

Ecommerce

New Poll Portrays Positive Outlook for Nigeria's E-Commerce Industry (Encouraging Figures in Awareness and Usage of Online Shopping platforms)

Information Brief

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Awareness On Online Shopping

53% Aware

47% Not Aware



Nigerians Who Shop Online

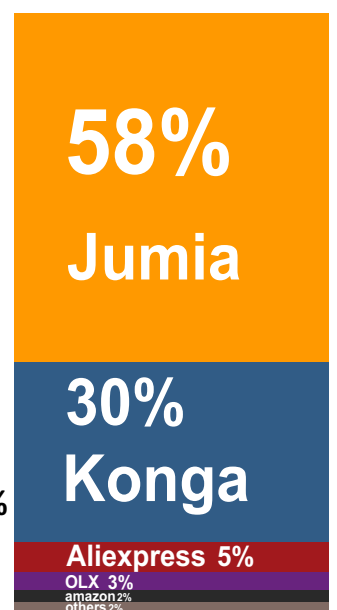
25% Of Nigerians who are aware of online shopping personally shop or know someone who shops online

75% Do not presently engage in online Shopping

Awareness On Online Shopping Platforms



Frequently Used



Main Reasons For Shopping Online

Convenience



46%

Price



18%

Quality



16%

Variety of products



10%

Delivery time



6%

Delivery charges



2%

Sales promo



2%



The opinion poll was conducted in the week of March 14th 2016. It involved telephone interviews of a random nationwide sample. 1,000 randomly selected phone-owning Nigerians aged 18 years and above, representing the six geopolitical zones in the country, were interviewed. With a sample of this size, we can say with 95% confidence that the results obtained are statistically precise - within a range of plus or minus 3%.

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