



# **DAWN OF THE PROSUMER**

## *RESPONDING TO THE SHIFT*

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# PROSUMER

A consumer who is usually interested in products/ services of a brand. They upload reviews and comments and respond to other reviews and comments about the product.

This highly digitally active group is not tied to traditional services providers.

**Nomad**

Look for high-quality, responsive service and value for money.

**Quality Seeker**

View human advisors as crucial, they do not feel they can get what they need without human advice

**Hunter**

# INTERNET USERS IN KENYA

Statistics as of March 2017. As of the measured period, 40.5 million people were active internet users. With Facebook, Twitter, Instagram, YouTube and Google+ having the highest number of prosumers.

*Communications Authority of Kenya*



# THE TRANSITION

## BRICKS AND MORTAR

A business that possesses a building or a store for operations.

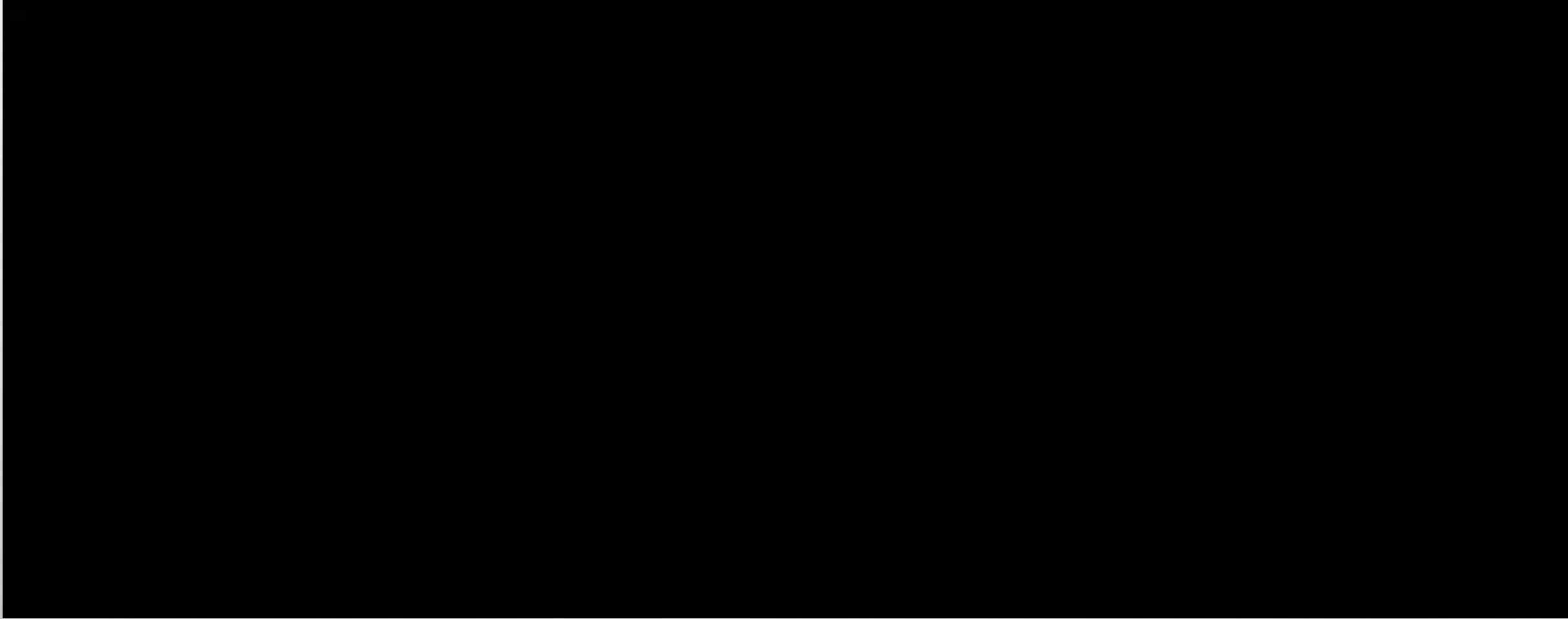


## CLICKS AND MORTAR

A type of business that involves both online and offline operations which typically include both a website and a physical store.



# THE PROSUMER JOURNEY



**5**

*Courtesy of Zenoti Software (YouTube)*

# THE DIGITAL SHOPPER PATH TO PURCHASE SURVEY

**Methodology:** Online study done across the East African region (Kenya, Uganda and Tanzania) in July 2017.

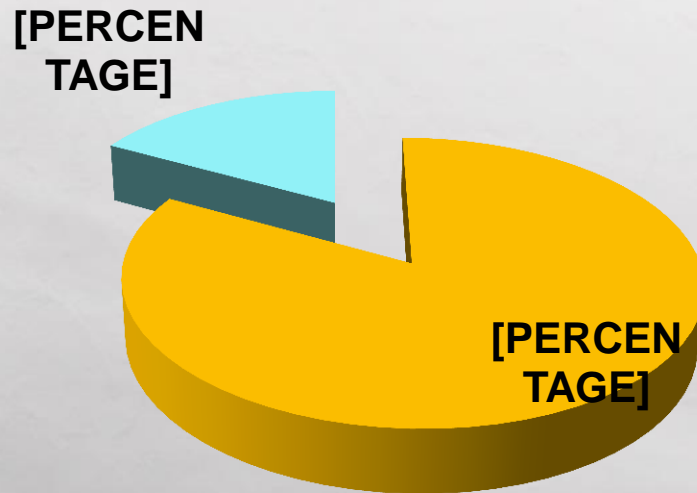
**Sample size:** 342 .

**Objective:** Determine the prosumer behaviors on online platforms.



# SMART PHONE OWNERSHIP AND USAGE

Internet penetration in Kenya is 89.4%  
(Communication Authority of Kenya)

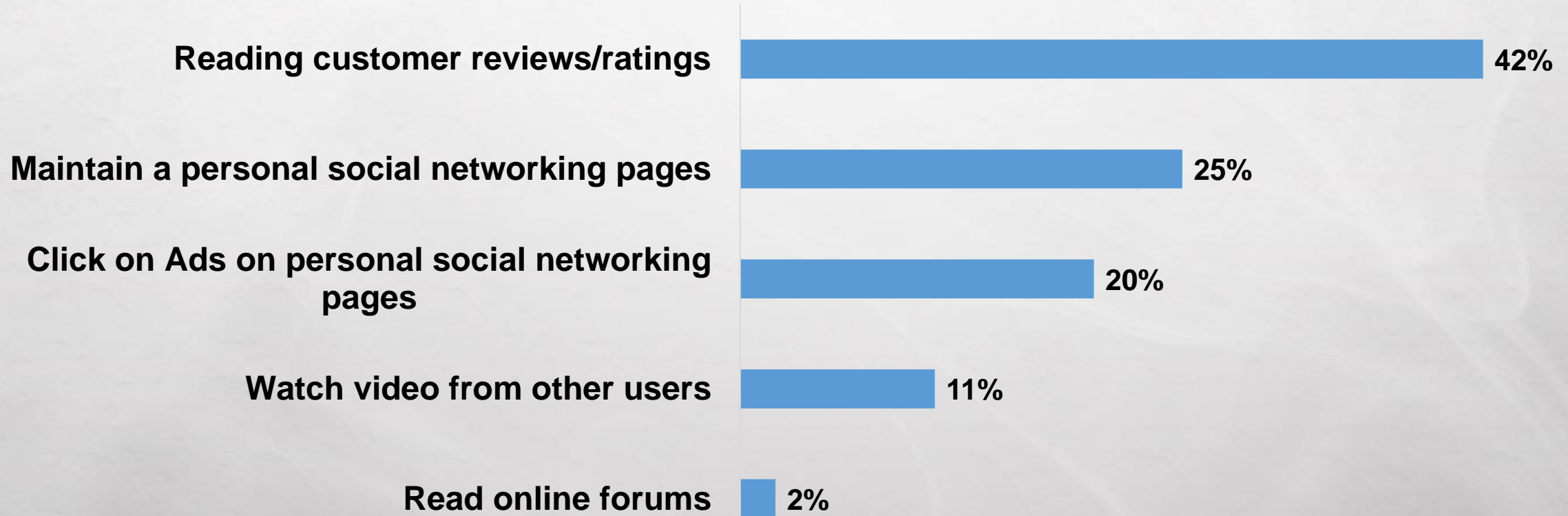


- Mobile phones
- Other devices

79% of Kenyan population are active mobile phone users.

60% of mobile phone users in Kenya own smart phones.

# ACTIVITIES ON SOCIAL MEDIA PLATFORMS





# RESPONSE TO THE SHIFT



- This is an online one stop shop with a presence in 13 countries in Africa.
- The app has over 5 million downloads on Google play store.

# RESPONSE TO THE SHIFT



**363,000 active customers in Kenya. With Kenya having 5 times more drivers as compared to Uganda and Tanzania.**

# RESPONSE TO THE SHIFT



- **Over 900,000 registered users.**
- **In addition, over 80% or 560,000 of their registered users are monthly active users.**

# THE DAWN IS HERE

Changing customer behaviors have prompted a shift in research and client priorities by digitizing the prosumer journey.



# DELIBERATION



Have we designed our systems and tailored them in a way that interacting and keeping up with the prosumer would be easy in future?

QUESTION

&

ANSWER