



# Digital Marketplaces and Artisanal Craft Revival in West African Urban Centers: A Mixed-Methods Study Six Months On

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## Abstract

Digital marketplaces have emerged as significant platforms for artisans in West African urban centers, offering new opportunities for revenue growth and network expansion. The study employs a combination of qualitative interviews with artisans and quantitative surveys to assess the effectiveness of digital marketplaces in supporting artisanal crafts. Data collection is conducted through structured questionnaires and semi-structured interviews, complemented by an analysis of transaction data from selected digital platforms. Artisanal craft revenue increased by 20% on average within six months, with a notable trend towards diversification across product lines. Digital marketplaces have significantly contributed to the revival and growth of artisanal crafts in Seychelles, fostering a more diverse and sustainable economic landscape among urban artisans. Governments and industry bodies should support digital initiatives that provide training and resources for artisans to enhance their online presence and reach broader markets. Digital Marketplaces, Artisanal Crafts, Revival, Network Expansion, Seychelles

**Keywords:** *African urbanization, digital divide, ethnography, mixed methods, participatory action research, resilience, sustainability*

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