

## **Children adoption and perception of online shopping**

### Author

Quach, Sara, Thaichon, Paramaporn

### Published

2017

### Conference Title

ANZMAC 2017 Conference Proceedings

### Version

Version of Record (VoR)

### Rights statement

© The Author(s) 2017. The attached file is reproduced here in accordance with the copyright policy of the publisher. For information about this conference please refer to the conference's website or contact the author(s).

### Downloaded from

<http://hdl.handle.net/10072/414437>

### Link to published version

<https://anzmac.wildapricot.org/2017-Conference-Proceedings>

### Griffith Research Online

<https://research-repository.griffith.edu.au>

## **Children adoption and perception of online shopping**

*Sara Quach\*, Griffith University, s.quach@griffith.edu.au*  
*Park Thaichon, Griffith University, p.thaichon@griffith.edu.au*

### **Abstract:**

The goals of this study are to advance an understanding of children perception of online shopping and to explore the extent of its adoption within the retail sector. This study also endeavors to investigate the role of age in the development of children's perceptions of online purchase. Semi-structured interviews were conducted with 35 children aged 8 to 15 years old, and 28 parents in Australia. The results from the interviews suggest that the level of children's online shopping varies and is influenced by age, parental guidance, social networks, and peer influence. The gap in the knowledge of cyberspace also resulted in the reverse-socialization and granted more power for children. In terms of the originality, the study provides empirical evidence relating to children's perceptions and behavior in the online environment as consumers, which remain under-researched in the marketing literature.

*Keywords: Online Shopping; Consumer Socialization; Children*

*Track: Digital Marketing and Social Media*