Generation Y online shopping behaviors and habits

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GENERATION Y' ONLINE SHOPPING BEHAVIORS AND HABITS

A Project

Presented to the

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California State University,

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In Partial Fulfillment

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ABSTRACT

Online Marketing opportunities regarding the teenage market are often underestimated due to the fact that the general information available to date is neither particularly specific nor exact. By means of a descriptive study of the teenagers' online habits, ad behaviors, the project contributes to the identification of untapped marketing opportunities especially for sales websites, which usually do not adapt their strategies to this potential market. Therefore, this project aims at giving guidelines for webmarketers willing to capture the "consumers of tomorrow."

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CHAPTER ONE

BACKGROUND

Introduction

Generation Y, also referred as the digital generation, can be defined as teenagers growing up with the development of the Internet and new technologies. Unlike their parents, today's teenagers have integrated the Internet as a normal element in their daily lives and are not afraid to adopt new technologies. Including 12 to 17 years old who have grown up in an interactive world, the definition of the generation Y is often blurred for marketers who have difficulties understanding the new generation. In fact, for PR Newswire (2001), Generation Y consists of approximately 60 million consumers between the ages 10 and 24 who are the first generation to grow up using the Internet as a primary medium for information, entertainment, communication and shopping. The Internet influences the Generation Y's values attitudes and lifestyles immensely. According to Kaplan (2000), as much as 70 % of American teenagers are connected to the Internet. Therefore the Internet is an effective media to reach this population. Nevertheless, as Ferle (2000) notes, relatively little is known about these young powerful consumers, who just a decade ago, were considered as financially unattractive.

Nevertheless, the teenage market is expanding, offering new opportunities for retailers. According to Zollo (1999), there are 31 million people aged 12 to 19 in the United Sates about 7 million more than 1991 with a spending power of more than $140 billion a year. This segment has steadily grown and is expected to grow till 2010 both in size and spending power. Furthermore, parents contribute on average to two thirds of the total expenses. Hence, teenagers have actually a higher buying power than $140 billion, as they spend their parents' money. Moreover, as Zollo (1999) explains, teenagers spent a total of $47 billion of family money in 1998 as well as their own. However, this figure does not include family spending that is influenced by teenagers. The power of teenagers is therefore often played down. Indeed, teenagers influence parents' purchases by accompanying them to the store, encouraging purchases of certain brands or giving providing more information about the latest trends or the new products. Not only do teenagers influence other teenagers, but also in a world where the youth is valued, they often inspire adults as well.

Although, the teenage market is a very promising market, it is difficult to see how extensive are the efforts made by marketers to appeal at this growing market. This new generation is the online consumer of tomorrow; therefore, it will be interesting to investigate the teenage market online shopping habits of now.

The purpose of this study is to determine how do teenagers of today shop on the Internet. Specifically, a descriptive study of the online shopping behaviours and habits of teenagers is explored while major issues associated with teenagers and the Internet are discussed.

The project seeks to answer the following questions:

1) How do teenagers shop for goods on line?
2) What kind of information teenagers are looking at when they shop online?
3) What are the teenagers' attitudes towards the Internet as a purchasing channel?
4) What are the teenagers opinions concerning what makes a good website?

This research contributes to the understanding of online teenagers attitudes and habits towards shopping online. This information on how and why teenagers shop online would assist online brands in developing new marketing and communication strategies to appeal to generation Y.

CHAPTER TWO

REVIEW OF THE LITERATURE

Introduction

Although e-commerce and the evolution of the Internet are widely discussed subjects, very little has been published regarding teenagers' online shopping habits. The reasons are that, for a time, brands did not believe in teenagers as a potential market.

This project aims at understanding how brands can target teenagers to increase their online spending. Challenging the traditional view of online shopping as favored exclusively by a mature audience; the project is intended to help brands webmarketers to develop teenager-targeted websites. In order to facilitate the study, the researcher will review the following themes: 1) How do people buy clothing on the Internet? 2) How teenagers buy fashion? 3) How teenagers buy online? and 4) The importance of E-Loyalty

How People Buy Clothing Online

According to Jupiter Media Metrix (2001), apparel online sales are expected to reach $ 10.5 billion dollars by 2006. Even though the total market online only represents 4.4 % of the total US market in 2006, the potential of growth for the apparel industry online is promising (see Appendix C). Further, the study found that not only is the market significant in terms of dollars spent, but also it is important when considering the percentage of online users who would or currently buy apparel online.

Similarly, a PriceWaterhouseCoopers study (2000) previously showed that 60 percent of Internet users acknowledged shopping online for clothing. Among these persons, 41 percent said they were shopping at least once a month for apparel and 56 percent had made at least one online clothing purchase. Apparently, at least four out of ten online shoppers stated they were ready to purchase more clothing online in the future.

The PriceWaterhouseCoopers study (2000) further investigated the role of a website in the overall clothing shopping experience. Results indicated that people were principally looking for promotional or discounted pricing. Moreover, people were using the Internet less to compare prices between retailers than to order a catalogue or to look for ideas for clothes (See Appendix D). Revealing that online shoppers are already catalogue shoppers, the PriceWaterhouseCoopers study (2000) suggested that they were ready to buy without touching or feeling the material.

As to reasons of site choices, the study also underlined that familiarity to the brand is criteria to the selection of the site and facilitating clothing sales. In fact, 80 percent of the online shoppers acknowledged that they shopped on websites that they knew being a store or a catalogue retailer. Nevertheless, PricewaterhouseCoopers study (2000) also found that if the shopper had no intention to make a purchase, even if there were with the brand, there would be no purchase.

The PricewaterhouseCoopers study (2000) also investigated the problems with shopping online for apparel. People, if they shopped for clothes online, would sometimes be reluctant to purchase because of the inability to try the clothes on. Other concerns, were the inability to feel the material and the difficulty returning the products. Only a few people answered they had no problem with shopping online, which proved that, overall, more people had difficulties to buy online (see Appendix E).

Likewise, Elkin (2001) commented:

> While shopping on the web boasts any number of conveniences -- no crowds, no parking problems, no pesky sales clerks -- consumers have still

> not taken to buying clothing and shoes online. A primary reason for this is the inability to try on the merchandise....

Regarding high priced goods, several factors can also drive online sales, according to a Jupiter Media Metrix study (2001). First: The strength of the brand is a factor of success for any online retailers, as consumers know what they are getting. Second, although high prices usually inhibit online sales, it can actually push consumers to go online and buy from the websites the high priced item if they can get a discount. Third, the Jupiter Media Metrix study (2001) estimated that ease of evaluation of the product helped consumers to feel more comfortable buying online. Indeed, getting product information and brand value are turning the browser person into a shopper. Finally, the last critical driver was the delivery time. As shoppers had the opportunity to buy the product in a brick and mortar store; but chose the internet, they needed to be rewarded from this risky purchase.

Regarding, emotional luxury products, such as luxury handbags, the Jupiter Media Metrix study (2001) found that manufacturers viewed the Internet not only as a selling channel, but also as a medium to educate consumers and develop brand loyalty. Considering online shoppers for emotional luxury products, two target groups were taken into consideration: replenishment shoppers and geographically underserved shoppers. Findings showed that replenishment shoppers usually were brand loyal but they lacked time and motivation to go to a store, while geographically underserved shoppers did not live close to a store. The study concluded that high priced goods retailers should use technology to compensate for the consumers inability to touch or try on products and that with the development of high-speed internet that their online sales would expand.

Elkin (2001) noted that the online apparel retailers developed new technologies to overcome the negative feelings of consumers when buying apparel online and that the creation of 3D environments increased sales as consumer could view the goods before purchasing.

Jupiter Media Metrix conducted a study regarding shopping technologies and what retailers must develop in order to be more efficient with them. For instance, the study examined such technologies as the development of 3D objects, visualization technologies, custom applications and chat and instant messaging regarding the apparel industry (see Appendix F). Paul (2001) examined the use of virtual models based on a person's measurements in the apparel retailers' efforts to sell online. Although the technology was still in its infancy, the possibilities were great since models could replicate the shape of a human being, enabling the e-shopper to see it on a person as well as find the perfect fit. Similarly, Kemp (2001) reported that consumers who adopted the virtual models were more likely to buy clothes online and tended to spend more online. Kemp (2001) found that e-shoppers using a virtual character bought 26 percent more merchandise than non users and the price of their purchases are 13 percent higher. Both Paul (2001) and Kemp (2001) believed that the same virtual technology could be used for retail sites, enabling e-shoppers to use the same technology for different online shopping experiences However, both researchers agreed that virtual models would never match the in store experience.

How Teenagers Buy Fashion

Stanley (1995) examined attitudes towards fashion among Generation Y' and found that teenagers valued attributes that included a connection to a sport, quality, value and "coolness" in their purchase decisions. However, Stanley (1995) underlined that this generation is harder to reach and recommended that brands aim at generation X to gain credibility instead. Although, teenagers are brand loyal and like branded products, because of the variety of choices, Stanley (1995) suggested that "bombed with information generation Y does not have the patience for hard sells and are likely to try different brands". Similarly, D'Orio (1999) also noted that teenagers are one of the most difficult segments to target.

But since teenagers are trendsetters, more companies are trying to reach them through their leisure activities. D'Orio (1999) discussed the role of product placements in movies as a way to develop a "cool" image and to capture teenagers' spending power. The Economist (2002) investigated the democratization of luxury goods by analyzing product placements on TV sitcoms such as "Sex and the City". The author explained that luxury brands are actually targeting the middle-market consumer to develop his/her aspirations and needs for luxury goods. Indeed, Francis (2001) noticed that luxury consumers of today are not the same as those of yesterday, hence, companies are marketing products to a broader range of consumers. La Ferla stated (2000):

> "Armed with unprecedented personal incomes and a precious knowledge of what women a decade older consider chic, the upward-striving teenager is now more than ever the target of luxury marketers who once focused strictly on adults."

La Ferla (2000) also believed that teenagers follow what celebrities are wearing and that generation Y is well informed about trends and brand names.

Regarding the choice of brands names, Brandweek (2000) published the list of teens top brands of clothing (not including footwear) that included: Gap 68.2%, Old Navy (66.2%), Adidas (63.7%), Calvin Klein (58.5%), Express (49%), Levis (45%), Tommy Hilfiger (45.6%), The Limited (44.8%) and LEI (41%). Moreover, the study pointed out that the main reasons for a clothing purchase were fit 33.7%, style 30.8%, comfort for 17.3%, and price 10.3%. Brand name only represented only 6.4% of responses.

Selling to Teenagers Online

In a 2000 study, Jupiter Media Metrix projected that kids and teenagers would spend $4.9 billion online in 2005. Not online in term of spending the teenager market is important but also in term of its consequences of the E-Commmerce. Indeed, teenagers of today are the future of Internet shopping. Additional, a Harris Interactive study (2000) found that 63 percent of 13 to 24 years old were ready to spend more online in the future and 69 percent of the latter used the Internet to find out more about a product they wanted to buy offline. Another result was the digital degree of the generation with as much as 68 percent of teenagers connected to the Internet.

In the Cheskin Research Study (1999), teenagers were explored and segmented into five groups (see Appendix G). The first group consisted of explorers that are independent and creative. Apparently, this small segment is very influential among the other groups. "They are passionate and committed to the interest and issues around their identity, nevertheless, they can change rapidly and repeatedly." The second group, the visible are known for their look, personalities or sports talents. They can be defined as the popular kids. The third group consisted of very conventional teenagers who are usually liked and respected. On the contrary the fourth group, the Non teens, have difficulties integrating themselves socially and prefer adults company. The fifth group, the isolators tended to isolate themselves from their peers and parents, which can push them to become criminals. Furthermore, they have self esteem issues.

According to the Cheskin Research Study (1999), the websites most visited by teenagers according to their gender. Included for boys and girls: teenagers' websites, or email providers, music websites, sports websites, search engines or chat websites (See Appendix H).

In a study of teenagers' online habits, Gilbert (2001) found that teenagers go online primarily for research purposes 72 percent, email services 63.5 percent, playing games for 28 percent of them and browsing to make purchases for 23.5 percent. Furthermore, findings showed that the top online purchases that included clothing and shoes; however, these were listed fourth and fifth after the purchase of CDs, events tickets and books online. Findings also showed that as many as 10 percent of teenagers had a credit card in their own name and 9 percent had access to their parents' card. However, Wang (1999) underlined the fact that parents were usually reluctant to give their credit cards to their children. The researcher further noted that parents should subscribe them to teen friendly websites that worked with an electronic credit account, which restricted students total dollar spent and filtered sites, which were approved by parents. Wang (1999) also found that parents have a role to play to prevent bad spending habits among their children which was reiterated by Consumer Reports (2001).

In Europe, Datamonitor (2001) forecasted that teenagers there and in the US would spend $6 billion online by 2005 up from $3 billion in 2001. This increase is in direct correlation with the development of prepaid cards. However, a common problem for teenagers is it is impossible to get a credit card and shop online on their own. Yet, with the new technology, traditional retailers are now ready to target teenagers. Datamonitor (2001) concluded, the best way for retailers to target teens, is to get close to teenagers' favorite brands.

Moreover, Zollo (1999) found that websites that keep teenagers attention must include something fun to do and interactive USA Today (1999) found that marketers were making efforts to attract teenagers by providing features that appeal to them to boost sales such as: horoscopes, advice and chat rooms. The newspaper asked four teens to spend $500 dollars online and to grade the websites from their support to delivery. Results showed that, teens, whatever their gender, were unhappy with the overall online experience. Complaints regarding few choices, long downloading time, sizing issues, extra costs for returns $ and the time to register were common by mentioned. USA TODAY (1999) concluded that:

> "Online marketers need to re-evaluate the design, content, navigation and fulfillment orders of online stores geared toward the savvy teen shopper."

Online retailers are finding that clothing that is marketed to young consumers must be placed in the right cultural context, otherwise, it is nothing more than an image floating in digital space (Siegal, 2000). Cheskin Research (1999) found which colors and graphics were appealing to teenagers and included:

- Blue was the favorite color online of teenagers and was associated with success, intelligence and trust
- Red was linked to speed and warmth
- Yellow was linked to playful and easy
- Green was mainly associated with wealth
- Black was sensed as complicated (55%), outdated (40%) and high tech.
- Other items the study found attractive to teenagers were 3D Graphics because they were perceived as 'modern', 'futuristic', 'high quality' and cartoons.

According to Jupiter Media Metrix (2000), young Internet users are expecting instant access to information, collaborative communications and consumer friendly shopping environments. In fact, the study found that 74 percent of teens researched products online, 25 percent even bought online themselves, and 53 percent bought with parental assistance and 21 percent preferred shopping online than in brick and mortar stores. Regarding clothing shopping, teenagers are even more active in the product search than adults. The study found that teens considered a company web site part of the company's image. Apparently, half of the teenagers online already have more than two years of experience and therefore, expect more from a firm's website. Additionally, the study (2000) noted that teenagers like to be part of a community and to create content on the website. So, games and chat rooms are also very appreciated by teenagers as well as privacy policies. Finally the study concluded that teenagers expect websites to accept new means of payment such as loadable debit cards whereby spending is restrained to the card balance only. The Jupiter Media Metrix (2000) study has identified five crucial factors that will shape the online usage of future adults (See Appendix I).

The Importance of E-loyalty

E-Loyalty is about creating and maintaining relationships between online customers and their brands. Developing loyalty in an ever-changing environment, such as the Internet scene, is crucial for e-retailers. E-Loyalty is often put aside when considering a success of a website. Yet, such companies such as Amazon or E-bay have already recognized that online customer relation management is imperative to the success of their businesses. According to Reichheld and Schefter (2000):

> Loyalty is an economic necessity: acquiring customers on the Internet is enormously expensive, and unless those customers stick around and make lots of repeat purchases over the years, profits will remain elusive

Therefore, it is imperative that online apparel brands develop loyalty among teen users. Indeed, as Reichheld and Schefter (2000) found the apparel industry is one of the most profitable: around $90 dollars of profit per consumer against $10 for books or consumer electronics after three years (See Appendix J).

Moreover, Reichheld and Schefter (2000) showed that in apparel e-tailing, customers after two to three years of being loyal to a website, tend to spend more than twice of what they spent initially.

> Not only Loyalty pushes customers to purchase more but also to refer the website to other customers. As the Internet enables a faster way to diffuse the Information, a customer is enabled to recommend a website to a lot of customers within a click of mouse. (Reichheld & Schefter, 2000)

<u>Increasing E-loyalty</u>

Walker and Walker (1996) have described five stages identified as the adoption process for a company website

- Awareness
- Interest
- Evaluation
- Trial
- Adoption

First, Internet users become aware of the existence of websites but are not motivated to go and look for it. The discovery of websites might be done via TV, radio or print advertising, or even word of mouth. Second, users develop an interest as the information about the website is abundant but still do not visit it. Third, having develop an interest and some expectations regarding the website, users decide to evaluate the web site and compare it for a future use to his/her expectations. Fourth, the trial phase is processed. If there is a positive overall assertion regarding the value of the website to a purchasing decision, the user will adopt the website in the fifth stage and will continue to use it as long as his/her needs are satisfied.

Characteristics Needed to Create A Successful Website

Breitenbach and Van Doren (1998) developed an evaluation of websites by analyzing the content of them and determining if the following techniques were employed:

- In depth Product / company information
- Open Communications
- Real time Browsing/transactions
- Demonstration
- Club Memberships/ forum
- Give-aways
- Entertainment
- Virtual Tour/ experience
- Instructional Support
- Complementary Services

Indeed, Breitenbach, and Van Doren (1998) believed that Internet marketers must develop those techniques to optimize their website and increase efficiency. The results of the study showed that for the food and clothing, marketers did not demonstrate their products enough or offer membership. An assessment of the depth of the company/product information, give-aways, virtual experiences or instructional support was also noted. Some techniques were widely used as open communications, real time browsing/transactions, entertainment and complementary services. In conclusion, the study found that three techniques had to be incorporated into websites, and included: in depth information about the product and the company, open two-way communications and complementary services. Finally, findings showed that additional features or services only available online added value to the online experience of the company website.

Generally, marketers are interviewed when researchers are looking for information about creating a relationship with the customers. But, Geissler (2001) decided to interview some web designers. Unlike previous findings, Geissler (2001) found that designers tended to balance their designs between complexity and simplicity. Designers think more on a user's perspective and often recommend to their clients to have fast-loading and functional websites. Indeed, designers understand that it is important to design a website according to the targeted users needs. Furthermore, Geissler (2001) found that "Many designers felt that consumer behavior on the was is goal directed".

From Web Logs to Purchases

Shim, Eastlick, Lotz, and Warrington (2001) proposed a study regarding online prepurchase intentions and the role of intention to search. The results showed that the search on the Internet for information and a decision to purchase are related processes. Indeed, Internet users, after looking for information on a product tend to have a higher intention to purchase. Moreover, they found that consumers' attitudes also influence any Internet purchase intention. For instance, if a user has a low perceiving risk of an electronic retailer, the latter will be more likely to make a purchase. Similarly, they found that if a user had had a positive shopping experience with a retailer, the user will have a lower perceived risk and the search will tend to end up by a purchase.

Turning browsers into buyers should be a goal of websites designers and marketers. Developing awareness of the brand should not be the main purpose of a web site anymore; however marketers are having difficulties drawing in prospects to their e-commerce websites. Rowley (2000) examined how consumers look for product information and shop online and concluded e-retailers had to adapt their online stores to make them more attractive. Pointing out that users searched for different type of information according to their aims, she observed that the information should be sufficient but not overloaded. Otherwise, the shopper would lose interest in purchasing in the search process.

Rowley (2000) stated:

> We can make online shopping fun and rewarding for itself. Just like the shopkeeper, we want customers to visit us to see what is there- to have a wander round. And in the e-shopping environment we can add games, competitions, lifestyle information and links to other e-shops with ease. And we can change these every day to reflect customer response. Rowley (2000)

As a matter of fact, playfulness seems to be only one of the elements for a positive experiential value. Mathwick, Malhotra and Rigdon (2001) investigated the effects of playfulness, aesthetics, customer return on investment, and service excellence on Internet and through catalogs. The researchers developed seven subscales: efficiency, economic value, visual appeal, entertainment, service excellence, escapism and intrinsic enjoyment. The findings related to Internet shopping were that users were choosing Internet for its return on investment and that the Internet did not appear to be delivering any particularly aesthetic value. Concluding that the EVS model developed would be useful in the future in order to better understand e-store patronage and shopping preferences.

However, as Lynch noted:

> Globally, the characteristics of a website that are critical to increasing the likelihood that customers will shop at that site and will come

> back for future purchases are largely unknown (Lynch, 2001).

Lynch (2001) identified three elements: trust, positive affect and site quality, which have critical influences on both loyalty and purchase decisions. Although the degree of trust depends on the type of product bought, and on the different regions of the world, he had found out that trust is essential in the creation of loyalty. Moreover, positive affects push customers to repeat their visit or shopping experience. Finally site quality described as helpful graphics, usefulness of search engines, completeness of information, is expected to drive users into buyers. Lynch noted that " for high touch goods, site quality was a significant predictor all but once". Therefore, part of the online shopping experience is about navigating on a quality site as much as on a convenient one.

Summary

Although retailers have now seized the opportunities of the Internet regarding a vehicle to increase sales, they now have to develop new strategies and technologies to increase online sales. Indeed, the easier it is for a browser to evaluate and to find information about products online, the quicker the sale can be realized. Making the online experience as entertaining and as close to reality as possible should now be an objective for sales websites. Regarding the teenagers, they are the consumers of tomorrow. They know how to surf on the web, know the sites that are of interest to them go and are more likely to feel comfortable about buying online as they grew up with the Internet. But whether on or offline the market is not easy to capture and requires a deep understanding of their online needs and expectations.Indeed, since teens lose interest quickly, it is essential implement strategies that will maintain their interest in the website. From the literature, teenagers do have specific expectations in term of content, design, navigation and fulfillment order from a website. Teenagers are looking for fun and interactivity on a website. Teenagers like to play games on line on their favorite websites and enjoy other kinds of entertainment such as horoscopes. Moreover, teenagers usually like to be part of a community. The development of this feeling of community can be done through the presence of online advice, forums, chat rooms and FAQs. Teenagers like sharing ideas and communicating with others their feelings about products and brands. They appreciate instant messaging when communicating with friends. They also value a good communication regarding brands and desire to have a collaborative communication with websites, getting feed back in short periods. Moreover, teenagers like to personalize the experience by registration online at various websites so that the site is personalized for them. But they expect brands to have short registration forms and, most importantly, privacies policies in place.

Regarding the access information, teenagers usually expect instant and easy access to this since they are not very patient. They expect quick downloads of information otherwise, they tend to visit other sites.

Moreover, products have to be presented in a consumer friendly environment. Although, 3D environments are not needed, having 3D objects are a must to teenagers. Visualizing technologies help consumers to feel more comfortable with purchasing online as they are able to view of products. As well clothing products need to be offered in a broad variety of colors and sizes in order to appeal to teenagers. Teenagers also appreciate colored shopping environments and tend to favor bright colors like blue or yellow but are not fond of black which they find too complicated and outdated.

The fulfillment of the order also worries teenagers. Indeed, because most teenagers do not have credit cards, they usually borrow their parents'. Websites can develop new technologies accepting debit and reload teenagers are concerned with sizing issues when ordering clothes. Developing new shopping technologies, would be a way to reduce their fears, but e-retailers can also offer simple and low-cost return policies. This will encourage and enhance purchases online from teens.

The literature review investigated people habits in buying fashion online and also put into perspective the habits of teenagers regarding the purchase of fashion. Indeed, Fashion is supposed to be the first items bought by teenagers as we have seen in this literature review. Nevertheless, teenagers are an interesting market for all web companies and not only in the fashion field. Teenagers do have their own tastes and expectations regarding web sites. Now, the researcher aims at finding out how teenagers do shop online and what are their motivations and attitudes towards the internet as a sales channel.

CHAPTER THREE

METHODOLOGY

Introduction

As discussed in the literature review, online shopping has an interested future ahead. Marketers have realized that the evolution of the internet is enabling them to use new distribution channels. As a result of internet technology, more and more customers are shopping online. The teenagers, experienced users of the internet, are a mature market for online purchases. Yet, they will not buy online the same that they do offline. Therefore, understanding their expectations and habits is the purpose of this study.

Hypotheses

The following hypotheses were used for the study based on the review of literature.

1. Teenagers will be shopping mainly for CDs, music tickets and apparel. They will look for those items on search engines and choose the websites according its fame.
2. Teenagers will be more looking for product information than they will be comparing the prices across retailers.

3. Teenagers' attitudes towards online shopping should be positive. Teenagers, who have made an online purchase, will be eager to increase their online consumption in the future. And for non buyers teenagers, they will say that they are interested in buying online.
4. Teenagers will appreciate instant access to information as an element of a good sales website.

Questionnaire Design

Based on the purpose of this study, the questionnaire was designed to better understand teenagers' online shopping habits and attitudes. The questionnaire consisted of Yes-and -No, likert scaled responses, single and multiple answers questions and was divided into five sections. They were a first section dealing with connection habits and if a purchase was realized. From the end of this section, people responded either to section two or three whether they had made a purchase online or not. Then, all the respondent answered to the fourth section which dealt with their shopping habits, tastes and expectations and to the fifth, which was general information.

Respondents

Because the questionnaire was designed to obtain the teenagers' habits and tastes regarding online shopping, the questionnaires were given to people from 12 to 20 years old randomly in the streets.

The total number of interviewed people was 150 but we only considered 110 respondents for the analysis. Indeed, 40 people did not wanted to finish the questionnaires, so their answers could not be taken into account. Among the 110 respondents, 70 were females and 40 were males. In fact, teenage girls seem more interested in the study than males. It might be linked to their known interest for the subject of this questionnaire: shopping.

Procedures

During the design of the questionnaire, two marketing department professors were consulted to make sure the questionnaire was sound and understandable from the targeted population. As the questionnaire was given to French teenagers, a French marketing professor was consulted so that content would not be lost in the translation of the questionnaire. Then, after the test of the questionnaire on 15 teenagers, some changes were made and the collection of data started.

To make sure respondents would not misinterpret the questions, the interviewer. read the questions to them at the same time they had a questionnaire in their hands. Then, the interviewer would write down the answers herself to make sure no question was left unanswered. The total of the 110 questionnaires were collected during a period of two weeks in face to face interviews. Moreover, the interviews locations were changed every day and different areas of Paris were covered.

Treatment

After the collection of the 110 questionnaires, it was decided in agreement with marketing professors to use SPSS. After the collection of data, the data was coded and then entered into SPSS.

CHAPTER FOUR

RESULTS AND DISCUSSION

Introduction

After two weeks of interviews, 110 were collected. Among the 110 respondents, 14 were non users of the internet. Therefore, the following results are calculated on 96 respondents. Although the literature review was based on American studies, the questionnaire was given to French teenagers. In order to better understand the findings about the hypotheses, it is important to know the background information of the respondents.

General Information Findings

Demographics

The results show that the respondents are mainly females around 64 percent against only 36 percent for males (see Table 1). Moreover, the weighted average age of the respondent is 16.12 years old. Looking at the pie chart of the age range, it is noticeable that the majority of respondents are 16 to 20 (see Figure 1). The population is in high school for 42 percent of them, in junior high for 40 and in college or university for only 18 percent (see Table 2). Finally the respondents have 16 to 25 dollars every week to spend for 35% of them, lass than 15 dollars for 35 percent of them (see Table 3). So, the profile of the respondent is a female of 16 years old in high school who has 16 to 25 dollars to spend every week.

Connections

It is noticeable that half of the respondents declare to get online several times a day. As expected, teenagers are heavy users of the internet. It stands out from the chart that there is a division of the data at "once a week" (see fig.2). The answers can therefore be classified into two sections "heavy users" who get connected from several times a week to several times a day, and the "moderate" who get connected less than once a week. But as to the rest of the questionnaire, we have to put aside the 14 persons who answered they were never getting online. Those respondents represent 12 percent of our total answers.

When studying the connection time, it is interesting to put it into perspective with the connection frequency of the respondents. Indeed, it is likely that the more frequently you get connected, the more time you will stay connected. As the table 4 shows, most of the respondents who go online more than five hours, also go online several times a day. Nevertheless, this assumption is not always working. Indeed, it is apparent that the fact of getting connected several times a week, changes this rule. Uses who get connected several times a week look more flexible.

Findings for Hypothesis 1

The first hypothesis was:

Teenagers will be shopping mainly for CDs, music tickets and apparel. They will look for those items on search engines and choose the websites according their fame.

In order to better understand how French teenagers shop for goods, it is necessary to find what websites they go to and why. It is also interesting to see what kind of items they shop for. In the questionnaire, questions 10 to 12 were designed to test this hypothesis (Please see tables 5 to 20 for understanding of the following results).

First regarding the five categories for which teenagers shop online the most, the first cited category is Books, CDs, Dvds with 66.7 percent. Then, teenagers voted for apparel, beauty and accessories with 44.8 percent and the third category was travel, concert tickets, movie tickets or phone cards with 41.7 percent. The two last categories electronics and food were selected with respectively 15.6 and 4.2 percent. Whereas, the hypothesis says that the main categories were in decreasing order Cds, music tickets and apparel, the findings are a little different. Although, the first online shopped for category is still CDs and music, the second is apparel and concert tickets are only third. But the difference between the frequencies of these last two categories is not very important.

Second, now that it is showed what articles teenagers shop online for, it is interesting to understand how do they buy these products. Finding what type of site used was the purpose of question 11. And the findings for this section are: search engines cited by 55.2 percent of the respondent, brand manufacturer websites cited with 54.2 percent, online specialists cited with 44.8 percent and online auctions or bargainers cited with only 21.9 percent. The hypothesis states that teenagers shop online through search engines and actually the findings support the hypothesis.

Third part of the hypothesis is the reason of the choice of search engines. If the hypothesis is true, then the first answer to question 12 will be website fame. After analyzing the results, the frequency of the answers "website fame" and " Best Prices" came out aexequo being checked by 49 percent of the respondents. Then, the exclusivity or diversity of products was cited by 40.6 percent and the interface quality was only selected by 21.9 percent. The last to reasons for the choice of websites were website security with 14.6 percent and service quality with 10.4 percent. A respondent gave another response and said that his choice of website was whether or not they enabled check payment

As a summary, it is likely that the hypothesis is partly validated. Indeed, teenagers actually do use most search engines and chose their websites according to their fame. Nevertheless, in terms of items, the hypothesis cannot be totally supported by the findings since two categories are introverted.

Findings for Hypothesis 2

The second hypothesis was:

Teenagers will be more looking for product information than they will be comparing the prices across retailers.

This hypothesis was tested by the multi response question in the survey which presented five online shopping habits. The respondents' major online shopping habit was the look for a price the first habit of online shopping at 45.8 percent. Then came the look for new products with 41.7 and the look for trends or ideas with 36.5 percent And the two last habits were the comparison of prices between retailers with 34.4 percent of answers and the look for online promotions with 29.2 percent (see Tables 21 to 24). Indeed, it is clear that the price of the product is part of the product information along with the physical characteristics of a product. Therefore, as the look for a price was given by teenagers as their first online habit, and that the comparison of price came fourth, the hypothesis is tested and proved right.

Teenagers indeed look for product information, new products or ideas more than they are interested in comparing prices or looking for online promotions.

Findings for Hypothesis 3

The third hypothesis was:

Teenagers' attitudes towards online shopping should be positive. Teenagers, who have made an online purchase, will be eager to increase their online consumption in the future. And for non buyers teenagers, they will say that they are interested in buying online.

The hypothesis was tested from questions 4 to 8

First, two cases should be isolated to test this hypothesis: buyers and non-buyers attitudes.

Non buyers represented two third of the respondents (see Table 26). The major reasons why those teenagers were non buyers were the fact of not having a credit card or being scared of fraud or preferring buying offline, the three answers were in fact given in the same proportions (see Tables 27 to 32). 14.6 percent of non-buyers teenagers said that the reason of their decision not to purchase online was based on their parents forbidding them. And for the last part of non-buyers, they said it was because they had no computer. Despite all the precedent factors, the non buyer declared for 12.5 percent of them to totally agree with the sentence " You are interested in online shopping" and another 39 percent would somewhat agree to this statement (see Table 33). It is apparent that the majority of non-buyers declared to be at least somewhat interested in online buying. Therefore, it is clear that although some teenagers are non-buyer, most of them keep positive attitudes towards the internet as a sales channel and could be potential online consumers in the future.

Regarding online buyers, 31 of the respondents out of 32 said that they were satisfied with their purchases. It is promising since a bad experience could lead to bad feelings towards the internet as a sales channel and could end up in a decrease of online purchases. When tagers were asked if they would see themselves buying more products online, 18.8 percent of buyers said they totally agreed with this sentence and 40.6 percent of them said they somewhat agreed to this statement. It stands out that online buyers have positive attitudes towards the internet as a sales channel and are ready to spend more money online in the future.

The hypothesis is therefore totally confirmed by the attitudes of profiled study population.

Findings for Hypothesis 4

The fourth hypothesis was:

Teenagers will look for instant access to information as an element of a sales website.

This last hypothesis was tested in question 13. Teenagers were asked what according to them makes a good sales website. In the findings, the results were calculated on 96 respondents as 14 people never get connected and therefore, were not authorized to answer question 13.

The question was a multiple response question and therefore each answer was treated as a single variable. The cases were not weighed by the fact of having purchased online or not. Indeed, the importance was to point out what factors are the most important for teenagers.

Among the respondents around 63 percent considered respectively that the ease to find information and a short download were the two most important criteria's in the design of a sales website. Attractive colours were cited third by 42.7 percent of respondents. 31.3 percent of the respondents cited chats and communications messengers. Finally only 27.1 percent of teenagers thought visualisation technologies was important in the design of a sales website. It is very surprising to find out that this criteria is last. Indeed, the 3D objects are very sophisticated technologies and enable the shopper to have a better appreciation of the objects.

From the results, it is apparent that French teenagers give great importance to the ease of finding information and to a short download time. Because the hypothesis was that teenagers will look for instant access to information as an element of a sales website, it is clear from the results given above that the hypothesis is validated. French teenagers do think that a short time to get information is a criteria for a good website. The respondents gave the same importance of the ease to find information and a short download time. The colours or chats possibilities were not retained by the majority of the respondents. Teenagers do not have practical minds and want fast and complete websites.

Summary

Most of the findings are supporting the four hypotheses developed in this project. Indeed, French teenagers are used to shop for music or apparel on search engines or on the brands manufacturers site. They choose these websites for their fame or for their best prices. Moreover, teenagers are more interested in looking for product information than comparing prices, because teenagers browse their purchase online even thought they will buy it offline sometimes. Therefore we used the term of "online shopping" not to mean that a purchase was realized every time but to put forward the fact that online shopping lead to offline purchases in many cases. Till, teenagers will stop lacking of adapted means of payment or will stop fearing credit card fraud, online logs will not lead to a boom in online purchases. Nevertheless, as the finding showed, the two populations buyers and non-buyers, both have positive attitudes towards the internet as a sales channel. Therefore, it is likely that the number of online buyer among teenagers will explode in the future with the development of new payment, visualization and security technologies. Finally, although teenagers are know to like funny and entertaining websites, when it comes to sales websites, they tend to be more down to earth. Indeed, they would favor websites with easy and instant access to information. Now it is up to webmarketers to use this information in their design and to adapt their strategies to this new market if they want to be the first to capture them.

Table 1. Frequency Table: Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	female	70	63,6	63,6	63,6
	male	40	36,4	36,4	100,0
	Total	110	100,0	100,0	

Table 2. Frequency Table: Type of School

School type

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	junior high	44	40,0	40,0	40,0
	high school	46	41,8	41,8	81,8
	college or university	20	18,2	18,2	100,0
	Total	110	100,0	100,0	

Table 3. Frequency Table: Money Available per Week

Money available per week

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than $15	38	34,5	34,5	34,5
	$16 to $25	39	35,5	35,5	70,0
	$26 to $35	18	16,4	16,4	86,4
	$36 to $45	6	5,5	5,5	91,8
	more than $45	9	8,2	8,2	100,0
	Total	110	100,0	100,0	

Table 4. Cross Tabulations: Connection Frequency and Connection Duration

Connection Frequency * Connection Duration Crosstabulation

Count

		Connection Duration				
		less than one hour	one to two hours	two to five hours	more than five hours	Total
Connection Frequency	several times a day	4	13	20	13	50
	once a day	3	5	5	1	14
	several times a week	4	5	2		11
	once a week	2	5	1		8
	once a month	5	5	3		13
Total		18	33	31	14	96

Table 5. Frequency Table: Apparel Accessories and Beauty Category

Cat1 clothes accessories or beauty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	43	44,8	44,8	44,8
	no	53	55,2	55,2	100,0
	Total	96	100,0	100,0	

Table 6. Frequency Table: Books, Music, Movies, Video Games Category

Cat2 books music movie games

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	64	66,7	66,7	66,7
	no	32	33,3	33,3	100,0
	Total	96	100,0	100,0	

Table 7. Frequency Table: Electronics Category

Cat3 electronics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	15	15,6	15,6	15,6
	no	81	84,4	84,4	100,0
	Total	96	100,0	100,0	

Table 8. Frequency Table: Travel Concert Tickets Movie Tickets and Phone Cards Category

Cat4 travel concert movie tickets

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	40	41,7	41,7	41,7
	no	56	58,3	58,3	100,0
	Total	96	100,0	100,0	

Table 9. Frequency Table: Food and Beverage Category

Cat5 food

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	4	4,2	4,2	4,2
	no	92	95,8	95,8	100,0
	Total	96	100,0	100,0	

Table 10. Frequency Table: Brand You Know

Brand you know

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	52	54,2	54,2	54,2
	no	44	45,8	45,8	100,0
	Total	96	100,0	100,0	

Table 11. Frequency Table: Online Specialists

Online specialists

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	43	44,8	44,8	44,8
	no	53	55,2	55,2	100,0
	Total	96	100,0	100,0	

Table 12. Frequency Table: Online Auctions and Bargainers

Online Auctions & Bargainers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	21	21,9	21,9	21,9
	no	75	78,1	78,1	100,0
	Total	96	100,0	100,0	

Table 13. Frequency Table: Search Engines or Portals

Search engines or Portals

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	53	55,2	55,2	55,2
	no	43	44,8	44,8	100,0
	Total	96	100,0	100,0	

Table 14. Frequency Table: Website Fame

Website Fame

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	47	49,0	49,0	49,0
	no	49	51,0	51,0	100,0
	Total	96	100,0	100,0	

Table 15. Frequency Table: Best Prices

Best Prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	47	49,0	49,0	49,0
	no	49	51,0	51,0	100,0
	Total	96	100,0	100,0	

Table 16. Frequency Table: Products

Products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	39	40,6	40,6	40,6
	no	57	59,4	59,4	100,0
	Total	96	100,0	100,0	

Table 17. Frequency Table: Interface Quality

Interface quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	21	21,9	21,9	21,9
	no	75	78,1	78,1	100,0
	Total	96	100,0	100,0	

Table 18. Frequency Table: Website Security

Website security

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	14	14,6	14,6	14,6
	no	82	85,4	85,4	100,0
	Total	96	100,0	100,0	

Table 19. Frequency Table: Service Quality

Services quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	10	10,4	10,4	10,4
	no	86	89,6	89,6	100,0
	Total	96	100,0	100,0	

Table 20. Frequency Table: Other

Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		95	99,0	99,0	99,0
	CHECK PAYMENT	1	1,0	1,0	100,0
	Total	96	100,0	100,0	

Table 21. Frequency Table: Look for a Price on the Internet

Look for price on the internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	44	45,8	45,8	45,8
	no	52	54,2	54,2	100,0
	Total	96	100,0	100,0	

Table 22. Frequency Table: Look for Online Promotion

Look for online promotion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	28	29,2	29,2	29,2
	no	68	70,8	70,8	100,0
	Total	96	100,0	100,0	

Table 23. Frequency Table: Look for Ideas

Look for ideas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	35	36,5	36,5	36,5
	no	61	63,5	63,5	100,0
	Total	96	100,0	100,0	

Table 24. Frequency Table: Look for New Products

Look for new products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	40	41,7	41,7	41,7
	no	56	58,3	58,3	100,0
	Total	96	100,0	100,0	

Table 25. Frequency Table: Compare Prices

Compare prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	33	34,4	34,4	34,4
	no	63	65,6	65,6	100,0
	Total	96	100,0	100,0	

Table 26. Frequency Table: Purchase

Purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	32	33,3	33,3	33,3
	no	64	66,7	66,7	100,0
	Total	96	100,0	100,0	

Table 27. Frequency Table: No Access to A Computer

You do not have access to a computer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	9	9,4	14,1	14,1
	no	55	57,3	85,9	100,0
	Total	64	66,7	100,0	
Missing	System	32	33,3		
Total		96	100,0		

Table 28. Frequency Table: Parents Forbid

Your parents forbid you

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	14	14,6	21,9	21,9
	no	50	52,1	78,1	100,0
	Total	64	66,7	100,0	
Missing	System	32	33,3		
Total		96	100,0		

Table 29. Frequency Table: No Credit Card

You have no credit card

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	20	20,8	31,3	31,3
	no	44	45,8	68,8	100,0
	Total	64	66,7	100,0	
Missing	System	32	33,3		
Total		96	100,0		

Table 30. Frequency Table: Scared of Credit Card Fraud

You are scared of fraud

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	20	20,8	31,3	31,3
	no	44	45,8	68,8	100,0
	Total	64	66,7	100,0	
Missing	System	32	33,3		
Total		96	100,0		

Table 31. Frequency Table: Prefer Buying Offline

You prefer buying offline

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	20	20,8	31,3	31,3
	no	44	45,8	68,8	100,0
	Total	64	66,7	100,0	
Missing	System	32	33,3		
Total		96	100,0		

Table 32. Frequency Table: Other Reason for no Purchase

Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		92	95,8	95,8	95,8
	Bad first experience	1	1,0	1,0	96,9
	DID NOT CROSS MIND	1	1,0	1,0	97,9
	had no chance	1	1,0	1,0	99,0
	NO NEED	1	1,0	1,0	100,0
	Total	96	100,0	100,0	

Table 33. Frequency Table: Interest in Online Buying

Interested in buying

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	totally agree	8	8,3	12,5	12,5
	somewhat agree	25	26,0	39,1	51,6
	somewhat disagree	6	6,3	9,4	60,9
	totally disagree	11	11,5	17,2	78,1
	does not know	14	14,6	21,9	100,0
	Total	64	66,7	100,0	
Missing	System	32	33,3		
Total		96	100,0		

Table 34. Frequency Table: Satisfaction by Online Purchase

Satisfaction by purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	31	32,3	96,9	96,9
	no	1	1,0	3,1	100,0
	Total	32	33,3	100,0	
Missing	System	64	66,7		
Total		96	100,0		

Table 35. Frequency Table: Buying Forecast

Buying Forecast

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	totally agree	6	6,3	18,8	18,8
	somewhat agree	13	13,5	40,6	59,4
	somewhat disagree	2	2,1	6,3	65,6
	totally disagree	3	3,1	9,4	75,0
	does not know	8	8,3	25,0	100,0
	Total	32	33,3	100,0	
Missing	System	64	66,7		
Total		96	100,0		

Table 36. Frequency Table: Buying Frequency

Buying Frequency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very frequently	1	1,0	3,1	3,1
	frequently	11	11,5	34,4	37,5
	occasionnally	12	12,5	37,5	75,0
	rarely	8	8,3	25,0	100,0
	Total	32	33,3	100,0	
Missing	System	64	66,7		
Total		96	100,0		

Table 37. Frequency Table: Pleasant Colors

Pleasant colors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	41	42,7	42,7	42,7
	no	55	57,3	57,3	100,0
	Total	96	100,0	100,0	

Table 38. Frequency Table: Short Download

Short Download

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	60	62,5	62,5	62,5
	no	36	37,5	37,5	100,0
	Total	96	100,0	100,0	

Table 39. Frequency Table: Easyness to find Information

Easyness to find information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	61	63,5	63,5	63,5
	no	35	36,5	36,5	100,0
	Total	96	100,0	100,0	

Table 40. Frequency Table: Chats

Chats

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	30	31,3	31,3	31,3
	no	66	68,8	68,8	100,0
	Total	96	100,0	100,0	

Table 41. Frequency Table: Visualisations Technologies

Visualisation technologies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	26	27,1	27,1	27,1
	no	70	72,9	72,9	100,0
	Total	96	100,0	100,0	

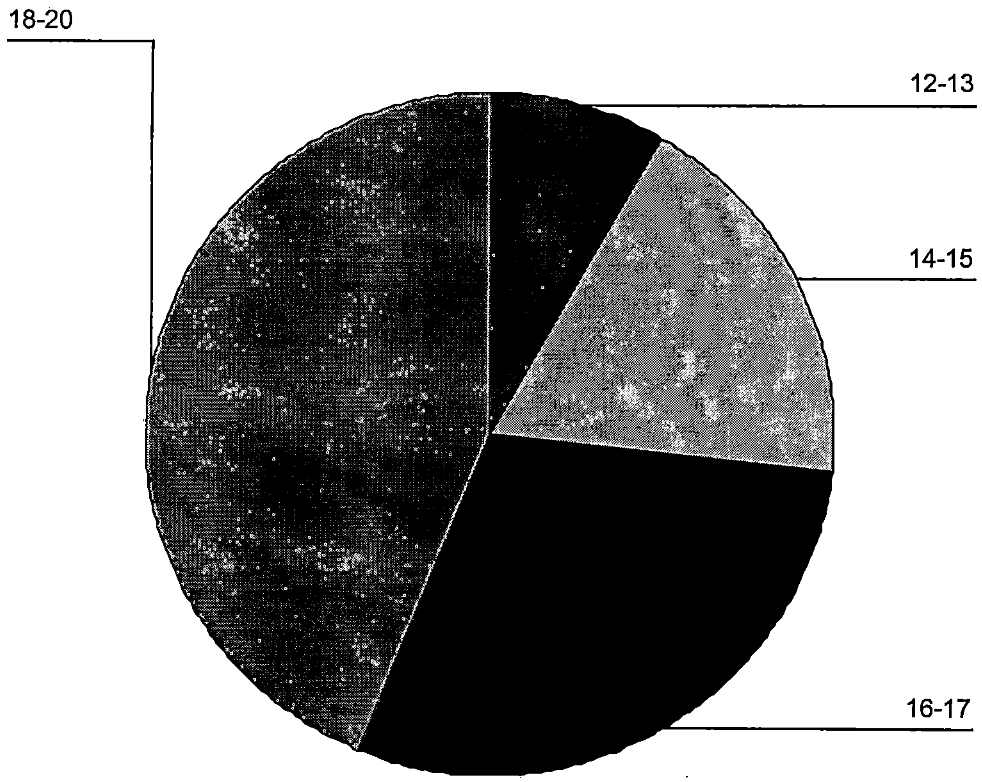


Figure 1. Age Pie Chart

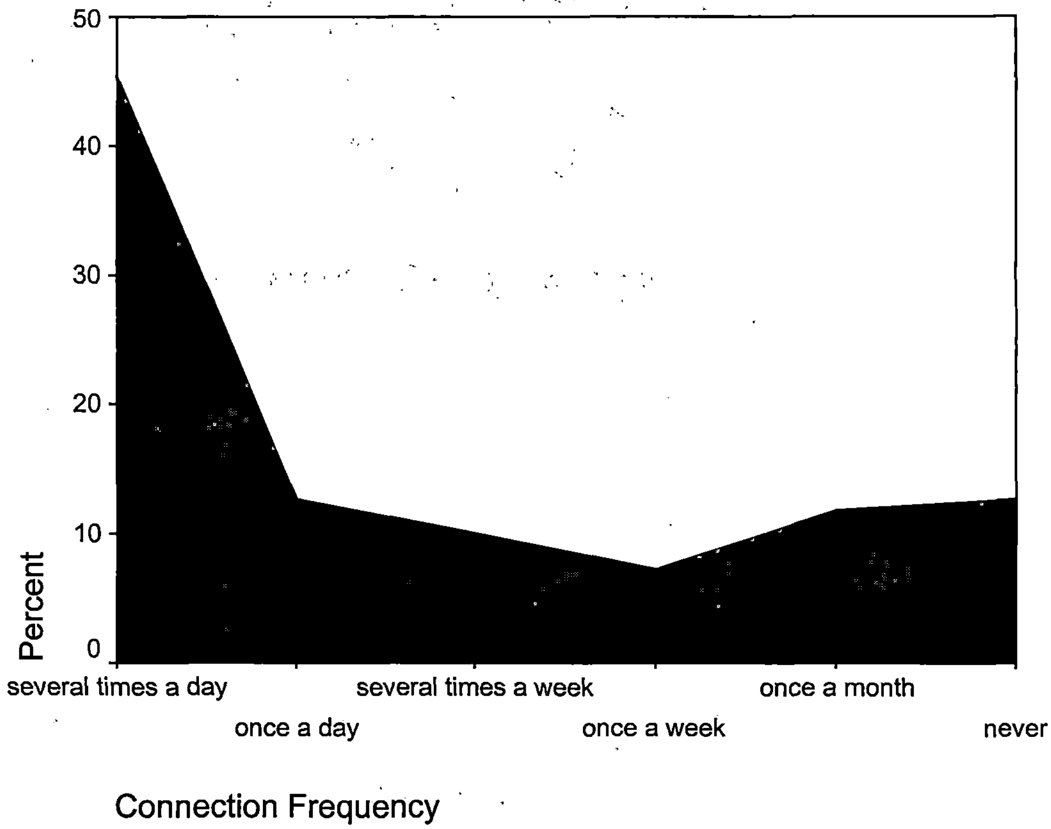


Figure 2. Connection Frequency

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

Summary

Thought out this project, issues have been raised regarding teenagers online habits and behaviors. Some would say that their tastes and expectations are different because of their age. But as a matter of fact, the project showed that teenagers are very educated regarding the internet and do not want to be treated as kids. It was difficult to understand what were the criteria's that appealed to teens when designing a sales website. But it turned out that they expect efficient websites as well as entertaining and playful. Moreover, it was important to enter their universe and know how they use the internet, if they are really "dependent on it" or not, if they use the internet as a way to window shop and if so why they would not buy online. The project showed that most teenagers are heavy internet users and if they do not buy online, they certainly do shop online. Indeed, the internet is a complement to offline shopping and to the questions of are teens willing to consumer more online, the project findings were clear: teenagers have positive attitudes towards online purchases. Then, it has emerged that in order to better adapt the strategies to the teen market, it was crucial to know how do teenagers shop online. The project enabled to conclude on what kind of items, teenagers were more interested in. It was also discovered their online shopping process. Teenagers usually look for product information on a search engine or on the brand website and they choose a website according to its fame or to the best prices it offers. It was important information, the project aimed at finding.

Conclusions

The conclusions extracted from the project follows.

1. Teenagers are online shoppers of Cds, concert tickets and apparel. Therefore, it will be interesting for related commercial websites to adapt strategies to teenagers' tastes
2. Teenagers have a heavy use of search engines or portals or brands manufacturers websites. Therefore, it is essential for companies to be well referenced by those engines and to develop their own website.
3. Teenagers choose their websites according to fame or best prices. Therefore, companies should

invest in their websites and should be ready to offer special prices.

4. Teenagers expect short time of download and ease to find information. It is now up to web designers to focus on those points in their development of websites.

5. Teenagers, whether buyers or not, all have positive attitudes towards the internet as a sales channel. Therefore, marketer should adapt their strategies to better appeal to this population

Recommendations

The recommendations resulting from the project follows.

1. The subject should be chosen carefully and should raise important questions not answered yet.

2. The subject should be not too wide or too narrow, in order not to get lost among too much information or on the contrary not getting enough information

3. Questionnaires are not easy to pass face to face, I would recommend the creation of an online version to ease the collecting process

4. Creating a project can be a long process and the student should be closely guided by at least one advisor.

APPENDIX A

QUESTIONNAIRE IN ENGLISH

QUESTIONNAIRE
Online shopping behaviour of Teenagers

Q1: How often do you go online? (Check only one)

- ☐ Several Times a day
- ☐ Once a Day
- ☐ Several Times a week
- ☐ Once a week
- ☐ Once a month
- ☐ Never

Q2: On average, How long do you stay online? (Check only one)

- ☐ Less than one hour
- ☐ One hour to two hours
- ☐ Two hours to five hours
- ☐ More than five hours

Q3: Have you ever bought anything online?

- ☐ Yes ➔ go to Q 6 till the end
- ☐ No ➔ go to Q4, 5, and 9 till the end

Q4: Why have you never bought anything online? (Check all that apply)

- ☐ You do not have any access to a computer
- ☐ Your parents forbid you
- ☐ You have no credit card
- ☐ You are scared of credit card fraud
- ☐ You prefer buying offline
- ☐ Other: ________________________________

Q5: You are interested by buying products online. With this sentence you would say that you:

- ☐ Strongly agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly Disagree
- ☐ Indifferent

Q6: Are you satisfied by the Internet after your online shopping?

- ☐ Yes
- ☐ No

Q7: You intend buying more products online in the coming two months. With this sentence you would say that you:

- ☐ Strongly agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly Disagree
- ☐ Indifferent

Q8: Would you say that you shop:

- ☐ Very frequently
- ☐ Frequently
- ☐ Occasionally
- ☐ Rarely

Q9: Which of the following best represents the reason for your shopping online on line?: (Check all that apply)

- ☐ Look for a price
- ☐ Look for online special promotions
- ☐ Look for ideas and track trends
- ☐ Look for novelties of your favourite brands
- ☐ Compare product prices across retailers
- ☐ Other: ______________________________

Q10: What do you shop for online? (Check all that apply)

- ☐ Apparel/Accessories Beauty/Cosmetics
- ☐ Books/magazines, CD/Music/DVDs, Games/Video Games
- ☐ Electronics, Computer Products (hardware/software)
- ☐ Travel Concert Tickets /Movie Tickets/Phone cards
- ☐ Food/Beverages/sweets

Q11: What kind of website do you go to? (Check all that apply)

- ☐ Offline Manufacturer's website
- ☐ Online Specialists
- ☐ Online Auctions and bargainers
- ☐ Search engines and portals
- ☐ Other: ______________________________

Q12: Why do you choose this/these sites? (Check all that apply)

- ☐ Fame of the brand/site
- ☐ Best prices
- ☐ Diversity and/or Exclusivity of the products
- ☐ Quality of Site Design and content
- ☐ Trust regarding security
- ☐ Quality of Services (delivery and after-sales services)
- ☐ Other: ______________________________

Q13: What is important for you in the design of a sales website? (Check all that apply)

- ☐ Pleasant colors
- ☐ Short Download time
- ☐ Ease to find information on the products
- ☐ Chats and Instant messaging applications
- ☐ Visualisation technologies, 3D objects
- ☐ Other: ______________________________

Q14: Sex?

- ☐ Male
- ☐ Female

Q15: How old are you?

- ☐ 12-13
- ☐ 14-15
- ☐ 16-17
- ☐ 18-20

Q16: Are you?

- ☐ A Junior High Student
- ☐ An High school student
- ☐ A College or university student
- ☐ Other: ____________________

Q17: On average, how much money do you have available every week?

- ☐ Less than 15 Euros
- ☐ Between 16 and 25 Euros
- ☐ Between 26 and 35 Euros
- ☐ Between 36 and 45 Euros
- ☐ More than 45 Euros

APPENDIX B

QUESTIONNAIRE IN FRENCH

Questionnaire en Français
Les adolescents et leur habitudes d'achat sur Internet

Q1: Avec quelle fréquence te connectes tu sur Internet? (Une seule réponse possible)
Plusieurs fois par jour

- ☐ Une fois par jour
- ☐ Plusieurs fois par semaine
- ☐ Une fois par semaine
- ☐ Une fois par mois
- ☐ Jamais

Q2: En Moyenne, Combien de temps restes tu en ligne? (Une seule réponse possible)
Moins d'une heure

- ☐ Une à deux heures
- ☐ Deux à cinq heures
- ☐ Plus de cinq heures

Q3: As tu déjà effectué un achat sur Internet?

- ☐ Oui ➔ question 6 puis suite
- ☐ Non ➔ question 4, 5 et 9 puis suite

Q4: Pourquoi n'as tu jamais rien acheté sur Internet? (Plusieurs réponses possibles)

- ☐ Tu n'as pas accès à un ordinateur
- ☐ Tes parents te l'interdisent
- ☐ Tu n'as pas de carte de crédit
- ☐ Tu as peur du vol de ta carte de crédit
- ☐ Tu préfères faire tes achats en magasin
- ☐ Autres: ________________________________

Q5: Tu es intéressé par le fait de faire des achats sur Internet. Avec cette phrase tu es :

- ☐ Totalement d'accord
- ☐ Plutôt d'accord
- ☐ Plutôt pas d'accord
- ☐ Totalement pas d'accord
- ☐ Ne sais pas

Q6: Es tu satisfait d'Internet après tes achats en ligne?

- ☐ Oui
- ☐ Non

Q7: Tu penses acheter plus de produits sur Internet dans les deux prochains mois. Avec cette phrase tu es :

- ☐ Totalement d'accord
- ☐ Plutôt d'accord
- ☐ Plutôt pas d'accord
- ☐ Totalement pas d'accord
- ☐ Ne sais pas

Q8: Tu dirais que tu achètes sur Internet:

- ☐ Très Fréquemment
- ☐ Fréquemment
- ☐ Occasionnellement
- ☐ Rarement

Q9: Quand tu vas regarder ou acheter des produits sur Internet, tu as l'habitude de : (Plusieurs réponses possibles)

- ☐ Chercher le prix d'un produit
- ☐ Chercher des promotions spéciales disponibles seulement sur Internet
- ☐ Chercher des idées et repérer les dernières tendances
- ☐ Chercher les nouveaux produits de vos marques préférées
- ☐ Chercher à comparer les prix entre les marques
- ☐ Autres : ______________________________

Q10: Que regardes tu ou achètes tu sur Internet? ((Plusieurs réponses possibles)

- ☐ Vêtements/Accessoires, Beauté/Cosmétiques
- ☐ Livres/magazines, CD/Musique/DVD, Jeux Vidéos
- ☐ Matériel électronique/informatique (Hardware ou Software)
- ☐ Voyages, Tickets de concert/de cinéma/cartes de téléphone
- ☐ Nourriture/Boissons/Bonbons

Q11: Sur quel type de site Internet vas tu? (Plusieurs réponses possibles)

- ☐ Marque que tu connais
- ☐ Des sites spécialistes d'Internet
- ☐ Des sites de bonnes affaires ou d'enchères
- ☐ Moteurs de recherche et portails
- ☐ Autres: ______________________________

Q12: Pour quelle(s) raison(s) choisis tu ce type de sites? (Plusieurs réponses possibles)

- ☐ Renommée de la marque et/ou du site Internet
- ☐ Meilleurs Prix
- ☐ Diversité et/ou l'Exclusivité des produits proposés
- ☐ Qualité de l'interface et du contenu du site
- ☐ Sécurité du site
- ☐ Qualité des Services
- ☐ Autres: ______________________________

Q13: Qu'est ce qui est pour toi important dans le design d'un site qui vend des produits sur Internet (Plusieurs réponses possibles)

- ☐ Couleurs attractives
- ☐ Court temps de téléchargement
- ☐ Facilité à trouver des informations sur les produits
- ☐ Chats, modules de discussions instantanés
- ☐ Technologies de visualisation et objets 3D
- ☐ Autres: ______________________________

Q14: Sexe?

- ☐ Homme
- ☐ Femme

Q15: Tu as?

- ☐ 12-13
- ☐ 14-15
- ☐ 16-17
- ☐ 18-20

Q16: Tu es?

- ☐ Au collège
- ☐ Au lycée
- ☐ A l'université ou en formation supérieure
- ☐ Autres: ______________________________

Q17: En moyenne, de combien d'argent à disposes tu par semaine?

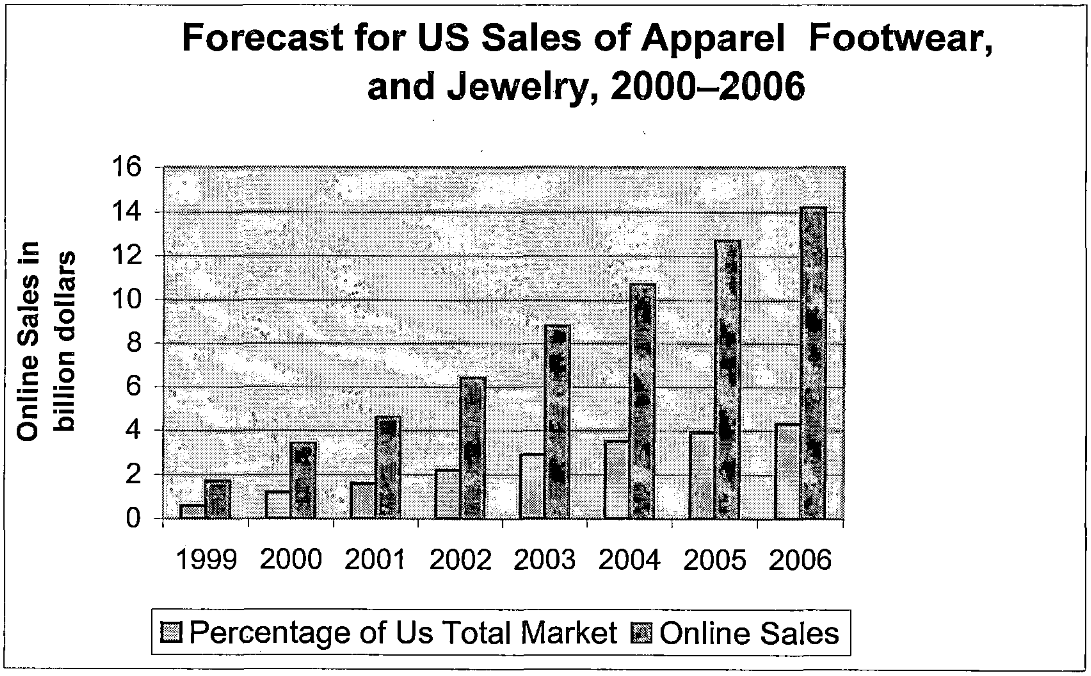
- ☐ Moins de 15 Euros
- ☐ Entre 16 - 25 Euros
- ☐ Entre 26 - 35 Euros
- ☐ Entre 36 - 45 Euros
- ☐ Plus de 45 Euros

APPENDIX C

FORECAST FOR US SALES APPAREL,

FOOTWEAR AND JEWELRY,

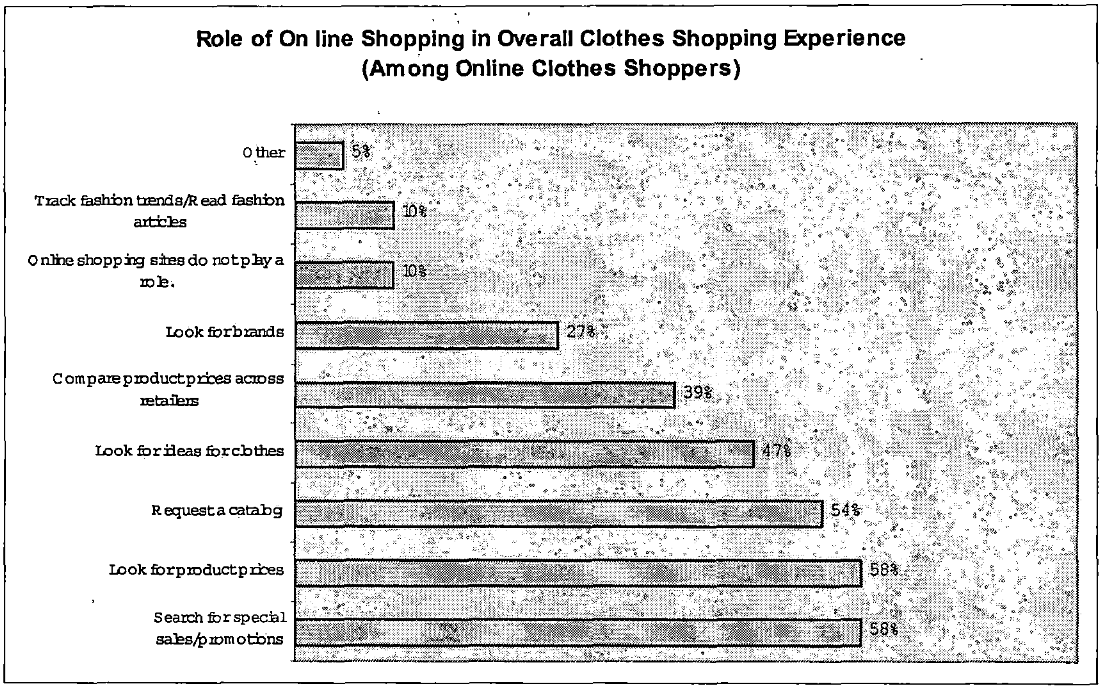
2000-2006



Forecast for US Sales of Apparel Footwear, and Jewelry, 2000–2006
Online Sales in billion dollars
16
14
12
10
8
6
4
2
0
1999 2000 2001 2002 2003 2004 2005 2006
Percentage of Us Total Market
Online Sales

APPENDIX D

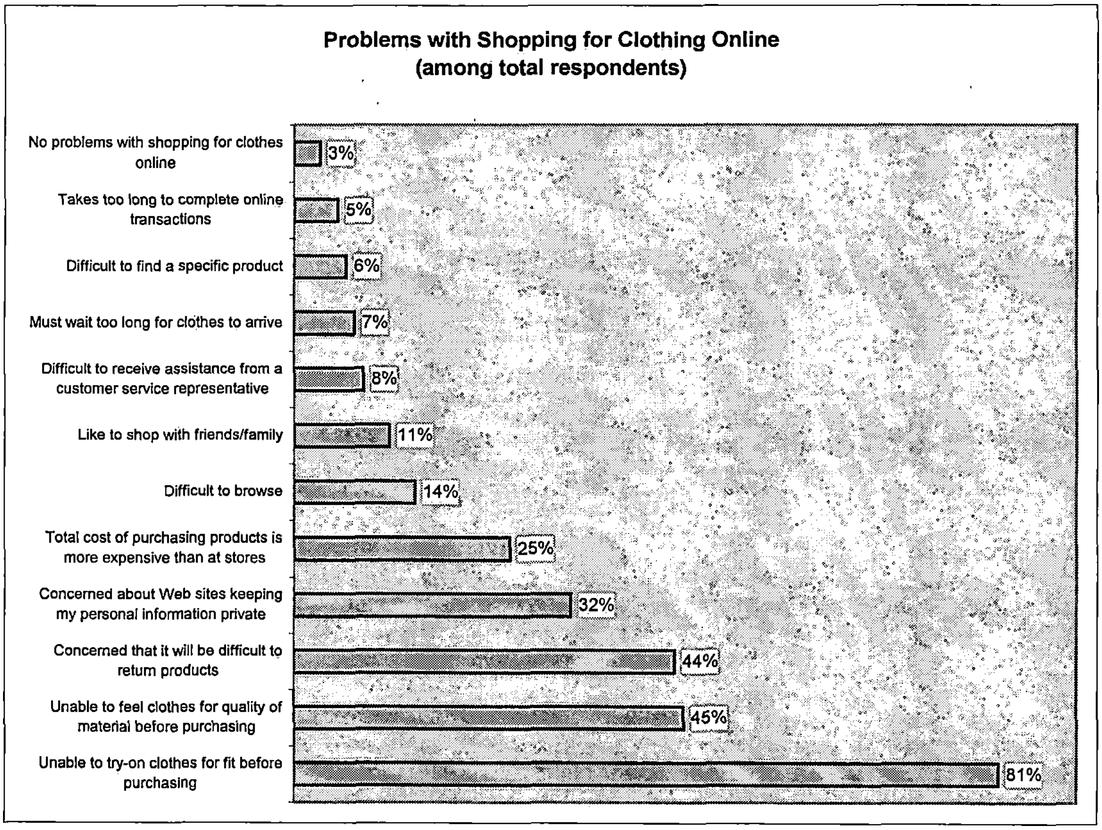
ROLE OF ONLINE SHOPPING IN OVERALL CLOTHES SHOPPING EXPERIENCE


Role of On line Shopping in Overall Clothes Shopping Experience
(Among Online Clothes Shoppers)
Other
5%
Track fashion trends/Read fashion articles
10%
Online shopping sites do not play a role.
10%
Look for brands
27%
Compare product prices across retailers
39%
Look for ideas for clothes
47%
Request a catalog
54%
Look for product prices
58%
Search for special sales/promotions
58%

APPENDIX E

PROBLEMS WITH SHOPPING FOR

CLOTHING ONLINE


Problems with Shopping for Clothing Online
(among total respondents)
No problems with shopping for clothes online
3%
Takes too long to complete online transactions
5%
Difficult to find a specific product
6%
Must wait too long for clothes to arrive
7%
Difficult to receive assistance from a customer service representative
8%
Like to shop with friends/family
11%
Difficult to browse
14%
Total cost of purchasing products is more expensive than at stores
25%
Concerned about Web sites keeping my personal information private
32%
Concerned that it will be difficult to return products
44%
Unable to feel clothes for quality of material before purchasing
45%
Unable to try-on clothes for fit before purchasing
81%

APPENDIX F

RETAILERS AND EFFECTIVE

SHOPPING TECHNOLOGIES

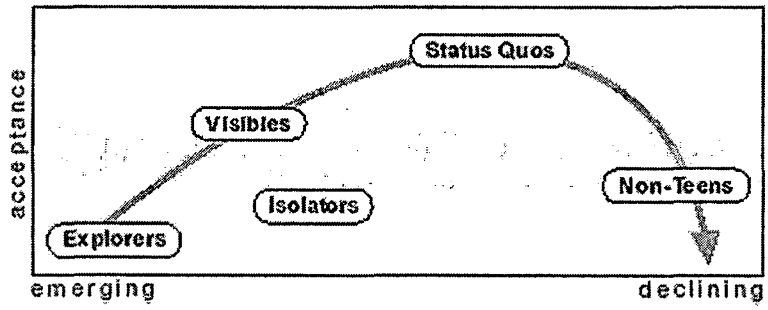
Fig. 13 Retailers and Effective Shopping Technologies

	3-D Environments	2-D Objects	Voice	Visualization Technologies	Custom Apps (Flash, Shockwave)	Chat and IM
Automotive	+	+		+	+	+
Health						+
Consumer Electronics		+	+		+	+
Apparel		+		+	+	+
Furniture/ Home Furnishings	+		+	+	+	+

pub. 8/00

APPENDIX G

TEENAGERS PROFILES


Status Quos
Visibles
acceptance
Non-Teens
Isolators
Explorers
emerging
declining

APPENDIX H

MOST VISITED WEBSITES AMONG

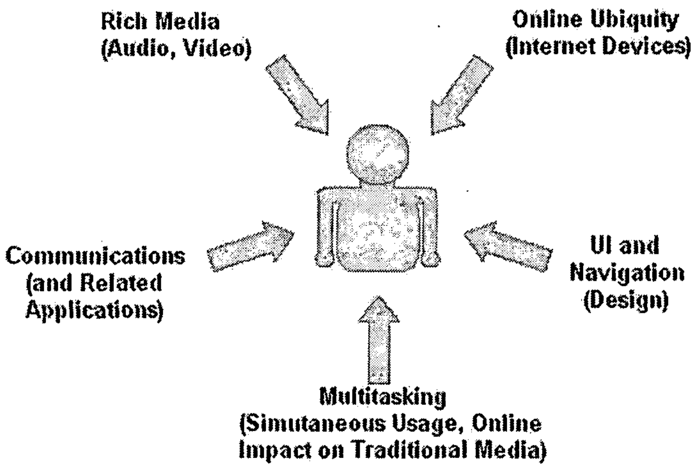
TEENAGERS

females	males
yahoo.com	yahoo.com
hotmail.com	hotmail.com
cyberteens.com*	cyberteens.com*
mtv.com	starwars.com
seventeen.com	wwf.com
gurl.com	angelfire.com
bolt.com	zone.com
teen.com	mtv.com
nsync.com	espn.com
teenmag.com	ebay.com
angelfire.com	nba.com
backstreetboys.com	korn.com
excite.com	icq.com
geocities.com	geocities.com
delias.com	excite.com
icq.com	download.com
gap.com	bolt.com
bluemountain.com	altavista.com
cdnow.com	wbs.net
talkcity.com	comedycentral.com

APPENDIX I

FIVE FACTORS TO DETERMINE TOMORROW'S INTERNET

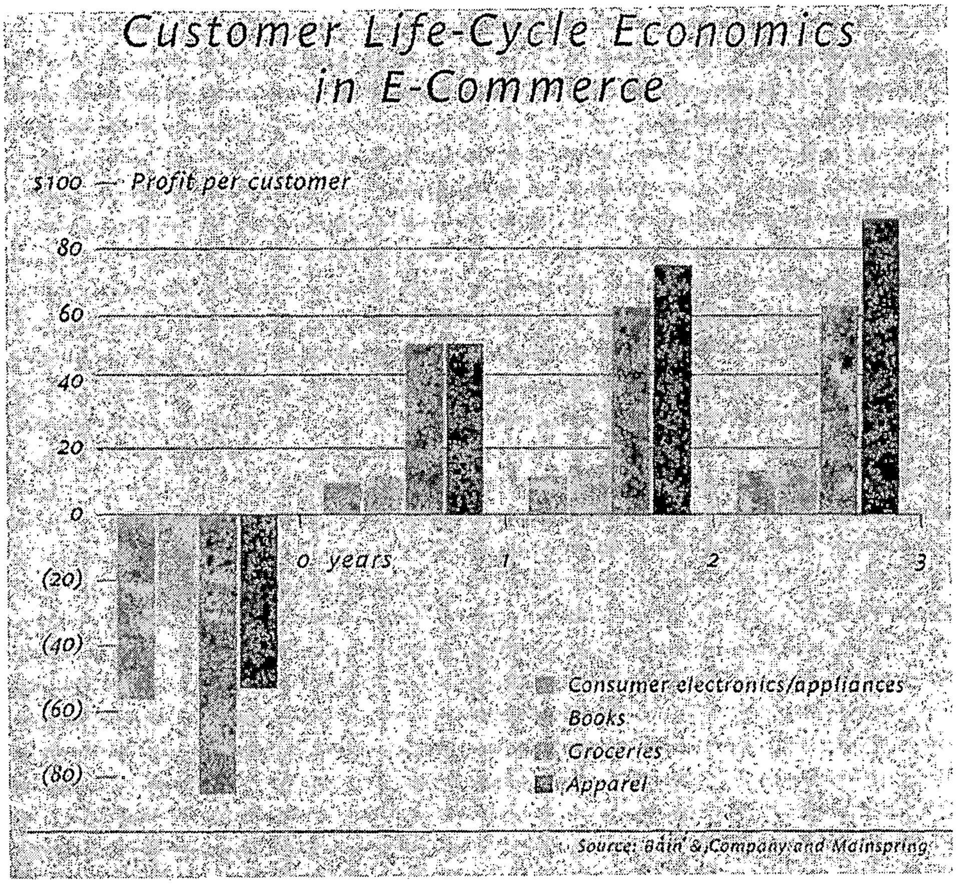
Five Factors to Determine Tomorrow's Internet



APPENDIX J

CUSTOMER LIFE-CYCLE ECONOMICS

IN E-COMMERCE


Customer Life-Cycle Economics in E-Commerce
$100 — Profit per customer
80
60
40
20
0
(20)
(40)
(60)
(80)
0 years
1
2
3
Consumer electronics/appliances
Books
Groceries
Apparel
Source: Bain & Company and Mainspring

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