



# E-commerce Platforms' Adoption by Togolese Retailers in Capital Cities: A Sales Growth and Customer Satisfaction Measure Study Over Two Years

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## Abstract

E-commerce platforms have become increasingly popular in various markets around the world, offering retailers new opportunities for sales growth and improved customer satisfaction. The research employed a mixed-methods approach, including surveys and interviews with retailers, as well as data analysis of transaction records from e-commerce platforms used by the surveyed businesses. Retailers reported significant increases in online sales (35%) compared to their brick-and-mortar counterparts, while customer satisfaction scores improved by an average of 20% over two years. The findings suggest that Togolese retailers are increasingly integrating e-commerce into their business strategies, which has led to substantial growth and enhanced customer experiences. Retailers should continue to invest in digital transformation initiatives to stay competitive and improve market penetration. E-commerce platforms must also provide more tailored solutions for small businesses.

**Keywords:** *Geographic, Sub-Saharan, Retail, E-commerce, Adoption, Analytics, Satisfaction, Growth*

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