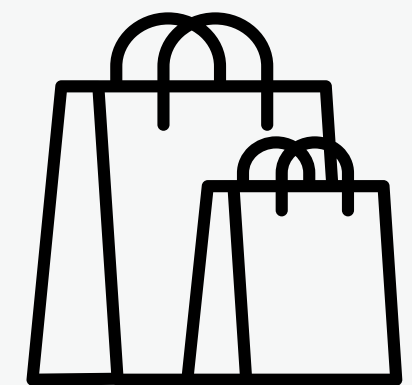


# TECHNOLOGY & CONSUMER ENGAGEMENT FOR LOOP



How can LOOP develop their technology to increase consumer engagement?



## CONTEXT

- LOOP needs to increase user engagement on its website
- LOOP needs more participation, not more users
- Our research will focus on increasing user engagement by improving technology

## RESEARCH OBJECTIVES

To investigate consumer comfort levels on privacy sharing...

To assess how sellers find value in an online consignment store...

To explore how the user experience on a company's website affects consumer loyalty...

To evaluate how brands interact with consumers through technology...

To explore how consumers can engage with online small-businesses...

To explore buyer-seller communication in e-commerce...

To evaluate consumer engagement in online sustainable shopping...

## METHODS & TECHNOLOGY

We have utilized Qualtrics features to explore our research objectives further & to engage respondents

To connect with participants we will utilize our connections through social media and email with other LUC students



## IDEAL PARTICIPANTS

Technologically Fluent, Environmentally Conscious, Loyola Students, Online Awareness

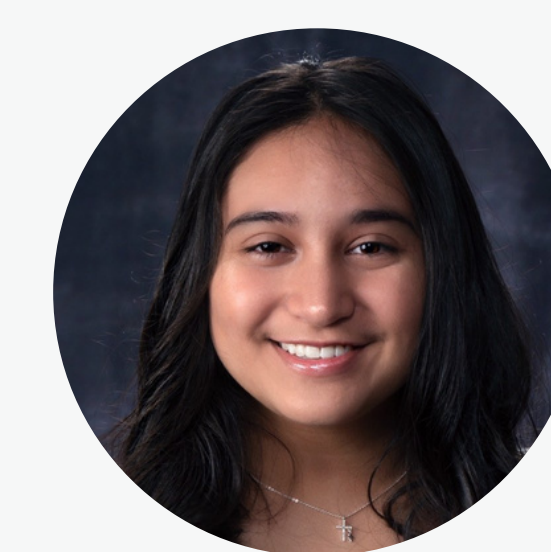
Take our survey!

Your contribution was crucial in helping us understand the nuances of consumer behavior and the role of technology in shaping it.



## OUR TEAM

### HYBRID RESEARCHERS



Brigitte Cueter



Sici Mirante



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### SPECIALIST RESEARCHERS



Katie Gardner



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### GENERALIST RESEARCHERS



Anna Shea

## THANK YOU LOOP

for the opportunity to work with you and learn from your insights on researching consumer engagement through technology. Your guidance and expertise were invaluable in helping us expand our skills and knowledge in this field.