



E-commerce Retail Model Adaptation for Ethiopian Food Products Markets: Profitability and Satisfaction Metrics Over Nine Months

Aklilu Aberra^{1,2}, Yared Abebe^{2,3}, Zenebework Admassu⁴, Getachew Assefa¹

¹ Ethiopian Institute of Agricultural Research (EIAR)

² Mekelle University

³ Debre Markos University

⁴ Department of Artificial Intelligence, Debre Markos University

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Correspondence: aaberra@aol.com

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Author notes

Aklilu Aberra is affiliated with Ethiopian Institute of Agricultural Research (EIAR) and focuses on Computer Science research in Africa.

*Yared Abebe is affiliated with Debre Markos University and focuses on Computer Science research in Africa.
Zenebework Admassu is affiliated with Department of Artificial Intelligence, Debre Markos University and focuses on Computer Science research in Africa.*

Getachew Assefa is affiliated with Ethiopian Institute of Agricultural Research (EIAR) and focuses on Computer Science research in Africa.

Abstract

This study examines the adaptation of an e-commerce retail model for food products in Ethiopian city markets to enhance vendor profitability and customer satisfaction. A mixed-method approach was employed, including quantitative surveys for customer satisfaction and qualitative interviews with vendors. Data were collected from September to June. Vendor profitability increased by an average of 15% compared to pre-adaptation levels (95% confidence interval: +13% to +18%). Customer satisfaction scores improved by a mean of 20 points across all categories (± 4 points, $n = 150$). The adapted e-commerce model significantly boosted vendor profitability and customer satisfaction in Ethiopian food markets. Further research should explore scalability and long-term sustainability of the model, while implementing continuous improvement strategies to maintain high performance levels. E-Commerce Retail, Food Products, Vendor Profitability, Customer Satisfaction, Adaptation Model

Keywords: Ethiopia, Geographic Information Systems (GIS), Participatory Action Research, Value Chain Analysis, Supply Chain Management, Sustainability Metrics, Customer Relationship Management

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