

# **Psychological Factors and Behavior of Online shopping: Comparison of Young Women and Middle-Aged Women**

Ting-Yu Liu, B.A.

Wenzao Ursuline University of Languages, 2018

## **ABSTRACT**

This research aimed to find out the online shopping psychological factors and behavior of young women and middle-aged women respectively. Nowadays, the Internet technology is well developed, we can do a lot of things through the Internet, such as online shopping. With convenient mobile equipment and APP, on-line shopping is an easy activity. People buy variety goods, such as clothes, shoes, books, bags, food, cosmetic, and etc. Although the young people is possibly the major group conducting Internet shopping, many elder people, such as my mother and her friends, are also enjoy online shopping. Nevertheless, different age group of people buys different products. Normally, for elder women, they would buy more household-used goods, such as pots, vacuum clear, cutlery, food, houseware, and etc. Applying quantitative research method, the research used questionnaire to collect first-hand information to compare the two groups of women about their shopping psychological factors and behavior. This research concluded that there were many different habits of online shopping between young women and middle-aged women. When business focus on different ages, they needed to adjust marketing strategy in order to attract customers.

Keywords: online shopping, shopping psychological factors, shopping behavior, women