

Target audience Research document

Passion project

Photography blog

Cretu Claudia
ICT & Media Design
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- **Who is my target audience?**

People between 18 and 49 years old.

- **How I discovered my target audience?**

First I did a survey and send it to my friends, people I know and from work, all with different nationalities and in the age range of 17 to 28 years old.

After getting 22 answers, I went to ask feedback from my teachers.

The teacher advised me to also look at some online statistics, because surveys can give low quality results.

I understood that this is the case, because sending the survey to a limited group and age range would not give me enough findings for an efficient photography selling.

I found some statistics and reports online, that say online shopping for photography grew from the Pandemic until present moment and the people that are more often to purchase photography have an age range between 18 and 49 years old.

This is a vast target audience that I will focus on, and the user testing can be challenging. That is why, with the information that I found online I will create two personas, and do my user testing based on that.

Statistics and reports found:

Buying photos online trends - 11/18/2024



Are people willing to buy photos online? If yes what is their age range< price range? What photos do they buy and for what use?

11/18/2024



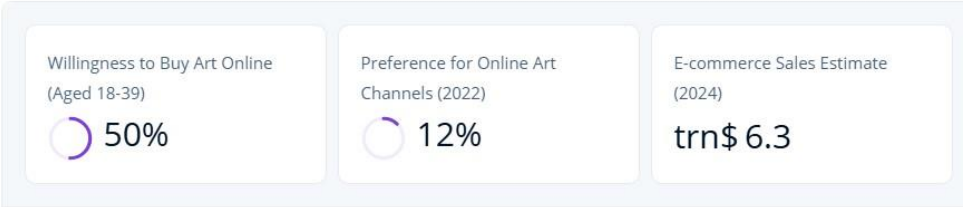
How does the price range of photos affect consumer willingness to buy them online?

11/18/2024



are people willing to buy pictures online?

11/18/2024



The willingness to buy pictures online varies among different demographics and types of art. In 2024, affluent consumers aged 18-39 are more likely to purchase art and collectibles online, with about 50% making such purchases in the past year, compared to only 35% of those over 40 ¹ . For art buyers worldwide in 2022, 12% preferred online channels, while 44% favored physical spaces ² . However, e-commerce has become increasingly prevalent, with global retail e-commerce sales estimated to exceed \$6.3 trillion in 2024 ³ .

Specifically for art, in 2019, 83% of online art buyers purchased paintings, 77% bought prints, and 51% acquired photographs ⁴ . Mobile devices play a significant role, accounting for 77% of retail site traffic and 67% of online orders in early 2024 ⁵ . Despite the growing trend, some consumers, particularly older demographics, remain hesitant about online purchases. In Germany, 87% of people over 60 considered buying individual online articles "out of the question" in 2023 ⁶ .