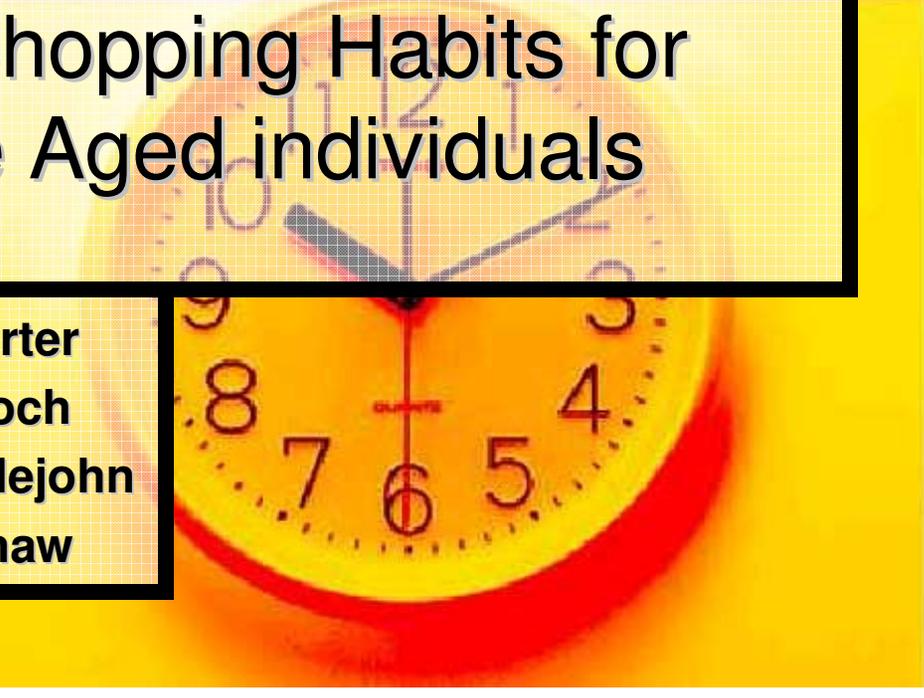




Research Proposal



Online Shopping Habits for College Aged individuals

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Overview

- Intro.
- Our objectives
- Hypotheses
- Background history
- Research design
- Results
- Recommendations



Introduction

- The survey focused on
 - online shopping habits of college-age individuals
 - important online brands
 - type of promotions that they are most affected by
 - their demographics.
- Our emphasis: online shopping habits and their demographics.
- Factors of online shopping habits:
 - the number of hours shopping online each week
 - how often they shop online
 - how much money spent shopping online.



Objectives

- Determine the online shopping habits of college aged individuals.
- Determine the demographics of college aged individuals and how these statistics relate to the online shopping habits of the populations surveyed.



Hypotheses

- The majority of respondents will be between the ages of eighteen and twenty-seven.
- College aged individuals (students or non) aged 18-27, are more willing and able to shop online than any other age group.
- Those who are older (seniors/graduate students) probably have higher disposable monthly incomes and therefore make online purchases more often than other status groups.



Hypotheses cont'd.

- Individuals with higher disposable monthly income are more likely to shop online most frequently.
- Individuals with higher disposable monthly income also will be more likely to follow through with their online purchases, rather than just browsing online stores.
- Individuals with the highest disposable income will probably be older, and therefore higher in college status or not students at all.



Background research

- A study conducted in 2005 concluded 587 students out of 753 “...ordered merchandise and carried out the financial transactions required to make online purchases.”
- Another study in 2008 showed that “...the average college student brought merchandise online four times [in 2007], spending a total of \$305.”

Research Design

- The questionnaire was administered through the use of the internet.
- The numeric data from the online survey has been used to answer questions concerning who, what, when, where, and how.
- The sampling process used was non-random because the survey was only available to those who received the university e-mail or who were told by word of mouth.





Results we found

■ Surprise Findings

- Weak correlations between hours shopping online and money spent online.

■ Expected Findings

- Status and amount spent online are directly correlated.

Recommendations for the company

- An important segment of the market that could be directed at, based on the data, is the older segment of the target population including college-aged individuals.
- Company should focus on making website increase customer traffic by targeting population according to income, status, how often they shop, and how often they purchase products online.

