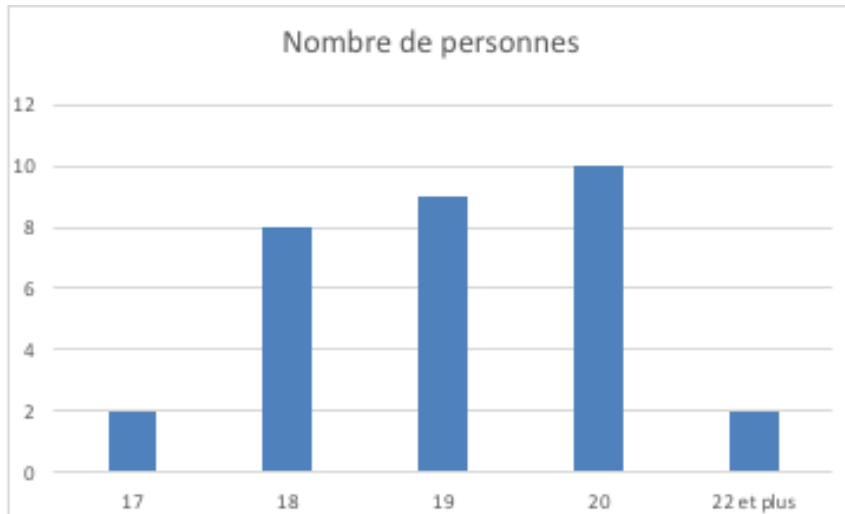


DATA ANALYSIS

We have collected data from a sample of 34 respondents who replied to our survey:

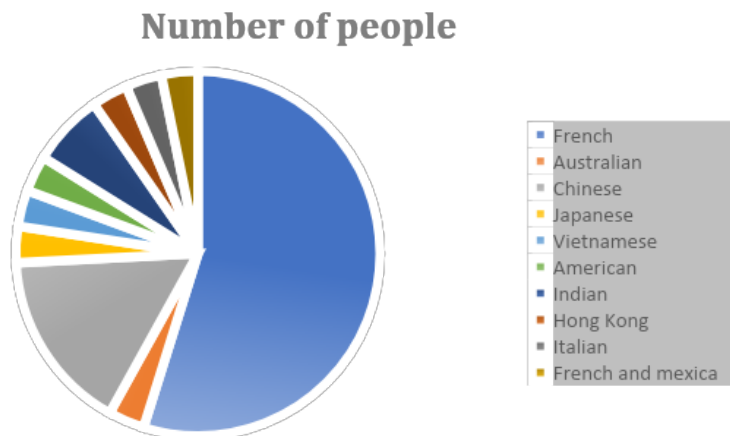
- **Profile of the respondents:**



Most of the respondents are between 18 and 20 years old.
All are students, majoritarily from Sciences Po (from the different campuses).

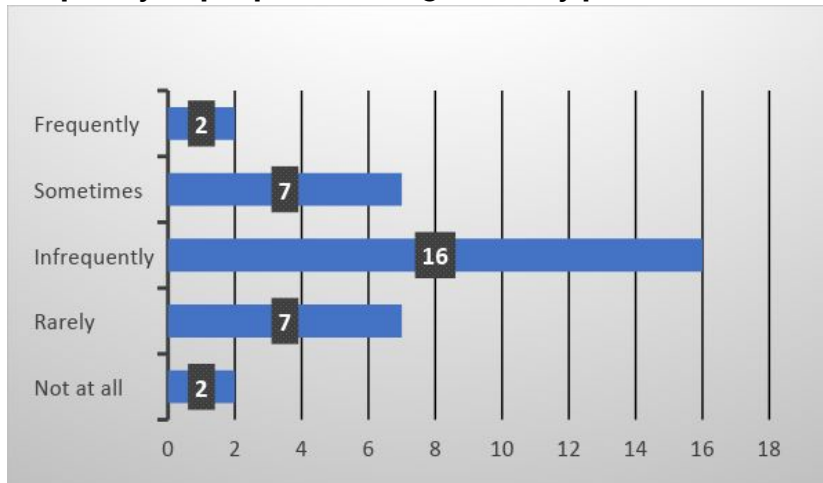
Concerning the gender, there were 21 women, 9 men and 4 students preferred not to respond.

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More than half of the respondents are French.
However, this graph can have some inaccuracies when it comes to respondents with dual nationalities, who only answered one nationality.
That is why for the respondent who answered that she was French and Mexican, we decided to create a new category.

Frequency of people declaring that they purchase on online retailing websites:



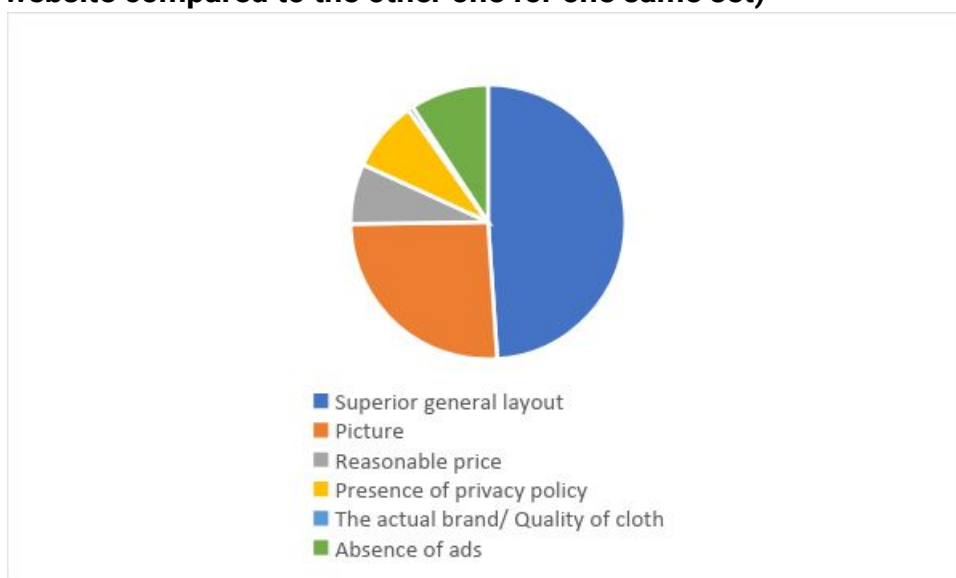
The population studies is rather diverse:

47% of respondents reported that they purchased “infrequently” on retailing websites. 26.5% of respondents reported that they purchased “sometimes ” or “frequently” on retailing websites.

26.5% of respondents reported that they purchased “rarely” or “not at all” on retailing websites.

- **Analysis of the selected criteria:**

Number of times a given criteria is used to justify the choice (trustworthiness of the website compared to the other one for one same set)



First, we notice that all 6 criteria were chosen as a justification by the respondents.

However, nearly half of the respondents chose the “superior general layout” as a justification of the authenticity of a website. Thus, people seem to focus more on the design of the website rather than on the product itself. Moreover, around 25% of respondents valued the quality of the photos, which also confirms that aesthetics seem to be the main source of trustworthiness of a retailing website, rather than the actual quality of the clothes or the brand recognition. Thereby, we can note that the most important criteria for people is first the superior general layout, and then the quality of photos notwithstanding other factors which lead us to our second remark.

In fact, there is neither correlation nor causality between two given factors. When analyzing the results, we can clearly see that one factor does not automatically lead to the choice of one specific factor or vice versa. For instance, it is not because you are French that you will automatically prefer one criteria on the others whereas if you are Japanese, you will automatically prefer an another criteria. It means that people tend to think the same way, expressing some kind uniformity, regardless of their nationality/ethnicity, gender, age or how frequently they shop online. This can largely be explained as the sample that we analyzed was composed of international students who lived in many countries and received diverse influences. Thus, this sample gives a good overview of a tendency in international students, but is maybe not representative of the general tendency.

As a conclusion, we can say that there is no correlation or causality between two factors and that the trend is to trust an online retailing website because of its aesthetics: website layout/design and quality of the photos of the goods.