



Adoption Rates and Performance Outcomes of E-commerce Platforms among Rural Entrepreneurs in East African Contexts

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Abstract

Rural entrepreneurs in East Africa often face challenges such as limited access to markets, high transaction costs, and logistical inefficiencies. A mixed-methods approach was employed, including online surveys and semi-structured interviews to gather data from a representative sample. The analysis revealed that approximately 45% of the surveyed entrepreneurs adopted e-commerce platforms, with significant variations in platform usage across different regions. This study identified several factors influencing adoption rates such as entrepreneurial experience, access to technology, and perceived benefits of e-commerce. Policy makers should consider implementing targeted training programmes for rural entrepreneurs to enhance their digital literacy skills.

Keywords: *East African, e-commerce, entrepreneurship, qualitative, quantitative*

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