CHAPTER 5
CONCLUSION

In conclusion, the purpose of this study was to transition from B2B to B2C online for the cherry industry in Gilgit-Baltistan, Pakistan, and to explore how digital platforms can improve access to the online marketplace of cherry producers. The study applied with two frameworks: Technology-Organization-Environment and Technology-Acceptance Model to analyze technological, organizational, and environmental factors, as well as consumers' perceptions, such as perceived usefulness and perceived ease of use.

The findings show that there are several factors that play an important role in the adoption of B2C e-commerce among stakeholders of the cherry supply chain. However, in technological factors, limited internet connectivity and a lack of digital infrastructure pose huge barriers for farmers who want to shift to online marketplaces. Moreover, in organizational factors, the lack of digital skills and no knowledge about digital platforms restricts farmers from adopting digital marketing. In addition, environmental factors such as the dominance of the middleman (contractors) and logistic problems, especially the transportation of such perishable products, significantly restrict farmers from adopting B2C e-commerce systems.

According to the consumers' perspective, online platforms are easy to use and convenient for purchasing fruits, and some consumers also believe that online platforms provide useful benefits like improved access to the products and time saving, so these perceptions play an important role in adopting digital platforms. Overall, the results suggest that for the successful adoption of B2C e-commerce in the cherry industry requires sufficient digital infrastructure and digital training needs among farmers, and improving logistics

systems, especially the transportation system. By overcoming these challenges, digital platforms have the potential to enhance market access and create new opportunities for the stakeholders of cherry producers of Gilgit Baltistan.

5.1 Implication of the study

The findings of this study offer several implications for farmers, policymakers, and digital platforms providers.

1. Government agencies and telecommunications providers should improve internet connectivity and digital infrastructure in rural areas, particularly in the Gilgit-Baltistan region, by investing in expanding reliable internet access to enable farmers to participate in online marketplaces.
2. Training providers, NGOs, and government agricultural agencies should develop and deliver digital literacy programs for farmers, including workshops, technical training, and e-commerce skills development in rural areas, to enable farmers to independently manage online selling activities and participate effectively in digital markets.
3. Logistics providers, cold chain operators, and agricultural support agencies should improve supply chain infrastructure to support online sales of perishable products like cherries, including investment in cold storage facilities, better packaging solutions, and reliable transportation networks to ensure product quality during delivery.

5.2 Limitations of the study

Despite its contributions, this research has some limitations that should be acknowledged.

1. This study is based on qualitative data analysis with open-ended questions, with interviewers, and with a limited number of participants, which may restrict the

generalizability of the findings. Future study could be quantitative methods with a larger sample size to validate the results.

2. This research focuses mainly on the cherry supply chain in a specific region of Pakistan, Gilgit Baltistan. Therefore, the findings may not fully represent the experiences of other stakeholders in other agricultural sectors.
3. This study primarily focuses on the perceptions related to e-commerce adoption rather than measuring actual adoption outcomes. Future research should focus on the long-term impact of digital platforms' adoption on farmers' income and access to the market of the Gilgit Baltistan region.

5.3 Suggestions for future research

There are some suggestions for future research.

1. The researcher could conduct quantitative studies to test the relationship between different factors, such as technological, organizational, and environmental factors, and the adoption of e-commerce among agricultural producers
2. Future studies should examine other factors that influence the agricultural market access.
3. In the future, the researchers should do comparative studies about the adoption of e-commerce in different products across Pakistan and Indonesia.

Lastly, future research should analyze the long-term impact of using digital platforms on farmers' income and the agricultural supply chain.

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