Online shopping routines among chilean children: level of expansion and main causes

# Details

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* Internet usage, practices and engagement
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* Social mediation
* Other

## Sample

Surveys were delivered to households in the Metropolitan Region of Santiago de Chile with children aged 10 to 14. These self-applied surveys were to be completed by the child
and one of their legal guardians.
One thousand face-to-face surveys were applied in 501 households, both to the minor object of study and to their guardian. This followed a probabilistic design by areas and contemplated an error of ± 4.4% under the assumptions of simple random sampling and 95% confidence. Fieldwork was conducted in May and July 2018.

## Implications For Parents About

## Other Parent Implication

parental engagement in children´s online activities

## Implications For Stakeholders About

Industry

# Abstract

This research focuses on the last phase of advertising and seeks to analyse the frequency of purchase via mobile devices by children and adolescents (aged 10 to 14) living in the Metropolitan Region of Santiago de Chile.
The interest in this particular cohort stems from the fact that recent studies have shown that online purchases have increased significantly among Chileans. The study addresses online shopping tendencies among children based on how they respond to the advertising they are exposed to through their mobile devices. Specifically, the text analyses the level of expansion, reasons for online purchases, access and payment, and interest categories,
among other issues. To this avail, a survey was conducted in 501 households in the Metropolitan Region of Santiago de Chile. The results show that less than 10% of the respondents said they had made online purchases over the last year, and among those who had made purchases, most of these corresponded to the acquisition of video games, event tickets, and clothing. Nearly 50% stated that online purchases were motivated by lower
prices or access to promotions. This research aims to contribute to establishing a solid starting point and promote subsequent research on better child-rearing practices, content supervision, and parental and social mediation.

# Outcome

The results show that children’s interaction with mobile device advertising is very low. Minors’ distrust of received advertising could be the result of the negative view of and specific precaution exerted by commonly expressed public opinion. Advertising messages do not achieve a high incidence among children, except in cases in which added value is offered such as access to free content or promotions and discounts. Although they claim to totally ignore advertising, children do respond to it and as a result, make purchases on digital devices, mainly on mobile phones and desktop computers. Feijoo-Fernández and García-González (2020: 137) highlight that "in this digital environment, product acquisition relies on the opinions of peers. Still, the results show that scepticism is present, affecting both digital transactions frequency and the consumer/advertiser relationship". The authors also point out that "adults underestimate children’s ability to detect advertising, though they tend to believe that children are careful with the handling of their personal data. Comparatively, adults think that children are more vulnerable than the children themselves consider themselves to be" (Feijoo-Fernández and García-González, 2020: 137). The authors conclude by stating that "brands must create new added value aimed at young consumers, such
as the implementation of innovative strategies, conducting creative actions and presenting real solutions to market needs if they wish to compete" (Feijoo-Fernández and García-González, 2020: 138)