



E-commerce Growth Dynamics and Consumer Behaviors in Nairobi's Online Marketplaces: A Policy Analysis

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Abstract

Nairobi's online marketplaces have experienced significant growth in recent years, driven by technological advancements and increasing internet penetration. The study employs a qualitative approach, analysing data from existing literature and secondary sources to provide insights into consumer behaviour patterns in these platforms. A notable trend observed is the high proportion of young consumers (over 60%) actively participating in online shopping, indicating a strong digital adoption among younger demographics. The findings suggest that fostering e-commerce growth could be enhanced through targeted policy initiatives aimed at improving internet connectivity and consumer protection measures. Recommendations include promoting digital literacy programmes for consumers and collaborating with local businesses to create more authentic online shopping experiences. e-commerce, Nairobi, online marketplaces, consumer behaviour, policy analysis

Keywords: *Geographic, Sub-Saharan, E-commerce, Consumerism, Policy, Innovation, Development*

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