Comparative Measurement of Customer Satisfaction in E-Commerce Flea Markets Across Tanzanian Cities

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Abstract

E-commerce flea markets have emerged as significant platforms for small-scale sellers in Tanzania, offering both convenience and affordability to consumers. However, little is known about customer satisfaction across these platforms in different Tanzanian cities. A mixed-method approach was employed, including online surveys and focus group discussions. Data from over 500 participants were collected using a validated customer satisfaction scale adapted for e-commerce flea markets. The findings indicate that customers in Arusha (72%) reported higher levels of overall satisfaction compared to those in Dar es Salaam (60%) and Mwanza (58%). This study provides insights into the varying customer satisfaction levels across different e-commerce flea markets in Tanzanian cities, highlighting the importance of understanding local market dynamics. Future research should focus on implementing targeted improvements based on specific findings from each city to enhance overall customer satisfaction. e-commerce flea markets, customer satisfaction, Tanzania, mixed-methods Model estimation used $\hat{\{\theta\}} = argmin\{\theta\} \, sumi \, ell(yi, f\theta(\xi)) + \lambda lVert\theta rVert\, 2^2$, with performance evaluated using out-of-sample error.

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

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