

## Target audience Research document

Passion project

Photography blog

Cretu Claudia ICT & Media Design Semester 3

## • 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 untill present moment and the people that are more often to purches photography have an age range between 18 and 49 years old.

This is a vast targer audience that I will focus on, and the user testing can be challanging. 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

Active Online Shoppers Age Range

18-49 years

Younger Luxury Online Shoppers Age Range

18-39 years

Older Luxury Online Shoppers Age Range

40+ years

People are indeed willing to buy photos online, as part of a broader trend of increasing online purchases across various product categories. While specific data on photo purchases is not provided, we can infer some relevant information from online shopping trends.

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

11/18/2024

Price Influence in Japan

) 43

43.5%

Price Influence in Furniture Industry



43%

Canadian Retailers Reporting Discounted Purchases

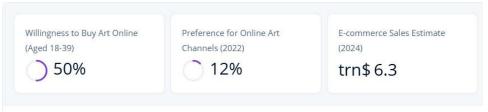


62%

Price plays a crucial role in consumer willingness to buy products online, including photos. In Japan, a 2024 survey revealed that price was the leading factor influencing online purchases, with 43.5% of respondents citing it as the decisive factor 1. This trend is not limited to photos but extends to other product categories as well. For instance, in the furniture industry, 43% of consumers mentioned price as a primary reason for buying furniture online 2. The importance of price is further emphasized by consumer behavior in response to rising costs, with 62% of Canadian retailers reporting that consumers were purchasing more discounted items or those on promotion 3. Interestingly, interest in photography remains consistent across income levels in the United States, with 18% of people in each income bracket expressing interest 4., suggesting that price sensitivity may vary among photography enthusiasts.

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, ecommerce 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.