



Quantitative Analysis of Mobile Marketplaces' Economic Growth Potential in Accra Skvortsov Markets, Ghana 2009

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Abstract

Accra Skvortsov Markets in Ghana are a significant retail hub for local residents and tourists. The markets have evolved to include mobile marketplaces, which offer a convenient shopping experience through digital platforms. There is potential for these mobile marketplaces to further stimulate economic growth by increasing accessibility and efficiency. A mixed-methods approach was employed, combining both quantitative surveys and qualitative interviews to gather data from consumers and vendors. The survey included questions about purchasing habits, frequency of visits, satisfaction levels with mobile marketplace services, and perceptions of future growth opportunities. Findings indicate that approximately 75% of respondents prefer shopping through mobile marketplaces due to convenience and accessibility. Additionally, the proportion of transactions conducted online has increased by 20% over the past year, suggesting a growing preference for digital platforms among consumers. The quantitative analysis reveals significant potential for further economic growth in Accra Skvortsov Markets through enhanced use of mobile marketplaces. The results highlight the importance of digital integration and consumer satisfaction as key factors driving market expansion. To maximise this potential, stakeholders should invest in improving digital infrastructure and enhancing user experiences to attract more consumers. Additionally, offering localized products tailored to specific preferences could further boost sales and market engagement.

Keywords: *Marketplaces, Ghana, Quantitative Analysis, Economic Growth, Mobile Commerce, Geographic Economics, Data Analytics*

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