



**Look at the role of the product description on purchasing decision for electronic devices on « Amazon »
for the youth 13-35 year old.**

How to influence the purchasing decision through the product description?

Dissertation submitted to Dublin Business School in case of the Master of Marketing Digital Media

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Declaration

I declare that all the content and the work on this project is entirely my own, except the sentences included in the text in inverted commas which have been referenced with their original source and can be found in the reference section at the end of this thesis. There is no part of this thesis that has been used previously for any other assignment or in support of any education qualification, either at Dublin Business School or any other institution of learning. This material was completely developed under the supervision and guidance of Mr David Hurley, Senior Marketing Lecturer at Dublin Business School Ireland.

Signed: Xavier Le Maréchal

Date: 16/07/2015

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Abstract

Internet has changed the world of retailing by allowing the emergence of digital stores. By the past, being a competitive retailer required significant investments, but today, traditional retailers are facing high competition from small digital stores. Being a major actor of traditional retailing does not guarantee online success, while recent companies success, has been proven by the fast and impressive evolution of Amazon.com. Electronic products are the aim of a particular interest in global retailing, moreover in E-Commerce and concerning the youth 13-34 years old. The investigation of the youth 13-34 years and their consumptions of electronic devices on Amazon.com, raises a particular interest for the Marketers and actors of retailing.

Key words: Digital Marketing, Product description, Amazon, Consumer Behaviour, Youth Behaviour, Electronic products, 13-34 years old.

Chapter 1: Introduction

1 Introduction

The Chapter 1, present actual Research Background, with a short investigation on the current facts and research already done for this topic. Include in the Chapter 1, the Research Question present and explain the question that will investigated plus the research approach. Finally, the Practical Benefit will discuss the benefit of this research, and interest in the digital marketing field.

1.1 Research Background

Over the last two decades, the Internet has changed Commerce. Since the Internet has been accessible to the public in 1993 (Charlesworth, 2009), new markets have grown digital, such as social network and others are moved digital like music, video, games... Due to many markets emergences traditional marketing also moved digital to be the 'Digital Marketing' a new science for marketers. In Digital Marketing, Marketers adapted their traditional marketing strategy with this new environment, especially the concept of promotion in three areas 'Business', 'Product' and 'Services' (Roberts and L. Zahay, 2015). In traditional marketing, packaging is the first representation of an offer and a key element of the strategy. Marketers give it many roles, such as the support of the brand identity, and sales support of competitiveness. If packaging is used to carry identity and value of a company, it is especially used in the marketing strategy to influence and convince customer in store. But in the world of E-Commerce, there are no traditional stores, and packaging is not necessary a perceptible element, moreover most of the time physical aspect of packaging is not involve in E-Commerce. In E-Commerce, product perception differs to the traditional Commerce, the Internet is highly competitive and customer can switch website more easily than stores. Online, the perception of the product is based on a mix of brand recognition, website aspect and product description.

The fast growth of E-Commerce, has convinced many business to pass go online such as Wall-mart to face the growing competition from online retailers such as Amazon. E-Commerce is seeing as huge future potential area to develop business. Especially because more and more consumers choose Internet to make purchase, for example the American E-commerce market of sales increased to \$40 billions between 2013 and 2014, for total sales to \$ 300 billions in 2014 (Statista, 2014). For many professionals, E-Commerce represents the future of the sales. Indeed, there are 87% of Americans population who purchased items online in the past year (Poll, 2014). This growth is similar all around the world, for example in France online purchase increased by 13.5% for the year 2013 and reached \$ 51 billion (Lainé, 2014). However, E-commerce sales differ than traditional consumption, especially for most purchased products. Most of purchased type of product online, concerning online product, 87% of online product are purchased online. Second type is Clothing, 55% of people clothes are purchased online (Poll, 2014), third is electronic products, 46% purchased online (Poll, 2014). Even if sales differ than in traditional consumption, packaging role is still involved in E-commerce. Especially like in the distribution with food, because packaging carries the entire product identity, in this case online sales are still significant, food represents 20% of the total purchases online (Poll, 2014).

1.2 Research Question

Through the research topic selected for this dissertation: “Look at the role of the product description on purchasing decision for electronic devices on « Amazon » for the youth 13-35 year old.”. Researcher will try to answer the question:

How to influence the purchasing decision through the product description?

The research objective of this question is the finding of tangible element on the product description, which can influence customer in the purchasing decision. The research will be limited and focus on four main elements, an industry ‘E-Commerce’, a company ‘Amazon.com’, a population ‘youth 13-34’ and a product ‘Electronic devices’. With the product description of electronic devices on Amazon.com, Researcher will conduct a quantitative research, to collect the data necessary to set up a hypothesis and to explain and discuss the impact and relation of those four elements on purchase decision.

As main element of the research, the terms ‘description’ in this dissertation will focus on all elements used to characterize a product online. Commonly used to refer to a product’s technical characteristics, the words ‘Description’ refer to the whole elements ‘Characteristics, features, subject matter, something seen, heard, or otherwise experienced or known’ (Description, 2015) provided voluntarily to inform. This is why in this research, the ‘description’ of the product will not be limited to the paragraph of technical characteristic, but cover all the information available on product page provided voluntarily by Retailer or Internet User.

1.3 Practical benefit

The research would have benefit to learn more about youth 13-34 years old, a curious sample for researcher, which include three different generations. Older people of the sample are generation X, they were born and then grew up before the Internet, and they were young adults when they discovered Internet. The generation Y, which were born and discovered Internet when they grew up as youth. The last generation is the millennial generation (generation Z), which had born after the Internet expansion and which continue to grow up in a digital world. If all those generations are different and marked by cultural gap, they also have similar behaviour concerning the Internet. Furthermore, today youth population represent major part of world population 1.8 billion (Anon, 2015).

Marketers and E-Retailers must provide the future evolution of electronic products, which are becoming more present everyday. The first smartphone launched by Apple in 2007 was a huge revolution for mobile industry (Telegraph.co.uk, 2015) and has completely changed the customer journey. Today smartphones are the main platform of Internet connection, and laptops are used and dedicated for specific applications. The technology research today is faster and more efficient. Since 2007, Information System knows an increase of patent around 22-28% per year (World Intellectual Property Organization, 2007) and electronic products became more affordable for customers. Some electronic products like smartphones cannot be overlooked with professional activities. Due to all those transformations, electronic devices will be more present in the customer journey.

Challenge of this research is also to understand the part of the Internet in the “Decision Making Process”. The Internet is now used to purchase online and to prepare traditional purchase. The Internet has impacted the customer behaviour for traditional purchase. The new marketing challenge with E-Commerce is the influence of the customer through the new decision making process. Actually Internet influence the decision making process, from the step of ‘initial consideration’ to the ‘moment of purchase’ (McKinsey Quarterly, 2009). Improving its own comprehension of the new decision making process is an advantage in all digital marketing field. Learn more about this ‘Decision Making Process’ through the analysis of big E-Retailer can help smaller E-Retailer to improve their digital sales.

A practical benefit of this research is also a better comprehension of the Amazon.com and its selling process. For all researchers, interested in E-Retailing, Amazon.com is a good illustration of the transformation of the retailing. Further Amazon.com past improvements in the field of the new technologies (E-Reader) and brands (kindle, fire...), is becoming an important online actor. Amazon.com became the major online B2C retailer with \$ 250 billion (Phillips and Banjo, 2015), but also the main platform of distribution for digital products (books, musics, videos, games...). The success of Amazon.com has inspired other retailers, Wal-Mart has recently become one of the world’s most important E-Retailer with over 10 billion of sales (VALDEZ, 2015).

Chapter 2: Literature Review

2 Literature Review Introduction

The chapter Literature Review, present relevant themes relate to the research question. Discussed ideas in this section, contextualizes the research question with the themes of 'E-Commerce', 'Traditional and digital retailing model', 'Consumer behaviour' and youth E-Customer, 'Online sales of electronic products' and finally 'The marketing influence & product perception'.

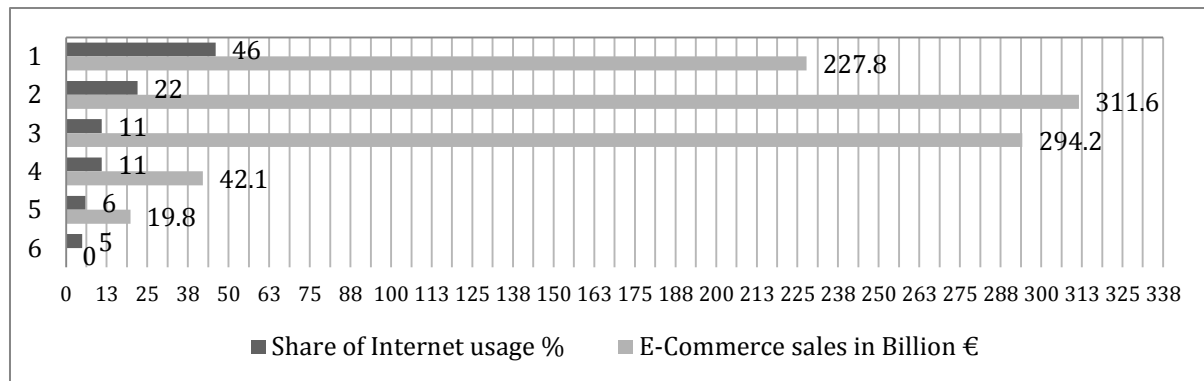
2.1 The E-Commerce

2.1.1 Assessment of B2C E-Commerce

Before assessing the E-Commerce, a clear comprehension of the words is required none friendly people of digital marketing. The idea is not redefining the E-Commerce but give a clear and unique sense to a word used all along this project The word « E-Commerce » is a common expression about commercial deal executed online. This terminology coming from « Electronic Commerce », is defined with various definitions such as this recent one « *E-commerce is the trade (sales, commerce, distribution) of goods and services, i.e., products, by electronic means.* » (Gangopadhyay, 2002). This definition of E-Commerce given by Gangopadhyay is interesting because rather than explaining the E-commerce through a traditional definition « *doing business electronically* » (The Economic and Social Committee and the Committee of the Regions, 2015), Gangopadhyays definition includes s the 'distribution' which tends to be a major element in a purchase decision as we will see later, but also the fact that E-Commerce includes B2C « *Sales* » & B2B « *commerce* ».

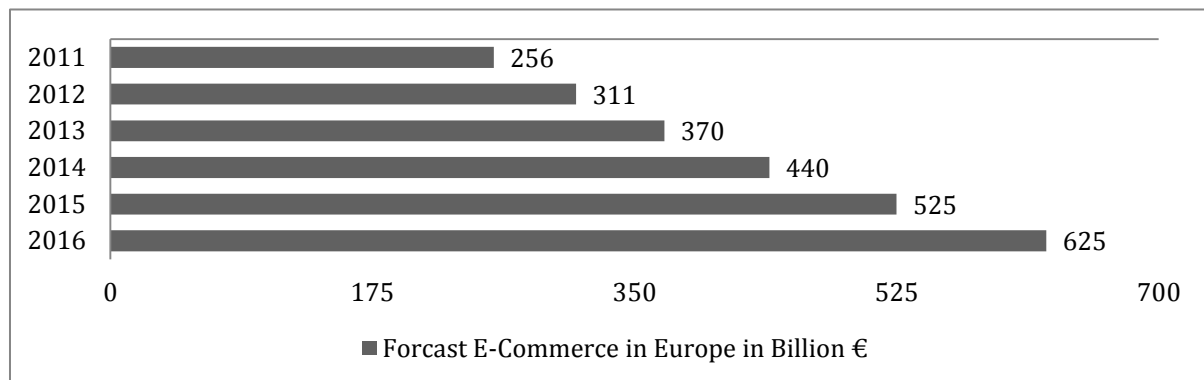
Assessing E-Commerce is important because this project could convince of the E-Commerce importance marketers who are not convinced yet. Dave Chaffey specialist of Internet and marketing describes E-Commerce as 'vital' element for companies « *The Internet is now a vital part of the customer journey as consumers select the best supplier and make their purchase* ». To justify his statement, Chaffey gives the example « *EasyJet now achieves over 95% of its ticket sales online...* » (Chaffey, 2006) So Chaffey suggests that Internet has become a main platform of trade for some types of products such as commercial flights. If we consider the part of the electronic goods bought online we tend to confirm Chaffey's idea. In fact in 2014 in the United States 46% of electronic products were bought online, moreover 55% of the clothes were purchased online (Sealed Air, 2014). These figures demonstrate the relevance of E-Commerce for certain categories of products mainly sold online.

FIGURE 1: E-COMMERCE REPARTITION PER CONTINENT AND INTERNET USAGE IN 2012



(Ecommerce Europe, 2015)

FIGURE 2: E-COMMERCE SALES IN EUROPE FOR B2C 2012



(Ecommerce Europe, 2015)

Published in 2014, a report by OECD made on its own members, informs that on a panel of 100 companies, 21% are involving in E-Commerce and 77% integrating at least a website or home page (Colecchia et al., n.d.). Through this report, we can measure a higher implication of European companies to be represented online, but also the low rate of involvement in E-Commerce (only 21% of them). But we must be careful with these figures published in this report, especially because OECD members represent in majority European and North America countries, all characterized as « Rich countries » (further OECD member list doesn't include important economic countries such as China and India). Nevertheless, these figures tend to increase, such as the forecast of E-Commerce Sales « Figure 2: », which is close to Euros 100 billion per year (Ecommerce Europe, 2015). Regarding the internet usage and sales « Figure 1: », this report confirms the efficiency of E-Commerce, especially in Europe and North America sharing together around Euros 600 billion per year (Ecommerce Europe, 2015), half part of the world wild sales B2C for E-Commerce.

2.1.2 E-Commerce introducing a new retailing model

When Internet started to be accessible, it has introduced a new retailing model. , Created by the American army, Internet started to be accessible for the public in the early 90's, especially when the first browser « Mosaic » was released in 1993 (Charlesworth, 2009). It is interesting to see that at the same time, some commercial websites started to pull off the web, like Amazon created in 1993 (Charlesworth, 2009). But following Worth, the beginning of internet wasn't the beginning of the E-Commerce « ... *electronic data interchange (EDI - which was responsible for revolutionizing procurement and distribution systems in the 1970 and 1980s - was estimated to account for \$250 billion annually in business-to-business transaction* » (Charlesworth, 2009). This means that before the emergence of a public Internet, some companies were already involved in the E-Commerce. But if Internet hasn't played a big part in developing the E-Commerce, it did for the E-Retailing.

Before discussing about the E-retailing, this term must be specified and dissociated from the notion of E-Commerce. In fact this paragraph is about the new retailing model mostly called E-retailing or E-tailing. E-Retailing is just the contraction of '*Electronic Retailing*', commonly heard and read as E-tailing now. It is important to dissociate and understand the difference between E-Commerce and E-retailing « Figure 3: », Harris and Dennis gave this definition of E-retailing « *Sale of goods and services via Internet or other electronic channels, for personal or household use by consumers* » but this definition isn't not exact, because when Harris and Dennis wrote their book in 2004, the '*sale of goods and services*' was about only B2C and B2B website (Amazon, Cisco...) but today '*sale of good*' between Customer To Customer (C2C) is possible online (Ebay, Gumtree...). Nowadays more and more digital platforms of « sharing economy » are emerging (C2C) « Definition 1 », but they cannot be included in the E-Retailing because retailing includes only B2C and B2B.

FIGURE 3: REPRESENTATION OF E-COMMERCE AND E-RETAILING

E-Commerce		
B2B (Alibaba, Cisco..)	B2C (Amazon, Apple...)	C2C (Ebay, Gumtree..)

E-Retailing/E-Tailing	
B2B (Alibaba, Cisco..)	B2C (Amazon, Apple...)

DEFINITION 1: SHARING ECONOMY

The « Sharing Economy » is a recent entry in the oxford dictionary. This term is defined as « An economic system in which assets or services are shared between private individuals, either for free or for a fee, typically by means of the internet... »

(Oxforddictionaries.com, 2015).

E-retailing a new model of retailing, significantly started to grow in Europe in 2000 particularly in the following areas: « *books, music and movies, groceries, sex products, games, software, electronic component, computer, travel, clothes.* » (Dennis, Fenech and Merrilees, 2004). If retailing model changed, three main elements would be the cause as seen by following Niemeier, Zocchi and Catena. The first element is « *The physical store is diminishing as more customers research and buy online* ». The second element is « *Retail business system no longer has clear boundaries.*» (Niemeier, Zocchi and Catena, n.d.) As proved in the « Figure 4 » the top E-retailers are not necessarily the same as traditional Retailers, internet is a place where the competition by brand recognition isn't enough to be successful. The last point is « *Big data and technological improvement* » for example order online and be delivered at home (Niemeier, Zocchi and Catena, n.d.). Marketers and specialists agree and say that internet is a major business, comparing the top 5 retailers and E-retailers « Figure 4 », In 2013 the five retailers generated around \$873 billion, less than twice for E-Retailers with \$346 billion, a lower total amount than Wall-Mart traditional retailing. If Internet is a major sector of retailing, traditional sales are still making more.

FIGURE 4: TOP 5 RETAILERS VS TOP 5 E-RETAILERS

Retailers	2013 Retail revenue in million \$	E-Retailers	2013 Retail revenue in million \$
Wal-Mart Stores, Inc.	472 294	alibaba.com	240 000
Costco Wholesale Corporation	105 156	amazon.com	67 900
Carrefour S.A.	98 688	apple.com	18 300
Schwarz Unternehmens Treuhand KG	98 662	staples.com	10 400
Tesco PLC	98 631	walmart.com	10 000
Total:	873 431	Total:	346 600

(Deloitte, 2015), (VALDEZ, 2015)

2.1.3 E-Commerce the new marketers challenge

Internet is probably the major challenge of the 21st century for Marketers. Internet has introduced the E-Commerce, a recent environment where Marketers challenge is based on the fitting of a traditional marketing strategy for E-Commerce. One of the major aspect of the challenge concerning the fast growing of the Internet as seen in the 90's « *In August 1995 there were 18,957 websites online, by August 1996 there were 342,081 (...) Now approximately 635 million websites online.*» (Ryan, 2014). Internet is a high competitive market, with fast technological evolution « *With the growth of smart phones and tablets, there's no reason to expect the proliferation of channels to slow down.*» (Whitler, 2015), digital marketers must understand and value the importance of the Internet to preserve, ensure the success and growth of their E-Commerce. There is no secret recipe to make success in marketing, as said by Warren Buffet .The major aspect in business is to understand faster than competitors (Mr. Market) « *If you aren't certain that you understand and can value your business far better than Mr. Market, you don't belong in the game. As they say in poker, "If you've been in the game 30 minutes and you don't know who the patsy is, you're the patsy."* Warren Buffett » (Whitler, 2015).

FIGURE 5: E-COMMERCE 2014 IMPROVEMENT

Retailer Improvement:
Mobil optimization
Personalization
Data driven Decision Making
Cross channel sales
Free shipping offers

(Roggio, 2015)

E-Commerce challenges are various and depending on business or people. But Marketing specialists recommend to take care about it especially because of the fast growing of internet and its potential revenue « *Sales are projected to grow to \$434.2 billion in 2017* » (Cutler, 2014). Armando Roggio recommends to improve business in several areas to challenge the current evolution of E-Retailing. He listed the five following points « Figure 5 » as essential elements of improvement in business: « *Shipping, Mobile Design, Personalization and Customization, Big Data collection, Seamlessly across channel* » (Roggio, 2015). But these recommendations must be seen as part of adaptation and not as part of innovation., In fact they are based on the actual assessment of the E-Commerce offers rather than the forecast of the future « *online shoppers are going to expect faster free shipping options thanks, in part, to the growth in services like Amazon Prime and ShopRunner.* » (Roggio, 2015). As the marketer Armando Roggio, the digital company 'Cutler' listed a top 4 biggest challenges of E-Commerce « Figure 6 ». This ranking lists similar topics, such as the 'big data', but those points are much more focused on the forecasting rather than the Adaptation of the strategy « *E-commerce businesses should pay attention to sales, website performance, and customer behaviours to determine what they need to improve in the future.* » (Cutler, 2014).

FIGURE 6: E-COMMERCE BIGGEST CHALLENGE

4 Biggest Challenges Facing E-Commerce Business
Implementing a Content Marketing Strategy
Building trust through your website
Using big data to gain insight on customers
Integrating mobile into your website

(Cutler, 2014)

The two above approaches are very interesting to characterize the marketer challenge in the E-Commerce., Roggio and Cutler had both analysed the current market to « adapt » or « forecast » the major challenges. Regarding those recommendations without going deep into the subject the conclusion is: Challenges can be

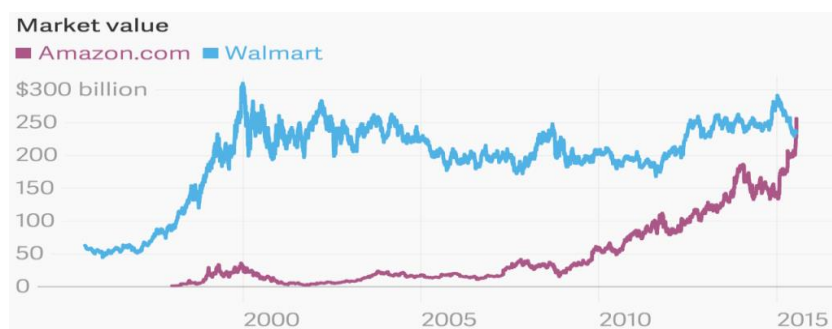
dissociated in two categories, the Adaptation and the Forecasting. The « Adaptation » of the strategy regarding the competitors such as the Free Shipping offer by Amazon, or the « Forecasting » such as the Cross-channel sales which tend to be a major element in the future (MacNaught, Norman and Myers, 2015).

2.2 Traditional and Digital retail model

2.2.1 Introduction to E-Retailing model

E-Retailing has completely changed the traditional retail model and show new aspect, for example this year 2015, 'amazon.com' and 'Wal-Mart' Markets values were both close to \$250 billion but the difference between the number of employees is significant, 'Wal-Mart' is close to 2,2 million employees as 100 000 for 'amazon.com' (Phillips and Banjo, 2015). As we can see on the "figure 7" the E-Retailer 'amazon.com' has been experiencing a major growth of its market value since 2006 For a similar Market Value the number of the retailing model has completely changed.

FIGURE 7: MARKET VALUE: AMAZON.COM VS WAL-MART IN 2015



(Phillips and Banjo, 2015).

FIGURE 8: EMPLOYEES: AMAZON.COM VS WAL-MART IN 2015



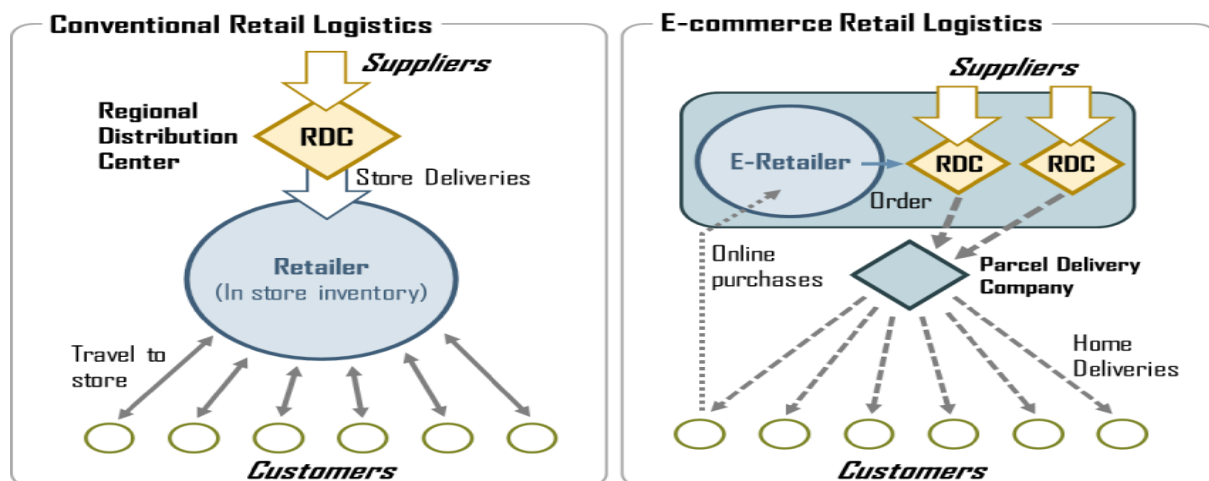
(Phillips and Banjo, 2015).

As seen before Internet introduced new strongly competitive retailing models with classical retailers, but also with completely different ones. Dr. Rodrigue has identified two potential dissimilarities between classical Retailing and E-Retailing: 1) *A new relationship between customer and retailers* & 2) *A new distribution and logistic*.

The notion of '*new relationship between customer and retailers*' is based on the E-Retailing effect on the following elements: *Actors, Locations, Purchasing and Tracking*, Dr. Rodrigue defines main changes concerning *Actors*, such as the emergence of new retailers into a specific service or area, such as iTunes and music. *Location* impacted by E-Retailer flexibility that generates lower invoice cost. *Purchasing* process is modified and supplied by the introduction of new intermediaries such as the postal services involved in the home deliveries. Customer ability to *Tracking*, offering new informative tools to increase information transmit to the customer (Rodrigue, 2015).

The '*new distribution and logistic*' are main elements of Dr. Rodrigue theory in the changes between traditional and digital retailing «*In a conventional retailing supply chain, customers are responsible to purchase their goods at the retailer's location; they are assuming the "last mile" in freight distribution by traveling to the store and back*»(Rodrigue, Comtois and Slack, n.d.). Following Dr. Rodrigue, the traditional retailing is challenging by E-Retailing abilities, such as their location outside the metropolitan area and warehouses size (Rodrigue, 2015).

FIGURE 8: CONVENTIONAL RETAILERS VS E-RETAILING



(Rodrigue, Comtois and Slack, n.d.)

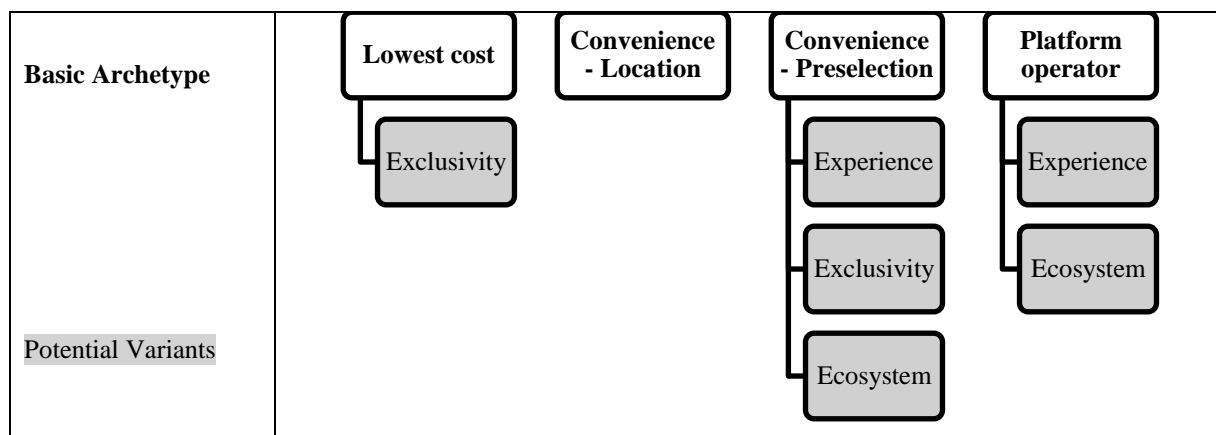
Above the “figure 8” illustrates the model defined by Dr. Rodrigue. In the *Conventional Retail logistics*, the *Suppliers* (like farmers) firstly sell products or materials to *RDC* (Regional Distribution Center), which finally sells and distributes to close *Retailers* stores (such as Wal-Mart) where the customers come and purchase. In the *E-Commerce Retail Logistics*, *E-Retailer* (like amazon.com) works with the most convenient *RDC* following the orders localisation, then the product is dispatched to the *Parcel Delivery* (such as UPC) which assumes delivery to the customers’ homes. The fact than E-Retailers using one website to cover different products coming from

different RDC, E-Retailers are often able to offer a larger choice compared to the traditional Retailers. The E-Retailing has proved its success (amazon.com has grown up to \$250 million in 10 year time, “Figure: 8” and still growing compared to traditional retailing. Traditional retailers reacted late to the E-Retailing emergence and are now suffering from sales decrease, this is why traditional Retail must rethink its model to coexist with E-Retailing.

2.2.1 Impact of E-Retail on the future of the traditional retail

Assessing past and current retailing in relation to emergence of Internet is much easier than defining the future of Retailing. Some experts believe that physical store and digital store will continue to coexist “ *The store will continue to play an important role, but for traditional retailers to continue delivering value to consumers in the digital era, they will have to rethink their business models and transform their operations.* ” (Niemeier, Zocchi and Catena, n.d.). The same authors developed a model of potential success for retail Archetypes “Figure 9:”, this concept involves a complete rethink of the traditional retailing model. As seen before, marketing key success is the ability to understand the actual market but also forecast the future to purpose an adequate strategy, the “Figure 9” relevance is related to this comprehension and forecasting of the future.

FIGURE 9: POTENTIAL STRATEGY FORM OF RETAIL ARCHETYPES



(Niemeier, Zocchi and Catena, n.d.).

In this model, Basic Archetypes are split in four categories, *Lowest Cost*, *Convenience-Location*, *Convenience-Preselection* and *Platform Operator*. Each of those categories includes one or more Potential Variants. Potential Variants are tools to increase sales or the store relevance “*They give consumers additional reasons to shop...*”(Niemeier, Zocchi and Catena, n.d.).

Basic Archetypes:Lowest Cost:

This Basic Archetype suggests that traditional retail undercut their prices. To do it, several changes and must have to be respected; the retail store must be small and benefit from clear and perfect integration of its online and offline channels. Further customer must be clearly targeted, and the product prices have to be negotiated with suppliers.

Convenience-Location:

The Convenience-Location must be implemented in appropriate location according to its product ranges. Location and size of the store will depend on its product ranges. The customer will prefer and appreciate shopping in the store despite a higher price. This type of retail is efficient to the common purchase in specific areas like a village.

Convenience-Preselection:

Convenience-Preselection depends on the Convenience-location and its range of product and location., Location is not as important as the product range, this type of Retail must offer in the same store a general assortment of products. Products must be selected according to the price schedule. The product range must be competitive with products selected on Internet.

Platform Operator:

In some countries Operator Platforms already exist, such as Argos in Ireland. The role of the Platform Operator is to offer a physical presence for important digital actors. Customers must be able to consult or purchase through this selling point, such as Internet platform but with the benefit of human service for information. The human role of these platforms is to inform, reassure and demonstrate quality standards.

2.2.2 Amazon: The major E-Commerce retailer/platform

If 'Amazon.com' is often used to illustrate fact or example, it is because "Amazon.com" is the figure of the world leading E-Commerce website in B2C "Figure 4", but also because its model has inspired many companies. Because of a late reaction to invest in the E-Commerce, some retailers as 'Wal-Mart' are investing now a lot of money to copy its own business model, a philosophy which corresponds to the founders Sam Walton "*Most everything I've done I've copied from someone else*"(Walton and Huey, 1992). For example, in prevision of the year 2015, 'Wal-Mart' will invest between \$1,2 to \$1,5 billion (Peterson, 2015) to improve the lack of products available and create a more user-friendly website. But the early emergence of the actual world leading E-Commerce website in B2C, explains its success. Amazon was founded in July 1994 (Amazon company's fact, 2015) by Jeff Bezos, graduated from Princeton University in engineering, Bezos decided to launch a retail website when he knew from statistics that Internet would grow to 2300% (Krishnamurthy, 2015). Today, the company employees over 97 000 people all around the globe and has generated around \$81,76 billion of Revenue for 2014 (Mourdoukoutas, 2014).

FIGURE 10: AMAZON.COM VS WAL-MART IN 2014

Company	Amazon.com	Wal-Mart Stores
Forward PE	243	15.67
Profit Margin	0.22%	3.30%
Operating Margin	0.76%	5.53%
Return on Assets (ttm)	1.14%	8.21%
Total Debt/Equity	29.42	65.45
Revenue (ttm)	81.76B	480.48B

(Mourdoukoutas, 2014)

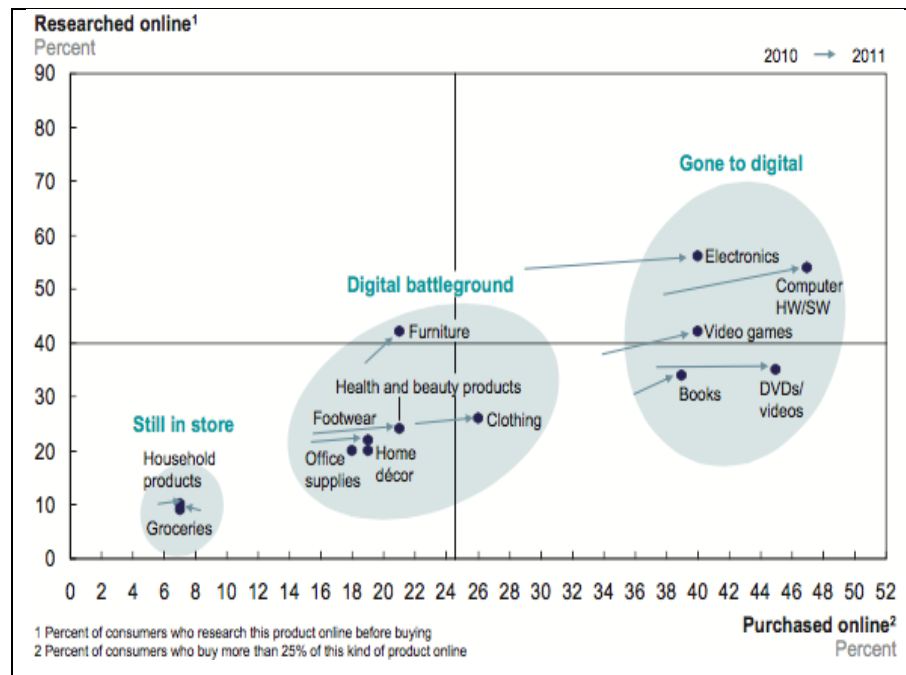
DEFINITION 2: FORWARD PE

The Forward PE is a financial formula to determine the Forward Price-to-Earning ratio, this Ratio is used to “compare current earning to estimated future earning”.

$$\text{Forward P/E} = \frac{\text{Market Price Per Share}}{\text{Expected Earnings Per Share}}$$

(Anon, 2015)

If we compare ‘Amazon.com’ and ‘Wal-Mart’, the E-Retailer has potential to raise marge and increase profit and its Forward PE will be much more interesting 243 vs 15,67 “Definition 2”. In fact the current Profit Margin of Amazon.com is 076% compared to 5,23% for ‘Wal-Mart’. ‘Amazon.com’ business model is currently based on undercut price strategy, but the consequence is a lower marge regarding the competition. Price strategy seems to be less efficient today, as more and more traditional retailers are emerging on Internet and practice the undercut strategy. As competitors are adapting their strategies, ‘Amazon.com’ will probably have to rise marge to face the come back of traditional retailers, such as Wal-Mart “In on-line retailing, for instance, where Amazon has been confronting Wal-Mart, Wal-Mart has been fighting back.” (Mourdoukoutas, 2014).

FIGURE 11: EVOLUTION OF THE DIGITAL WINDOWS SHOPPING IN 2009

(McKinsey & Company, 2015)

If traditional competitors started to adapt their markets to compete with ‘Amazon.com’, this is also due to a new general trend of sales., Internet has changed consumers behaviour, as we can see on the “Figure 11” now some products have switched to “Gone to digital” including: Electronics, Computers HW/SW and Video games. Some other products as Household or Groceries are “still in store”. Today electronic products represent 46% of the total trade B2C E-Commerce “Men aged 18 to 34 years (67%) accounted for the majority of electronics purchases, and men’s online purchases of electronics did not decline dramatically as they aged.” (Sealed Air, 2014).

2.3 The consumer behaviour and the youth E-Customer

2.3.1 Online consumer behaviour

Online consumers are people who have already purchased online or are potentially interested to do it online/offline. Understanding the ‘*Online consumer behaviour*’ helps to adapt marketing strategies, marketers aim to exploit the consumer behaviour as tools to influence and make decision. Online behaviour must not be seen as a new behaviour, in fact this behaviour is similar to the traditional consumer behaviour in many points “*Customers and prospects you encounter online are the very same people who walk into your store every day, call you on the telephone, or order something from your mail-order catalogue.*” (Ryan, 2014). Actually researches about consumer behaviour are clues to determine if a digital presence is important., Some customers’ profiles are absolutely not concerned by Internet and others are really involved. Marketers must determine the different types of profile according to their own business to confirm or not the importance of a digital presence.

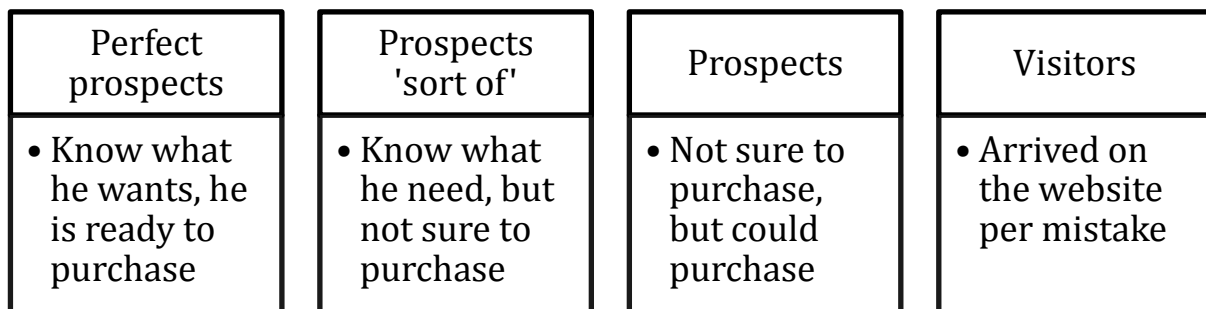
Alan Charlesworth determined three main “clusters” for web customer. Those “clusters” describe three different ways consumers behave online in relation to the purchasing decision.

- *Risk-averse doubters* – 15%: Sceptical concerning Internet, half part of this group never purchased online.
- *Open-minded shoppers* – 40%: Open mind people to Internet, 97% of this group have already purchased online.
- *Reserved Information seekers* – 45%: This group is the most reserved and careful of Internet, they use Internet mainly for information research and product evaluation.

(Charlesworth, 2009).

Determinate above ”cluster” of your target can be crucial to decide of the future investment, if your target is in the “cluster” *Reserved Information Seekers*, online selling platform is less important or equal to informative details of your company (location, opening hours...). This segmentation dived the general behaviour, but not the profile of an online visitor. In this case four profiles are determined “Figure 12”.

FIGURE 12: THE FOUR TYPES OF USER ON A LANDING PAGE



(Charlesworth, 2009).

The first profile ‘*Perfect prospects*’ knows product and goes on the website to achieve an action or to purchase. Second profile ‘*Prospect ‘sort of’*’ has a need but he is not sure about the product wanted or not yet decided. The third one is the ‘*Prospect*’, this profile comes out on the website not necessarily with the intention to purchase but he could do it if he finds the product he wishes. The last profile is known as ‘*Visitor*’, who has come out by mistake on the website and has none or a low chance to purchase (McGovern, 2001). Marketers must dissociate the Cluster” and the type of ‘User’ to determinate a specific consumer profile. Many elements play a part on the purchase decision, technical or social. For example marketers know that velocity of Internet delivery plays on behaviour,; the customer with fastest broadband consume differently to other users (Online videogames, video streaming...)(Strauss and Frost, n.d.). These elements must be analysed according to consumer profile to determine the exact behaviour, because each customer behaves differently “*Individual difference are also important-especially because Internet technology allows for effective and efficient customization to target markets as small as on person*” (Strauss and Frost, n.d.).

2.3.2 Digital decision making process

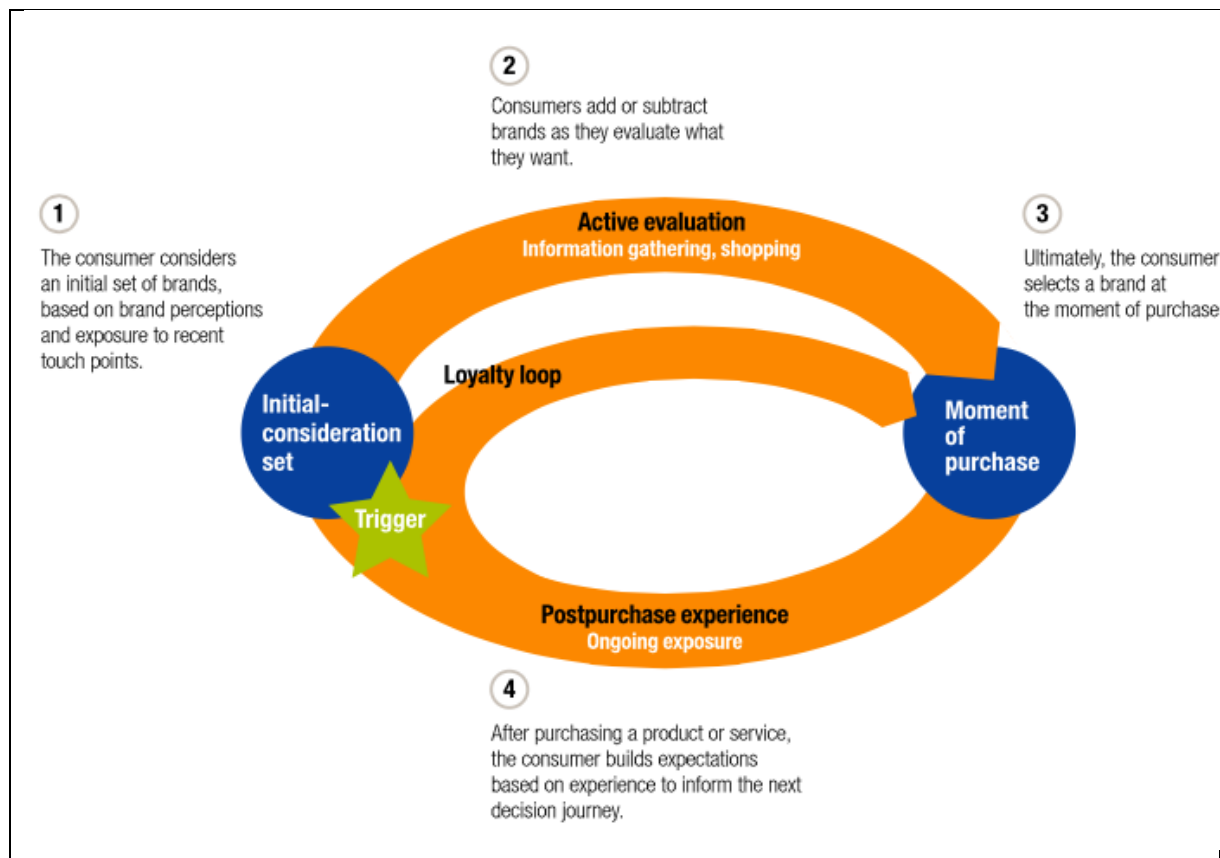
When a customer decides purchasing, he chooses according to his own consideration “*Initial consideration of a products and brands is influenced by past perceptions.*” (Niemeier, Zocchi and Catena, n.d.), this consideration is the first step of the *Decision making process* “Definition 3”. The *Decision making process* represents four steps executed by the customer before and after the purchasing decision and answers the question “How consumers do make decision”. ?

DEFINITION 3: DECISION MAKING PROCESS

Process by which (1) consumers identify their needs, (2) collect information, (3) evaluate alternatives, and (4) make the purchase decision. These actions are determined by psychological and economical factors, and are influenced by environmental factors such as cultural, group, and social values.

(Decision Making Process, 2015)

Decision making process can be represented on different models, but the Circular decision making process “Figure 13” developed by the McKiensey agency is particularly interesting, because this Decision making process is based on a recent analysis of the consumption trend (2009). This trend has the special feature of being strongly influenced by the E-Ecommerce, Internet and new technology.

FIGURE 13: THE CIRCULAR DECISION MAKING PROCESS

(McKinsey Quarterly, 2009)

As seen above, the model developed by McKinsey agency represents four steps experienced by the customer, the four steps are: “initial consideration; active evaluation, or the process of researching potential purchases; closure, when consumers buy brands; and post-purchase, when consumers experience them.” (McKinsey Quarterly, 2009). *Decision making process* is an interesting point when focusing on *Online consumer behaviour* research, because both are closely connected, when an online customer goes in one of the four steps of the *Decision making process* it mostly happens with Internet “Technology has not altered the path of this journey. But it has handed power to consumers in a way that dramatically changes their behaviour at each stage” (Niemeier, Zocchi and Catena, n.d.). In fact a customer ready to take a purchasing decision will execute those steps by using Internet. 1) Consideration will be influenced by website reputation, 2) Evaluation will be executed through intermediary of other website offers, 3) Brand selection will be based online, 4) Eventually customer will review or repurchase on the same website. The steps of assessment have been modified by the technological evolution. Nowadays, electronic devices simplify information access. Owners of smartphone and computer can execute research online and compare alternative products in the case of an assessment. Smartphone particularly plays a major part in the research of information, because customer can search at any time anywhere. Furthermore, mobile devices are more and more used to complete online purchase, for 2012 UK accounted 12 % of E-Commerce sales through mobile devices, compared with 4% in 2010 (Ecommerce Europe, 2015).

2.3.3 The youth 13-35 behaviour

Covering all areas of ‘Online Consumer Behaviour’ would be impossible, this subject is too large. This is why the Online Consumer Behaviour analysis is often divided in different parts, because people reaction and stimuli differ following their gender, age, social categories... Covering the youth generation is much easier than the entire topic. The youth generation is often characterized as hyper connected or more exposed to technology., As proof demonstrate the “Figure 14”, young people aged between 13 to 34 are more likely 1,5 to 2 times to use Electronic devices (Smartphone, table, Internet-enabled gaming console...) and practice digital activities (Online video, social networks, VoIP...). As we can see, the youth 13-34 is a connected generation with a rate of 63% of young people owning a smartphone and 19% a tablet (McKinsey & Company, 2015). But the youth generation is not monopolizing electronic devices and digital activities, older generation of 35-64 year old are not uninterested in Electronic device or uninvolved in digital activities, indeed 38% of this population own a smartphone, 58% practice digital activities such as online video.

DEFINITION 4: STIMULI/STIMULUS

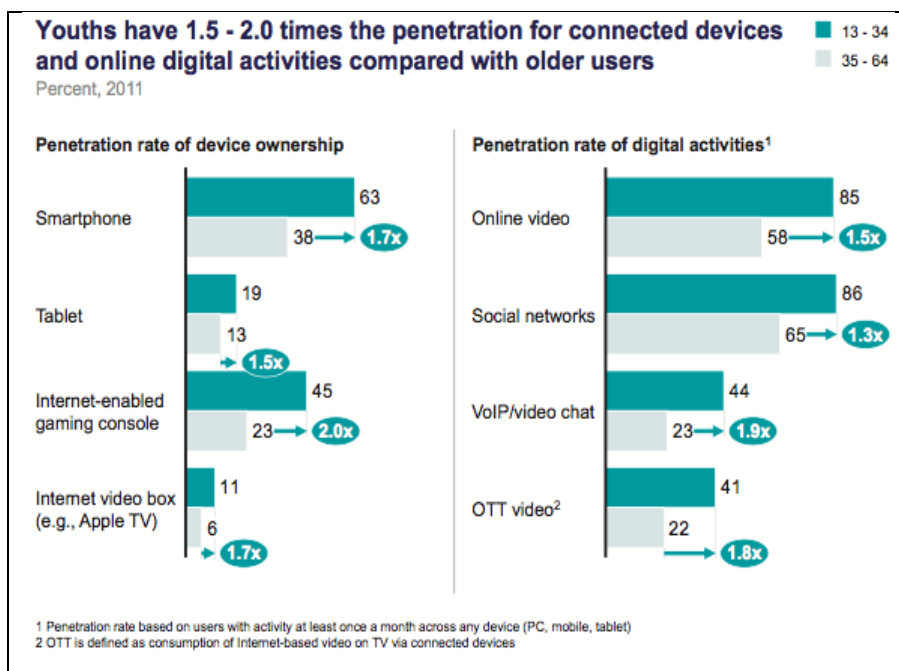
1) Something that incites to action or exertion or quickens action, feeling, thought, etc.:

The approval of others is a potent stimulus.

2) Physiology, Medicine/Medical something that excites an organism or part to functional activity.

(Stimuli, 2015)

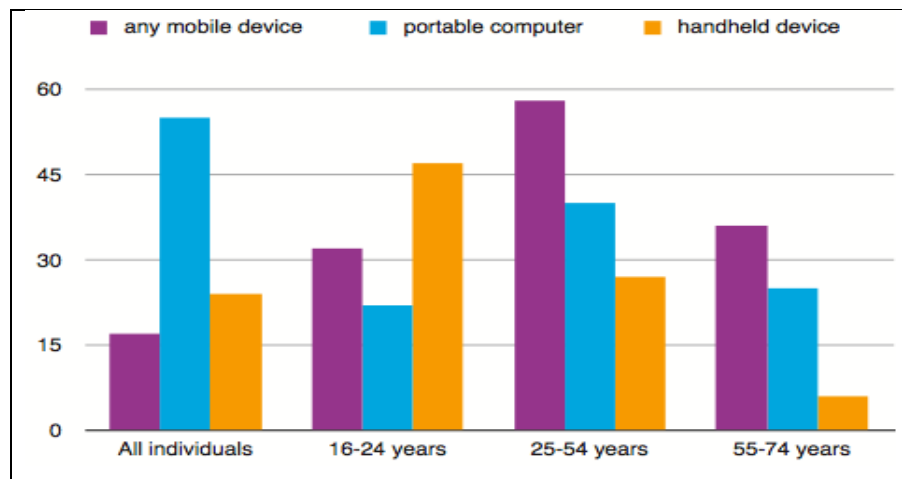
FIGURE 14: THE YOUTH ARE MORE CONNECTED AND LIKELY TO DIGITAL IN 2014



(McKinsey & Company, 2015)

Mobile device is the youth favourite informative tool, but also their favourite entertainment platform. In fact the youth 13-34 spend three times more time than the average older 35-64 (McKinsey & Company, 2015). E-Marketer theories suppose that if kids are more exposed to Internet they are also more likely to purchase online. This idea tends to be confirmed because the more the user is skilled with technology the more he is likely to purchase online “Consumers who have been online for more than three years or have broadband connections tend to be more adept than new users at finding information and products quickly.” (Strauss and Frost, n.d.).

FIGURE 15: MOBILE INTERNET USAGE IN EUROPE 2012



(Ecommerce Europe, 2015)

The “Figure 15” illustrates the high penetration rate of handled device in the younger category of 16-24 year old. The 16-24 year old segmentation is a category that owns more handled devices (46%) than any other (others under 30%). This youth category tends to show more interest for handled and mobile devices rather than portable computer 20%, which is less than 25% for 55-74 year old (Ecommerce Europe, 2015). In fact the youth generation spends more time on their mobile device compared to older ones “who spend over three times the number of minutes on their mobile devices for common online activities than those over 35” (McKinsey & Company, 2015).

2.4 Online sales Electronic products

2.4.1 Electronic product sales

Electronic products play an important part in E-Commerce sales, they represent the most purchased products category online. In 2015 in the USA, electronic products have been sold for \$76,1 billion compared with \$59,7 billion for apparel & accessories “Figure 16”. To figurate the importance of electronic products sales, we could look at Apple, which is essentially selling electronic products and application, and is ranked as the second best world E-Commerce platform B2C., In 2013 Apple has sold for \$18,3 billion online, which ranks this company after Amazon.com and their \$67,9 billion of sales “Figure 4”. Electronic products are the actual main market

and tend to stay the main market until 2018 with a potential market of \$108,4 billion in USA.

FIGURE 16: US E-COMMERCE SALES PER CATEGORY 2012-2018

	2012	2013	2014	2015	2016	2017	2018
Computer & consumer electronic	49,0	57,4	66,4	76,1	86,1	96,9	108,4
Apparel & accessories	38,0	44,7	52,0	59,7	67,9	76,6	86,0
Auto & parts	23,3	27,3	31,6	36,2	41,1	46,2	51,6
Books/music/video	19,6	23,2	27,2	31,5	36,0	41,0	46,2

(Emarketer.com, 2015)

Electronic products in traditional retailing also showed a significant growth since 2007 “Figure 17”, especially some categories of products such as ‘Tablets and similar’ which knew a spectacular growth of 20741% between 2007 and 2012, this growth corresponds with an evolution of sales of \$253 million to \$52,7 Billion in 2012. This surprising rate and amount can be explained by the launch of the Ipad in 2010, a precursor of tablets, which has been sold up to 58 million exemplars in 2012 (Lowensohn and googleplus, 2012) and which remains 32% of the market share today for a total of 211 million units sold (Calio, Frohlich and Hess, 2014).

If ‘tablets and similar’ have known a huge growth, ‘Laptop computer’ sales stagnate at 23% of growth, for a total market of \$94,6 billion in 2012. While sales astonishingly have grown up for certain categories, ‘Desktop computers’ and ‘Portable media players’ decreased down to -35%, which matches with a loss of income of around \$22 billion for ‘Desktop’ and \$9 billion for ‘Portable medial players’ “*Desktop PCs have lost popularity as consumers require convenience and portability, while smartphones integrate many features previously performed by single function devices.*” (Euromonitor International, 2013).

FIGURE 17: GLOBAL SALES OF ELECTRONIC DEVICES 2007/2012

US\$ million	2007	2012	% Growth
<u>Smartphones</u>	24,316	202,860	734.3
<u>Laptop computers</u>	76,903	94,615	23.0
<u>Tablets and similar</u>	253	52,707	20,741.0
<u>Desktop computers</u>	62,281	40,087	-35.6
<u>Portable media players</u>	26,568	17,174	-35.4
<u>Netbooks</u>	73	9,322	12,758.2
<u>E-readers</u>	55	2,598	4,589.5

(Euromonitor International, 2013)

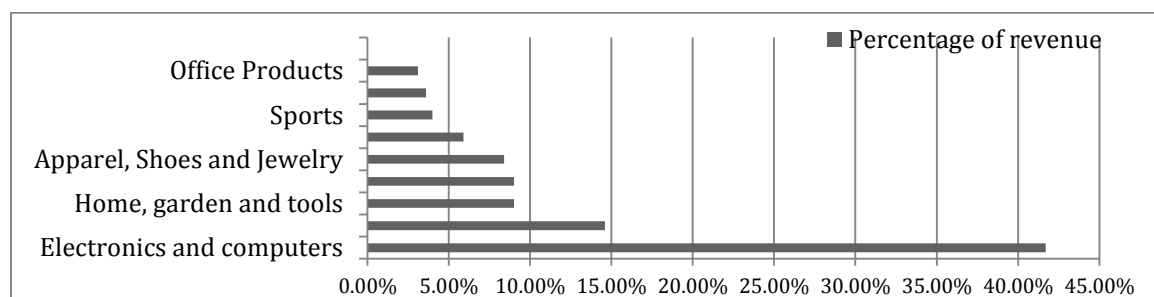
The number of Electronic devices sold influence E-Commerce trend in a virtuous circle. The more Electronic

products are sold the more people access to E-Commerce platform through smartphone, tablets... The major electronic products sales per value concern Smartphone with \$202,8 billion in 2012 “Figure 17”, and as behaviour changes Smartphones tend to be more and more used to purchase online rather than laptops & computers.

2.4.2 Electronic product: Amazon rather Manufacturer

Electronic products represent the major sales of Amazon with 41,7% of the total sales in 2012. This sales rate of Electronic products is extremely high compared with other product categories,. The second most purchased items are books with 14,6 % which is approximately three times less than electronic products “Figure 18”. As we have seen before, Amazon.com made success in 2000’s thanks to its books range, but today its most purchased items concern electronic goods.

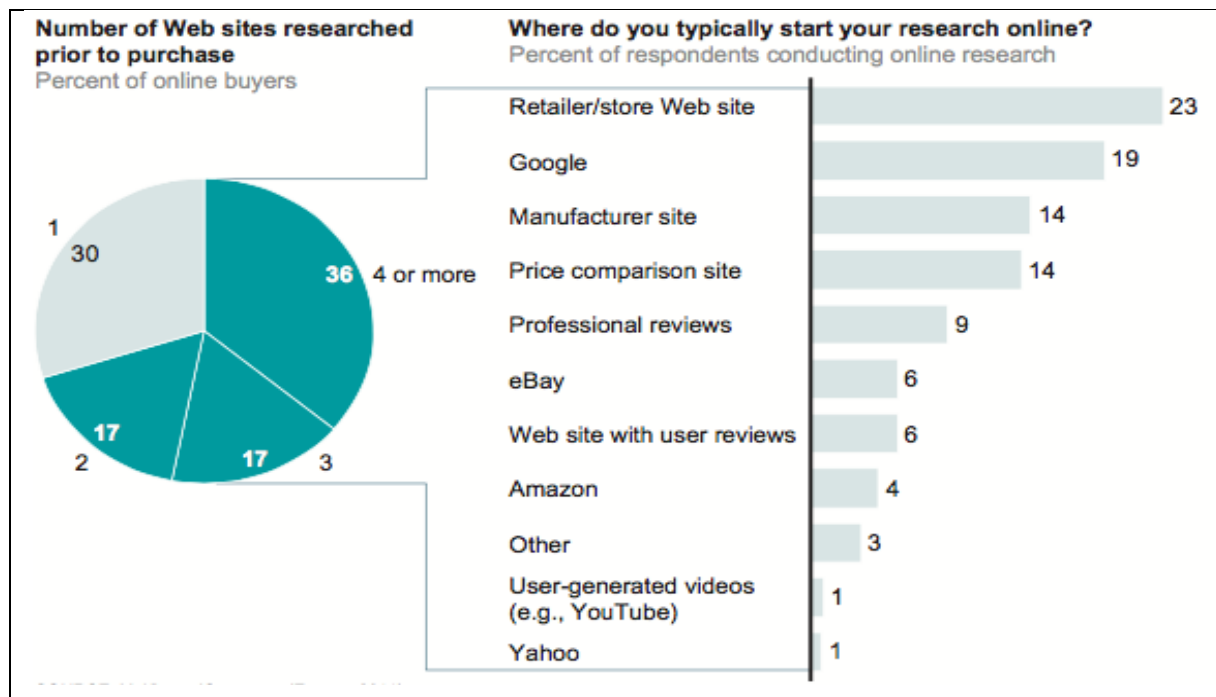
FIGURE 18: AMAZON.COM E-COMMERCE REVENUE IN JUNE 2012



(Statista, 2012)

Amazon has become such a giant E-Retailer that it cannot be overlooked for online purchase research anymore. In 2014 over 4% of the total research were directly executed through Amazon.com “Figure 19”. This figure confirms that more than 4% of online purchase research is done on Amazon.com. Moreover this figure doesn’t take in account people searching for a product on search engine like Google and then land on Amazon.com. Amazon.com sold so many products compared with traditional retailers, that has sold 34,4 million products on the 15 July 2015 for its Prime day (Trotman, 2015), this means 398 items sold per second...

FIGURE 19: AMAZON.COM 4% OF ONLINE RESEARCH 2014



(McKinsey & Company, 2015)

This demonstrates in theory that 4% of electronic products researches are directly done on Amazon.com. However; if Amazon.com is highly used for products research, the graphic below shows that customers prefer searching on manufacturer sites firstly. In fact 14% of the online purchase research goes to the manufacturer website. In the USA, Amazon.com position for electronic items, is covering a large volume sales by leading E-readers with 63,9% of the market share and 25,7% for tablets and other portable computers “Figure 20”.

FIGURE 20: AMAZON COMPETITIVE POSITION 2013

Category	Retail volume share	Rank
Tablets and other portable computers	25.7%	2
E-readers	63.9%	1

(Portal.euromonitor.com, 2015)

Electronic items have become so important for Amazon.com that the company decided to manufacture its own devices in November 2007 with a different name label such as Kindle “Kindle was introduced in November 2007 and the first production run sold out within hours.” (Portal.euromonitor.com, 2015). This private label includes today five brands: *Kindle, Fire, AmazonBascis, Strathwood, Pinzo* “Figure 21”. If the success for the label 'Fire' did not reach the aims expected by the brand, the 'Kindle' range of E-readers and tablets have met a huge success by monopolizing the market of E-readers in the USA.

FIGURE 21: AMAZON PRIVATE LABEL 2013

Private label	Categories	Notes
Kindle	E-readers, tablets	
Fire	Smartphones, set-top boxes	
AmazonBasics	Computer accessories	Budget range
Strathwood	Furniture	
Pinzon	Homeware	

(Portal.euromonitor.com, 2015)

2.4.3 Electronic product display on Amazon

Amazon.com benefits from a large range of electronic items organized in a main category called « Electronics & Computers ». This category is divided in two sections “Figure 22” *Electronics* and *computers*, each one includes 20 other sections of products (Amazon.com, 2015). These 20 sections host a huge selection of available items on Amazon.com. According to the section selected, a product can be filter according to, the price, the brand, the sales ranking, the review... but also the specific character related to the product (such as size of TV, or OS for laptop...). User is free to select and organize his research through a large number of criterias. Furthermore Amazon.com offers a “Help Guide” to assist the customer in his research and make clear the research result or to gather global information about some types of products (like the major difference between Mac and PC).

FIGURE 22: AMAZON CATEGORIES: ELECTRONIC & COMPUTERS

The image shows a screenshot of the Amazon.com website's navigation menu. On the left, there is a vertical list of categories with right-pointing chevrons. The 'Electronics & Computers' category is highlighted in orange. To the right of this list, two columns of sub-categories are displayed under the headings 'Electronics' and 'Computers'. Below the sub-categories, there is a promotional banner for 'Trade in your electronics' featuring a camera, headphones, and a laptop, with the Amazon logo and the text 'Turn What You Don't Need Into What You Want'.

- Unlimited Instant Videos >
- Digital & Prime Music >
- Appstore for Android >
- Amazon Cloud Drive >
- Kindle E-readers & Books >
- Fire Tablets and Phone >
- Fire TV >
- Echo >
- Books & Audible >
- Movies, Music & Games >
- Electronics & Computers >**
- Home, Garden & Tools >
- Beauty, Health & Grocery >
- Toys, Kids & Baby >
- Clothing, Shoes & Jewelry >
- Sports & Outdoors >
- Automotive & Industrial >
- Amazon Home Services >
- Credit & Payment Products >
- Full Store Directory >

Electronics

- TV & Video
- Home Audio & Theater
- Camera, Photo & Video
- Cell Phones & Accessories
- Headphones
- Video Games
- Portable Audio & Accessories
- Car Electronics & GPS
- Musical Instruments
- Electronics Accessories
- Wearable Technology

Computers

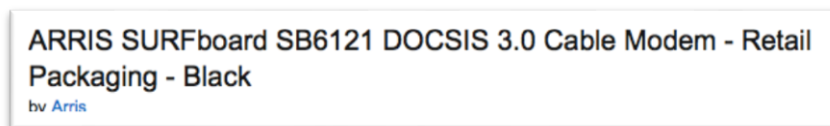
- Laptops & Tablets
- Desktops & Monitors
- Computer Accessories & Peripherals
External drives, mice, networking & more
- Computer Parts & Components
- Software
Downloads, subscriptions & more
- Printers & Ink
- Office & School Supplies
- Trade In Your Electronics
- Networking

Turn What You Don't Need Into What You Want
> Trade in your electronics

(Amazon.com, 2015)

Amazon.com is the world famous Retailer concerning stock, products owned, and sales. But Amazon also is the largest platform dedicated to exchange between *Manufacturer* and Customer. Amazon.com is a hosting platform, where *Manufacturer* can set up professional account to sell through Amazon.com and by the way benefits from the website brand recognition and visibility. *Manufacturers* have a different role in *Partnership* with Amazon.com, because the rules are not the same concerning *Partnership* or *Manufacturers*. When a product is sold from a *Manufacturer*, the product page displays the *Manufacturer's* name below the product name “Figure 23”.

FIGURE 23: AMAZON: MANUFACTURER



(Amazon.com, 2015)

The hosting page of electronic device also includes a space for advertising. Amazon.com allows brand to use space on the website for advertising. For Amazon.com advertising is an opportunity to monetize the website, and for advertisers it is an opportunity to reach 285 millions of customers and “*connect with customers at the right stage in their shopping journey*” (Advertising.amazon.com, 2015). The digital retailer is offering various forms of advertising solution (App, platform, display, Marketing...) for various goals (Drive traffic, increase app download, boost product sales...), which are commonly used by electronics brand to increase sales.

2.5 The marketing influence & product perception

2.5.1 Influencing the customer in E-Commerce: External factors

Notion of influence plays a big part in the ‘*decision making process*’ in stage 2 ‘*Active evaluation*’ of the product (McKinsey Quarterly, 2009), because consumer evaluation is based on former marketing influence. The marketing influence here defines all elements and phases of the marketing strategy which is acting on consumer mind. Traditionally, the packaging is the first representation of an offer and by the way the main element to influence in the purchase decision process. E-Commerce has changed the perception of a product and packaging influence is less efficient in the ‘*Purchase decision*’ because physical aspect of the packaging is not involved in the ‘purchase decision’.

However, the notion of influence still exists, but regarding other elements « *it's important to remember that the customer experience for e-commerce products includes the way the product lands in the consumer's mailbox or on their doorstep. That first impression can make the product better and the brand more desirable, or it can create a negative perception that will tarnish both.* » (Dooley 2014). As demonstrated Kenyon in his book “*Our perception process is influenced by both internal and external factors*” (Kenyon and Sen, n.d.). Focusing on external factor, in case of a E-Commerce, the stage of ‘Active Evaluation’ involves two main factors: 1)

Perception of the Retailer, 2) Perception of the product.

Internet retailers have their own brand recognition, the stronger is the brand recognition and the more efficient is the influence. This is why famous retailers will be more easily able to sell products because people have already defined their perception « *People like to reduce the risks of purchase by going with the name they know and trust.* » (Bickerton, Bickerton and Pardesi, 2000). In the E-Commerce the perception of the retailer is related to the appreciation of some notions such as trust in the purchase, delivery option, delivery time, quality standards...

Product represents the second major 'external factors' in the 'Active Evaluation'. As the product is the central element of the purchase, all the aspects which are defining the product : design, price, description, delivery times, guarantee etc, are considered by the consumer to evaluate the product compared with similar offers in competitors stores. With E-Ecommerce, the number of interactivity to push customer through the buying process has been highly increased, but selling through a platform such as Amazon.com significantly reduces these interactivities, because seller interactions are limited to their products page (such as Amazon.com).

2.5.2 The young 13-34 perception E-Commerce: Internal factor

In marketing the term "perception" defined in "Definition 5" is related to the notion of influence, because perception is the result of marketer strategy. As seen above, influence of consumer depends on both 'internal' & 'external' actors. In E-Commerce, main 'external' factors are the perception of the retailer and the product. Compared with 'External' factors, 'Internal' factors tend to be less common and more specific on human feeling.

DEFINITION 5: PERCEPTION

The process by which people translate sensory impressions into a coherent and unified view of the world around them. Though necessarily based on incomplete and unverified (or unreliable) information, perception is equated with reality for most practical purposes and guides human behaviour in general.

(Perception, 2015)

People perception differs for same brand or product, however also a same generation or a same social category of people tends to have similar perception and behaviour, such as the youth 13-34. The youth 13-34 includes two different generations 'X' and 'Y'. If both of them behave differently, they act the same. The 'Y' generation represents the 13-25 year old; a generation who has grown up with the new technology, Internet, Smartphone... and who needs this technology 'They are so conditioned to use these internet, MP3 and mobile technologies that deprivation of one of them would feel like having a limb removed.' (Bergh and Behrer, 2013).

Focusing on the population under 35 year old is interesting because more than half of the world population is under 30 year old, and in the USA it is over 70 million of the generation 'Y'. The youth 13-34 year old includes

3 generations, ‘X’ 1965-1979, ‘Y’1980-1996 & ‘Z’1997-2012 (Bergh and Behrer, 2013). When we consider these three generations, we can note they are sharing the same attractiveness for ‘Technology use’ “Figure 24”.

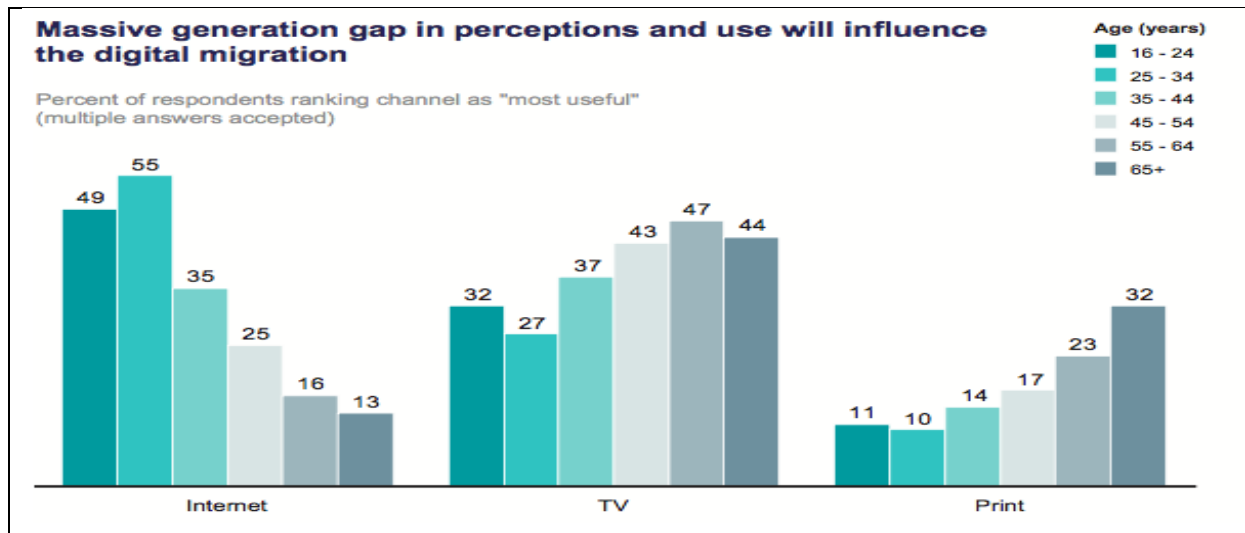
FIGURE 24: WHAT MAKES PARTICULAR GENERATIONS

	Generation Y	Generation X	Boomer	Silent
1	Technology use (24%)	Technology use (12%)	Work ethic (17%)	WWII/Depression (14%)
2	Music culture (11%)	Work ethic (11%)	Respectful (14%)	Smarter (13%)
3	Liberal/Tolerant (7%)	Conservative (7%)	Values/morals (8%)	Honest (10%)
4	Smarter (6%)	Smarter (6%)	Baby-boom (6%)	Work ethic (10%)
5	Clothes (5%)	Respectful (5%)	Smarter (5%)	Values/morals (10%)

(Bergh and Behrer, 2013)

If sharing similar interest for the ‘new technology’, advertising the same way does not influence these generations. In fact advertising through Internet is the most efficient means on the youth 13-34 year old, the 25-34 (55%) and 16-24 (49%) are the most respondent to Internet advertisement, but they also are the less concerned TV 32% (16-24) & 27% (25-34) “Figure 25”.

FIGURE 25: INFLUENCE OF THE MEDIA



(McKinsey & Company, 2015)

The youth group 13-34 integrated the three more respondent generations to Internet, they spend over “3x the time on their mobile than those aged 35 – 64(McKinsey & Company, 2015), this is why they are more likely to purchase online because they are the most exposed.

2.5.3 The content strategy & product perception

In E-Marketing the notion of ‘Content Strategy’ is a major part of the digital marketing strategy and referring to create effective content “*type of content, in different forms, to different places and on different access platforms.*” (Chaffey and Smith, 2013). The ‘Content Strategy’ is an important factor to influence or persuade consumer. Through the elements of design and management of the ‘Content’, different messages and communication can be shared with the consumer.

Following marketers, a good E-Commerce website content must follow 7 rules:

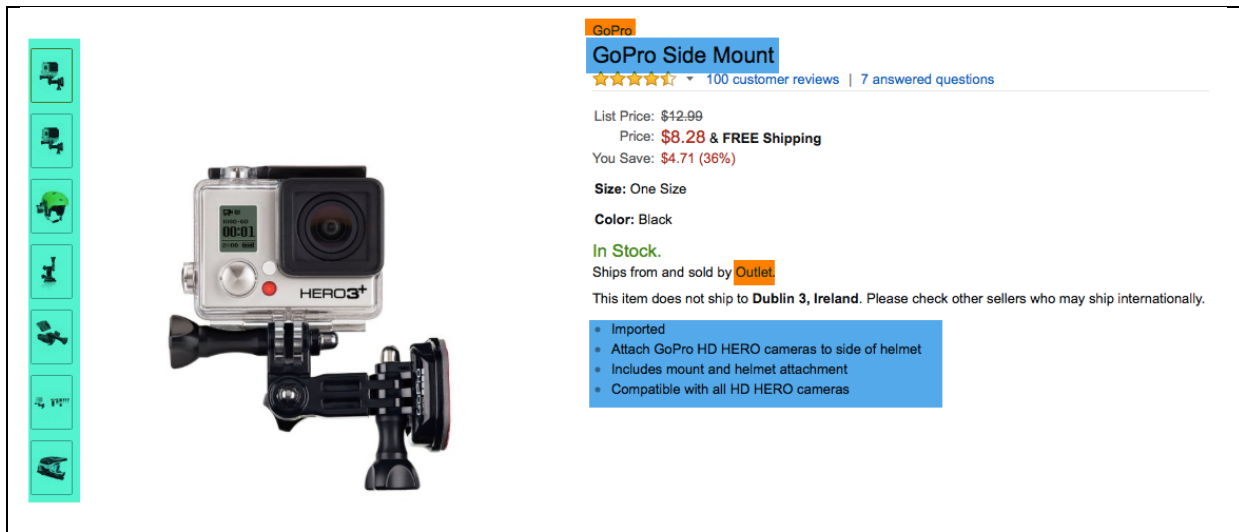
1. Product and page must be organised and simple to use or to be found. Minimalistic design is recommended to make easy the customer experience.
2. Call to action must be clear and visible to other buttons. Buttons and page mustn’t be overcharged to make the order easily.
3. The purchasing process must be easy and quick. Further the website must be responsible to simplify mobile user purchasing process, and respond quickly to customer interaction.
4. Pictures are critical, they must be clear and highlighted through different angles of the product. Pictures are a major substitute of the physical evaluation for the client.
5. Product page must follow the same architecture and information. A chart must be used to define size, font, colour and text content on product page.
6. Build confidence is also critical, return policy, guarantee and quality of the product must be well defined. Review and testimonials are impacting the confidence of product.
7. Providing options are important to let the customer personalized his order. The time of the delivery, features etc of the product are critically evaluated.

(Seven Tips for Creating Killer E-Commerce Product Pages, 2015)

But using a ‘Content Strategy’ is difficult on Amazon.com, because the website already had its own design and content. Sellers are not free to use interact on many parts of the content (design, SEO...) to influence consumer mind. Seller ‘Content Strategy’ is limited to the product page displayed. But if website content is not manageable, the product page is manageable through the product description. Amazon.com uses a template for product page, on which manufacturer and partner are allowed to display two types of contents, image and text (Amazon.com, 2015). Images are used to display product, and text to inform and complete the description, title, guarantee...

Product page on Amazon.com is mixing editable content and permanent content. Details provided by Manufacturer are really important, because they will play a big part in the representation of the product and the brand, but also because they will be “*Permanent part of the Amazon catalog*” (Amazon.com, 2015). Amazon.com lists new products or manufacturer entries, to be part of the catalog. Some other elements are not permanent and can be edited by the manufacturer “Figure 26”.

FIGURE 26: CONTENT MANAGEMENT: AMAZON.COM



Product and Manufacturer:

- Those elements are permanent and re

Pictures of the product:

- Representation of the product, editable from product page

Product title and short description of the product

- Referenced by Amazon, Editable from product page

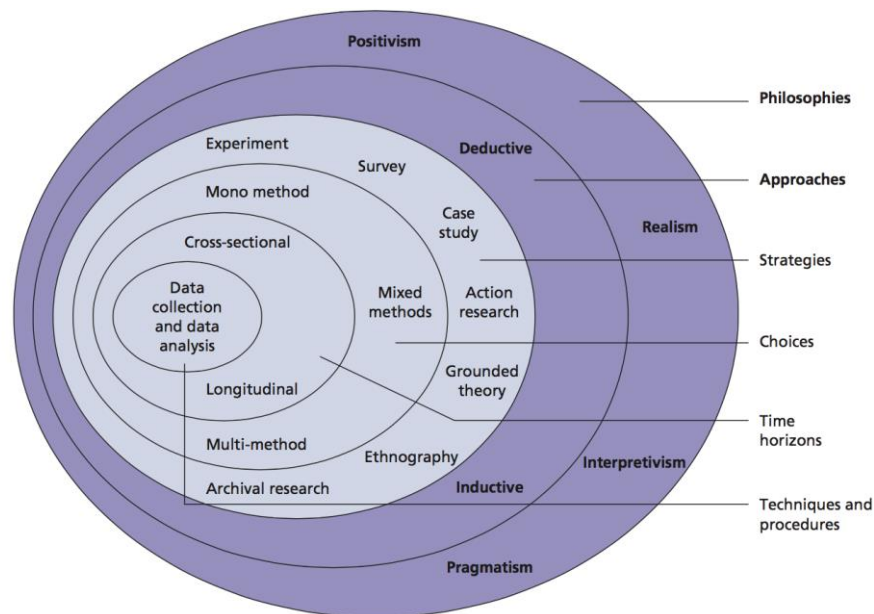
(Amazon.com, 2015).

Chapter 3: Research Methodology

3 Methodology Introduction

Methodology is a developed process used by researchers as a frame for research finding and analysis. The Research Methodology is a whole process which covers different methodological steps required, to build analysis of Primary Data *“the term methodology refers to the theory of how research should be undertaken”* (Saunders, Lewis and Thornhill, 2009). The whole process of Methodology is divided in the below five sections, ‘Research Design’, ‘Data Collection Instrument’, ‘Data Analysis Procedures’, ‘Research Ethics’ & ‘Methodology Limitation’:

- ‘Research Design’ provides a suitable approach to analysis of Primary Data. Well structured, the ‘Research Design’ is supported by the ‘Research Onion’ scheme **“Figure: 27”** developed by Saunders, Lewis and Thornhill (2009).
- ‘Data Collection Instrument’ discusses the preparation and process of collecting data, while instruments to prepare the data collection are prepared and checked to avoid mistakes.
- The ‘Data Analysis Procedures’ refers to the process used to analyse data from the moment they are extracted in a raw form to the moment they are use in a diagram to develop a theory.
- ‘Research Ethics’ Literature Review and Research Finding involve researchers in a process of data collection which can potentially abuse the Research Ethics.
- ‘Methodology Limitation’ a researcher can cover a whole part of his question. The ‘Limitation’ aims to scope the researcher’s task.

FIGURE 27: *THE RESEARCH ONION*

(Saunders, Lewis and Thornhill, 2009)

Through the Methodology, Researchers aim to correctly collect the Data required to look at the role of the product description on purchasing decision, concerning Electronic devices for the youth. This research focuses on online elements of product description, which can influence the customer. Understanding the relationship of the youth 13-34 with electronic products online would be practical benefit for marketers, especially if researchers could explain and discuss the following objectives questions:

- 1) What is the place of electronic devices in E-Commerce?
- 2) What is the youth 13-34 years old consumption habit?
- 3) What is the part of electronics devices on Amazon?
- 4) Amazon, which elements of electronic products description is important?
- 5) What is the Internet's impact on 'Active evaluation'?
- 6) Which criteria marketers must be used to influence online purchase decision?
- 7) How to optimize the purchase of the electronic device on Amazon?

3.1 Research Design

3.1.1 Research Philosophy

The Research Philosophy aims to determine which Philosophical approach is the best to build a hypothesis. A Philosophy chosen to build a hypothesis must be influenced by fact and practical considerations. Research Philosophy is really important as the first layer of the onion "Figure 27" because each philosophy has its own different approach. Following Researchers, ten philosophies can be selected to undertake research (Saunders, Lewis and Thornhill, 2009). The 'Positivism', is the philosophy that fits with the objectives of analysing people,

as dissociated actors “*understand differences between humans in our role as social actors*” (Saunders, Lewis and Thornhill, 2009). This research focuses on people’s interpretation and feeling along the purchase decision to understand the product perception. Every customer has a particular point of view, but interpretation of acts could help to setup influence tools for the marketer. To understand customers as actors with their own point of view, ‘Positivism’ is the most adapted Philosophy.

3.1.2 Research Approach

The second layer of the onion is the selection of a Research Approach between ‘Inductive’ and ‘Deductive’. But in this research as the theory is explicit, ‘Deduction’ is recommended research. Indeed, the above review set up hypothesis such as ‘youth 13-34 are more convinced by E-Commerce’. By testing hypothesis, the Researcher could improve the first theory and update it if necessary “*revised theory by going back to the first step and repeating the whole cycle.*” (Saunders, Lewis and Thornhill, 2009). This type of research approach will be used to deduct interaction between customer behaviour, youth generation and E-Commerce. The research strategy will be focused on scientific principles, and will study customer interactions during the purchase decision process, to define relation between digital perception and purchase decision. The collection of quantitative information link to those areas will help to structure hypothetic tools of influence for the marketer.

3.1.3 Research Strategy

Research Strategy goes deeper in the ‘onion’ as third part of the layer, which concerns the selection of a Research Strategy. Research strategy is divided in two ‘Quantitative’ or ‘Qualitative’. In the case of this research, confirming the theory would require an important quantity of information and data. Information collected will help to define accurate standards concerning the youth behaviour and product description. The aims would be to standardised data to define a new approach of convince strategy through the product description. Standardised information such as statistics would help to determine youth online behaviour. The use of statistics is necessary to respect a scientific research approach; further collected information will help to create a theory. To define standards and theory, information must be gathered with a ‘Quantitative Research’ strategy.

3.1.4 Sampling-Selecting Respondents

The selection of ‘Positivism’ as research philosophy are obliged to follow certain frame and required to be highly structured, use large samples, with measurement tools, and quantitative (Saunders, Lewis and Thornhill, 2009). As the research topics focus on youth behaviour, youth gathered data must be related to E-Commerce, Amazon.com, electronic product and behaviour. To gather large quantitative data in different topics, the survey is the most convenient support. The objective of the survey is to determine through statistics youth behaviour online for electronic products on amazon.com. The most considerable sampling method for statistics is the ‘Probability Sample’. However statistics are more reliable and accurate with a large sample. A ‘Probability

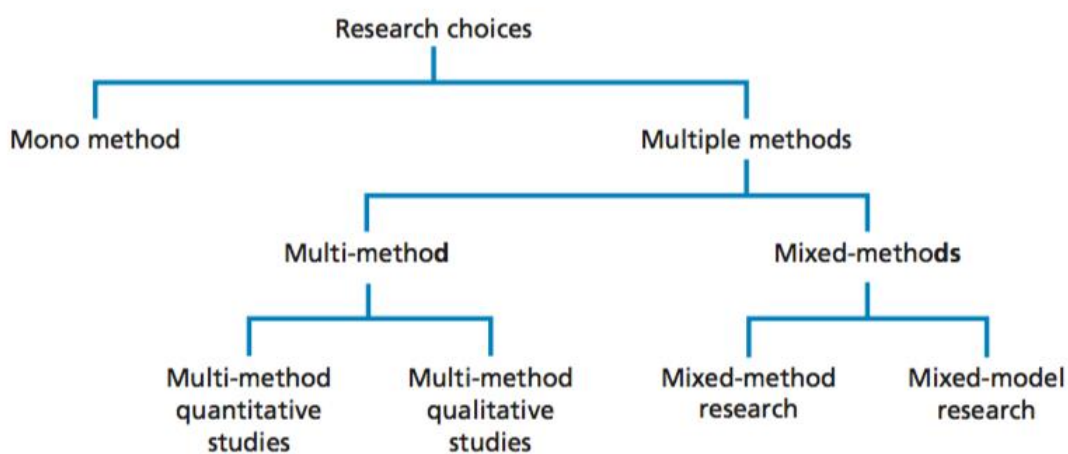
Sample' requires a minimum sample of 30 people to be practicable (Saunders, Lewis and Thornhill, 2009).

3.2 Data Collection Instruments

3.2.1 Methods choices

When research strategy is defined, next is the selection of Methods Choices to collect and analyse data. Two Methods are available, 'Mono method' and 'Multiple methods'. The 'Mono method' focuses on a single data collection technique and a single procedure to analyse results, rather than the multiple collection technique and multiple procedures for the 'Multiple methods' (Saunders, Lewis and Thornhill, 2009). The fastest method to collect and analyse data is the 'Mono method', but if the researcher has time 'Multiple methods' is the most efficient technique. The combination of quantitative data with qualitative data tends to give more accurate results "Figure 28". As the research must be executed in short laps of time, the 'Mono methods' seems to be more adapted to provide fast results in this the research.

FIGURE 28: THE RESEARCH CHOICES



(Saunders, Lewis and Thornhill, 2009)

3.2.2 Survey

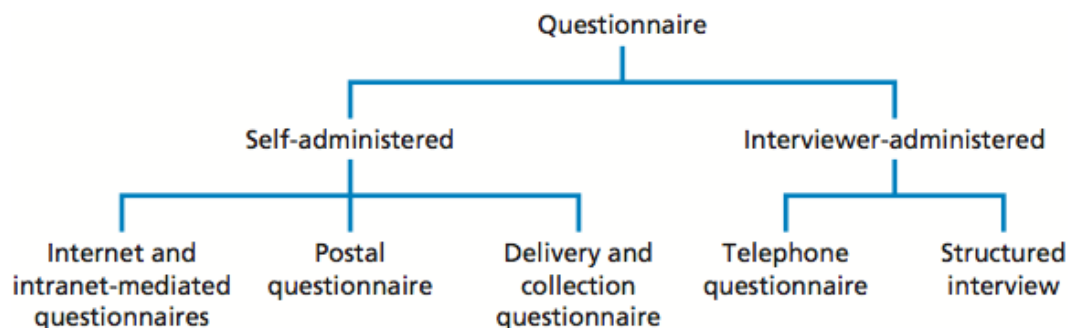
The survey is popular for quantitative research strategy, moreover when the subject is related to population behaviour. If the survey is popular, it is due to standardisation of the data, indeed surveys can be easily used to determine statistics on people's behaviour. Survey offers the opportunity for researchers to analyse a large amount of data and give more control on the research, this is why Surveys have been retained to execute this research (Malhotra and Birks, 2007). Further survey is efficient to determine global behaviour without collecting the whole data of a population, which increases the time of research and reduces its cost. But surveys are limited

and constrained by the time, the number of questions asked in a survey is limited due to respondent time allowing to survey.

3.2.3 Questionnaire

Administration of a questionnaire is divided in two types “Figure 29”, ‘Self-Administered’ or ‘Interviewer-administered’. ‘Questionnaire’ self-administered is probably the most efficient way to collect quantitative data. Indeed, in case of quantitative research ‘Interviewer-administered’ is not recommended, because they are more dedicated on qualitative research, furthermore they require more time because each interview is administered by a person rather than a ‘Self-Administered’ questionnaire. A ‘Self-Administered’ questionnaire can be administered through three channels: 1) Internet... 2) Postal... 3) Delivery and collected (Saunders, Lewis and Thornhill, 2009). ‘Postal’ and ‘Delivery’ and ‘collected’ are popular to produce an accurate result, but Internet is the fastest for return results and the least expensive to administer. For this research the channel retained to administer the questionnaire was Internet. The questionnaire has been administrated through the dedicated and paying website: www.surveymonkey.net.

FIGURE 29: QUESTIONNAIRE TYPES



(Saunders, Lewis and Thornhill, 2009)

3.2.4 Sampling methods

As seen above, the sampling methods refer to the methods used to determine and use the most efficient sample in function of the research strategy. As seen above, the retained sampling method for the research ‘Probability Sample’ focuses on probability. But to use this sampling method, researchers must follow the four stages of the ‘Probability Sample’ methods:

FIGURE 30: SAMPLING METHODS RECOMMENDED AND ADOPTED

Steps:	Recommended methods	Researcher method used
1	Identification of suitable sample	Target people who already purchased online, moreover on Amazon.com
2	Decided of sample size	Population study is The youth 13-34 years old, with a sample minimum of 100, more will be considered just as beneficial for more accuracy
3	Decided of sampling technique	Questionnaire administered by Internet and managed through SurveyMonkey
4	Determine if sample is representative	Base on purchase online purchase decision, just conserved people who already bought online to analysis the behaviour

(Saunders, Lewis and Thornhill, 2009).

3.2.5 Time horizons

‘Research’ and ‘Time horizons’ are inseparable notions. Because a Research can belong in a given period or at specific time, researchers must select ‘Time horizons’ to choose how analyse data. ‘Time horizons’ include two possibilities, the first ‘Cross-sectional’, which represents an event at a specific and determined moment, also call a ‘Snapshot’, or the second ‘Longitudinal’ also call ‘Diary’ referring to a periodical event (Saunders, Lewis and Thornhill, 2009). The ‘Cross-sectional’ is the recommended approach for this research, because the survey reflects behaviour at a specific time or ‘Snapshot’.

3.3 Data Analysis Procedures

3.3.1 Data Types

The quantitative data can be subdivided in two, the ‘Categorical data’ which represents all data that cannot be measured numerically, and the opposite ‘Numerical data’ which can be measured numerically. As data used in the questionnaire can be measured, that data is ‘quantifiable’ and qualifies as ‘Numerical Data’ (Brown and Saunders, 2008).

‘Numerical Data’ can be subdivided in, ‘Interval Data’ or ‘Ratio Data’ but ‘Interval Data’ concerns all data that cannot be multiplied (such as temperature), rather than ‘Ratio Data’ that can (such as percentage). Data needed in this research through the questionnaire are statistics, and statistics are part of ‘Ratio Data’ Data Type (Brown and Saunders, 2008).

The Data Type ‘Ratio Data’ can also be subdivided in two other groups ‘Continuous Data’ a type of data which

cannot be measured accurately on a scale or ‘Discrete Data’ that can. The Researchers aim is to create statistics to qualify current consumption by a trend, the use of percentage to correspond to ‘Discrete Data’ (Brown and Saunders, 2008).

3.3.2 Data layout

The collection of the data through online automatic questionnaires, generate data that can be exported to be analysed by other software. When data is collected, the programs fill them in a table call a ‘Data Matrix’ “Figure 31”. In this matrix, two forms of numerical data can be observed, ‘variable’ for variable data and ‘case’ for constant data. The ‘Data Matrix’ representation of this research questionnaire, will replace the ‘Case’ by a question and the ‘Variable’ by an option such the following example: ‘*What is your gender?*’ → Case / ‘*Male*’ or ‘*Female*’ → Variable. Data collected for this question will generate the content of table see in the “Figure: 31”.

FIGURE 31: DATA MATRIX REPRESENTATION

	Id	Variable 1	Variable 2	Variable 3	Variable 4
Case 1	1	27	1	2	1
Case 2	2	19	2	1	2
Case 3	3	24	2	3	1

(Saunders, Lewis and Thornhill, 2009).

3.3.3 Data Requirement

The Objective of Data Requirement is to determine for each questionnaire the most adapted form to adopt, and to qualify the data variable collected. When writing a questionnaire, three types of variable are available to characterise the data. The first is the ‘opinion’, which corresponds to how the respondent feels about a question. Second is the ‘behaviour’ which corresponds more to what the respondent did in the past or will do in the future. The last ‘attribute’ corresponds to determined respondent characteristics (Saunders, Lewis and Thornhill, 2009). Data requirement tables are used in the research to provide the form of data collected and prepare the questionnaire. For each question or objective a table must be set up as the following example below.

FIGURE 32: DATA REQUIREMENT OF THE RESEARCH

Research question/objective: Determined the profile of respondent			
Type of research: Respondent will fill questionnaire to determine is profile, to analyse the consumption by comparing the different profile.			
Investigative questions	Variable(s)) required	Detail in which data measured	Check included in questionnaire e ✓
What is your gender? (Attribute)	Gender	Male, Female	✓
What is your age? (Attribute)	Age	0-12/13-34/35-59/+59	✓
Select your occupation: (Attribute)	Occupation	Student, employee, unemployed, retired	✓
Select equipment you have: (Attribute)	Equipment	Smartphone, tablet, E-reader, laptop, desktop	✓

(Saunders, Lewis and Thornhill, 2009).

3.4 Research Ethics

3.4.1 Introduction

When Researchers conduct their studies they face different Ethical issues, especially concerning their respondents, the use of data or Internet. The first Ethical issue is probably the fact that research tends to characterize respondents as subject rather than human. The second and significant issue concerns the methods and usage of data acquired during the research. The last, but more recent topic, concerns issues faced by using Internet along the research. The study of Research Ethics is a significant part of a Research, because providing those issues help researchers to avoid Ethical problems (Oliver, 2010).

3.4.2 The research and the respondent

First Ethical issues appear when Researchers need to gather data from people to explore their theories. As explained by Paul Oliver, the terms used to qualify groups of people can significantly change the perception of these people. Different terms are used to qualify sampled groups of people as; 'Respondent', 'Interviewee', 'Participant' & 'Subject'. Each of those terms have a different terminology and meaning, that is important for researchers to select the most appropriate terms to talk about its population sampled. Further, quantitative

research may be the object of a special attention, because they tend to reduce human responses to statistic or trend, by the way reducing the human social notion to experimentation. For example, the term ‘Subject’ tends to reduce the human social notion. While, the term ‘Participant’ suggests an active participation in the research. The term used along this research ‘Respondent’ suggests that sampled population is not involved in the process of the research (Oliver, 2010), which corresponds with the researcher’s objective.

3.4.3 Use of the data

The use of ‘Self-Administered’ survey reduces the risk of an Ethical issue; it doesn’t guarantee a complete respect of the Ethic. Indeed, a survey gathers data for the research but can also generate an important quantity of personal information about the ‘Respondent’. In the respect of ‘Respondent’, which is voluntary, the Research must preserve the anonymity of the ‘Respondent’ and promise to erase those information’s at the end of the research. Furthermore, as the survey is ‘Self-Administered’ through Internet, The researcher is in charge of providing information related to the use of this data to its ‘Respondent’. Informing the respondent is part of the researcher’s role, the aims and the frame of the research must be explained to the respondent. Following Ethics responsibilities, the ‘Self-Administered’ questionnaire used in this Research includes a page of information displaying the role (dissertation for master), the institute (Dublin Business School) and guarantee anonymity of ‘Respondent’.

3.4.4 Ethic and Internet

Internet is a rich environment to find written material to conduct a research. But those materials are often managed and posted without legal permission. Written books involve a long process of checking concerning the quality of content and legal permission of authors mentioned (Oliver, 2010). Compared to traditional books, the Internet is much easier to access; further of written material isn’t involved in a checking process before publishing. With the Internet the respect of legal publication to written material is only due to its publisher. The Internet is a powerful tool to conduct a research strategy, but too much website or public space isn’t reliable, there could be plenty of mistakes. The most recommended solution is for researchers to conduct a research under the law concerning intellectual property is to use official sources like newspapers or online library, often available for free for students. In E-books, the first pages often cover the plagiarism topic and might be read by the researcher. This is why, online used materials in this research have been provided by official online library (Dawsonera, Emerald eJournals, newspapers...) regarding the law of plagiarism.

3.5 Secondary Data

Secondary Data is opposed to Primary Data, indeed Primary Data refers to data collected in the research and Secondary Data refers to data developed in the case of another research “*data that has already been collected for some other purpose*” (Saunders, Lewis and Thornhill, 2009). Using Secondary Data for research helps to develop a hypothesis; further Secondary Data is useful to interpret results. Secondary Data can be found on ‘Raw Data’ or ‘Published Summaries’ (Saunders, Lewis and Thornhill, 2009). Many of this Secondary Data is

available on companies websites often made for a professional study, or can be found on dedicated websites. 'Raw Data' & 'Compiled Data' can be accessed through dedicated platforms such as 'Emerald Management eJournal', which provides a huge collection of support, reviewed by the top 300 management journals to guarantee the veracity of the support (Emeraldinsight.com, 2015).

Secondary Data includes quantitative and qualitative data, and can be used for the two aspects of the research as explanatory or descriptive (Saunders, Lewis and Thornhill, 2009). Secondary Data is subdivided in 3 main categories of data, 'Documentary' 'Multiple source' & 'Survey'. Each of these 3 main types host two or three other categories. 'Documentary' is divided between the 'Written materials' & 'Non-written materials'. While, 'Multiple source' is divided in 'Area based' & 'Time-series based'. The Last category, 'Survey' hosts three other categories 'Censuses', 'Continuous and regular surveys' & 'Ad hoc surveys' (Saunders, Lewis and Thornhill, 2009). There is no reason to select a specific category of Secondary Data for this Research; this is why the Researcher will grace finding by various types of Secondary Data.

3.6 Limitations of Methodology

Research is limited by time, indeed researchers cannot cover the whole part of objectives questions. Due to time limitations and the size of those questions, the Researcher must scope his research. To cover the research in time, the Researcher must determine sub-questions related to the research topic "Look at the role of the product description on purchasing decision for electronic devices on « Amazon » for the youth 13-35 year old." to answer at the question: *How to influence the purchasing decision through the product description?*

- 1) What is the place of electronic devices in E-Commerce?
 - a. How many people purchase electronic devices online?
 - b. What is the frequency of purchase for electronic devices?
 - c. What is the average spent in Electronic Devices online per year?
- 2) What is the youth 13-34 years old consumption habit?
 - a. What is the difference between male and female?
 - b. What type of electronic product did they purchase?
 - c. Which electronic devices do they own?
- 3) What is the part of electronics devices on Amazon?
 - a. Where people go to purchase electronic devices?
 - b. How many customers purchase electronic products on Amazon?
 - c. What is the average spent on Electronic Devices on Amazon?
- 4) Amazon, which elements of electronic product's descriptions are important?
 - a. What are the main criteria of the product description?
 - b. What's the second most important criteria of the product description?
 - c. Order by importance of people
- 5) What is the Internet's Impact on 'Active evaluation'?
 - a. How many people go online before purchase and why?

- b. Why people do not go online?
 - c. How many people expect to use Internet for their future purchase?
- 6) Which criteria marketers must use to influence online purchase decision?
- a. How many people go online before purchase decision?
 - b. Why people go online before purchase decision?
 - c. How many people already purchased with their phone?
- 7) How optimized is the purchase of electronic device on Amazon?
- a. What are most important criteria by order of importance?
 - b. Is responsive design is important?
 - c. Which electronic product marketer must focus?

Chapter 4: Data Analysis and Finding

4 Introduction

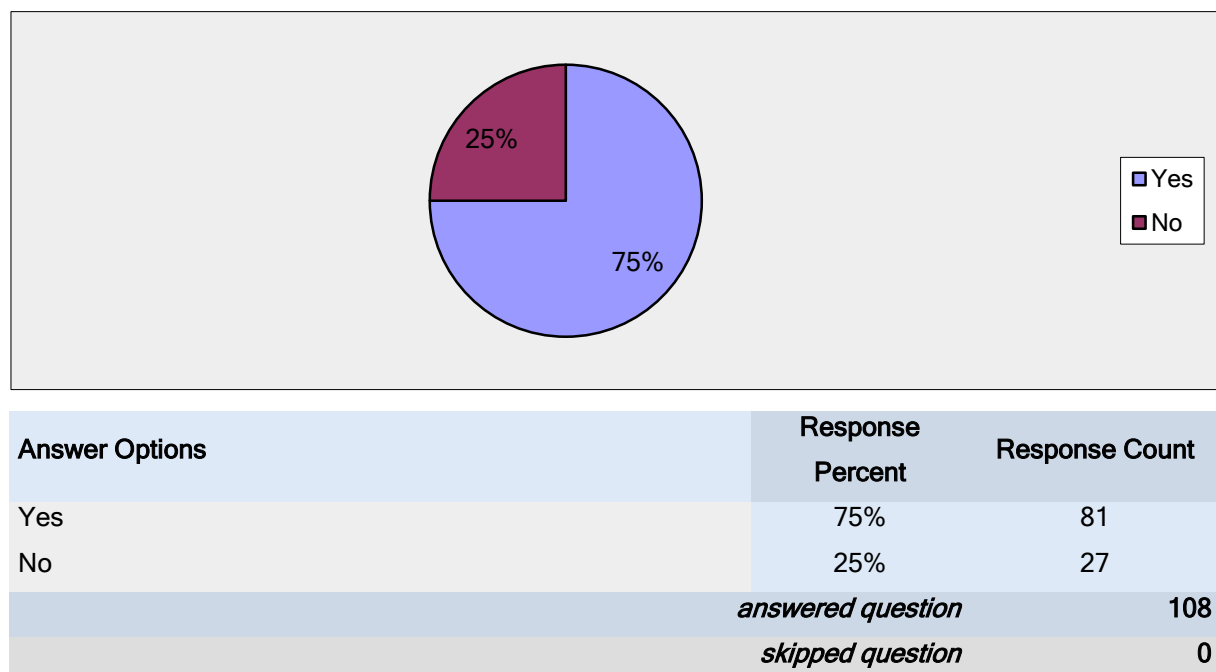
This chapter's purpose, focus on analysis of Data collected through the process of Primary Research. The questionnaire scheme has been realized following the model of the fourth 'Data Requirement table', and developed on the dedicated website www.surveymonkey.net. Then the questionnaire has been self-administered through the Internet to a sample of 108 respondents.

4.1 The place of electronic devices in E-commerce

4.1.1 Purchase of electronics product online

The "Table 1" shows the percentage of people who already purchased electronic products online. 108 people have answered this question, which represents the maximum of answers possible; indeed the total sample represents 108 people. For the question "Did you already purchase electronics product online?" 75% (81 respondents) of the sample answered 'Yes' and 25% (27 respondents) said 'No'. This graphic means that 75% of people have already purchased electronic products on Internet, only 25% never did it.

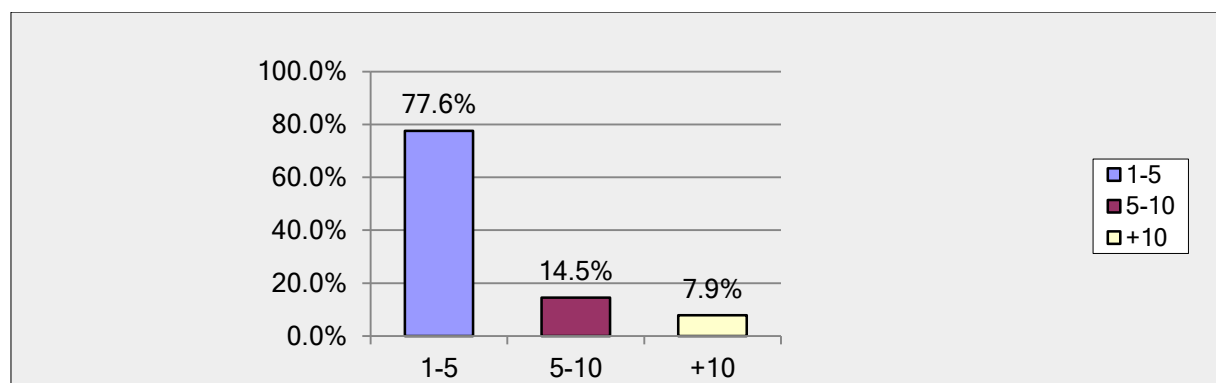
Table 1: E-Commerce: Purchased electronic product online



4.1.2 Frequencies of purchase of Electronic Devices

The “Table 2” represents the frequency of purchase for electronic devices online. This graphic is based on a smaller part of the sample, and only 76 respondents have answered this question. 32 respondents have skipped this question because they never purchased electronic products online. The highest frequency of purchase with 77.6% of respondents (59 responses) answer is between ‘1-5’ purchases per year and per person. The second frequency ‘5-10’ represent 14.5% of respondent (11 responses) and the last one ‘+10’ just 7.9% (6 responses).

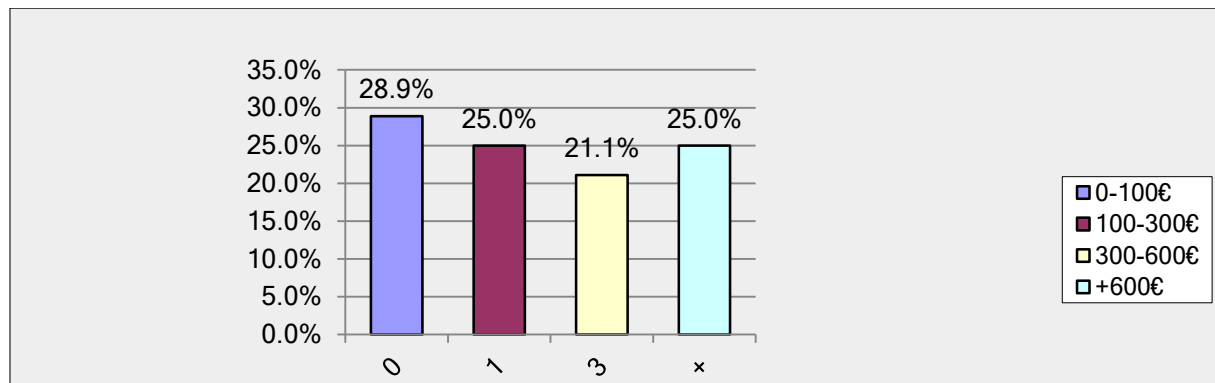
Table 2: E-Commerce: Frequency of purchase for electronic devices



Answer Options	Response Percent	Response Count
1-5	77.6%	59
5-10	14.5%	11
+10	7.9%	6
<i>answered question</i>		76
<i>skipped question</i>		32

4.1.3 Average spent online in Electronic Devices per year

The “Table 3” display answers for the question “How much did you spend online in electronics product this years?” This question has been answered by a sample of 76 people, 32 people skipped the question because they never purchased electronic products online. Four answers were available for this question and they all situated from 21% to 28%. The highest category with 28.9% (22 responses) of answers is the answer option 1 ‘0-100€’, followed by a tie for the second place with 25% (19 responses) for the answer option 2 ‘100-300*’ & 4 ‘+600€’. The lowest is the 3 answers option, with 21.1% (16 responses).

Table 3: E-Commerce: Average spent in online Electronic devices during the year

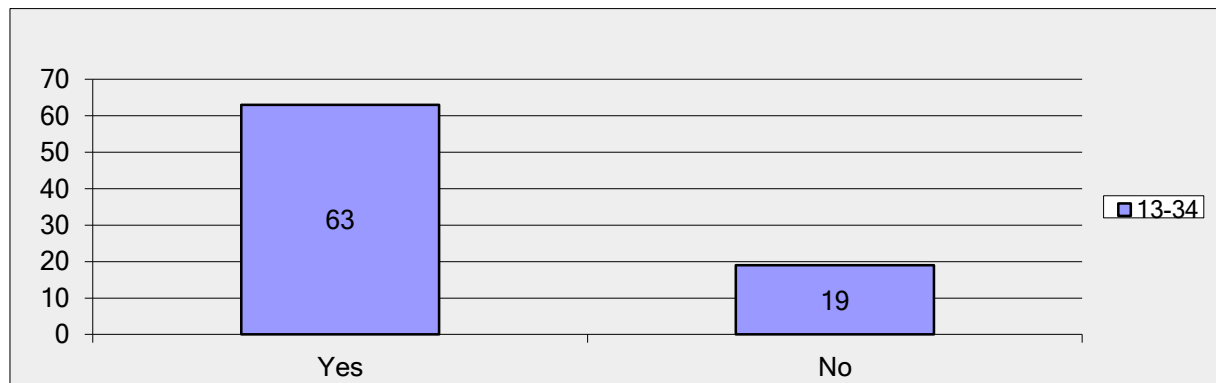
Answer Options	Response Percent	Response Count
0-100€	28.9%	22
100-300€	25%	19
300-600€	21.1%	16
+600€	25%	19
<i>answered question</i>		76
<i>skipped question</i>		32

4.2 Youth 13-34 years old consumption

4.2.1 Youth purchase of electronic product

The “Table 4” shows the purchase of electronic products online by the youth generation 13-34 years old. The majority of youth 13-34 years old already purchased electronic products online, with 76.8% (63 responses) of the sample already did it, compared to 23.2% (19 responses) who never did it. The number of respondents for this question is 82, because this figure filtered the category of people aged between 13-34 years old in the total sample of 108 respondents. At least, this graphic shows that over ¾ of youth have already been involved in the purchase of electronics online.

Table 4: Youth 13-34 years old: Purchase of electronics product online

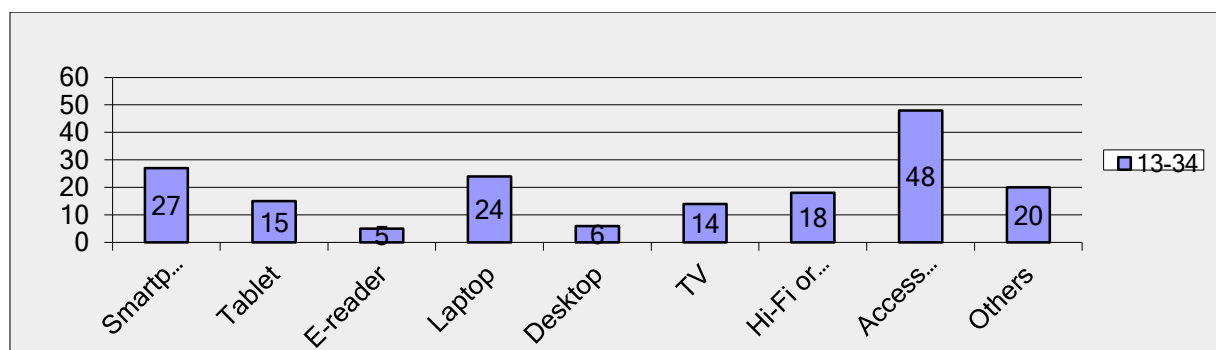


Answer Options	What is your age?	Response Percent	Response Count
		13-34	
Yes	63	76.8%	63
No	19	23.2%	19
<i>answered question</i>			82
<i>skipped question</i>			0

4.2.2 Youth type of purchase

With the “Table 5” the purchase of electronic products online can be organized by main categories of electronic devices. Respondents of this graphic have been filtered to only display the youth 13-34 years old answers. Based on a sample of 63 people, the three major categories are; the ‘Accessories’ in first place with 76.2% of total answers (48 responses), followed in second place by ‘Smartphone’ 42.9% (27 responses), and in third ‘Laptop’ 38.1% (24 responses). This question was a multiple choice answers this is why the column of ‘Response Percent’ is not a cumulated percentage.

Table 5: Youth 13-34 years old: Type of electronics product purchased

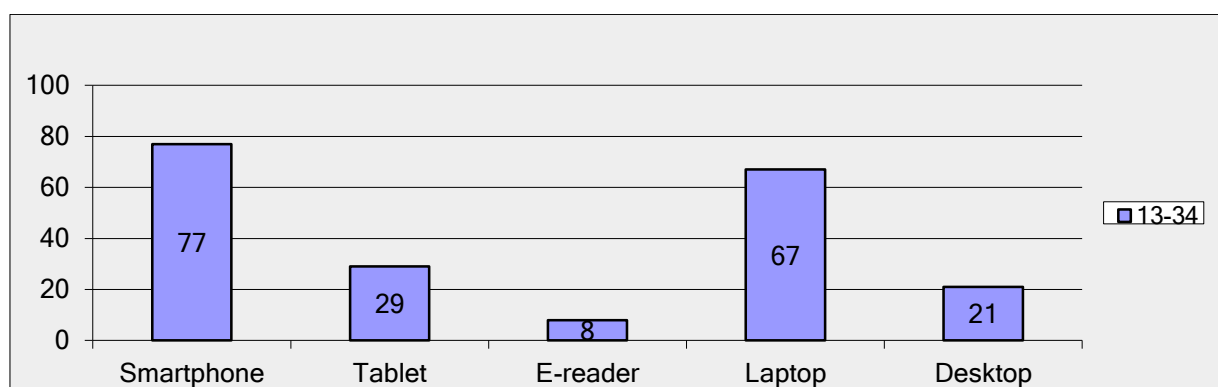


	What is your age?		
Answer Options	13-34	Response Percent	Response Count
Smartphone	27	42.9%	27
Tablet	15	23.8%	15
E-reader	5	7.9%	5
Laptop	24	38.1%	24
Desktop	6	9.5%	6
TV	14	22.2%	14
Hi-Fi or speaker	18	28.6%	18
Accessories	48	76.2%	48
Others	20	31.7%	20
<i>answered question</i>			63
<i>skipped question</i>			19

4.2.3 Youth and electronic devices

As the previous table of this section, “Table 6” is filtered with respondents aged between 13-34 years old. This graphic, represents the repartition of ‘devices own’ by youth 13-34 years old, four of the five answers acquired a score superior to 25%. The two highest answers concerning ‘Smartphone’ with 93.4% (77 responses) & ‘Laptop’ 81.7% (27 responses). Like the previous “Table 5”, this question was a multiple choice answers this is why the column of ‘Response Percent’ is not a cumulated percentage.

Table 6: Youth 13-34 years old: Electronic devices own



	What is your age ?		
Answer Options	13-34	Response Percent	Response Count

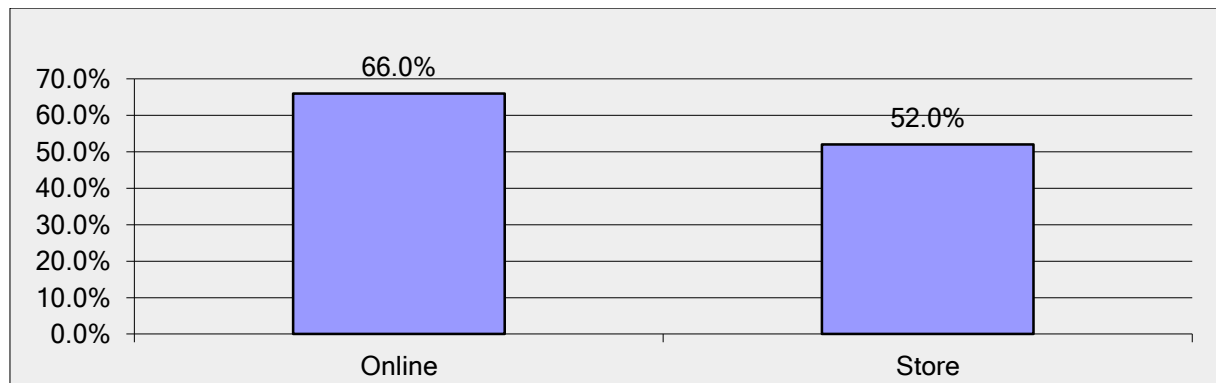
Smartphone	77	93.9%	77
Tablet	29	35.4%	29
E-reader	8	9.8%	8
Laptop	67	81.7%	67
Desktop	21	25.6%	21
<i>answered question</i>			82
<i>skipped question</i>			0

4.3 The place of electronic devices on Amazon

4.3.1 Part of purchase online and in store

The ‘**Table 7**’ shows the percentage of people, who in case of need to purchase electronic devices, would prefer to purchase ‘Online’ or ‘In Store’. On a sample of 100 persons, 66% (66 responses) said they prefer to purchase ‘Online’ compared to 52% (52 responses) said prefer go ‘In store’. This question was a multiple choice answer, some respondents have answered both ‘Online’ and ‘Store’, and this is why the ‘Response Percent’ is not a cumulated percentage. In conclusion, this graphic says that the Internet is preferred for research electronic products, because 66% of people will consider directly online, compared to 52% in store.

Table 7: Amazon: Part of electronic purchase Online vs Store

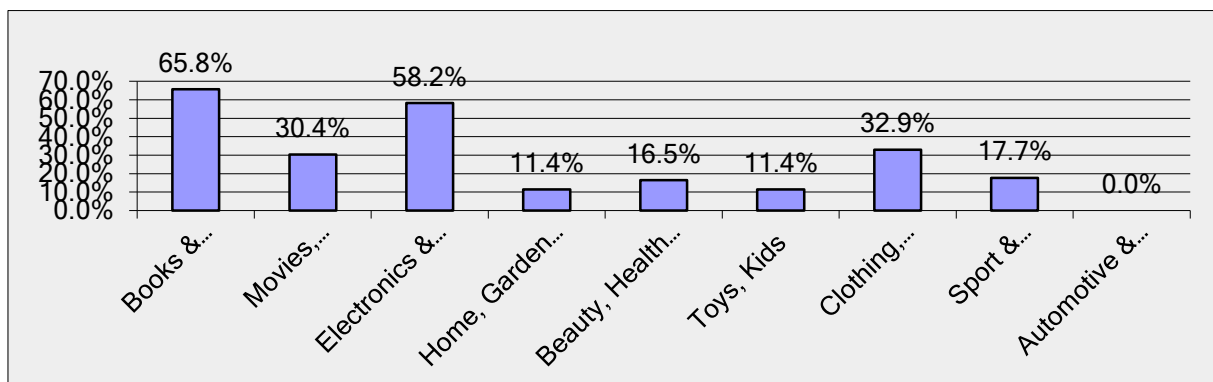


Answer Options	Response Percent	Response Count
Online	66%	66
Store	52%	52
<i>answered question</i>		100
<i>skipped question</i>		8

4.3.2 Product bought on Amazon

The 'Table 8' categorizes products purchased on Amazon.com by respondents per 'Type'. This graphic is composed with 9 'Type' of products, but only two of them obtained a score superior to 50% of purchase. Ranked from highest to lowest percentage of Interest, most purchased product are; 'Books & Audible' 65.8% (52 responses), 'Electronics & Computers' 58.2% (46 responses), 'Clothing, Shoes & Jewellery' 32.9% (26 responses), 'Sport & Outdoors' 17.7% (14 responses), 'Beauty, Health & Grocery' 16.5% (13 responses), 'Home, Garden & Tools' & 'Toys, Kids' are placed equal with 11.4% (9 responses), and with 0 answers 'Automotive & Industrial' conclude the list.

Table 8: Amazon: People who already bought on Amazon: Repartition per product categories

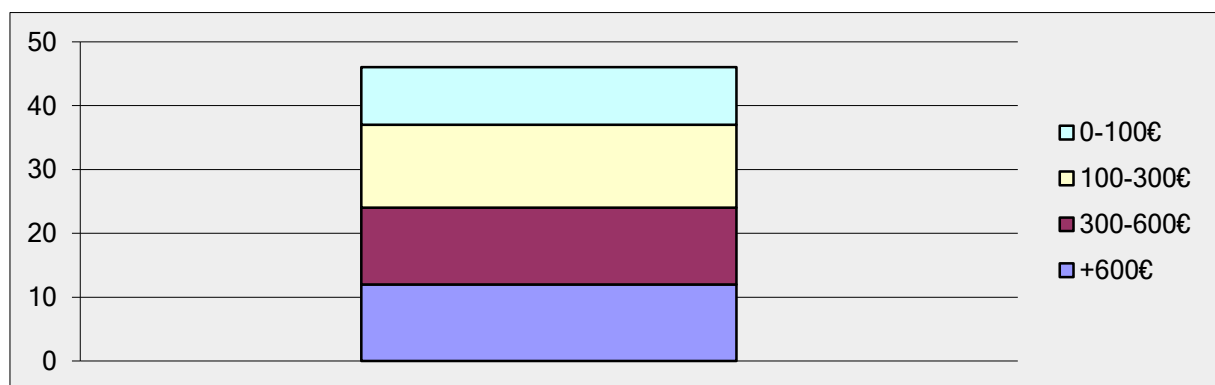


Answer Options	Response Percent	Response Count
Books & Audible	65.8%	52
Movies, Music & Games	30.4%	24
Electronics & Computers	58.2%	46
Home, Garden & Tools	11.4%	9
Beauty, Health & Grocery	16.5%	13
Toys, Kids	11.4%	9
Clothing, Shoes & Jewellery	32.9%	26
Sport & Outdoors	17.7%	14
Automotive & Industrial	0%	0
<i>answered question</i>		79
<i>skipped question</i>		29

4.3.3 Amount of online purchase for electronic devices

The “Table 9” crosses three types of data, ‘people who already purchased online’, ‘people who already purchased on amazon’ and the ‘average spent in electronic products online’. When data is crossed and filtered the “Table 9” only displays a sample of 46 people. This graphic displays respondents who already purchased on Amazon for electronic devices. Following four answers option. The most chosen answers options are; ‘100-300€’ with 13 responses, ‘300-600€’ & ‘+600€’ are placed equal with 12 responses and finally ‘0-100€’ with 9 responses.

Table 9: Amazon: People who already bought on Amazon: Repartition per product categories



Answer Options	How much did you spend online in electronics product this year?				Response Percent	Response Count
	0-100€	100-300€	300-600€	+600€		
Yes	9	13	12	12	100%	46
<i>answered question</i>						46
<i>skipped question</i>						0

4.4 Importance of the product description on Amazon

4.4.1 Price impact as criteria of purchase

The “Table 10” represents the most important ‘Characteristics’ for respondents in case of purchase online. Samples used are limited to 58 respondents, because those are respondents who already purchased on Amazon. Six answer options were available, respondents chose to mark on a scale from 1-6 (6 highest) each of the six answers options. The ‘Price’ is one of the ‘Characteristics’ purposed in the six answers options. ‘Price’ obtained the highest marks with an average mark of 5,07/6 (58 responses). In the table below, answers option and the raw below represent respondents chosen answers options.

Table 10: On a scale of 1 to 6: Price main criteria of purchase online

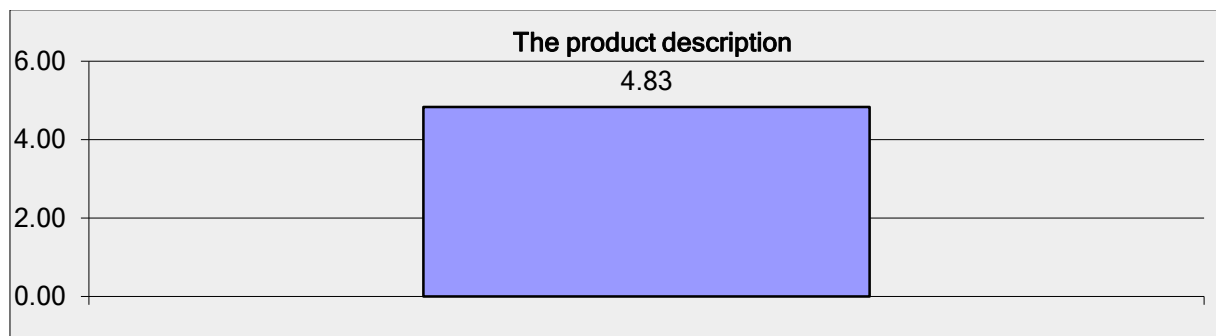


Answer Options	1	2	3	4	5	6	Rating Average	Response Count
	5	1	1	4	14	33	5.07	58
<i>answered question</i>								58
<i>skipped question</i>								50

4.4.2 Product description impact as criteria of purchase

The “Table 11” represents the second most important ‘Characteristics’ for respondents in case of purchases online. These ‘Characteristics’ are the ‘Product Description’ (‘Product Description’ here, referring to the technical information of the product provided). The ‘Product Description’ obtained the second highest marks after the ‘Price’ with an average mark of 4.83/6 (58 responses). This graphic is provided from the same question than ‘Table 10’, only 50 respondents skipped this question for both ‘Table 10-11’.

Table 11: On a scale of 1 to 6: Product description is second main criteria of purchase online

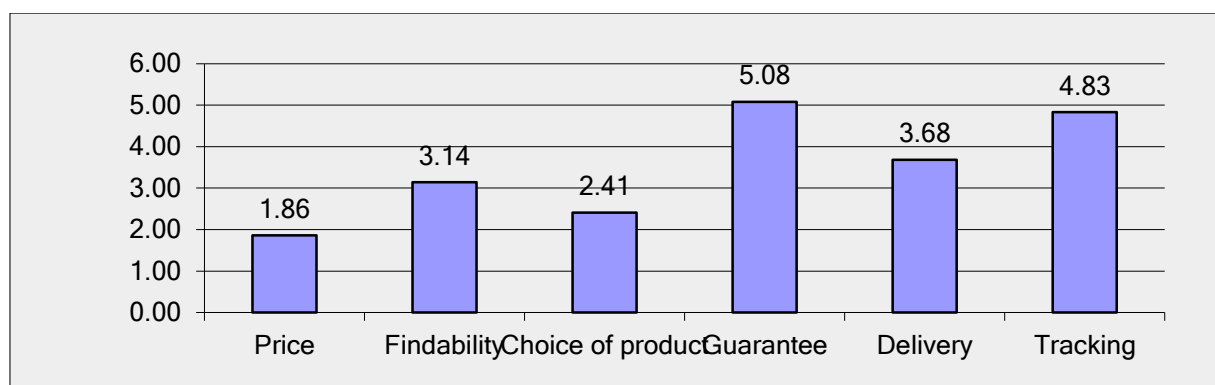


Answer Options	1	2	3	4	5	6	Rating Average	Response Count
	4	2	3	7	17	25	4.83	58
<i>answered question</i>								58
<i>skipped question</i>								50

4.4.3 Criteria of purchase ranked by importance

Based on a sample of 76 respondents, “Table 12” ranks the six most important reasons of a purchasing decision online for electronic product by importance. Respondents ranked from a scale of 1 to 6 (1 is the highest score) the six answer options. ‘Price’ has arrived first with an average mark of 1.86, followed by; ‘Choice of product’ 2.41, the ‘Findability’ 3.14, the ‘Delivery’ 3.68, the ‘Tracking’ 4.83 and the last ‘Guarantee’ with 5.08. Each one of the answer options could be selected just once, which means when respondents ranked a reason with a number from 1 to 6, this number was not available to rank another reason.

Table 12: Ordered by importance: Reason of purchase electronic product online



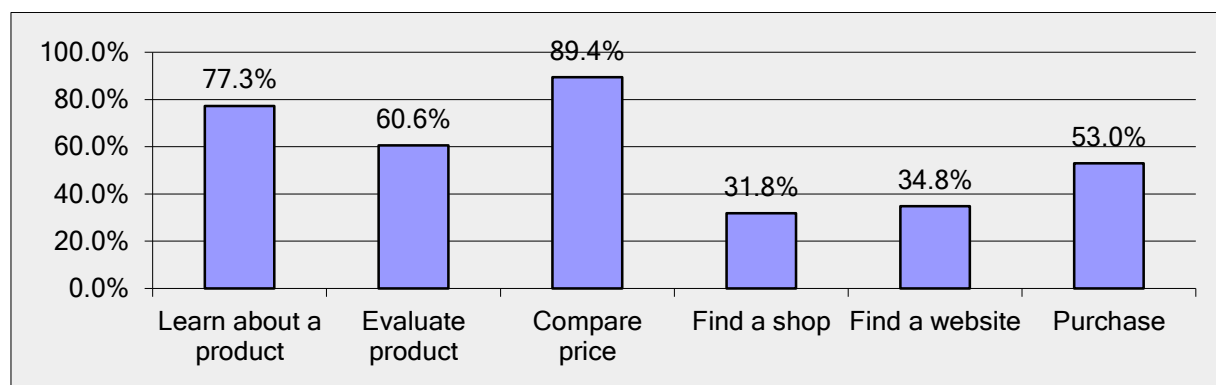
Answer Options	1	2	3	4	5	6	Rating	Response	
							Average	Count	
Price	43	17	8	3	2	3	1.86	76	
Findability	11	17	23	7	11	7	3.14	76	
Choice of product	16	29	20	8	1	2	2.41	76	
Guarantee	0	1	3	18	21	33	5.08	76	
Delivery	3	12	17	25	12	7	3.68	76	
Tracking	3	0	5	15	29	24	4.83	76	
								<i>answered question</i>	76
								<i>skipped question</i>	32

4.5 Internet and 'Active evaluation' process

4.5.1 Reason people go online

The 'Table 13' represents in a diagram the main reason respondents go online. Six answers options were presented to respondents based on those answer options, respondents had selected one or many answers (question multiple choices). The highest score is obtained by 'Compare price' with 89.4% (59 Respondents), follow by 'Learn about a product' 77.3% (51 Respondents), 'Evaluate product' 60.6% (40 Respondents), 'Purchase' 53% (35 Respondents), 'Find a website' 34.8% (23 Respondents) and at the end 'Find a shop' 31.8% (21 Respondents).

Table 13: Active evaluation: Reason people go online



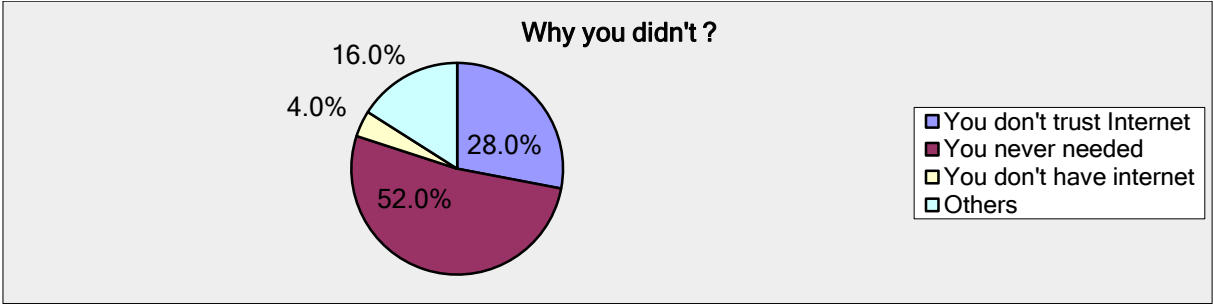
Answer Options	Response Percent	Response Count
Learn about a product	77.3%	51
Evaluate product	60.6%	40
Compare price	89.4%	59
Find a shop	31.8%	21
Find a website	34.8%	23
Purchase	53.0%	35
<i>answered question</i>		66
<i>skipped question</i>		42

4.5.2 Reason people do not go online

The 'Table 14' represents a smaller sample of respondents, because this diagram just represents the people who never purchased online. Only 25 respondents answered to this question and 83 skipped because this question has been ask to people who never purchased online. Respondents answers to the question 'Why don't you purchase online?' 52% said 'Never needed' (13 Respondents), 28% said 'don't trust Internet' (7 Respondents), 16% for 'Others' (Respondents). The majority of people, who never purchased online, never did it because they never

needed.

Table 14: Active evaluation: People do not go online

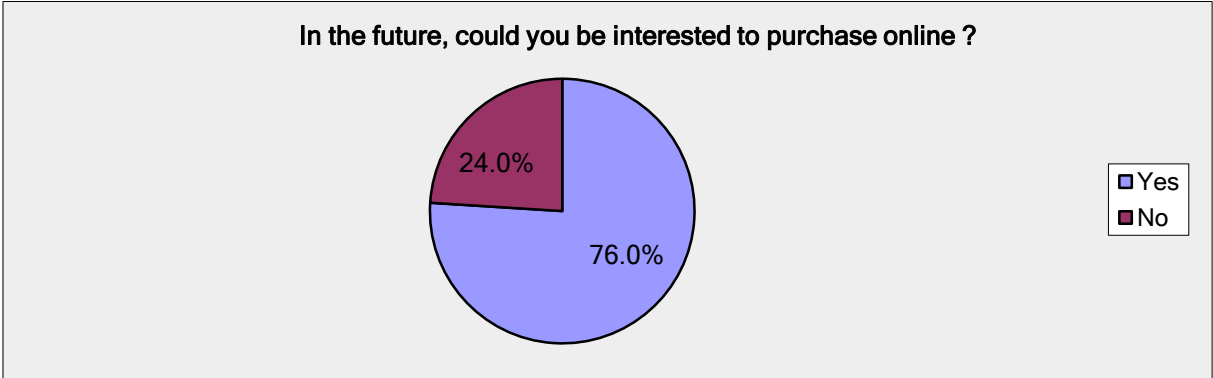


Answer Options	Response Percent	Response Count
You don't trust Internet	28%	7
You never needed	52%	13
You don't have internet	4%	1
Others	16%	4
<i>answered question</i>		25
<i>skipped question</i>		83

4.5.3 People who never purchased online

Based on the same sample as the previous table, 'Table 15' represents respondents who never purchased online. This small sample of 25 respondents answered the question 'In the future, could you be interested to purchase online?' The majority of respondents said 'Yes' with 76% of response percentage (19 Respondents) and the 24% said 'No' (19 Respondents). This means than over 3/4 of respondents who never purchased online but could be Interested to do it in the future.

Table 15: Active evaluation: People who never purchased online



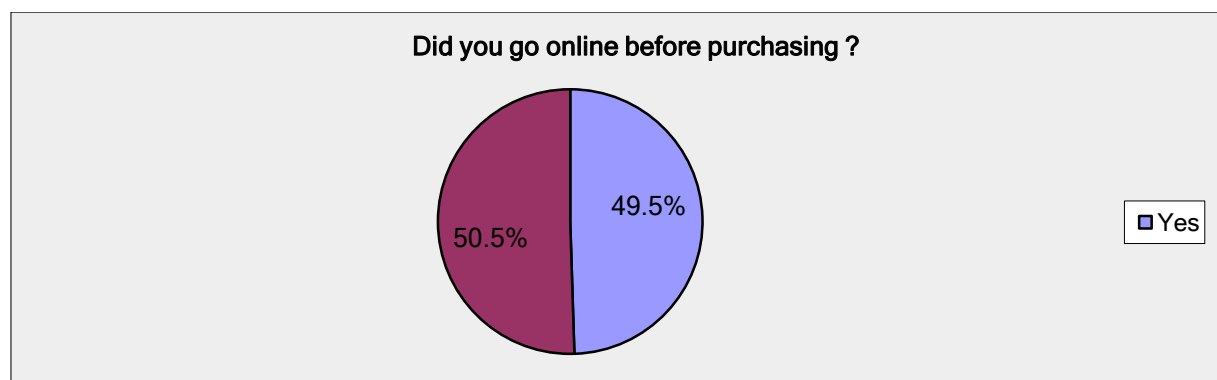
Answer Options	Response Percent	Response Count
Yes	76%	19
No	24%	6
<i>answered question</i>		25
<i>skipped question</i>		83

4.6 Marketer analysis of the purchase decision

4.6.1 Importance of Internet for purchase decision

The 'Table 16' represents, by percentage, the number of respondents who went online before purchasing their last product. Sample use for this question is 93 respondents who answered and 15 who skipped. Diagram is divided in two percentages, respondents who 'not went online' slightly superior 50.5% (47 Respondents) compare to 49.5% (46 Respondents) for people 'who went online'. This diagram just reflects the decision taken by respondents for their last purchase and not a global trend for each purchase decision.

Table 16: Marketing influence: Part of people who went online for their last purchase:



Answer Options	Response Percent	Response Count
Yes	49.5%	46
No	50.5%	47
<i>answered question</i>		93
<i>skipped question</i>		15

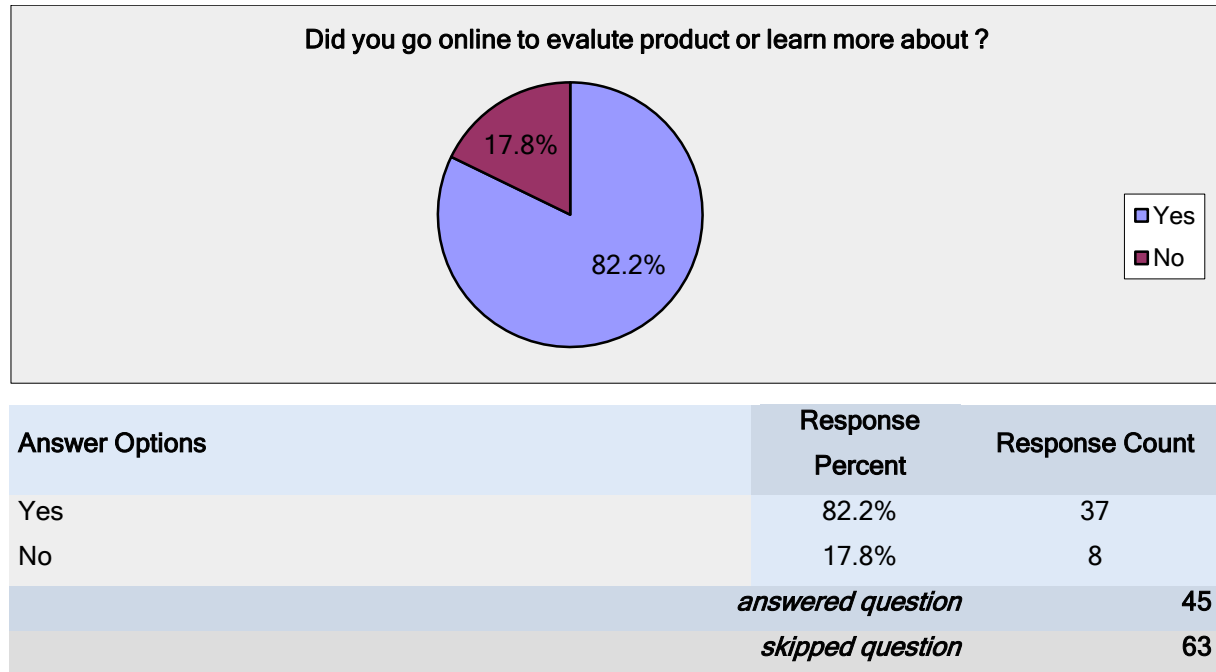
4.6.2 Importance of Internet for evaluation and learning

The 'Table 17' represents, by percentage, the reason people went online before purchase decision. Respondents of the 'Table 17' are same respondents who went online to purchase before purchase decision (table 16). Based

on a sample of 45 respondents, 82,

2% (37 Respondents) went online before purchase to 'Evaluate or learn more about product', 17.8% (8 Respondents) went for another reason. If the majority of respondents 82.2% went online to 'Evaluate or learn more about the product' researchers cannot determine more accurately if they went for 'Evaluate' or 'learn more' about product.

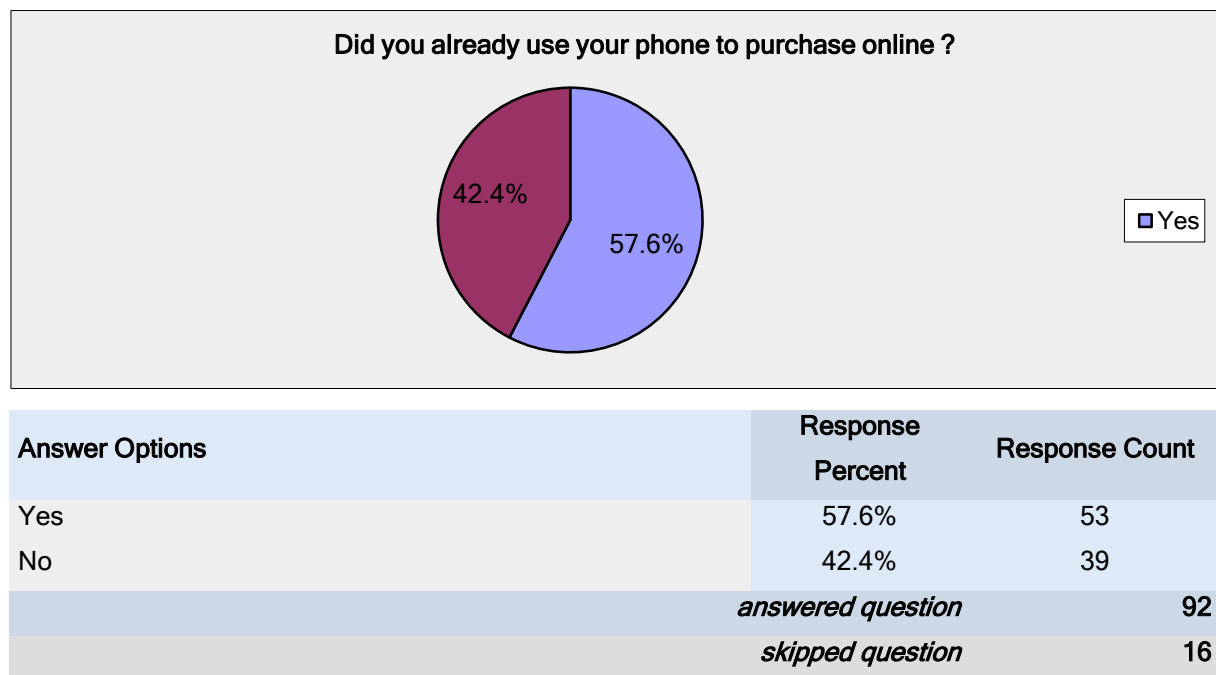
Table 17: Marketing influence: Part of people who went online to learn more or evaluate



4.6.3 Importance of phone for purchase decision

The 'Table 18' highlights the use of the phone in the purchase of products online. Based on a sample of 92 respondents, 57.6% of respondents (53 Respondents) claimed to already use their phone to purchase online, and 42.5% (39 Respondents) never did it. Only 16 respondents skipped this question, because they never purchased online.

Table 18: Marketing influence: Part of people who already used phone to purchase

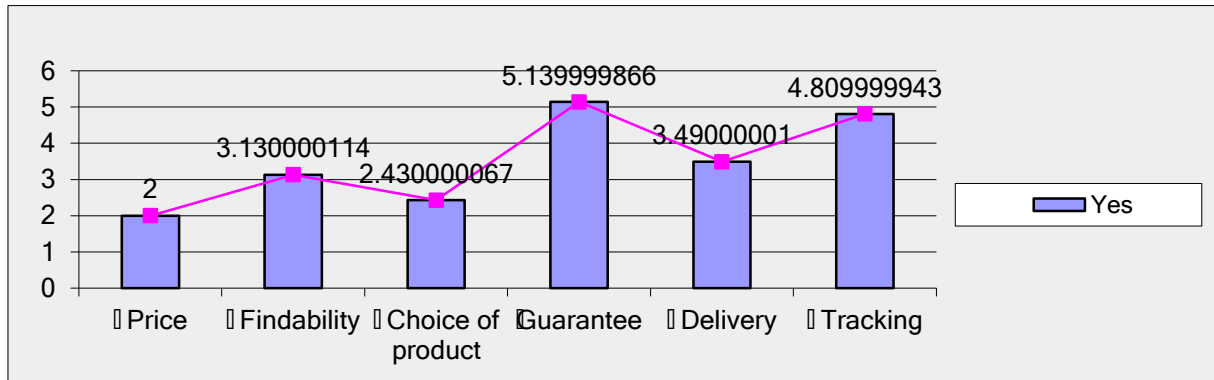


4.7 Expectation of customer for Amazon

4.7.1 Importance of whole criteria on Amazon

The 'Table 19' ranks by importance the six most important reasons of a purchasing decision online for electronic products on Amazon. This table differs to the 'Table 12' because here respondents represented in this diagram are the respondents who already purchased on Amazon.com. The first criteria ranked by respondents as reason of purchase is the 'Price' with a score of 2/6, then come 'Choice of the product' with 2,4/6, 'Findability' 3,13/6, 'Delivery' 3,49/6, 'Tracking' 4,80/6, 'Guarantee' 5,13/6.

Table 19: Electronic product: Rating of criteria for Amazon customer



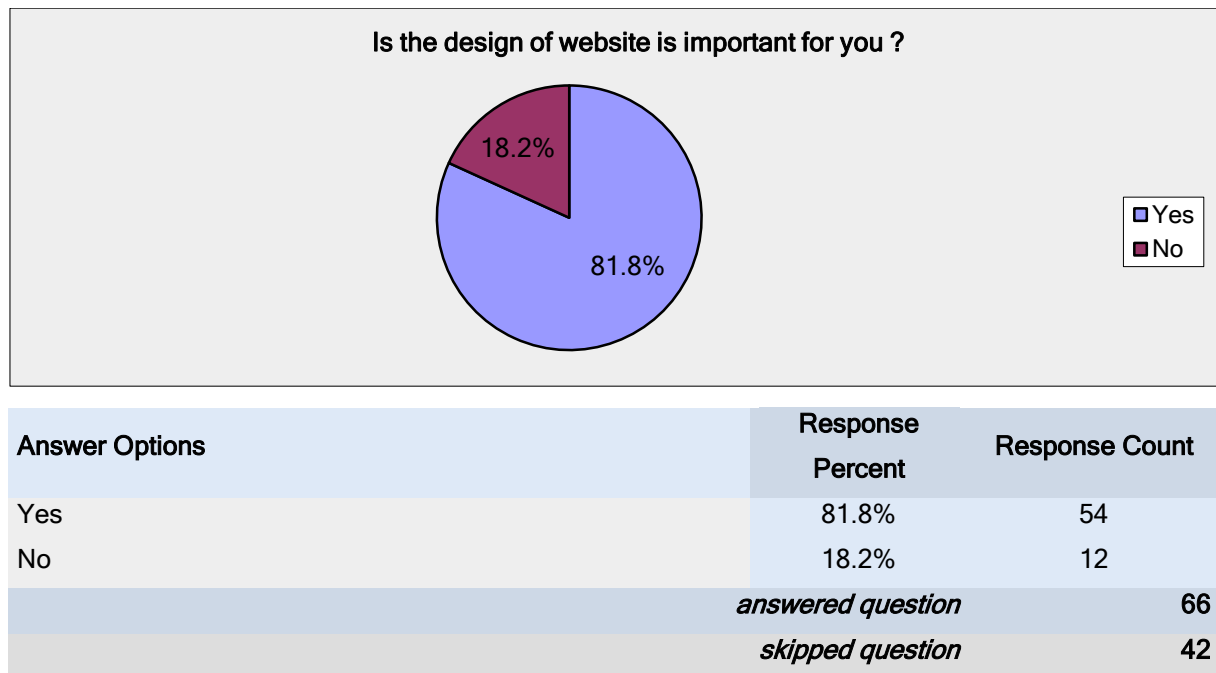
Did you already purchased on Amazon ?			
Answer Options	Yes	Rating Average	Response Count
Price			
1	32		
2	15		
3	8		
4	3		
5	2		
6	3		
	2.00	2.00	63
Findability			
1	11		
2	13		
3	18		
4	5		
5	10		
6	6		
	3.13	3.13	63
Choice of product			
1	15		
2	22		
3	15		
4	8		
5	1		
6	2		
	2.43	2.43	63
Guarantee			
1	0		

2		1		
3		2		
4		13		
5		18		
6		29		
		5.14	5.14	63
Delivery				
1		3		
2		12		
3		15		
4		21		
5		8		
6		4		
		3.49	3.49	63
Tracking				
1		2		
2		0		
3		5		
4		13		
5		24		
6		19		
		4.81	4.81	63
			<i>answered question</i>	63
			<i>skipped question</i>	16

4.7.2 Importance of responsive design on Amazon

The 'Table 20' highlights the importance of the website design. The sample used for this diagram includes 66 respondents who already purchased on Amazon and skipped 42 other respondents. To the question 'is the design of website is important for you?' the grand majority of respondents 81.8% (54 Respondents) answered 'Yes' compared to 18.2% (12 Respondents) who responded 'No'.

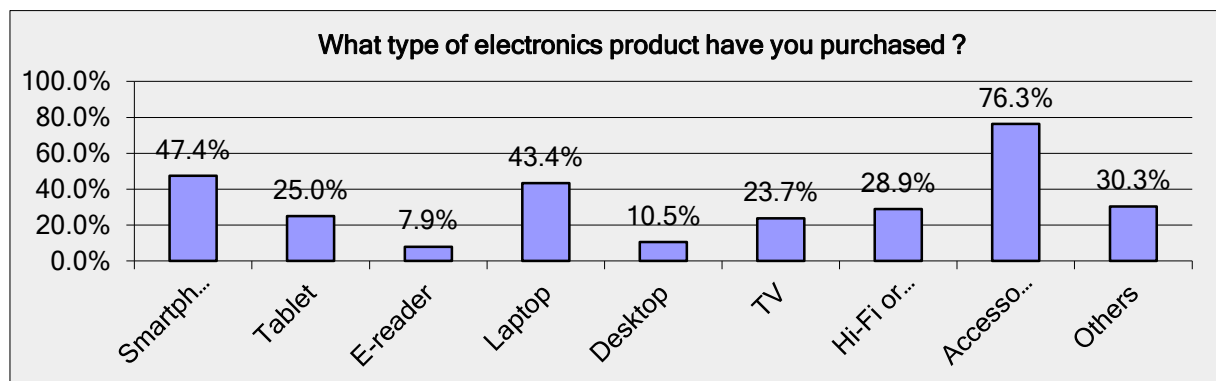
Table 20: Electronic product: Importance of the design for customer who purchased on Amazon



4.7.3 Product attractiveness on Amazon

The last ‘Table 21’ represents the main categories of electronic devices. The sample used to create this diagram, takes into account only of respondents who already purchased electronic products online. Sample includes 76 respondents who already purchased electronic devices online and skipped 32 respondents because they never used purchased any electronic devices online. Respondents through a question with multiple choices selected the different categories of product where they already bought a product. The category which has obtained the highest percentage is ‘Accessories’ with 73.3%, then ‘Smartphone’ 47.4%, ‘Laptop’ 43.4%, ‘Others’ 30.3%, ‘Hi-fi’ 28.9%, ‘TV’ 23.7%, ‘Desktop’ 10.5%.

Table 21: Electronic product: Categories of product purchased online



Answer Options	Response Percent	Response Count
Smartphone	47.4%	36
Tablet	25%	19
E-reader	7.9%	6
Laptop	43.4%	33
Desktop	10.5%	8
TV	23.7%	18
Hi-Fi or speaker	28.9%	22
Accessories	76.3%	58
Others	30.3%	23
<i>answered question</i>		76
<i>skipped question</i>		32

4.8 Discussion

4.8.1 The place of electronic devices in E-Commerce:

Researches have proven that a majority of people 75%, had already purchased electronic devices online, which means more generally, that ¼ of online purchasers, already bought electronic devices. These results correspond to the idea suggested by McKinsey report (McKinsey & Company, 2015), that electronic devices are ranked as the most online-purchased product. If the majority of the respondents 28.9% answered that they spent less than 100€ per year for electronic products, the cumulated other answers 71.1% said that they spent more than 100€ during the last year on electronic devices. The cumulated other percentages include people who spent more than 100€, 25% of which spent between a 100 and 300€, 21.1% between 300 and 600€ and 25% more than 600€. The large majority of those buyers 77.6%, purchases electronics devices online between 1 to 5 times per year. Based on those figures, it can be deducted that electronic devices have an important place in the world of E-Commerce. Especially because a significant number of people purchased electronic devices this year at a frequency corresponding to 1 to 5 items for 77.6% of them, with a budget over 100€ for 71.1% of them. We can suppose that this rate of people, but also the spent amount and the frequency of the purchases could increase according to the growth expected for the sales of electronic goods 9.1% (Ecommerce Europe, 2015).

4.8.2 Behaviour of the Youth concerning electronic product

If the percentage of purchases for electronic devices is slightly inferior when we look at the Youth 13-34 years old, this can be explained by the fact than many of them are still studying or unemployed and therefore endeavour a lower purchase power. But if we look at the three most purchased electronic products online, the Youth is used to purchase 'accessories', 'smartphone' and 'laptop'. Considering all the young people investigated, 93% of them answered owning a smartphone, 81.7% a laptop and 21.1% a Tablet. If the young

generation purchases less electronic products online than older people, they own more electronic equipments than any other generation (93% owns a smartphone). With the highest rate of electronic equipment, the Youth 13-34 years old, is the most connected generation ever. But the equipment of the Youth makes sense in the global sales of electronic devices; indeed the most purchased items (1 smartphone, 2 laptop, 3 tablets) are the same that are owned by the Youth (Euromonitor International, 2013). The superior rate of owned smartphones, explains the slightly more usage of hand-held devices 47% to Internet access in the Youth (Ecommerce Europe, 2015). From the marketer point of view, the young generation is also the most targetable generation ever; indeed this generation is almost completely connected to the Internet through their mobile phone (Euromonitor International, 2013).

4.8.3 The place of electronic devices on Amazon.com

In case of need, the majority of respondents 66% said that they preferred going online to purchase electronic devices. Respondents demonstrate that E-Commerce is preferred to stores in case they needed to purchase electronic devices. Respondents also said they preferred to purchase more 'Books & Audible' than 'Electronics' on Amazon, this figure must be balanced with the volume of sales, which is not the same. Actually, if people purchase more 'books', 'Electronics' product generate more volume profit, for example in June 2012, 41% of total revenue of amazon.com came from the 'Electronics' compared to only 14.6% from books (Statista, 2012). Around 80% of people who bought electronics on amazon.com, spent over 100€ in electronics per year, which is a significant budget for marketers. If people would rather purchase electronic devices online, Researcher can deduct that marketers should focus on the E-Commerce platform to sell electronic devices, because this is where the customers go. Respondents who purchase electronics spend over 100€, so it can be assumed that people prefer to purchase electronic devices online when the cost is superior to 100€. This can be explained by the superior choice that the Internet is offering, indeed the Internet has no equivalent to retailer store for the choice of product, but also for the price (Emarketer.com, 2015).

4.8.4 Importance of the product description

When asked about which criteria they thought to be the most important in the online purchasing decision, respondents highlighted the 'price' - with the highest marks of 5,07/6 - and the 'product description' with 4,83/6, which is just 0,24 points of difference. Following these results, 'price' and 'product description' are considered as a very sensitive criteria in the online purchase decision process. But when asked about the reasons to purchase this specific product rather than the other one, respondents ranked 'price' first, followed by the 'choice of product' (referring to range) and 'availability' of the product online. Researcher can then deduct that 'price' and 'availability' are the two main reasons people select a specific product rather than another. It can therefore be assumed that these elements are used in the 'Active evaluation' phase of the *customer journey* (McKinsey Quarterly, 2009). Amazon.com benefits from a huge advantage by driving 4% of the total online traffic, because the 'availability' is one of the main criteria of the decision making process. Further, these results highlight a specific interest for marketers mixed with the fact that 25-34 and 16-24 years old are more respondents to Internet advertisement (penetration rate of 55% & 49%) (McKinsey & Company, 2015).

4.8.5 Active evaluation:

When they need to purchase a product, 89,4% of people are used to go online to compare price, and 77,3% of them go online to learn about the product. Only 12,03% of respondents has never purchased online because they never had the opportunity or the need. For the smaller sample of people who never purchased online, research has highlighted the interest in E-Commerce, indeed 76% of them said that they were ready to purchase online in the future. Base on the found data, the Author can deduct than the Internet plays a big role in the 'active evolution' phase of the *Customer journey* model defined by the McKinsey agency. Researcher can deduct that the Internet is used during the 'Active Evaluation' phase to gather information about the product, but also to set up a list of brands and product potentially interesting for the customer (McKinsey & Company, 2015). Following Charles Worth model of visitors which describe the four profiles of website audience, Marketers can assume than the use of the Internet during the 'active evaluation' phase is an opportunity for marketers and E-Retailer website to convert this audience into a 'perfect prospect' (Charlesworth, 2009).

4.8.6 Internet in the purchase decision process:

Consulting the Internet becomes important before the execution of a purchase decision, 50,5% of respondents said they used the Internet for their last purchase. The use of the Internet in the majority of the purchases can be explained by the increasing rate of owned electronic devices. Accessing the Internet has become easier with handle devices, they became so popular than in 2013, the amount of sales for Tablet was higher than laptop sales (Euromonitor International, 2013). The easier access to the Internet could explain the higher involvement of customers online, indeed 82% of digital researches aim to *learn about* or to *evaluate* products. Those results tend to be confirmed by the McKinsey agency, which has reported than 21% of smartphone users, use their smartphone to research about products online (McKinsey & Company, 2015). But if handle devices ease the access to the Internet, they are also becoming platforms of E-Commerce, 57,6% online purchaser recognized having already used their phone to complete a purchase. The technological evolution and the increased number of handle devices is impacting the E-Commerce. The Author then deducts than in the future, marketers can expect more sales and interactions with customers through handle devices.

4.8.7 Expectations for Amazon.com customers

The first record of customer expectations is regarding the website design. Website design is considered important for online customer, 81,8% of respondent qualified the design as important. Dennis, Fenech and Merrilees argued that the design of Retailers is important, but website design of E-Retailer even more "*The e-store design is clearly a very important domain*" (Dennis, Fenech and Merrilees, 2004). Unfortunately for Amazon.com partners and sellers, Amazon.com design is not editable, and they must adapt their strategy to Amazon.com's product frame page. The second major expectation for Amazon.com users is regarding the 'price', a recurrent criteria with the 'choice of product'. Respondents judged 'price' as the first element of

importance in the purchase decision, the 'choice of product' comes after the price on the second place. Researcher can deduct that Amazon.com's sellers and partners must take account of these elements to improve their sales efficiently. More important than price and design, marketers must take into account the trends in terms of product attractiveness, especially concerning electronic devices which are the major element of purchase on Amazon.com with 41,7% of total sales (Statista, 2012). The attractiveness is not the same for every device, it can be deducted that marketers must expect sales on the most attractive products. This product attractiveness on Amazon.com is lead by 'accessories' with 76,3% of the purchases, followed by 'smartphone' 47,4% and 'Laptop' 43,4%.

Chapter 5: Conclusions and Recommendations

5 Introduction

The purpose of this chapter is the discussion of research finding regarding objectives. In chapter 3, the researcher had defined six objectives to answering the research question, while chapter 4 has provided data concerning those objectives. Then, research will embark in recommendations for practitioners of Marketing and future academic researches.

5.1 Conclusion

5.1.1 The place of Electronic devices in E-Commerce 200 words

Research finding has proven that Electronic devices hold an important place in the world of E-Commerce. Around $\frac{1}{4}$ of online purchasers had already bought electronic devices. Sales of Electronic devices represent one of the most popular and recurring purchases online, with a frequency of purchases between 1 to 5 items per year and per person. Electronic devices are considered important in the E-Commerce sales in terms of sales quantity and volume. Furthermore, electronic devices represent the highest volume of sales in the world of E-Commerce B2C. This volume of sales is explained by the significant budget for purchasers in electronic devices. Over 77.6% of online purchasers spend around 100€ to +600€ every year on electronic devices, reported to the number of electronic items purchased in a year, this represents a sizeable amount spent for each of them.

5.1.2 Youth 13-34 years old consumption habit

The youth 13-34 years are the most connected people. This assembling of three generations (X, Y and millennial), owning more electronic devices than older people. The percentage of electronic devices is close to 100% for certain categories of product, such as smartphones with a percentage of 93%, while laptops are owned by 81.7% of this population. Tablets are rarer with 21.1%, but this percentage is still higher than older people, and comes as the third electronic equipment the youth use the most. This high rate of owned electronic devices in the youth 13-34 years old is explained by higher involvement with the internet, indeed for a major part of that generation, they grew up with the Internet; it's a part of their culture. Compared to other generations, the youth 13-34 show more interest in handheld devices and using that equipment to access the internet rather laptop and computer.

5.1.3 The place of electronic device in E-Retailing

This finding has shown that the majority of people prefer to purchase electronic devices online 66% rather in store. E-Retailing is favoured by customers for the purchase of electronic devices. Electronic devices, clothes and digital products represent the majority of purchases online, but if electronic devices are dissociated to digital

product (music, videos, games...); we can assume they are also related. The increase of sales for digital products is led by the increase in platforms to read them; indeed digital products and electronic devices are two different faces of a coin. Amazon is the biggest digital retailer, the first platform of sales for electronic devices online and digital products. The part of electronic devices in Amazon sales is really significant, with over 40% of their total sales. Data finding has shown that a majority of customers who purchase on Amazon use to spent over 100€, for a frequency of 1-5 times, which represents a significant average spent of 100€ per person and per articles purchased.

5.1.4 Amazon: product description

The product description in this research referred to all of the elements present on the product page, and taken account by customers to make a purchase decision. Based on respondents answers, the 'Price' and 'Product description' (referring to technical characteristics), are the major elements taken into account in the purchase decision of products online. The 'Price' obtained the highest rate with 5.07/6 and 'product description' 4.83/6. The small difference of 0.24 points between those two elements lights an equal appreciation as major elements of influence in the purchase decision. At least, customers consider 'price' and 'product description' almost at the same level of influence in their purchase decision. Others elements of influence include the 'Findability' of the product, indeed customers are really sensitive to the findability of a product researched. The ranking page of products is really important in the case of online purchase, because this influences the purchase decision; customers expect to find their product easily when they are researching online.

5.1.5 Customer journey: Active evaluation

The internet is used for 'active evaluation' of the *customer journey*, indeed a grand majority of people used to go online to evaluate brands and products following a specific need. During the 'Active evaluation' customers prefer to gather information on the Internet, to select brands and products. The internet offers more choice than any other retailer; further information is available instantly in case of research. Around 89.4% of people, who used the internet before purchasing, used it to compare prices, and 77.3% to learn more about the product. If the internet is used more in the 'Active evaluation', this is also due to the large quantity of information available through the internet. The internet is used in amount of the purchase decision for the 'active evaluation' but also at the end of the purchase decision 'post purchase'.

5.1.6 How to influence online

Data finding has proven that the internet has been used by 50.5% of respondents for their last purchase. If using the internet has been increased before purchase decision, this is also due to the developing rate of owned handheld devices. Handheld devices facilitate the access to the internet; indeed the increasing rate of smartphones in certain categories of the population (93% for 13-34 years old) has made access to the internet easier outside the office and home. This easier access of Internet has a notable impact on E-Commerce. It has

generated sales on mobile phone, indeed 57.6% of online purchasers had recognized already purchased with their smartphone. But also because many actual E-Commerce sites are built for purchases made through desktops and laptops. The future generation will probably change E-Commerce purchases process, indeed there is already a higher rate of smartphones owned than laptop.

5.1.7 Amazon: Improve purchase of electronic device

Future E-Retailers will have to optimize their websites to facilitate an increasing research coming from handheld devices. Further the youth 13-34 years old has shown a particular interest for digital advertising rather than traditional ways, this element should be taken into account in the marketing strategy. Partnership and sellers on Amazon.com will have to take into account the presentation of their product, because 81.8% of customers show a particular interest for the design of the website. Efficient marketing strategy must focus on the 'Price' the major reason of purchase, but also on the 'Product description' by referring correctly and properly to the characteristics of the product. All electronic devices are not showing the same interest for customer, the marketer must focus on most demanded product, which are currently leading by 'accessories' with 76.3%, 'smartphone' 47.4% and 'Laptop' 43.4%. Amazon imposes many constraints for partnership and sellers concerning the design or content, but it can also offer a significant reason of purchase through its digital brand recognition. In fact, the 'findability' of Amazon is really high (4% of total web), this can be used in advantage of unknown partnership and sellers.

5.2 Recommendations

5.2.1 Recommendations for academic research

The E-Commerce: A developing subject

All along writing from a general subject to a deeper topic, the researcher realised E-Commerce isn't a well-known subject. General subjects found were clearly reviewed by specialists but the deeper the researcher went into the research, the less information he found, especially for specific subject information, which was not always true or correct. The E-Commerce is developing more and more everyday, and specialists are still studying this science. The researcher often found theories and opposed information especially concerning figures. It has been quite difficult to find the reality, but the more reliable information he found was reports published by companies and governmental organisations. But unfortunately those companies and organisations don't explain their opinion or theories in these reports; they just publish reports full of figures. So the researcher had to balance all this information with theories and points of view found in newspapers for example. Academic research on E-Commerce must be balanced by theories and fact, because E-Commerce is a fast moving environment, and some theories are true for a short lapse of time.

Information overcharged:

Concerning my digital research, the researcher experienced a strange phenomenon, not expected in the case of the fishing information. Most people would imagine that working on a famous brand, such as Amazon.com would be easy because information related appears on the web. In a way it is true, information appears on the web, but not as expected... In fact there is too much information, so that it has been really hard to find the most relevant or the true one. Moreover as Amazon.com is an international world leader in the numeric, information is often written by a various form of actors for various supports (Books, newspapers, dissertations, blogs, articles...), which requires an accurate checking of the sources and a double check of the information. Amazon.com is such a powerful books retailer, that when he tried to find books related to my subject, it was really hard work because just a part of my keywords were used, for example the word "Amazon" used to lead me all the time on its website without taking account of the term "Amazon" in the research... Academic research on Amazon must be prepared in amount to define necessary keywords to avoid overcharged information.

5.2.2 Recommendations for practitioners

A global report for a specific population:

This research has the particularity to be centred on the population who uses Internet (Youth 13-35, Product description...). Many statements and facts written are generalised, but they must be balanced by the fact that the internet use isn't the same for everyone. The world population using the Internet is lower than 40% and this figure just represents access to the Internet. The researcher has realised that many of these generalised elements are not so general, firstly because only 2.9 billion people have access to Internet, they do not consume like European population, for example African population or part of Asian population. Secondly, because restrictive countries like China or North Korea, have a limited Internet access. Nevertheless it doesn't mean statements and facts are wrong, but we need to keep in mind that this free usage of Internet and capabilities to purchase online are mainly limited to richer countries (Western Europe, North America, Asia...). Practitioners must be aware of this element defining a behaviour use by less than 2.9 billion of people.

Chapter 6: Self reflection on own learning

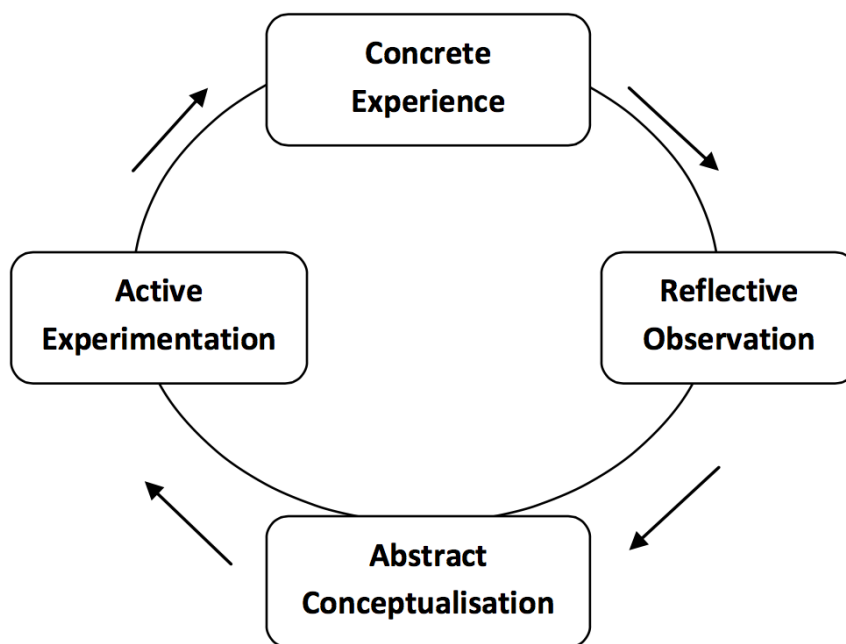
6 Introduction

The purpose of Chapter 6, is the researcher self-reflection on his own learning. Through the Learning Cycle theory “Figure: 33”, developed by Kolb, the researcher tries to understand and explain his learning behaviour by using the ‘Learning Cycle’ theory. Explaining ones own learning is important and leans towards helping other researchers.

6.1 Self Reflection

The « Learning Cycle » model has been published in 1984 by David Kolb, Professor and Researcher in psychology. David Kolb explains through his theory, that human feeling and thinking differ between each other, and so is the way humans learn as well. This original theory, the ‘Learning Cycle’ identifies four different steps of learning methods; Accommodating, Diverging, Assimilating, and Converging (Kolb, D., 1994).

FIGURE 33: *LEARNING CYCLE*



(Kolb, D., 1994)

The theory of the ‘Learning Cycle’ has been revisited by Honey, P. & Mumford, A., (1992), who decided to develop a model of four stages of learning. The four stages developed by Honey, P. & Mumford, A., (1992) are similar to the stages developed by Kolb for his learning cycle theory. Indeed *Activist* refers to *Accommodating*, *Reflector* to *Diverging*, *Theorist* to *Assimilating* and *Pragmatist* to *Converging*. These four stages of learning are commonly used by researchers, students, and professors, and are leaning towards the understanding of one’s own

learning.

Activist: The Activist represents the group of people who learn by doing, they involve themselves in a process in order to learn about it. These people have an open mind concerning the learning process.

Reflector: The Reflector is represented by groups of people who learn through a complete observation process. It is based on the observation of people facing a problem. Reflectors prefer to work slowly in order to collect information and guarantee good conclusions.

Theorist: Theorists like to work through models, concepts and facts to improve the learning experience. These people are particularly adept at summarizing the information through logical theory.

Pragmatist: Pragmatist people are always thinking and searching for information by looking to apply them in the practical world. They favour experimentation rather than concept or idea and like to learn through try outs.

Researcher defines himself as a **Theorist**, because his work is based on models, facts and statistics, in order to develop his own theory. The Researcher prefers to work in a highly structured frame such as the Theorists and draws information based on statistics and quotes. In practice the people theories and models are really important for the Researcher, as he always tries to understand and apply those informations.

6.2 Master of Marketing Digital Media

After a Bachelor and a first year of Master in Marketing and International Relations, Researcher arrived in Dublin from France to enrol in the Master of Science in Digital Media. Dedicated to Digital Media, the course has the particularity to teach the Researcher new notions and visions of Marketing in Dublin, one of the most relevant places in the Digital area. Enrolled in his Master of Science, the Researcher rediscovered Marketing through Internet interactions along courses oriented on Digital Media. Furthermore, it gave him the wish to write his Research on this topic.

The research project has been introduced in the first semester 2014-2015, and then had been developed into the final research question (that can be read above). This Research is an important step in his student life, because it symbolizes his last assignment ever, so expectations and challenges are really high. The Research question has been developed along two semesters to contextualise the Researcher's Interest with dissertation objectives. This Research has required a lot of work and involvement, especially because Researcher was not a native English speaker.

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Appendices

