Mozambican E-Commerce Online Consumer Profile in Pemba

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Abstract - *E-commerce has come to improve sales at physical stores and reach more customers. Thus the Mozambican market has been showing significant growth, and the need arises for stores to know their target audience to do good advertising. This research aims to identify the profile of the Mozambican consumer online in Pemba, where 875 responses were collected from different online buyers with a response rate of 66%. The profile was highlighted as being male between 20-19 years of age, single, and most likely to buy on Foreign and Mozambican websites. One reason for non-adherence to online shopping is the security factor of online stores, which may share the buyer's data for different purposes.*

Key Words: E-Commerce, Purchase increasing, Profile, Mozambican buyer, Online Consumer, Mozambican Market.

1. INTRODUCTION

According to [1], e-commerce is the procedure of purchase items or services over the Internet to mediate this order between seller and buyer. Also known as virtual stores that provide their services and goods and different forms of payments, such as the most well-known debit or credit card. Companies use e-commerce to facilitate sales and reach potential buyers, improving cost, ease, simplicity, and no need to move to physical stores.

The Mozambican market has shown development in the growth of users who use the Internet to make payments for goods or services, which in one way or another has increased the range of products provided over the Internet. Only electronic materials such as computers, cell phones, printers, and some computer accessories were sold in the past. Today they are sold much more than that, such as airline tickets, cell phone recharges and television packages, vehicles, clothes, appliances, water payments, and energy.
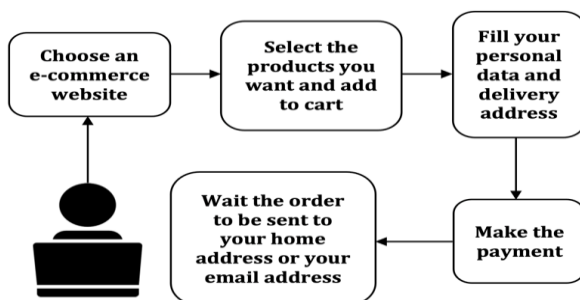

Fig -1: E-Commerce Purchase Flowchart

The image above illustrates the flowchart of purchasing e-commerce on the Internet. The first step is the user has access to a device with internet access and then chooses the site which he wants to purchase that, preferably, must be a reliable website. In the next step, the user chooses the products or services he wants to purchase and adds them to the cart to purchase one or more products on a single payment. The website will ask him to enter personal data whether the user does not have one account registered in the system to facilitate the final delivery of products if done physically. In the case of soft copy products, an email will be sent to the email previously registered. In the next phase, the user will be redirected to the payment page, which on certain websites, allows payment to be made upon delivery like (cash on delivery). Furthermore, the user is finally waiting for his order to be delivered to the final destination or sent by email to the registered mobile number.

2. RELATED PAPERS

[2] Says that in Mainland China, women are 25.5% of online buyers, and only 74.5% are men. It also says that the age group that most buys on the Internet is between 25-34 years, which this age that does not think twice about buying a quality product even if the delivery time is longer to be delivered.

According to [3], in Brazil, the most used payment method is a Credit Card, which makes up 65% of all purchases. Electronic wallets keep 31% of purchases, and only 4% use cash on delivery payment. 1% of buyers have an income of up to 80 dollars, 10% is between $81-$250 dollars. While this 31% is between $251-$400 dollars, 40% between $401-$800 dollars and the last 18% has an income above 800 dollars.

In recent times, demand for clothing has increased, resulting in 35% of digital buyers choosing the clothing sector more, sports tickets, theater tickets, cinema and shows tickets for 27% of buyers. Those interested in books keep 24%, electronic ones keep 10%, and 4% keep the various products [4].

According to [5], the season that sold the most in 2017 on E-Commerce is Black-Friday with 365.6 million dollars, then comes Father's Day with 296 million dollars, and finally comes the Christmas season with 248.3 million dollars.

[6] says that the cell phone has been used a lot in the last few years due to the practicality and simplicity we can access using it. Because of this 35% of online purchases are made using a smartphone. Meanwhile, 43% is done using a computer, and the remaining 22% is done using Tablet [7].

[8] says that young singles make most purchases with 39%, 32% are married, 22% are divorced, and others make up 7%. [9] says that 1.3% of online buyers have incomplete education, 6% have completed higher education. 45% have a specialization, and the remaining 47.7% is composed of those who have a master's and doctorate.

3. METHODOLOGY

3.1 Measures

Two groups of virtual buyers were considered in this research, in which the first is the "buyer," and the second is "non-buyer." We consider buyers who have access to the Internet on their cell phones, computers, or other devices and have made a purchase in the last six months. The question "Have you made an online purchase in the last six months?" was used to define which group the interviewee he belongs to. If the respondent answered "yes," he is inserted in the buyer group. If the answer is "no," he is inserted in the non-buyer group. In this survey, 972 people participated, was 875 (90% of the sample) belonged to the "buyer" group, and 97 people (10% of the sample) to the "non-buyer" group. Remember that USSD transactions such as MPesa, transactions using cell phones, among others, are being considered in this research.

3.2 Data Collection

We decided to upload the questionnaire on the docs.google.com/forms/ website and was thus organized so that participants could answer it online. The research population is all citizens residing in Pemba in Mozambique, and the sample was selected at random through an email survey. The selected email owners were asked to answer the questionnaire, and the data was collected in this way. We consider some points, such as 1—the validity of the selected emails 2—Blocked emails are considered spam 3—the representation of the sample by the email owners. Two thousand invitations were sent to the selected emails on July 13, 2020. The questionnaire page was opened 1473 times by potentials respondents, and 972 people answered it. The percentage of responses was 66%. The valid sample we collect dropped to 875, with an accepted response percentage of 59.4%.

3.3 Sample

In this research, 86% of the sample are men, 63% are unmarried. About 43% of the trial is people among 20-29 years; 473 of the answers are between 22-34 years. The trial we got retain the largest number of responses with a complete bachelor's degree. The distribution of the sample's occupation is 19% are students, 25% are businessmen, 22% are workers, 8% are teachers, 12% are technicians, 6% are unemployed, and others with 8%.
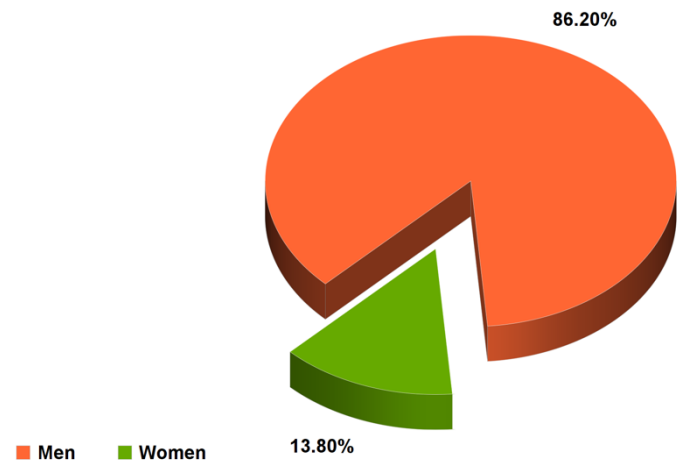
4. ANALYSIS AND RESULTS DISCUSSION

Chart -1: Sample Replies by Gender

From the responses obtained, it is seen that the majority of online shoppers are male with 753, which is a little over 86% (orange piece) due to the strong adherence to online services offered by stores. They lost the fear of making an online purchase using a debit or credit card. Buyers until a while ago were afraid that the websites would be fake and that they would steal all the money that existed in their bank account through the debit card number requested by the websites when making the payment. Female buyers make up the smallest part with 122 responses, equivalent to 14% (green piece). Women are more careful when it comes to online shopping and prefer not to use online services due to websites' unreliability, fear of losing their bank details, and prefer to go to physical stores to make the purchase.
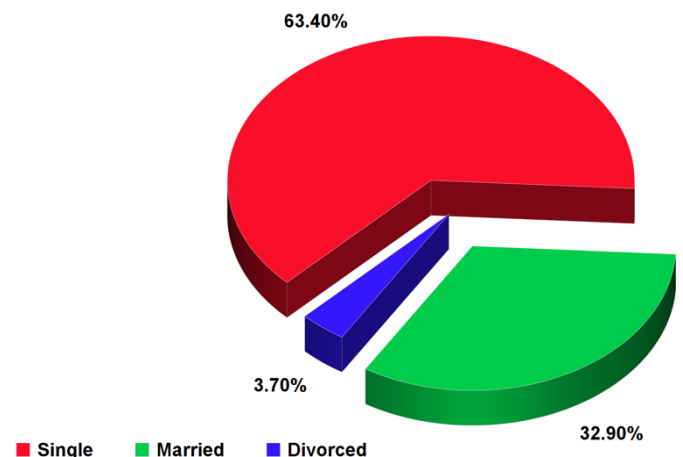

Chart -2: Sample Replies by Marital Status

Unmarried buyers belong to most of the sample with 555 responses, equivalent to 63.4% of the pie slice (red piece). This number is higher due to the strong desire to spend money on online platforms without any prejudice or impediment on the buyers' side, who, in turn. Those end up using websites as a simple and effective way to make purchases without leaving home, saving time and money, due to the various discounts which stores make the

customer choose to make an online purchase instead of face-to-face. Married buyers are in second place when it comes to online shopping, comprising 288 responses, equivalent to 32.9% of the sample collected (green piece). They do not adhere much to online shopping because they claim that they are afraid to make payment using their debit or credit card as their bank account can be hacked by hackers and emptied. They also say that prefer to buy the products at a physical store because they have the option to try and test the product whether it fits and is what they want to buy or not, because when buying online, the customer cannot try if a shoe fits and is his size or not.

Moreover, there are finally divorced with 32 of the sample that makes up 3.7% (blue piece). This number is so low because most divorces occur after 40, and the most extensive participation in the responses was not for this age group. Divorced people also claim that after the divorce, their ex-partner ends up with half of the former couple's assets and values and prioritizes travel to physical stores to make their purchases.
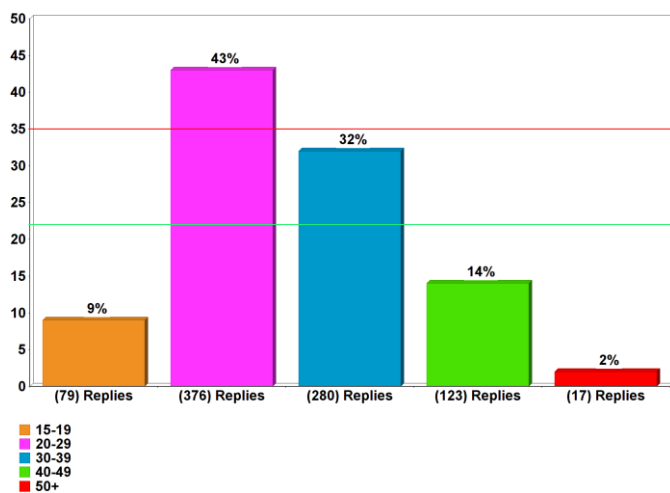

Chart -3: Online Buyers by Age Group

We had several age groups answered and with different percentages, which in this way, we get 100% responses from buyers. The age group that most answered the questionnaire is between 20-29 age, which corresponds to 43% of the sample with 376 responses (pink bar). Those are the age group with most young singles who are the most adherent to online shopping, also known by young people who shop on impulse. Then comes the age group between 30-39 years old with 280 responses corresponding to 32% of the samples (blue bar). This age group was the second that answered the most because it is still part of the young phase of adult life, which has the most freedom to buy online and trust in the quality of the delivered product. The 40-49 age group is in the third place when the subject is buying online with 123 responses corresponding to 14% of the sample (green bar). This age group is becoming non-adherent to online shopping because they prefer not to spend much money on online shopping, although these are a more practical way. Fourthly,

we have the age group between 15-19 years old, with 79 responses corresponding to 9% of the sample (orange bar). This age group is mainly composed of students from high schools who should not make purchases online because they do not have their debit cards, and they are minors and end up using their parents' cards, which often is without their parents' consent. This age group must be very overseeing because sometimes they can use cards to pay for services from adult content websites.

Furthermore, we have the age group of 50 or more years old with 17 answers corresponding to 2% of the sample (red bar). This age group is more careful when shopping in general, buying only products necessary for their life and that many times those who buy more are their youngest family members. They prefer to travel to physical stores to obtain the products they need.

The ages with the most responses as the biggest buyers over the Internet are divided between 20-29 and 30-39. The range with the most responses regarding online payment is between 22-35 age, as shown by the green and red lines in Chart 3.

	2012	2014	2016	2018	2020
Books	18	22.5	31	41.5	47
Computer Accessories	21	26	39	45	48
Electronics	9	13	15	21	26
Show, Theater and Cinema Ticket	3	7	9	14	8
Home Appliances	7	18	22	36	43
Electricity Prepaid Recharge	2	22	46	57	65
TV Package	13	30	48	50	61
Mobile Recharge	25	35	56	64	70
Fly Ticket	5	15	28	38	51

Table -1: Shopping Sectors by Users (2012-2020)

The Internet is growing more and more, and companies and stores have also started to expand their business through the Internet, which gives more visibility to their business. With this, they end up selling more and reaching their monthly goal. In the past, people could only buy products in physical stores, and today this is becoming an unconsumed way. Online product sales in the last few years were growing very fast, but in the meantime, in December 2019, we had the COVID-19 pandemic, which affected a lot in physical and online shopping. Some sectors that sell online have increased, and others have decreased dramatically. Those were because the contagion between people increased surprisingly, and countries felt obliged to close their borders to avoid the population's maximum contagion.
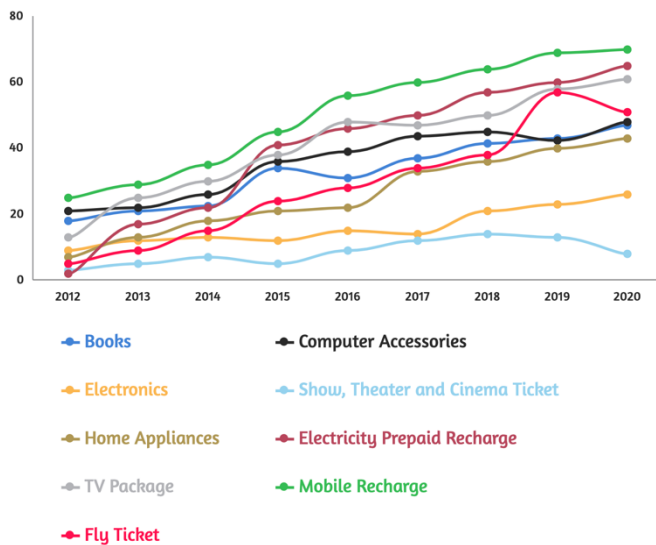
Chart -4: Growth Level by Sectors (2012-2020)

According to our collected sample, the Books sector did not reduce due to the mandatory home quarantine that people do and end up reading more. It went from 18 in 2012 to 47 in 2020. The Computer Accessories sector declined in 2019 and rose again in 2020, in 2012 with 21 and 2020 with 48. The Electronics sector maintained a standard rise during the years 2012 with nine until 2020 with 26. The Show, Theater and Cinema Ticket sector was one of those that registered a significant decrease in the last years, with 3 in 2012 and 2020 with 8. The Home Appliances sector registered a moderate growth between 2012 with 7 until 2020 with 43 because people in the last few months have spent more time in the case than in previous years. The Electricity Prepaid Recharge sector grew the most from 2 in 2012 to 65 in 2020 due to the expansion of online energy purchase services. The TV Package sector only registered growth for the same reason mentioned in the previous sector, going from 13 in 2020 to 61 in 2020. The Mobile Recharge sector was the one that most showed growth due to the ease in USSD transactions, and the convenience of purchasing mobile recharges on several different websites so any citizen can buy one. Finally, the Fly Ticket sector was the one that registered the most falls from 5 in 2012 to 38 in 2019 because almost all countries closed their borders and limited domestic and international flights, allowing only those for repatriation and charter flights between the different countries. Due to the drop, it dropped sharply to 51 in 2020.

With this, we arrive at the following statement: The Mozambican e-commerce online consumer profile in Pemba can be considered as mostly male, aged between 22-30 years old. With single marital status, with the sector which buys most being Mobile Recharge. His academic degree is a bachelor, and with reasons that most induce him to shop, with more discounts, various products. With the possibility of comparing prices between different stores and choosing the smallest one, it is unnecessary to go to the physical store and possibly return it within 30 days.

5. CONCLUSIONS

After analyzing the data collected through the questionnaire, we conclude that the young Mozambican buyer between 20-29 years of age prefers to buy online because it has several advantages. The biggest target audience of stores are male and single people, and women are more careful and very conservative when it comes to online shopping. The items sold the most in the last few years until 2019 are Electricity, Prepaid Recharge, TV Package, Fly Ticket, Mobile Recharge. In 2020, the Fly Ticket sector showed a significant drop, and the TV Package sector increased a lot. Those who prefer to buy in physical stores are the most adult and married people.

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