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(AIJBES)**www.aijbess.com**SELLER PERSPECTIVE ON AGROBAZAAR ONLINE
PLATFORM: SALES AND PURCHASE FEATURES**Kamaruddin Radzuan^{1*}, Mazri Yaakob², Faisal Zulhumadi³, Mohd Kamarul Irwan Abdul Rahim⁴¹ School of Technology Management and Logistics, Universiti Utara Malaysia, Malaysia

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DOI: 10.35631/AIJBES.621019**This work is licensed under** [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)**Abstract:**

This research examines how the sales and purchase features of the Agrobazaar Online platform influence seller satisfaction and business performance. Despite its potential, sellers face challenges in maximizing the platform's features, such as limited customization options and insufficient promotional tools compared to more established platforms like Shopee and Lazada. Using a qualitative case study approach, in-depth interviews were conducted with five sellers registered under the Federal Agricultural Marketing Authority (FAMA), focusing on their experiences with Agrobazaar Online's store design, shopping cart, payment processing, and promotional features. Data were transcribed, coded, and analyzed thematically using NVIVO software. The results indicate that while the platform's features positively affect seller satisfaction, gaps remain in its promotional capabilities, product catalogue management, and buyer-seller communication. Sellers recommended incorporating features from other popular e-commerce platforms, expanding marketing via social media, and enabling business matching to enhance networking opportunities. These findings suggest that improving the platform's functionality and marketing tools can significantly impact seller satisfaction, leading to better business outcomes. The study provides valuable insights for developers of Agrobazaar Online to enhance the platform's competitiveness and help Malaysian sellers maximize their business potential.

Keywords:

Agrobazaar Online, Seller Satisfaction, Business Performance, E-Commerce Features, Online Platform Improvement

Introduction

E-commerce platforms have become a pivotal tool in transforming how businesses operate and interact with customers, especially in the agricultural sector. Agrobazaar Online is one such platform that serves as a digital marketplace for agricultural products in Malaysia, enabling sellers to reach a broader audience and enhance their business performance. The platform provides an avenue for small and medium-sized enterprises (SMEs) in the agricultural sector to promote their goods, increase visibility, and streamline the sales process. As e-commerce grows in importance, understanding the features that impact seller satisfaction and business outcomes is crucial for improving platform functionality (Lim, 2022).

The sales and purchase features of Agrobazaar Online are essential to its effectiveness in facilitating transactions between buyers and sellers. Key aspects, such as product listing, transaction efficiency, and customer engagement tools, play a vital role in determining whether sellers can meet their business objectives. Research indicates that ease of use and the availability of support services directly influence seller satisfaction in digital marketplaces, which subsequently affects their long-term business outcomes (Lee & Tan, 2023).

Seller satisfaction, particularly in online platforms like Agrobazaar, is closely tied to their ability to manage transactions smoothly and benefit from technological innovations. As sellers depend on these platforms for reliable sales channels, issues such as system downtimes or complicated user interfaces can reduce satisfaction and hinder business growth (Ismail, 2023). Thus, improving these features based on seller feedback is essential to ensure that platforms meet user expectations and provide an optimal environment for business transactions.

Despite the increasing reliance on e-commerce platforms like Agrobazaar Online to connect sellers and buyers in the agricultural sector, there remain significant challenges that impact seller satisfaction and business outcomes. While the platform offers an avenue for sales, there is a lack of comprehensive research on how its specific sales and purchase features influence seller performance and satisfaction. Previous studies have highlighted issues related to user interface complexity, system inefficiencies, and inadequate customer support, all of which can hinder sellers' ability to fully benefit from these platforms (Khalid & Ahmad, 2022; Tan et al., 2023). Moreover, existing literature predominantly focuses on consumer perspectives, leaving a gap in understanding how the platform's functionalities affect sellers, especially within the Malaysian context (Lee & Teo, 2021).

Furthermore, there is a need for targeted improvements to the sales and purchase features of Agrobazaar Online, as many sellers have reported difficulties in navigating the platform and optimizing their listings for better sales outcomes. Recent studies indicate that user-friendly interfaces and responsive support systems are critical for enhancing seller satisfaction and retention on digital platforms (Rahman & Wong, 2023; Zhang & Lim, 2022). However, little research has explored the specific feedback from sellers on what improvements are necessary to meet their business needs. Addressing these gaps is essential to ensure the platform remains competitive and continues to support agricultural SMEs effectively in Malaysia.

This study aims to examine the sales and purchase features of Agrobazaar Online and how they influence seller satisfaction and business performance. Additionally, it seeks to provide practical suggestions for enhancing these functionalities based on feedback from sellers using the platform. Through this research, valuable insights into improving e-commerce platforms in

the agricultural sector will be generated, promoting better outcomes for sellers and enhancing the overall digital marketplace experience (Ahmad & Kamarudin, 2021).

Literature Review

The evolution of e-commerce platforms has transformed the way businesses interact with customers. With the rise of digital marketplaces, sellers face increasing competition and the need for effective strategies to enhance visibility and sales. Agrobazaar Online, a platform tailored for agricultural products in Malaysia, exemplifies this shift. Recent studies underscore the necessity for platforms to adapt their features to meet seller and consumer demands effectively (Khalid & Ahmad, 2022). As sellers navigate these platforms, understanding the critical elements influencing their performance is essential for maximizing business outcomes.

User Interface Design

A well-designed user interface (UI) is fundamental for fostering positive user experiences on e-commerce platforms. Zhang and Lim (2022) highlight that intuitive store layouts significantly enhance customer engagement and minimize cart abandonment rates. Conversely, poorly structured platforms often lead to frustration among users, affecting overall satisfaction. Specifically, Khalid and Ahmad (2022) reported that sellers on Agrobazaar Online struggle with the platform's UI, indicating a pressing need for improvements to facilitate easier navigation and management of online storefronts. Enhancing UI design can thus play a crucial role in boosting seller satisfaction and sales performance.

Shopping Cart Functionality

The functionality of the shopping cart is a pivotal aspect of any e-commerce experience, directly influencing transaction success. Research conducted by Tan et al. (2023) indicates that simplified shopping cart processes, including multiple product additions and straightforward checkout options, correlate with higher customer retention rates. However, Agrobazaar Online has faced criticism for its rigid shopping cart system, leading to challenges for sellers in managing customer transactions (Rahman & Wong, 2023). Addressing these issues by streamlining the shopping cart could significantly enhance seller and buyer experiences on the platform.

Product Catalogue Management

The product catalogue serves as the backbone of any e-commerce platform, allowing sellers to effectively display and promote their products. Lee and Teo (2021) assert that comprehensive product catalogues featuring high-quality images and detailed descriptions are crucial for attracting customers. However, sellers on Agrobazaar Online have expressed dissatisfaction with the platform's limited product display options, which hinder their ability to effectively showcase their offerings (Khalid & Ahmad, 2022). Enhancing the product catalogue features on Agrobazaar could empower sellers to better promote their products, potentially increasing sales and customer engagement.

Payment Processing Options

Diverse and secure payment processing options are essential for building customer trust and facilitating successful transactions. Research by Rahman and Wong (2023) highlights that platforms offering a variety of payment methods, including credit cards, digital wallets, and bank transfers, tend to achieve higher levels of customer satisfaction. However, Agrobazaar Online has been criticized for its limited payment options, which restrict international transactions and diminish seller satisfaction (Ismail, 2023; Lee & Tan, 2023). Expanding

payment options on Agrobazaar Online could significantly enhance the platform's appeal to both sellers and buyers.

Security Measures

The implementation of robust security measures is vital for safeguarding transactions and fostering trust among users. Zhang and Lim (2022) emphasize that platforms with strong security features, such as SSL certificates and data encryption, are more likely to maintain user confidence. Agrobazaar Online has received scrutiny for its inadequate security protocols, leading to concerns among sellers about the safety of their transactions (Tan et al., 2023). Strengthening security measures on the platform is crucial for enhancing seller confidence and ensuring a secure shopping environment.

Analytics and Reporting Capabilities

Analytics and reporting tools provide sellers with valuable insights into their performance, enabling them to make informed decisions. Khalid and Ahmad (2022) highlight that platforms equipped with sophisticated analytics tools empower sellers to monitor sales trends, customer behaviors, and product performance. However, Agrobazaar Online currently lacks comprehensive analytics features, limiting sellers' ability to assess their business progress effectively (Lee & Tan, 2023). This deficiency represents a significant challenge for sellers, who require enhanced reporting functionalities to refine their strategies and optimize their operations.

Customer Support and Seller Satisfaction

Responsive customer support is critical for addressing seller concerns and enhancing overall satisfaction. Research indicates that effective support systems contribute to higher seller retention rates by promptly resolving platform-related issues (Zhang & Lim, 2022; Tan et al., 2023). Unfortunately, sellers on Agrobazaar Online have reported long response times and insufficient technical assistance, undermining their overall satisfaction with the platform (Rahman & Wong, 2023). Improving the support system on Agrobazaar Online could significantly enhance seller experiences, fostering a more reliable and supportive environment for users.

Research Methodology

This study employs a qualitative case study approach to explore how the sales and purchase features of Agrobazaar Online influence seller satisfaction and business performance. A case study approach is ideal for addressing the "how" and "why" questions central to understanding the complex dynamics of online sales platforms (Yin, 2018). The research involved five respondents, all sellers registered under the Federal Agricultural Marketing Authority (FAMA), who sell a range of agro-food and agro-based industrial products. Respondents were selected based on their sales performance, with 80% of them earning an average monthly income of less than RM20,000, while the remaining 20% reported incomes between RM21,000 and RM30,000. The respondents had varying levels of experience in their organizations: 60% had been working for 3 to 5 years, 20% for 6 to 10 years, and another 20% for 11 to 15 years. In terms of age distribution, 60% were aged 30–39, while 40% fell within the 20–29 age group.

Data collection was conducted through in-depth interviews and direct observations to gain a comprehensive understanding of the platform's sales and purchase features. Each interview lasted between one and a half to two hours, and was recorded, transcribed, and analyzed to capture detailed insights from the respondents (Creswell & Poth, 2018). The interviews focused

on respondents' experiences with Agrobazaar Online, their satisfaction with the platform's functionalities, and suggestions for improvement. These interviews provided rich, contextual data that allowed for an in-depth analysis of how the platform's features impact business outcomes for sellers (Silverman, 2020).

Data analysis followed a systematic approach involving transcription, coding, and thematic analysis. Transcripts were imported into NVIVO software for detailed coding and thematic categorization. The iterative coding process continued until data saturation was reached, ensuring no new themes emerged (Fusch & Ness, 2015). To enhance the validity and reliability of the findings, respondent validation was employed, allowing participants to verify the accuracy of their transcribed responses. Additionally, peer reviews were conducted to ensure consistency and trustworthiness in the coding and analysis processes (Guba & Lincoln, 1989). These steps ensured the research accurately reflected the experiences and perspectives of Agrobazaar Online sellers.

Findings

Key Features of Agrobazaar Online platform

The Agrobazaar Online platform offers a comprehensive suite of features designed to support sellers in managing their online stores efficiently. Based on the findings a numbers of key features had been highlighted by respondents, which include customizable store design templates, user-friendly shopping carts, robust product catalogue management, flexible payment processing options, and advanced security measures. In addition, the platform provides powerful promotional tools, streamlined order processing, insightful analytics, and 24/7 customer support. Collectively, these features aim to enhance seller satisfaction, improve business outcomes, and create a seamless experience for both sellers and buyers.

Store Design

The Agrobazaar Online platform provides users with pre-designed templates that allow sellers to create personalized online stores efficiently. These templates are easy to use and offer flexibility, enabling sellers to adjust the design to suit their branding needs. The platform simplifies the technical aspects of store creation, making it easier for sellers with limited technical skills to navigate through the design process. Furthermore, the system provides various design options, ensuring that sellers can customize their stores according to their preferences without requiring extensive technical knowledge.

Shopping Cart

The shopping cart feature of Agrobazaar Online is equipped with helpful tools such as progress indicators, which guide consumers through the checkout process. The cart automatically calculates shipping and tax, allowing for a seamless transaction experience. Sellers also have the flexibility to customize the design and layout of their shopping carts, which enhances the overall user experience by aligning the appearance of the cart with the store's brand. This customization helps maintain a cohesive store identity while improving consumer satisfaction during the purchasing process.

Product Catalogue

The product catalogue feature of Agrobazaar Online offers sellers a user-friendly interface to add and manage their product listings. Sellers can efficiently upload new products or entire product databases with ease, making the platform accessible to those with large inventories.

Although there is a limitation on the number of products that can be added, the platform provides a sufficient capacity for most sellers. This flexibility allows sellers to keep their catalogues up to date without significant time investment, ensuring that their customers can view the latest available products.

Payment Processing Options

Agrobazaar Online offers multiple payment processing options, including debit and credit card payments, providing buyers with a range of choices to complete transactions securely. The platform also offers convenient withdrawal options for sellers, ensuring that they can manage their earnings with ease. These diverse payment methods not only cater to the varied preferences of buyers but also enhance the overall accessibility of the platform by supporting widespread financial options.

Security Features

Security is a priority on the Agrobazaar Online platform, with several layers of protection for both sellers and buyers. Sellers benefit from password protection features and secure access privileges for site administration, which ensure that sensitive information remains safe. The platform's data center also provides a high level of security. Additionally, the platform has integrated risk management tools that flag suspicious activities such as fake orders, ensuring that sellers can operate in a secure environment.

Product Promotion Tools

Agrobazaar Online offers various promotional tools to help sellers attract customers. Features like discounts, coupons, and volume pricing allow sellers to offer competitive pricing strategies. Additionally, autoresponders enable sellers to automatically respond to customer inquiries, enhancing communication and customer satisfaction. The platform also includes cross-selling features, where related products are suggested to buyers during the checkout process. These tools collectively enhance the promotional capabilities of sellers, making it easier for them to boost sales through targeted offers and automated responses.

Order Processing

The platform's order processing feature is designed to keep both sellers and buyers informed at every stage of the transaction. Sellers receive real-time notifications about new orders via email or mobile app alerts, allowing them to respond quickly. Buyers are also notified of any changes in the status of their orders, ensuring transparency and reducing potential misunderstandings. This streamlined communication ensures that both parties are constantly aware of order updates, facilitating smoother transactions.

Analytics and Reporting Features

Agrobazaar Online provides sellers with a comprehensive set of analytics and reporting tools to track their store's performance. These features allow sellers to monitor their sales and view detailed information on customer interactions, such as the most viewed pages and referring links. By providing insights into customer behavior, the platform helps sellers identify successful strategies and areas for improvement, enhancing their ability to make data-driven decisions to boost sales.

Level of Support

Agrobazaar Online offers 24/7 support to its users, ensuring that sellers have access to assistance whenever needed. The platform's user-friendly support system enables sellers to

resolve issues quickly, with responses to inquiries typically delivered promptly. This immediate and reliable customer service ensures that any technical or operational problems are addressed efficiently, allowing sellers to focus on running their businesses without prolonged interruptions. The platform's support system contributes significantly to seller satisfaction by resolving issues within a reasonable timeframe.

Influence of Key Features on Seller Satisfaction and Business Performance

Store Design

The features of the Agrobazaar Online platform have a significant impact on seller satisfaction and business performance. First, store design flexibility has been instrumental in helping sellers create aesthetically pleasing and functional online stores. This ease of customization positively influences seller satisfaction by empowering them to align their store's visual identity with their brand. Previous studies indicate that platforms offering customizable templates lead to higher user satisfaction and increased sales as sellers can personalize their online storefronts (Alshurideh et al., 2019; Zamil, 2020). The ease of store setup allows sellers to focus on managing their business instead of being bogged down by technical difficulties, contributing to improved business performance.

Shopping Cart

The shopping cart feature, with its progress indicators and automatic tax and shipping calculation, further enhances seller satisfaction by providing an intuitive and seamless transaction experience for consumers. Simplified processes lead to lower cart abandonment rates, increasing conversion rates for sellers. Research shows that user-friendly checkout processes directly correlate with increased sales, as consumers are more likely to complete purchases when the process is streamlined (Rahman et al., 2020; Li & Zhao, 2021). Sellers on the Agrobazaar platform benefit from these features, resulting in improved business outcomes through higher transaction volumes.

Product Catalogue

Product catalogues that are user-friendly also play a crucial role in influencing business performance. Sellers can easily upload and manage their products, saving time and resources, which in turn increases their satisfaction with the platform. Studies have found that platforms enabling easy product management lead to more frequent catalogue updates, which can enhance customer engagement and boost sales (Chiu et al., 2020; Kim & Peterson, 2021). Agrobazaar's limitations on the number of products per seller, while sufficient for many, can be a constraint for some businesses, suggesting room for improvement in this area to further enhance seller satisfaction.

Payment Processing Options

Payment processing options that offer flexibility in payment methods, such as debit and credit cards, improve both the seller and buyer experience. When customers have a range of payment options, the likelihood of completed sales increases, which in turn boosts seller revenue. Sellers appreciate these diverse options as they cater to a broader customer base, thereby enhancing business performance (Sikdar & Makkad, 2020; Dastane, 2021). The ease of managing withdrawals also contributes to seller satisfaction, as it simplifies financial management on the platform.

Security

The security features provided by Agrobazaar, such as password protection and risk management tools, significantly enhance seller trust and satisfaction. Sellers feel more secure conducting business on a platform that actively protects against fraud and fake orders. Studies emphasize that robust security features are essential in building seller confidence, leading to sustained use of the platform and better business outcomes (Grewal et al., 2019; Xu et al., 2020). Agrobazaar's attention to security ensures that sellers can focus on scaling their business without worrying about operational risks.

Product Promotion Tools

The various product promotion tools available on Agrobazaar, such as discounts, coupons, and cross-selling functionalities, directly contribute to increased business performance. Sellers are provided with versatile tools to drive customer engagement, which research shows is critical in generating repeat purchases and increasing customer loyalty (Karjaluo et al., 2020; Kumar et al., 2021). Automated response systems further enhance seller satisfaction by improving communication efficiency with customers, ultimately leading to improved sales and business growth.

Order Processing

In terms of order processing, sellers benefit from timely notifications of new orders, which improves their ability to fulfil orders promptly and maintain high customer satisfaction. Platforms that offer real-time updates on order status have been shown to increase customer trust, resulting in higher repeat purchase rates (Pappas, 2020; Green, 2021). Sellers who can provide quick and reliable service are more likely to see an increase in positive customer feedback, which further boosts their business performance on the platform.

Analytics and Reporting Features

The analytics and reporting features of Agrobazaar allow sellers to track their sales and customer behavior, providing insights into successful marketing strategies and areas for improvement. Research highlights the importance of data-driven decision-making in improving business performance, as sellers who have access to detailed reports can optimize their product offerings and promotional efforts (Moghaddam & Rezaei, 2021; Akrouit & Diallo, 2022). By offering comprehensive analytical tools, Agrobazaar enhances seller satisfaction by enabling them to make informed business decisions that drive growth.

Level of Support

Finally, the level of support provided by Agrobazaar, which includes 24/7 customer service, contributes significantly to seller satisfaction. Immediate responses to inquiries and the resolution of technical issues ensure that sellers can maintain their business operations without disruption. Studies confirm that platforms offering reliable and accessible customer support contribute to higher levels of user satisfaction and platform loyalty, which positively impacts business performance (Duarte & Raposo, 2019; Shen et al., 2021). The responsive support provided by Agrobazaar helps sellers resolve issues quickly, ensuring continuous business operations.

Conclusion and Recommendations

The findings indicate that the key features of Agrobazaar Online, including store customization, streamlined shopping cart functionality, payment processing options, security measures, and analytics, positively influence seller satisfaction and business performance.

However, respondents highlighted the need for further feature enhancements, such as those available on platforms like Shopee and Lazada, to elevate the seller experience. Additionally, the limitations on product promotion tools and product catalogue capacity suggest that more can be done to meet sellers' needs for flexibility in marketing and product management. Integrating more sophisticated promotional features, increasing platform visibility through social media, and enabling direct communication between buyers and sellers could substantially enhance seller satisfaction and overall business outcomes.

Based on these findings, several recommendations are suggested to improve Agrobazaar Online. First, the platform should consider adopting features like those found on Shopee and Lazada, such as enhanced product promotion tools and targeted advertising. These could include business matching functionalities and direct communication channels between buyers and sellers to build stronger relationships and better understand buyer requirements. Agrobazaar Online should also encourage sellers to leverage social media platforms to promote their products and enhance their online presence. Incorporating these changes, along with facilitating seller networking, could help sellers collaborate to meet demand more effectively, ultimately improving both seller satisfaction and business performance.

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