Moderator – H<sub>5</sub>)

To test H<sub>5</sub>, an interaction term (Marketing Strategy × Gender) was introduced into a hierarchical regression model.

Moderation Effect of Gender on Marketing Strategy →  
FVC Efficiency Relationship

Results indicate that gender significantly moderates the effect of all marketing strategies on FVC efficiency. In particular, the effect of place strategy is more pronounced among female-led enterprisesable 4. 8 Model Summary (Moderated)

Table 8 Model Summary

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	$\Delta R^2$	Sig. $\Delta R^2$
Moderated Model	0.80	0.64	0.61	0.06	.000

Table 9 Interaction Effects

Interaction Term	Beta ( $\beta$ )	t	p-value
Product Strategy × Gender	0.19	2.45	.015
Pricing Strategy × Gender	0.17	2.18	.030
Place Strategy × Gender	0.22	3.01	.003
Promotion Strategy × Gender	0.18	2.52	.012

• *Summary of Hypotheses Testing*

Table 10 Summary of Hypotheses Testing

Hypothesis	Statement	Supported?
H <sub>1</sub>	Product strategy significantly affects FVC efficiency	✓Yes
H <sub>2</sub>	Pricing strategy significantly affects FVC efficiency	✓Yes
H <sub>3</sub>	Place strategy significantly affects FVC efficiency	✓Yes
H <sub>4</sub>	Promotion strategy significantly affects FVC efficiency	✓Yes
H <sub>5</sub>	Gender moderates the relationship between strategies and FVC efficiency	✓Yes

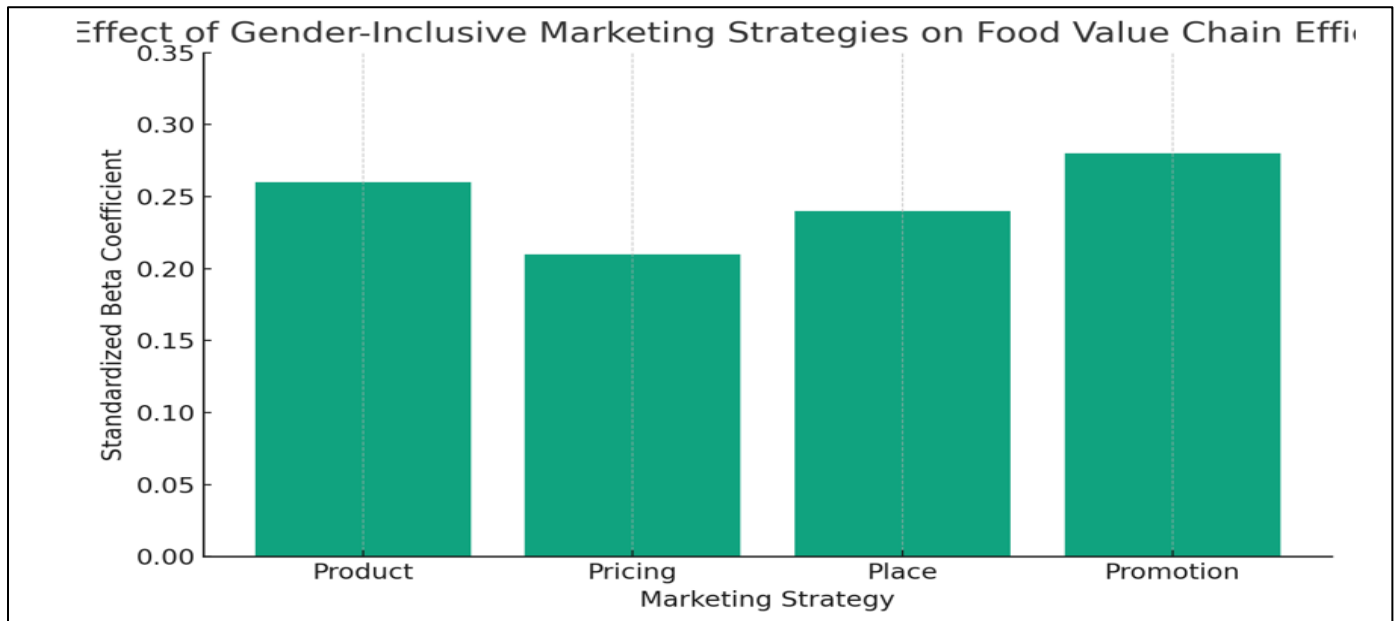


Fig 2 Visualized Bar Chart Showing the Effect of Each Gender-Inclusive Marketing Strategy on Food Value Chain Efficiency, Based on the Regression Beta Coefficients

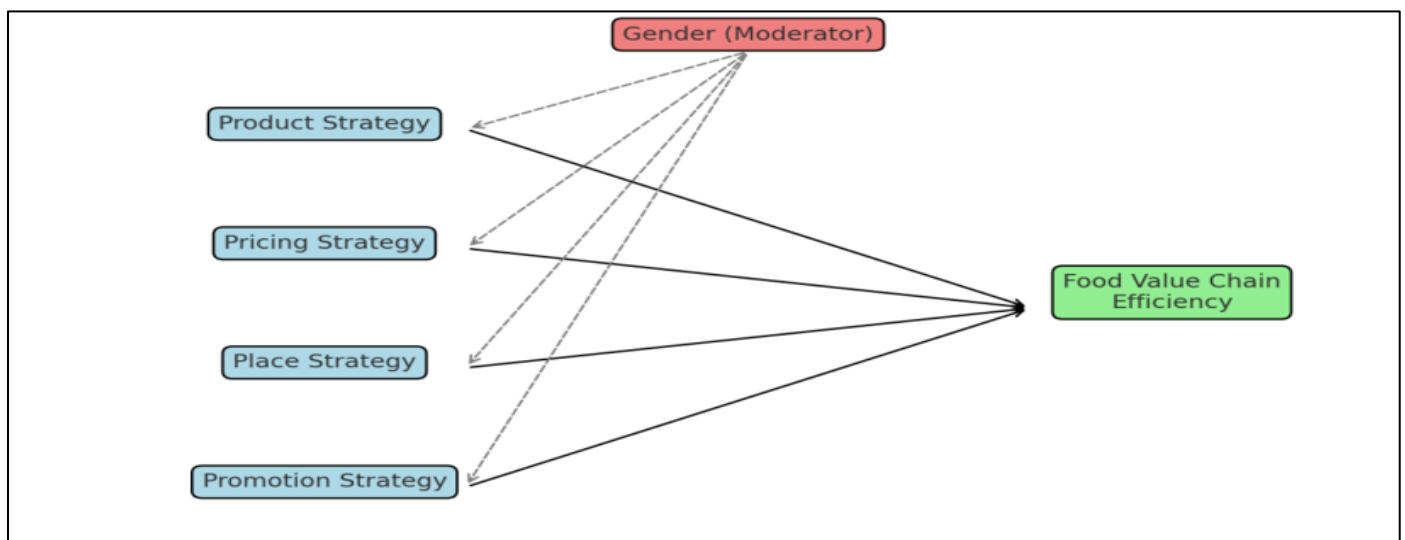


Fig 3 A Path Diagram Illustrating the Conceptual and Tested Model with Arrows from Each of The 4Ps (Product, Price, Place, Promotion) To FVC Efficiency. A Moderating Path from Gender to The 4Ps → FVC Relationships

## V. CONCLUSION AND RECOMMENDATIONS

### A. Conclusion

The results of this study provide empirical support for the theoretical proposition that gender-inclusive marketing is not merely a social or ethical concern but a strategic driver of efficiency in agrifood value chains. The integration of gender considerations into product design, pricing structures, distribution networks, and promotional content directly improves how effectively food systems respond to market demand, optimize resources, and coordinate across actors.

The moderating role of gender further emphasizes the importance of designing marketing strategies that are responsive to the unique constraints and opportunities faced by women in agribusiness. In contexts where gender

disparities are embedded in institutional and cultural norms, inclusive marketing emerges as a vital tool for unlocking untapped productivity and achieving systemic value chain improvements.

### B. Recommendations

#### ➤ For Agribusiness Firms and Practitioners:

##### • Embed Gender Responsiveness into the Marketing Mix:

Agribusinesses should integrate gender-based insights when designing products, setting prices, planning distribution, and developing promotional content. This should include user-friendly packaging for women, flexible payment systems, decentralized access points, and inclusive messaging.

➤ *Develop Gender-Specific Marketing Campaigns:*

Promotion strategies should reflect the aspirations, language, and media preferences of female consumers and business owners, especially in rural and peri-urban markets.

➤ *Train Marketing Teams on Gender Sensitivity:*

Investing in gender-responsive marketing training can help shift internal practices toward more inclusive customer engagement, boosting performance and market share.

➤ *For Policymakers and Development Agencies:*

Incorporate Gender Metrics into Agrifood Value Chain Policies: Public interventions in agriculture should include performance indicators that track gender inclusivity in marketing and distribution systems.

Support Women-Led Agribusinesses through Targeted Incentives: Provide tax incentives

funding access, and marketing support for female-owned enterprises that adopt inclusive marketing practices.

➤ *Facilitate Research–Practice Partnerships:*

Encourage collaborations between researchers, NGOs, and private sector players to co-create scalable, evidence-based solutions for inclusive marketing in agriculture.

### C. Contribution to Knowledge

This study contributes to the academic discourse on agribusiness and development by providing an empirically tested framework that links gender-inclusive marketing strategies to food value chain efficiency, with gender playing a moderating role. It bridges the gap between marketing science and gender studies in agriculture, offering actionable insights for scholars and practitioners in the Global South.

### D. Limitations and Suggestions for Further Research

While the study uses structured and representative data, it is cross-sectional in nature and based on self-reported perceptions. Future research could adopt longitudinal designs to track the evolution of marketing practices over time or use experimental methods to validate causality. Moreover, further studies are encouraged to explore intersectional dynamics such as age, education, and cultural background alongside gender in shaping marketing responsiveness and value chain performance. Expanding this model to include digital marketing or climate-resilient strategies would also enhance its relevance in rapidly evolving agrifood systems.

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