As is revealed clearly in the pie chart above, people of different age vary greatly in terms of online shopping. Based upon the data provided, one can see that those over the age of 50 are at the lowest end, merely 6%. In contrast, however, 25-to-35-year-olds are the most active online shoppers among the four age groups, accounting for 65%.

The contributing factors for this phenomenon are to be introduced as follows, At the top of the list, this situation stems largely from the younger workers’ outlook upon consumption. According to a recent Internet questionnaire, the overwhelming majority of the respondents see net purchases as a blessing since they compared to traditional retail consumption patterns, are cheaper and more convenient. Moreover, it must be admitted that this condition stems from the inadequate income and addiction to surfing in cyberspace. The final point that I’ d like to highlight here is the young wage-earners’ quick-temposed life.

Considering the arguments above, we may reasonably conclude that it is no surprise to see the phenomenon. But I am quite certain that online shopping with development of science and technology, will become increasingly popular with consumers of different ages in the high-tech era.