



# Theoretical Foundations Underpinning Online Marketplace Dynamics in Kenyan Informal Trade Centers

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## Abstract

{ "background": "Online marketplaces have increasingly become integral to global commerce, particularly in developing economies like Kenya where informal trade centers are prevalent. These platforms facilitate transactions for small businesses operating outside formal regulatory frameworks, offering them a direct link to consumers and markets that were previously inaccessible.", "purposeandobjectives": "This article aims to explore the theoretical underpinnings of how online marketplaces influence the growth trajectories of small business operations within Kenyan informal trade centers. Specifically, it seeks to identify key factors such as accessibility, visibility, and transactional efficiency that drive small businesses' success in this environment.", "methodology": "This study employs a qualitative analysis approach, leveraging secondary data sources including academic journals, government reports, and industry publications to analyse the impact of online marketplaces on small business growth. The framework emphasizes theoretical insights rather than empirical evidence, focusing on conceptual frameworks that guide future research in this field.", "keyinsights": "The key insight is that while online marketplaces have significantly increased visibility for small businesses within Kenyan informal trade centers, achieving substantial revenue growth remains challenging due to factors such as transactional costs and regulatory hurdles. A notable theme observed is the need for localized solutions tailored to the specific conditions of these markets.", "conclusion": "This theoretical framework article contributes to our understanding of how online marketplaces can be leveraged to support small business growth in informal trade centers, particularly by addressing common challenges such as transaction costs and regulatory barriers. Future research should focus on developing practical strategies that address these issues effectively.", "recommendations": "Given the identified themes, future studies could explore potential policy mechanisms or technological innovations designed to enhance the operational efficiency of small businesses within online marketplaces in Kenya's informal trade centers.", "keywords": "Online Marketplace Dynamics, Informal Trade Centers, Small Business Growth, Kenyan Economy", "contribution\_statement": "This study introduces a comprehensive theoretical framework that elucidates how online marketplaces can be harnessed to promote the growth of small businesses within Kenyan informal trade centers, offering insights

**Keywords:** Kenya, Informal Trade, E-commerce, Digital Economy, Globalisation, Microfinance, Market Sociology

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