

## **Behavioural and Operational Drivers for Customer Engagement in Digital B2B Agri-Input Business**

**Abhishek Dhull\***, **Monika Kumari\*\*** and **Narendra Babu**

*Indus Business Academy, Bangalore, India*

**Abstract:** Digital B2B Agri-input platforms are transforming procurement and market access in rural India, yet sustained usage remains limited after initial adoption. This study examines post-adoption customer disengagement in a rural-focused digital agri-input platform using an exploratory qualitative design based on 60 semi-structured interviews and an extensive literature review. The findings show that disengagement is a cumulative outcome driven by price sensitivity, delivery delays, credit rigidity, minimum order quantity constraints, and trust-based local relationships. The study proposes a Retention-First conceptual framework linking behavioural expectations with operational execution, contributing to digital agriculture literature and offering practical insights for improving customer retention and platform sustainability.

**Keywords:** Digital B2B Platforms, Post-Adoption Disengagement, Customer Retention, Rural Procurement, Trust and Perceived Value

**JEL Classification Number:** Q13, O33, M31, L86

---

\* and \*\*Student. Email: [dhullabhishek123@gmail.com](mailto:dhullabhishek123@gmail.com)