



# E-commerce Strategies for Ethiopian Local Farmers: Metrics and Customer Satisfaction Analysis

Mulugeta Ayele<sup>1</sup>

<sup>1</sup> Ethiopian Public Health Institute (EPHI)

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**Correspondence:** [mayele@outlook.com](mailto:mayele@outlook.com)

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## Author notes

*Mulugeta Ayele is affiliated with Ethiopian Public Health Institute (EPHI) and focuses on Law research in Africa.*

## Abstract

E-commerce platforms have emerged as a significant avenue for small-scale farmers to expand their market reach beyond traditional channels in Ethiopia. A cross-sectional survey was conducted among 200 randomly selected local farmers operating in Addis Ababa. Data collection included online questionnaires and semi-structured interviews. Among respondents, 65% reported increased sales through e-commerce platforms over the past year. Customer satisfaction with product quality and delivery speed was notably high at 82%. The study underscores the potential of e-commerce for enhancing market access and improving profitability for Ethiopian local farmers. Local governments should provide more support in formulating policies that foster e-commerce adoption among small-scale farmers.

**Keywords:** *Ethiopia, Geographical Markets, Geographic Information Systems, Customer Relationship Management, Market Basket Analysis*

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