IJARSCT
ISSN (Online) 2581-9429
International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)
International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal
Impact Factor: 7.67
Volume 5, Issue 3, March 2025

Direct Market Access Mobile Application for Farmers using Random Forest Algorithm

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Abstract: *Agriculture remains a vital sector of the global economy, yet farmers often struggle with limited market access and reduced profit margins due to intermediaries in the supply chain. To address this issue, we propose a smart mobile application that facilitates direct transactions between farmers, consumers, and retailers. The platform enables farmers to list their products, set competitive prices, and manage transactions efficiently, eliminating the reliance on middlemen. Key features of the application include GPS-based location tracking to help buyers fin nearby sellers, a machine learning-driven daily product analysis system to optimize pricing and sales strategies, and a secure transaction gateway for seamless payments. The integration of artificial intelligence enhances sales efficiency by predicting demand trends, reducing wastage, and improving revenue generation. A pilot study conducted with a group of farmers demonstrated increased earnings, reduced spoilage, and improved market access. The proposed system not only empowers farmers with greater control over their sales but also fosters a more transparent, cost-effective, and efficient agricultural marketplace. Future enhancements will incorporate blockchain for transaction security, multilingual support for wider accessibility, and AI-driven demand forecasting for better decision-making.*

Keywords: Mobile application, direct sales, agriculture, machine learning, location tracking, farmers, consumers, retailers

I. INTRODUCTION

Agriculture is a crucial sector that sustains economies worldwide. However, traditional supply chains often include intermediaries who diminish farmers' earnings. Middlemen take a significant share of profits, leaving farmers with minimal income. The lack of direct market access leads to inefficiencies and price exploitation. To address this, we propose a mobile application that eliminates intermediaries and enables direct transactions between farmers, consumers, and retailers. By leveraging modern technologies such as machine learning and location tracking, the platform provides an efficient and transparent marketplace for agricultural trade.The significance of digital transformation in agriculture is growing. Studies show that digital platforms can increase farmers' revenue by 20-30% by allowing direct access to buyers. However, existing solutions often fail due to limited technological adoption, lack of market intelligence, and usability issues. This research presents a solution that integrates ease of use with advanced analytics to empower farmers with decision-making tools.

II. LITERATURE REVIEW

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III. PROJECT DESCRIPTION

3.1 ISSUES

- Dependence on Middlemen – Farmers often rely on intermediaries to sell their produce, leading to reduced profit margins as middlemen take a significant commission from sales.
- Limited Market Access– Many farmers struggle to reach a larger customer base beyond local markets, restricting their ability to secure better prices for their products.
- Price Fluctuations – Farmers lack real-time pricing insights and are often forced to sell their produce at lower rates due to market volatility and lack of negotiation power.
- Spoilage and Wastage – Due to inefficient supply chains and delays in selling, perishable agricultural products often go to waste before reaching consumers, leading to financial losses.
- Lack of Technology Adoption– Traditional farming communities often face challenges in adopting digital platforms due to limited awareness, low literacy levels, and lack of access to user-friendly solutions.
- Unsecured Transactions – Many farmers deal in cash-based transactions, making them vulnerable to fraud, delayed payments, or financial insecurity.
- High Transportation Costs – Without an optimized supply chain, farmers often bear high transportation costs to reach distant markets, reducing overall profitability.

3.2. EXISTING SYSTEM

The current agricultural marketplace relies on intermediaries, limiting farmers' control over pricing and reducing their profit margins. Farmers often struggle with market dependency, lack of real-time price transparency, and restricted access to consumers beyond their local area. Transactions are largely manual, leading to delays and financial insecurity, while high transportation costs and post-harvest losses further impact earnings. Existing digital platforms offer basic listing services but lack integrated solutions for price optimization, demand prediction, and direct buyer connectivity. These challenges highlight the need for a smart mobile application to streamline sales, enhance transparency, and maximize farmers' profitability.

3.3. PROPOSED SYSTEM

The proposed system is a smart mobile application designed to directly connect farmers with consumers and retailers, eliminating intermediaries and enhancing agricultural sales. It integrates advanced technologies such as GPS-based location tracking, machine learning-driven sales analysis, and secure digital transactions to optimize sales and increase farmers' earnings. The system is structured into three phases for efficient implementation.
The first phase involves farmers registering on the platform and creating product listings by uploading details such as crop type, quantity, and pricing. The system integrates GPS-based location tracking to help buyers discover nearby

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farmers, ensuring faster transactions and reducing transportation costs. The mobile application facilitates real-time updates on product availability and market demand.

This second phase involves the integration of machine learning algorithms to analyze historical sales data, market trends, and seasonal demand patterns. The system employs predictive analytics to recommend optimal pricing strategies to farmers, maximizing sales efficiency. Additionally, demand forecasting helps farmers plan production more effectively, reducing wastage and improving profitability.

In the final phase, the application provides a secure transaction system with integrated payment gateways for smooth and transparent financial exchanges. Farmers and buyers receive real-time insights into market trends, price fluctuations, and consumer demand, enabling informed decision-making. The system also maintains a transaction history, allowing users to track sales performance over time.

The components needed for the mobile application for direct access for farmers are as follows;

- Mobile Application Interface
- GPS-Based Location Tracking
- Machine Learning Model
- Secure Payment Gateway
- Real-Time Market Analytic
- Cloud-Based Database
- User Notification System

3.4. ARCHITECTURE DIAGRAM

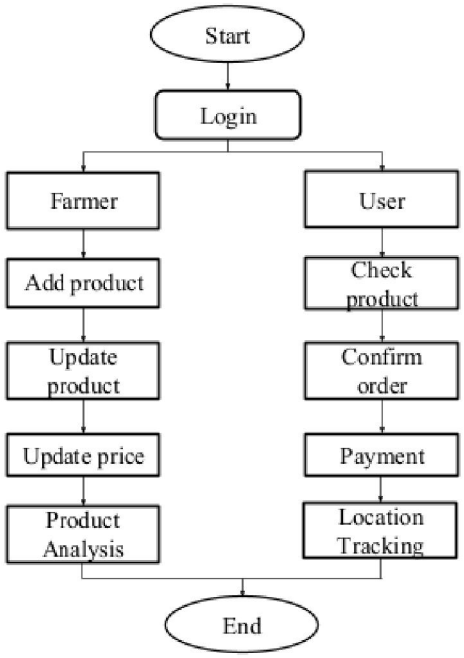

Fig 3.4 overall architecture diagram

Fig 3.4 represents the operational workflow of a mobile application that facilitates direct transactions between farmers and consumers. The process begins with a login, where users are categorized as either farmers or consumers. Farmers can add products, update product details, adjust pricing, and utilize product analysis to gain insights into demand and pricing trends. On the consumer side, users can check available products, confirm orders, proceed with payment, and leverage location tracking to find nearby farmers for efficient delivery. The system ensures a smooth, transparent, and automated process for agricultural sales, ultimately enhancing farmer profitability and providing consumers with fresh produce directly from the source. The process concludes once the transaction is successfully completed.

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IV. MODULE DESCRIPTION

4.1. USER REGISTRATION & LOGIN

This module serves as the entry point for users, allowing both farmers and consumers to register and log in securely. Users must provide basic details such as name, contact information, and authentication credentials. Farmers gain access to features like product listing and price updates, while consumers can browse and purchase available products. Secure authentication mechanisms, such as OTP verification and password encryption, are implemented to ensure data privacy and security.

4.2. PRODUCE LISTING MODULE

Farmers can list their products by providing details such as name, quantity, price, and available stock. They can also update or remove listings as needed. This module ensures that all available produce is displayed in an organized manner for consumers to browse, making it easier to compare products and make informed purchasing decisions.

4.3.PRICENEGOTIATION& TRANSACTION MANAGEMENT

This module enables direct price discussions between farmers and buyers, allowing for better pricing flexibility. Consumers can negotiate prices before confirming an order. Once a price is agreed upon, the system facilitates secure transactions through digital payment gateways, ensuring smooth financial exchanges without intermediaries. Additionally, transaction records are maintained for future reference.

4.4. LOCATION TRACKING SYSTEM

The app integrates GPS-based location tracking to help consumers find nearby farmers and retailers. This module enables buyers to choose local produce, reducing transportation costs and ensuring fresh product delivery. Farmers can also locate potential buyers within their region, making transactions more efficient.

4.5. MACHINELEARNING-BASED PRODUCT ANALYSIS

This module uses machine learning algorithms to analyze market trends, demand fluctuations, and price variations. By processing historical data, the system provides farmers with insights on optimal pricing strategies and best-selling products. This feature helps farmers maximize their revenue while minimizing wastage by predicting consumer demand patterns.

V. COMPONENTS EXPLANATION

The components needed for the mobile application for direct access for farmers are as follows;

- Mobile Application Interface
- GPS-Based Location Tracking
- Machine Learning Model
- Secure Payment Gateway
- Real-Time Market Analytics
- Cloud-Based Database
- User Notification System

5.1.1 Mobile Application Interface

The mobile application serves as the primary platform where farmers can list their products, set prices, and manage sales efficiently. Designed with a simple and intuitive user interface, the app ensures that even farmers with minimal technical knowledge can easily navigate and operate it. By providing a seamless experience for both farmers and buyers, the app eliminates the need for middlemen, allowing direct communication and transactions.

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5.1.2. GPS-Based Location Tracking

The app integrates GPS-based location tracking to help buyers and retailers find nearby farmers, making the purchasing process more convenient. This feature allows users to filter and locate available products in their vicinity, reducing transportation costs and ensuring fresh produce reaches consumers quickly. It also assists in logistics and delivery optimization by offering accurate location data.

5.1.3. Machine Learning Model

A machine learning model is incorporated toanalyze market trends, pricing patterns, and consumer demand. By processing past sales data and real-time market conditions, the model provides farmers with insights on optimal pricing and high-demand products. This predictive analysis helps farmers maximize their profits by adjusting their pricing strategies and production planning accordingl

5.1.4. Secure Payment Gateway

To facilitate smooth and reliable transactions, the app includes a secure payment gateway that supports multiple payment methods, including digital wallets, bank transfers, and credit/debit cards. This ensures that payments are processed safely, reducing the risk of fraud while making transactions fast and efficient. Secure transactions also help build trust among farmers, buyers, and retailers.

5.1.5. Real-Time Market Analytics

The real-time market analytics feature provides farmers with up-to-date insights into current market conditions, including price fluctuations, demand trends, and competition analysis. By accessing live data, farmers can make well-informed decisions regarding when and at what price to sell their products, leading to better profitability and reduced losses.

5.1.6. Cloud-Based Database

A cloud-based database is implemented to securely store and manage product listings, transaction histories, user details, and other critical information. Farmers can access their sales records, inventory, and buyer interactions from anywhere, improving business efficiency and accessibility.

5.1.7. User Notification System

The user notification system keeps farmers and buyers updated about important events, such as new product listings, price changes, payment confirmations, and market trends. Push notifications and alerts ensure that users do not miss opportunities, enabling quicker decision-making and enhancing user engagement on the platform.

5.2. ALGORITHM USED

5.2.1 RANDOM FOREST ALGORITHM

Random Forest builds multiple decision trees and combines their outputs for better accuracy. Gathers crop details, market prices, weather conditions, and demand trends. Trains multiple decision trees using different subsets of data. Aggregates predictions from all trees to suggest the best-selling price and demand Forecast.Provides real-time insights on where and when to sell their crops for maximum profit.

5.2.2 RANDOM FOREST WORKING

Data Collection

The app gathers historical sales data, product prices, consumer demand, and market trends from farmers, buyers, and retailers.

Preprocessing

The collected data is cleaned and preprocessed by handling missing values, normalizing price variations, and categorizing product types.

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Random Forest Training

The processed data is used to train a Random Forest model, which consists of multiple decision trees. The final output is determined by aggregating the predictions of all trees, ensuring a robust and accurate analysis.

Sales and Pricing Prediction

Once trained, the model predicts optimal product pricing and demand based on various influencing factors like location-based consumer behavior, historical sales data, and current market conditions. This helps farmers set competitive prices and decide the best time to sell their products to maximize profits.

Real-Time Market Analysis

The Random Forest model continuously analyzes incoming real-time data to refine predictions and provide updated pricing recommendations. If market demand increases or decreases, the system alerts farmers through notifications, helping them adjust their sales strategy accordingly.

Decision Support for Farmers

Based on the predictions, the app provides actionable insights to farmers, such as recommending price adjustments, suggesting high-demand crops, or alerting them to potential market fluctuations. This ensures that farmers make data-driven decisions, enhancing profitability and reducing losses.

VI. RESULT AND DISCUSSION

This mobile application effectively eliminates middlemen, enabling farmers to sell directly to consumers and retailers, ensuring higher profits and fair pricing. GPS-based location tracking helps buyers find nearby farmers, reducing transportation costs, while machine learning optimizes pricing and demand forecasting. The secure payment gateway ensures safe transactions and real-time market analytics keep farmers updated on pricing trends. A cloud-based database provides secure data management, and notifications enhance user engagement. Overall, the app streamlines the sales process, boosts farmer incomes, and creates a more efficient and transparent agricultural marketplace.

VII. CONCLUSION

The proposed smart mobile application offers a transformative solution to the challenges faced by farmers in accessing markets and optimizing profits. By facilitating direct transactions between farmers, consumers, and retailers, the platform eliminates intermediaries and ensures greater control, transparency, and efficiency within the agricultural supply chain. Through the use of GPS, machine learning, and secure payment systems, the application not only boosts farmers' earnings and reduces wastage but also enhances market accessibility. With promising results from the pilot study, the application holds significant potential for revolutionizing the agricultural marketplace. Future developments, such as blockchain integration and advanced AI-driven demand forecasting, will further enhance the system's effectiveness, making it a powerful tool for sustainable agricultural growth worldwide.

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