Gender differences and wellbeing values in adolescent online shopping

# Details

## Year

Not reported

## Scope

Other

## Countries

Slovakia

## Type

Empirical research – Quantitative

## Methodologies

Survey

## Researched Groups

Children

## Children Ages

Other

## Informed Consent

Consent not mentioned

# Goals

The purpose of the study was to determine the gender differentiation of adolescents in their online shopping motivation based on utilitarian and hedonic values as an expression of well-being. The aim was to find whether boys and girls differ in their average individual values representing motivators in a specific, individual online shopping behavior, while assuming that a higher frequency of occurrence of the value areas represents a higher level of well-being.