The Current Situation regarding the use of Shopping Applications in Kigali-Rwanda

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ABSTRACT

The use of shopping applications is becoming a common way of shopping in most developed countries, but not necessarily in developing countries like Rwanda. The conducted researches indicated that not only consumers in Rwanda have a very low awareness regarding shopping applications; most of them have previously never used any. To be precise, 89% of the total respondents indicated that they have never downloaded or used any shopping application. On the other hand, the current technological development in the country indicates that consumers in Kigali-Rwanda are expected to use shopping applications for their purchasing activities in the near future. This article highlighted the perceived awareness of shopping applications in Kigali-Rwanda, the perceived technological challenges, perceived General challenges, perceived technological solutions, and perceived general solutions to the issues limiting the introduction and use of shopping applications in Rwanda.

1.0 Introduction

Rwanda is a country that had a terrible history of genocide of 1994 that left over 1 million people inhumanly slaughtered and left the country devastated and ruined. After the genocide, the country was struggling with security issues, rebuilding the country, reconstructing the national economy, etc. but also reuniting its people.

This explains why technology was not a priority until recently, and the Rwandan government is now focusing on technology development and innovation in all sectors as a way of modernizing the country but also as a way of boosting the national economy.

This gives hope that in the near future, Rwandans will be using and benefiting from the use of recent technologies including shopping applications

2.0 Objectives of the Study

The objectives of this article are:
- To assert the perceived awareness regarding the use of shopping applications in Rwanda
- To assert the perceived technological challenges limiting the use of shopping apps in Rwanda
- To assert the perceived general challenges limiting the use of shopping apps in Rwanda
- To highlight the perceived technological solutions to the technological challenges limiting the use of shopping apps in Rwanda

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- To highlight the perceived general solutions to general challenges limiting the use of shopping apps in Rwanda.

3.0 Sample Size

In this article, 200 respondents from Kigali city were randomly selected and answered to different questions from the research instrument based on their own judgment.

4.0 Brief of the Findings

Gender: In the total of 200 respondents, 144 (72%) are males while 56(28%) are females.
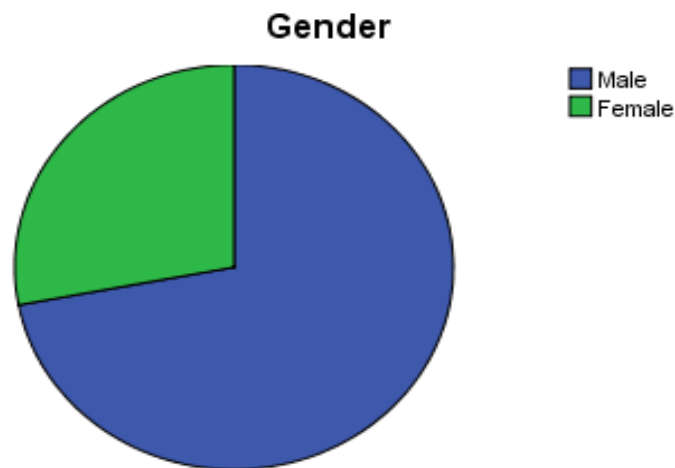

Age bracket: In the total of 200 respondents, 44(22%) were below 25 years of age, 76 (38%) were between 26 to 30 years of age, 36(18%) were between 31 to 35 years, 24 (12%) were between 36 to 40 years, 12(6%) were between 41 to 46 years, while 8(4%) were above 47 years old.
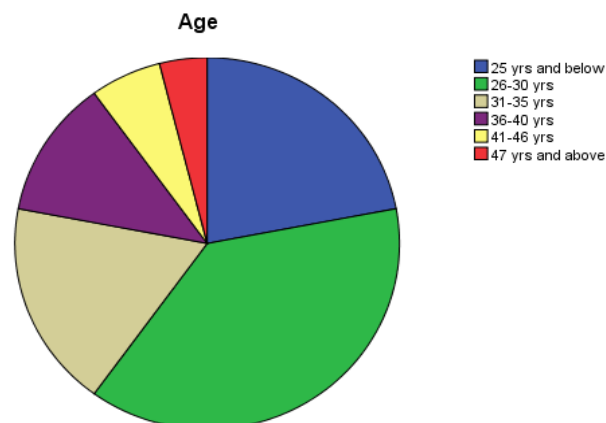
Level of studies: 4(2%) had a primary level education, 20(10%) had a high school level education, 32(16%) had an undergraduate level education, 96 (48%) had a graduate level education, 40 (20%) have postgraduate level education, 4(2%) have doctorate level education; while 4 (4%) had professional level education.

Total mobile applications: 92(46%) had between 1 to 10 applications on their smartphones, 52(26%) had between 11 to 20 applications, 28(14%) had between 21 to 30 applications, while 28(14%) had more than 31 applications

Shopping applications: 178 (89%) had not even a single shopping application on their smartphones (never downloaded or used any shopping app), 16(8%) had just 1 shopping app, while 6(3%) had just 2 shopping apps.
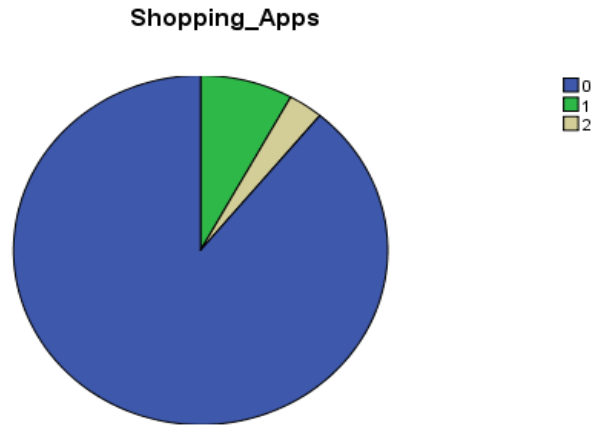
Shopping applications usage: 178(89%) have never used any shopping application in their entire lives, 20(10%) have been using shopping applications for less than 6 months, while just 2(1%) used shopping applications for between 6 months to 1 year.

4.1 Purchases

Table 7: Purchases in Kigali-Rwanda using Shopping Apps

N^0	Products	Never	once	twice	Many times	Total
1	Consumer Electronics	93%	5.5%	1%	0.5%	100%
2	Clothing & Apparel	97.5%	2%	0.5%	0	100%
3	Beauty& Health products	98%	2%	0	0	100%
4	Books& Movies	93%	3.5%	2%	1.5%	100%
5	Linens home & Kitchen	99%	0	1%	0	100%
6	Accessories	95.5%	3%	1%	0.5%	100%

4.2 Shopping applications and consumer buying process

Table 8: Shopping Apps and Consumer Buying Behaviour

N^0	Step	Never	Sometimes	Quite often	Regularly
1	Information Search	98%	2%	0	0
2	Product comparison	97.5%	2%	0.5%	0
3	Product Ordering	90.5%	9%	0.5%	0
4	Follow up	97%	3%	0	0
5	Brand Communication	98.5%	0	0.5%	1%
6	Post purchase Experience	98%	0	2%	0

4.3 Perceived awareness

Table 9: Perceived Awareness of Shopping Apps in Kigali

N⁰	STATEMENTS	SD	D	NA/ND	A	SA	TOTAL
PA1	Most of people in Rwanda are not aware of the benefits of using shopping Apps	1%	4%	3%	47%	45%	100%
PA2	Most of people in Rwanda are not willing to use shopping Apps	0	1%	0	60%	39%	100%
PA3	I am not aware of any active locally developed shopping application in Rwanda	2%	0	0	50%	48%	100%
PA4	It will take time for Rwandans to start using shopping applications	0	0	5%	60%	35%	100%
PA5	Most of my friends do not use shopping applications	0	1%	5%	46%	48%	100%
PA6	I often receive recommendations to download international shopping applications like E-bay and Amazon	0	0	1%	62%	37%	100%
PA7	I wish we could start using shopping applications soon in Rwanda	0	0	0	75%	25%	100%

4.4 Perceived technological challenges (PTC)

Table 10: Perceived Technological Challenges in Kigali-Rwanda

N⁰	STATEMENTS	SD	D	NA/ND	A	SA	TOTAL
PTC1	The IT sector is still developing in Rwanda	0	3%	4%	54%	39%	100%
PTC2	We do not have skilled IT experts to develop shopping applications in Rwanda	0	1%	6%	38%	55%	100%
PTC3	Shopping applications are expensive to develop in Rwanda	0	3%	6%	51%	40%	100%
PTC4	We have a Weak connectivity in Rwanda	0	2%	7%	79%	12%	100%
PTC5	Most of Rwandans are resilient toward new technologies	1%	10%	7%	71%	11%	10%
PTC6	Most of Rwandans do not react fast to new technologies	0	2%	11%	47%	40%	100%

4.5 Perceived general challenges (PGC)

Table 11: Perceived General Challenges

N⁰	STATEMENTS	SD	D	NA/ND	A	SA	TOTAL
PGC1	It is difficult to shop using shopping apps in Rwanda	0	0	5%	52%	43%	100%
PGC2	I prefer traditional shopping rather than shopping apps or online shopping in Rwanda	0	0	4%	54%	42%	100%
PGC3	There is no efficient Google map address and locations to help in home delivery of purchased products in Rwanda	0	0	6%	60%	34%	100%

		SD	D	NA/ND	A	SA	TOTAL
PGC4	I do not trust online Shopping and shopping applications	0	0	8%	49%	43%	100%
PGC5	There is very low awareness about the use of online and shopping Apps in Rwanda	0	3%	3%	42%	52%	100%
PGC6	People in Kigali are not willing to learn and use online and shopping applications	0	0	4%	56%	40%	100%

4.6 Perceived technological solutions (PTS)

Table 12: Perceived Technological Solutions

N⁰	STATEMENTS	SD	D	NA/ND	A	SA	TOTAL
PTS1	We need to strengthen technological infrastructures in Rwanda	3%	0	8%	41%	48%	100%
PTS2	Our IT experts have to update their knowledge about recent technologies & mobile Apps development	3%	1%	3%	37%	56%	100%
PTS3	We need to increase innovations in the IT sector	0	0	6%	49%	48%	100%
PTS4	We need to develop new and efficient ways of cashless transactions to be used while using shopping apps	0	2%	2%	49%	47%	100%
PTS5	We need to remove the technological challenges that are limiting us from the use of online shopping and shopping apps	0	0	7%	39%	54%	100%
PTS6	We have to learn from IT progresses in other countries	0	0	11%	47%	42%	100%

4.7 Perceived general solutions (PGS)

Table 13: Perceived General Solutions

N⁰	STATEMENTS	SD	D	NA/ND	A	SA	TOTAL
PGS1	We need to increase awareness about shopping applications in Rwanda	2%	1%	9%	42%	46%	100%
PGS2	We must start applying the knowledge we acquire regarding the use shopping Apps	0	0	10%	55%	35%	100%
PGS3	We can start by using foreign shopping apps while we think of developing our own Shopping Apps	0	0	18%	52%	30%	100%
PGS4	We should get help from other countries about the efficient use of shopping applications	0	1%	9%	56%	34%	100%
PGS5	We must remove the general challenges that block the use of shopping applications in Rwanda	0	1%	5%	62%	32%	100%

5.0 Conclusion

The conducted tests indicated that Rwandans do not use shopping applications for their shopping activities; instead, the retail and wholesale shopping dominate. Online shopping is at the introduction stage, but shopping applications are yet to be introduced to the consumers in Rwanda.

With the recent technological development and promising arising IT entrepreneurs, more solutions will be in place for Ecommerce purposes and to acquire and keep as many clients as possible in different corners of Rwanda, or even on international market.

The conducted research in Kigali-Rwanda indicated that if the technological development continue at this pace, there is no doubt that in the near future, shopping application will be introduced and used efficiently and effectively by many consumers in Rwanda. The findings about the perceived Technological solutions and perceived General solutions shall serve as insights about how Rwandans should solve the technological and general challenges for them to start using shopping applications in the near future.

6.0 Limitations and Recommendations

The researchers conducted under this article are meant to provide insights about the current situations regarding the use of shopping applications in Kigali-Rwanda. Since the issues are pointed out, this article provided some of the possible solutions to put an end to the challenges limiting the introduction and use of shopping applications, but a deep study must be conducted so that clear strategies might be elaborated that show how to proceed forward step by step.

These strategies must identify and underline where to start, how to proceed, what it takes, etc.

Secondly, this article covered only 200 respondents from Kigali Rwanda. For more credible results, this research can be redone again on a large scale, covering as many people as possible in different corners of Rwanda. By doing so, more information will be accessed and the possible solutions with a clear strategy of how to proceed will be developed. This will guarantee the implementation of developed strategies with success so that in the near future, Rwandans could also start using shopping applications for their shopping activities as other consumers do in technological and commerce advanced nations.

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APPENDIX

Variables statements:

Perceived Awareness (PA)
- Most of people in Rwanda are not aware of the benefits of using shopping Apps
- Most of people in Rwanda are not willing to use shopping Apps
- In Rwanda, online shopping is starting to be used while shopping applications are yet to be introduced
- I am not aware of any active locally developed shopping application in Rwanda
- Shopping apps might be useful in the future for Rwandans
- It will take time for Rwandans to start using shopping applications
- Most of my friends do not use shopping applications
- I often receive recommendations to download international shopping applications like Ebay and Amazon
- I wish we could start using shopping applications soon in Rwanda

Perceived Technological Challenges variable (PTC)
- The IT sector is still developing in Rwanda
- We do not have IT experts to develop shopping applications in Rwanda.
- Shopping applications are expensive to develop in Rwanda
- We have a Weak connectivity in Rwanda
- Most of Rwandans are resilient toward new technologies
- Most of Rwandans do not react fast to new technologies

Perceived General Challenges (PGC)
- It is difficult to shop using shopping apps in Rwanda
- I prefer traditional shopping rather than shopping apps or online shopping in Rwanda
- There is no efficient Google map address and locations to help in home delivery of purchased products in Rwanda
- I do not trust online Shopping and shopping applications
- There is very low awareness about the use of online and shopping Apps in Rwanda
- People in Kigali are not willing to learn and use online and shopping apps

Perceived Technological Solutions (PTS)
- We need to strengthen technological infrastructures in Rwanda
- We need to remove the technological challenges that are limiting us from the use of online shopping and shopping apps
- Our IT experts have to update their knowledge about recent technologies & mobile Apps Era
- We need to increase innovations in the IT sector
- We have to learn from IT progresses in other countries
- We need to develop new and efficient ways of cashless transactions to be used while using shopping apps

Perceived General Solutions (PGS)

- We need to increase awareness about shopping applications in Rwanda
- We should learn from other countries about the efficient use of shopping applications
- We must start applying the knowledge we acquire regarding the use shopping Apps
- We can start by using foreign shopping apps while we think of developing our own Shopping Apps
- We must remove the general challenges that blocks the use of shopping applications in Rwanda