

Responses Overview Active

Responses

195



Average Time

43:00



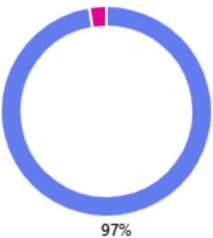
Duration

49 Days



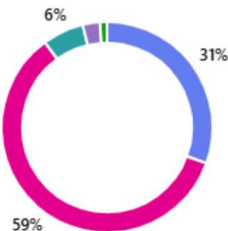
1. Please select one of the following

- I agree to participate and consent to the collection and use of my data for academic purposes. 190
- I do not agree and choose not to participate. 5



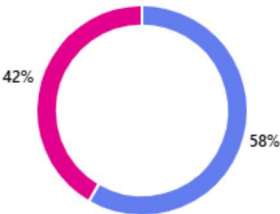
2. What is your age group?

- 18-24 58
- 25-34 113
- 35-44 12
- 45-54 5
- 55+ 2



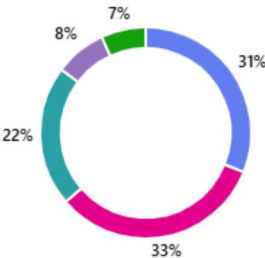
3. What is your gender?

- Woman 111
- Man 79
- Non-binary 0
- Prefer not to say 0
- Other 0



4. What is your monthly income range?

- Below ₦50,000 59
- ₦50,000 - ₦100,000 62
- ₦100,000 - ₦200,000 41
- ₦200,000 - ₦500,000 15
- Above ₦500,000 13



5. How frequently do you shop on Jumia?



6. How often do you notice that the product recommendations on Jumia are personalised to your preferences?



7. How often do you notice that the product recommendations on Jumia are based on your previous shopping habits?



8. How relevant do you find the personalised recommendations on Jumia?

(Please rank the options below from 1 to 5, where 1 is the highest and 5 is the lowest.)

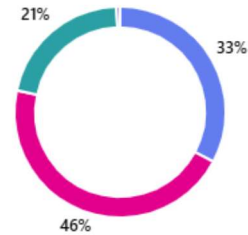


9. To what extent do you believe the AI-personalised recommendations improve your overall shopping experience on Jumia?
(Please rank the options below from 1 to 5, where 1 is the highest and 5 is the lowest.)



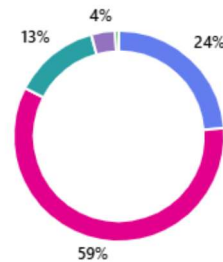
10. How satisfied are you with the personalised recommendations provided by Jumia?

Very satisfied	62
Satisfied	86
Neutral	40
Dissatisfied	1
Very dissatisfied	0



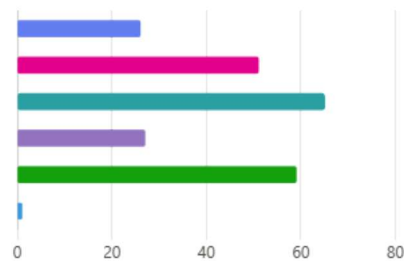
11. The AI personalised recommendations reflect your actual preferences and needs.

Strongly agree	45
Agree	111
Neutral	25
Disagree	7
Strongly disagree	1



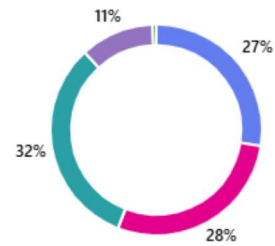
12. What challenges or limitations have you experienced with Jumia's AI-personalised recommendation system? (Select all that apply)

Irrelevant recommendations	26
Privacy concerns over the use of personal data	51
Recommendations are repetitive	65
Lack of diversity in product recommendations	27
No challenges encountered	59
Other	1



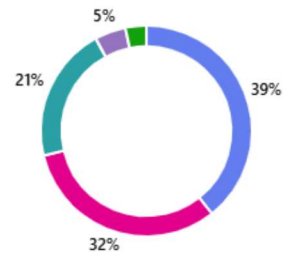
13. How have the challenges you've experienced with Jumia's AI-personalised recommendations (e.g., irrelevant recommendations, privacy concerns) affected your overall interaction with the platform?

No Impact	51
Slight Impact	53
Moderate Impact	60
Considerable Impact	21
Significant Negative Impact	1



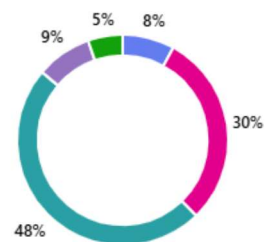
14. Are you comfortable with Jumia using your browsing and purchasing data to provide personalised recommendations?

Very comfortable	74
Somewhat comfortable	60
Neutral	39
Somewhat uncomfortable	9
Very uncomfortable	6



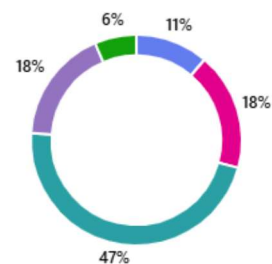
15. How often do you purchase items based on Jumia's personalised recommendations?

Never	15
Rarely	56
Occasionally	91
Often	16
Always	10



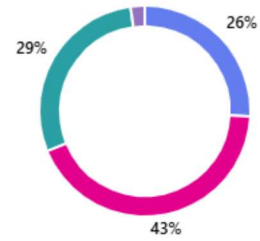
16. How often do you interact with Jumia's AI-personalised product recommendations (e.g., clicking on recommended items, adding items to cart)?

Always	21
Often	34
Sometimes	88
Rarely	33
Never	12



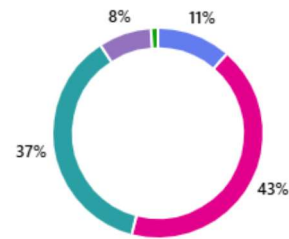
17. Have Jumia's personalised recommendations influenced your decision to make repeat purchases on the platform?

Yes, very much	48
Yes, somewhat	80
No, they haven't influenced my decision	54
No, they discouraged me from repeat purchases	4



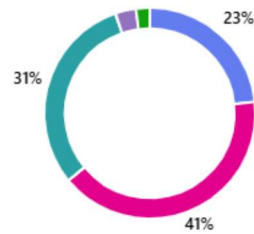
18. Jumia's AI-personalised recommendations have made you more loyal to the platform

Strongly agree	21
Agree	79
Neutral	68
Disagree	15
Strongly disagree	2



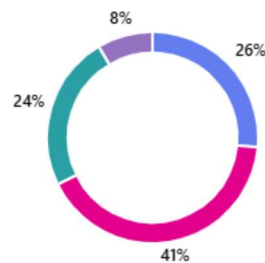
19. How well do you think Jumia's personalised recommendations reflect your personal preferences and lifestyle?

Extremely well	44
Somewhat well	77
Neutral	58
Somewhat not well	6
Extremely not well	4



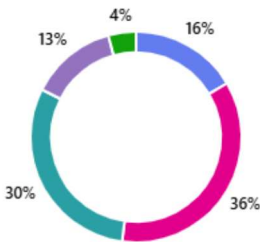
20. Do you think that your purchasing power (income) affects the relevance of the personalised recommendations provided to you?

Yes, greatly	50
Yes, somewhat	78
No, not really	45
No, not at all	16



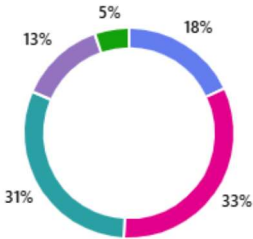
21. To what extent do you feel that Jumia's personalised recommendations reflect the cultural realities of living in Lagos?

Extremely well	31
Very well	67
Moderately well	57
Slightly well	25
Not well at all	8



22. To what extent do you feel that Jumia's personalised recommendations reflect the economic realities of living in Lagos?

Extremely well	34
Very well	62
Moderately well	58
Slightly well	25
Not well at all	10



23. How do you think Jumia's AI-personalised recommendations could better cater to your needs, considering factors such as your purchasing habits, product preferences, income level, and browsing behaviour?

190
Responses

Latest Responses

"Can't say"

"No recommendation for now"

"Cause no matter what you will receive your packages"

...

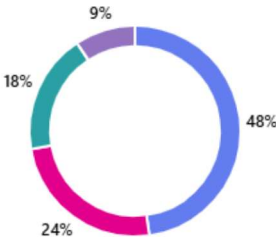
36 respondents (19%) answered products for this question.

Update



24. Are you concerned about the privacy of your personal data used for Jumia's personalised recommendations?

Very concerned	88
Somewhat concerned	45
Neutral	34
Not concerned	17



25. Would clearer information on how your data is used improve your trust in Jumia's AI system?



26. What concerns, if any, do you have regarding the use of your personal data for AI-personalised recommendations on Jumia?



25 respondents (14%) answered None for this question.

Update



27. Please provide any additional comments you have about Jumia's AI-personalised recommendation system.



35 respondents (24%) answered Good for this question.

Update



28. By submitting this form, you confirm that your participation is voluntary, and your responses will remain anonymous.

- I agree to submit my responses and participate. 189
- I do not wish to submit my responses. 1

