International Journal of Innovative Research in Engineering and Management (IJIREM)
ISSN (Online): 2350-0557, Volume 13, Issue 1, February 2026
DOI: https://doi.org/10.55524/ijirem.2026.13.1.7
Article ID IJIR3169, Pages 58-62
www.ijirem.org

Farmonic: A Decision-Driven AI-Integrated Agricultural E-Commerce Ecosystem

Jagappa[1], Ashish Khadela Maheshbhai[2], Srihari J[3], M Jessica[4], Mitinam Paloh[5], and Dr. Ramesha K[6]

[1, 3] MCA Scholar, Department of Computer Science & Information Technology, JAIN (Deemed-to-be University), Bengaluru, India
[2] MSc Scholar, Department of Computer Science & Information Technology, JAIN (Deemed-to-be University), Bengaluru, India
[4] MCom Scholar, Department of Commerce, JAIN (Deemed-to-be University), Bengaluru, India
[5] MA Scholar, Department of Economics, JAIN (Deemed-to-be University, Bengaluru, India
[6]Associate Professor, Department of Economics, JAIN (Deemed-to-be University), Bengaluru, India

Correspondence should be addressed to Jagappa; jagappamerigi@gmail.com

Received: 28 January 2026; Revised: 14 February 2026; Accepted: 26 February 2026

ABSTRACT- Digital transformation in agriculture has largely progressed through fragmented solutions, including independent e-commerce platforms, advisory applications, and equipment rental services. Despite these advancements, existing systems fail to provide an integrated, intelligence-driven framework that connects crop diagnosis, contextual decision support, and transactional workflows within a unified ecosystem. This study proposes Farmonic, a decision-driven agricultural e-commerce architecture that seamlessly integrates AI-based plant disease detection, weather-aware crop advisory, and machinery rental management through a scalable microservice infrastructure.

The proposed system employs transfer learning–based deep convolutional neural networks for multi-class crop disease classification and incorporates a context-aware recommendation engine that considers crop stage, environmental conditions, and diagnostic outputs to optimize product suggestions. A closed-loop AI-commerce pipeline is established, linking diagnosis, advisory, procurement, and post-transaction feedback into a continuous intelligent workflow.

Experimental validation demonstrates a classification accuracy of 92%, with strong precision–recall performance and low system latency under simulated load conditions. The results confirm the feasibility of integrating artificial intelligence with agricultural commerce to enhance transparency, operational efficiency, and data-driven decision making. Farmonic advances the concept of outcome-centric digital agriculture by transforming traditional marketplaces into intelligent farming ecosystems that support the complete agricultural lifecycle.

KEYWORDS- Agricultural E-Commerce, AI-Based Crop Diagnosis, Decision-Driven Systems, Digital Agriculture, Smart Farming

I. INTRODUCTION

Agriculture remains a critical contributor to economic sustainability, particularly in rural regions where farming serves as a primary livelihood source. Despite advancements in digital commerce and artificial intelligence, agricultural technology solutions remain fragmented across multiple domains. Farmers frequently depend on traditional intermediaries for purchasing agricultural inputs, resulting in limited transparency, price inefficiencies, and restricted access to timely advisory support. General e-commerce platforms primarily focus on transactional efficiency, inventory management, and logistics optimization [6][7]. However, they lack agricultural intelligence com- ponents such as disease diagnostics, crop-stage recommendations, and weather-driven decision support. Conversely, AI- based agricultural advisory applications provide crop diagnostics but fail to integrate commercial purchasing mechanisms or rental-based equipment access[8][9].

To address these limitations, this research introduces Far-monic, an AI-integrated agricultural e-commerce ecosystem that unifies:

- Plant disease detection
- Context-aware product recommendation
- Machinery rental booking
- Weather-based advisory insights
- Secure and scalable digital transactions

The objective is to transform agricultural marketplaces into intelligent, decision-support ecosystems that enhance productivity and economic efficiency.

II. LITERATURE REVIEW

The application of artificial intelligence in agriculture has gained significant attention in recent years.

Mohanty et al. [1] demonstrated the effectiveness of convolutional neural networks for plant disease detection using the PlantVillage dataset, achieving high classification accuracy across multiple crop categories.

Kamilaris and Prenafeta-Boldu´ [2] presented a comprehensive survey highlighting the rapid adoption of deep learning techniques in agricultural monitoring, yield prediction, and disease classification.

Digital agricultural marketplaces have improved supply-chain transparency[3][4] and product accessibility. However, most platforms focus solely on transactional capabilities without embedding real-time AI advisory systems. Research on Farming-as-a-Service (FaaS) models indicates that machinery rental systems can reduce capital expenditure for small-scale farmers, yet these services typically operate independently from e-commerce infrastructures [5].

Existing literature reveals fragmentation between commerce systems, advisory platforms, equipment rental services, and environmental intelligence tools. There is limited research ad- dressing the integration of these components within a unified, scalable architecture. This gap forms the foundation for the proposed Farmonic framework.

III. IMPORTANCE OF STUDY

The importance of this study lies in its attempt to address fragmentation in digital agricultural ecosystems. While numerous AgriTech solutions exist, very few integrate advisory intelligence with commercial workflows in a unified manner. This research contributes to the advancement of intelligent agricultural infrastructure in the following ways:

Advancing artificial intelligence integration in agriculture through deep learning-based disease detection and con-textual recommendation systems.

- Promoting scalable digital commerce infrastructure tailored for rural and farming sectors, ensuring accessibility and operational efficiency.
- Supporting policy-level discussions on digital agricultural transformation by proposing an integrated AI-commerce architecture.
- Enabling decision-centric commerce models that shift agricultural marketplaces from product-driven transactions to outcome-driven intelligent ecosystems.

By proposing a unified and modular architecture, this study provides a foundational blueprint for future AI-enabled agricultural platforms that aim to enhance productivity, transparency, and sustainability in digital farming ecosystems.

IV. STATEMENT OF THE PROBLEM

Agricultural digital systems currently operate in a fragmented manner across advisory platforms, online market- places, and machinery rental services. Although each of these systems contributes to agricultural modernization, their isolated functioning prevents seamless and efficient decision- making for farmers. The lack of interoperability among these platforms results in delayed disease diagnosis, improper product selection, limited contextual guidance, and increased operational costs.

Furthermore, existing agricultural e-commerce systems primarily focus on transactional efficiency rather than decision intelligence. Advisory systems provide recommendations without enabling direct procurement, while rental services function independently from crop health analytics. This structural separation creates workflow discontinuities that reduce overall system effectiveness and farmer productivity.

The central problem addressed in this study is the absence of a scalable and unified architecture that integrates artificial intelligence-driven advisory mechanisms directly into agricultural commerce workflows. There is a critical need for a decision-driven ecosystem that seamlessly connects crop diagnosis, contextual recommendations, machinery access, and secure transactions within a single intelligent framework.

V. RESEARCH GAP

An analysis of current agricultural digital systems highlights several limitations:

- E-commerce platforms lack AI-driven advisory integration within transaction workflows.
- Disease detection applications operate independently without enabling direct product procurement.
- Machinery rental services are isolated from commerce ecosystems.
- Recommendation systems rely on purchase history rather than contextual crop intelligence.
- Farmonic addresses these gaps by implementing a unified architecture that embeds contextual decision intelligence into the commerce lifecycle.

VI. SCOPE OF STUDY

The scope of this study includes the design, implementation, and evaluation of an AI-integrated agricultural e-commerce ecosystem. The research focuses on the integration of deep learning-based plant disease detection, contextual product recommendation, machinery rental services, and secure transactional workflows within a unified architecture.

The study evaluates system scalability, classification performance, and architectural modularity. However, it does not include large-scale real-world deployment or macroeconomic agricultural forecasting. The emphasis remains on system-level intelligence integration and technical validation.

VII. OBJECTIVES OF THE STUDY

The primary objectives of this research are:

- To design a scalable AI-integrated agricultural commerce architecture.
- To implement deep learning-based crop disease classification.
- To develop a context-aware agricultural recommendation engine.
- To integrate machinery rental services within commerce workflows.
- To evaluate system performance, scalability, and classification accuracy.

VIII. HYPOTHESES

- H1: AI-based crop disease detection significantly improves advisory accuracy.
- H2: Context-aware recommendation systems enhance decision efficiency compared to traditional recommendation models.
- H3: Integrated machinery rental services improve operational accessibility for farmers.
- H4: Microservice-based architecture enhances system scalability and stability.

IX. ANALYTICAL TOOLS AND TECHNIQUES

The study employs both quantitative and system-level evaluation techniques to validate the proposed architecture.

- Classification metrics including Accuracy, Precision, Re- call, and F1-Score.
- Confusion Matrix analysis for performance interpretation.
- ROC Curve analysis to measure model discriminative ability.
- API latency measurement for system performance validation.
- Comparative feature evaluation against existing agricultural platforms.

These analytical tools ensure technical robustness and empirical validation of the proposed system.

X. SYSTEM ARCHITECTURE

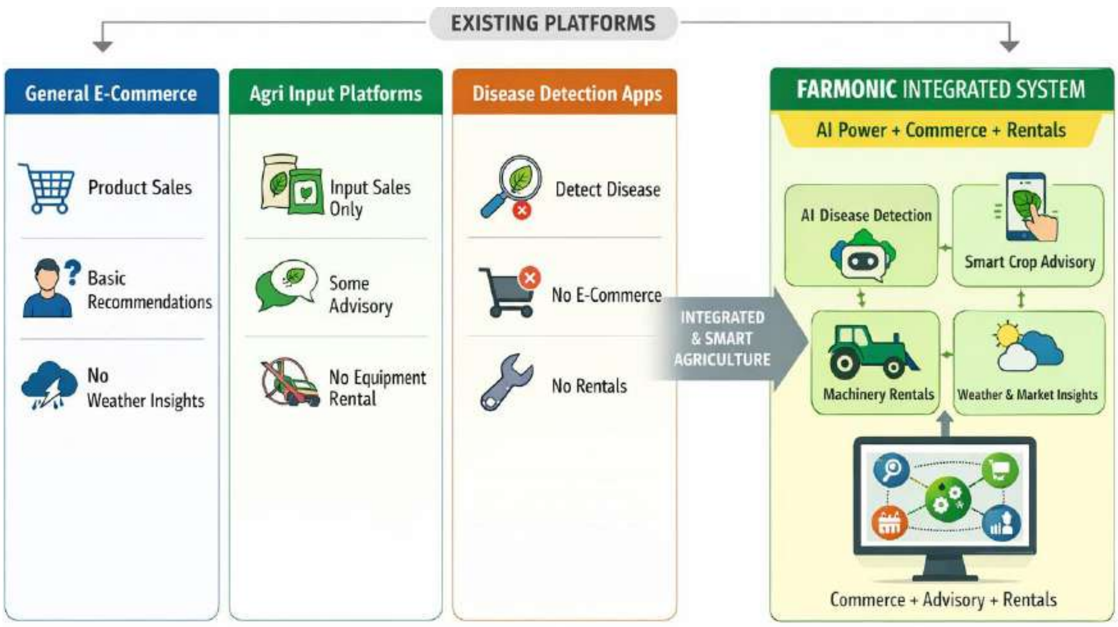

Figure 1: Comparison of Existing Platforms with Farmonic

Figure 1 illustrates the comparison between traditional agricultural platforms and the proposed Farmonic ecosystem. Existing systems operate independently across advisory, commerce, and rental modules, whereas Farmonic integrates these components into a unified AI-driven architecture.

A. *Architecture Diagram*

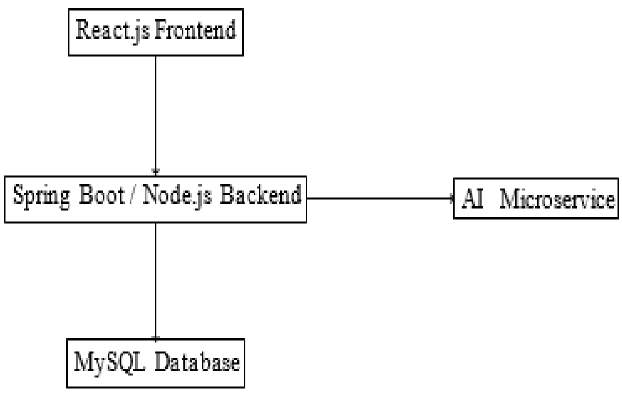

Figure 2: Farmonic System Architecture

Figure 2 presents the microservice-based architecture of Farmonic. The React frontend communicates with backend ser- vices via REST APIs, while the AI microservice handles disease classification and recommendation generation. The modular design ensures scalability and system reliability.

XI. AI METHODOLOGY

A. *Dataset Description*

Table 1: Dataset Details

Total Images	54,000
Classes	15
Training Split	80%
Testing Split	20%
Image Size	224×224

Table 1 summarizes the dataset configuration used for training and evaluation. Data augmentation techniques were applied to improve generalization.

B. Model Architecture

Transfer learning using ResNet50 is implemented:

$$\text{Loss} = -\sum y_i \log(\hat{y}_i) \quad (1)$$

XII. EXPERIMENTAL RESULTS

A. Performance Metrics

Table 2: Model Performance

Accuracy	92%
Precision	90%
Recall	89%
F1 Score	89.5%

Table 2 presents the evaluation metrics of the trained model. The results demonstrate balanced precision and recall, confirming reliable classification performance.

B. Confusion Matrix

- The study does not include large-scale rural deployment validation.
- Advanced cybersecurity penetration testing was not performed.
- 0.8- The current model focuses on image-based disease classification and does not incorporate multimodal inputs such as soil data, weather sensor streams, or satellite imagery.
- 0.6- The recommendation engine relies on predefined contextual parameters and may require further personalization through large-scale user behavior analytics and real-time
- 0.4- Feedback integration.
- Future work may include real-world pilot deployment, IoT sensor integration, and longitudinal adoption studies.
- 0.2- Disease

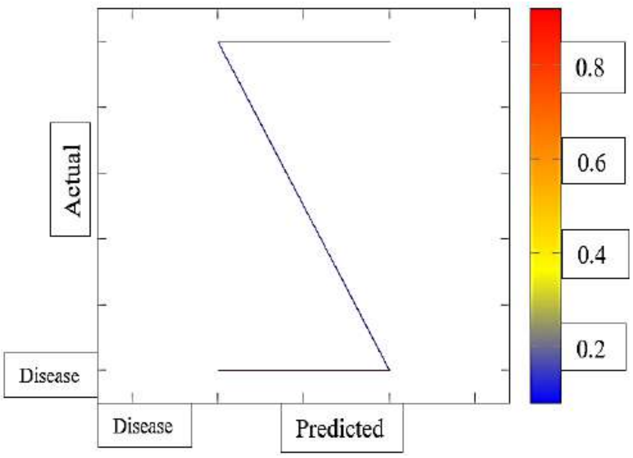

Figure 3: Confusion Matrix

The confusion matrix shown in Figure 3 demonstrates strong classification performance, with high true positive rates and minimal misclassification between classes.

C. ROC Curve

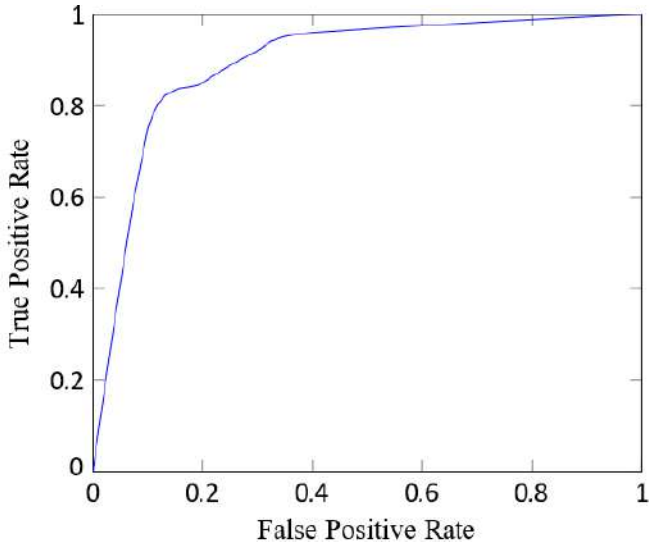

Figure 4: ROC Curve (AUC=0.94)

Figure 4 shows the ROC curve with an AUC value of 0.94, indicating strong discriminative capability of the trained model.

XIII. LIMITATIONS OF STUDY

Despite achieving strong experimental results, the study has certain limitations:

- The dataset used is publicly available and may not fully represent real-time agricultural variability.
- System performance testing was conducted under simulated load conditions.

XIV. IMPLEMENTATION ALGORITHM

Algorithm 1 AI-Commerce Workflow-

1. User uploads image.
2. Preprocess image.
3. Predict disease via CNN.
4. Generate recommendation.
5. Fetch relevant products.
6. Display advisory + purchase option.
7. Process transaction.
8. Update order tracking.

XV. SUGGESTIONS

Based on the findings of this research, the following recommendations are proposed:

- Governments should encourage AI-driven agricultural digital platforms.
- Strong regulatory frameworks should support AI-commerce integration.
- Pilot deployment programs should be conducted in rural agricultural districts.
- Integration with multilingual voice interfaces can enhance accessibility.
- Future research may incorporate predictive crop analytics and IoT-based monitoring.

XVI. CONCLUSION

Farmonic presents a scalable and decision-driven AI-integrated agricultural commerce ecosystem that unifies plant disease detection, contextual advisory mechanisms, machinery rental services, and secure digital transactions within a modular microservice architecture.

The experimental evaluation demonstrates strong classification accuracy and stable system performance, validating the feasibility of integrating artificial intelligence with agricultural commerce workflows. By shifting from product-centric marketplaces to outcome-driven intelligent ecosystems, the proposed framework enhances transparency, operational efficiency, and data-driven decision-making in digital agriculture.

The research establishes a foundational architecture for next-generation AI-enabled agricultural platforms and con- tributes toward the broader transformation of smart farming ecosystems.

CONFLICTS OF INTEREST

The authors declare that they have no conflicts of interest.

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