



Analysis of factor influencing online purchase of Childcare products

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ABSTRACT

This study was developed with the aim of observing and understanding the behaviour of various online shoppers and more specifically the childcare market. The work carried out allowed several conclusions to be drawn and provided recommendations for the company Nanny Care who commissioned the work.

During this study, various research was carried out on the evolution of e-commerce, the development and the state of the online childcare market. In addition, research was also carried out into the factors influencing online shoppers and the many theories that exist around this topic as well as the marketing strategies that companies have put in place to increase their online sales.

A questionnaire was created and sent to a hundred people to compare the results with the data found in the research. The questions asked were mainly about the intentions and factors that influence consumers' purchases of children's products on the internet.

After various analyses, several conclusions were developed to determine recommendations for the Nanny Care company.

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1 INTRODUCTION

1.1 Background

The birth boom has led to a significant increase in the demand for children's products, which has stimulated the growth of e-commerce dedicated to childcare. Indeed, according to a study by the National Institute of Demographic Studies (2012), this represents 4.66 births worldwide every second, or 280 per minute or just over 147 million per year in 2017. That is 403.2 new-borns per day. Our dissertation analyses the strategies and factors that influence the online purchase of these products in this rapidly expanding market.

The study focuses on the childcare e-commerce market, which is an ever-changing and rapidly growing sector in many countries. Childcare products are essential products for parents with young children, and more and more parents are opting to purchase these products online rather than in physical stores.

First, the juvenile market is growing steadily due to the increase in global population and the increase in spending on children. With the emergence of e-commerce, more and more parents are looking to purchase children's products online, which offers significant growth potential for companies in this sector.

Second, e-commerce offers consumers a convenient and easy shopping experience, with real-time price and product comparison options. This convenience is particularly attractive and practical for parents who prefer to avoid in-store shopping. The world of e-commerce continues to grow and develop. Globally, e-commerce turnover will reach 4938 billion euros in 2021, a growth of +16.3% compared to 2020. Online sales represent 19% of total retail sales worldwide, compared to 17.9% in 2020 and 13.6% in 2019 (La Rédaction Du Blog, 2022).

1.2 Research Problems and Objectives

For this thesis, the company Nanny Care, a specialist in online childcare products, decided to trust us and asked us to focus our research on the evolution of this market and the purchasing decisions of consumers in this sector so that they can adopt the best strategies to increase their market share.

The research question is: **What are the factors that influence online purchasing decisions for children's products in the childcare market?**

Finally, this analysis of the e-commerce childcare market can help companies better understand consumer trends and preferences when it comes to purchasing children's products. This will allow companies, including Nanny Care, to develop effective strategies to increase market share, improve customer experience, increase sales, and stand out from the competition in the market.

1.3 Structure of the thesis

Indeed, we seek to understand the trends and preferences of consumers in terms of purchase.

In addition, the thesis should be used to identify the key factors that influence consumers' purchase decision, such as product quality, brand, price, safety... So, we will try to understand what influences consumers.

Analyzing the marketing strategies used by companies in the childcare sector to attract and retain customers online is also one of the objectives of this research.

Subsequently, we would like to be able to evaluate the challenges and opportunities of the market such as increased competition, regulations, consumer trends, technological innovations...

Finally, this thesis has the interest of providing practical recommendations to Nanny Care for them to maintain their competitiveness in a constantly changing market.

The hypothesis of this study could be that the factors that influence online purchasing decisions in this market are multiple and complex such as quality,

price, company reputation... Therefore, companies should adopt various strategies to increase their market share. This hypothesis should be verified and completed during this study.

2 REVIEW OF THE LITTERATURE

2.1 E-commerce developments in the childcare sector

E-commerce in the childcare space has grown considerably in recent years due to the development of the Internet and the ease of setting up online shops or websites. With the advent of the internet and the increase in the number of consumers shopping online, online sales of childcare products have increased significantly.

According to E-Commerce Nation (2014), 69% of mums say they have bought childcare products on the web. A figure that is increasing year on year. Buying baby accessories on the internet has become more democratic. They seem to be gradually becoming part of French consumer habits.

This growth in e-commerce has made shopping easier and faster for parents. They can now buy childcare products online in the comfort of their own homes, at any time of the day or night, without having to travel.

Indeed, as more and more young parents buy baby equipment via commercial websites, the services offered by online companies are more in line with their expectations. They allow them to reduce mobility due to driving, home delivery, etc. Among other things, e-commerce facilitates the daily life of users. There is something for everyone.

For example, the giant Amazon offers a monthly subscription to baby nappies (Hughes, 2017). This frees families from the worry of storing nappies, for example: automatic shipments are made every month. There are also apps that provide smart shopping lists.

Moreover, digital shopping saves money as it simplifies price comparisons (Hugues, 2017). In fact, users can visit several different sites at the same time, saving time and money. Online retailers often offer a wide range of products, competitive prices and attractive promotions, which encourages more and more

parents to shop online. In the past, parents had to go directly to the shop to make their purchases and then had to buy the products without having any opinion on the product (except for the opinions of their relatives for example). According to a study carried out by BILBOKID (2022) in partnership with IDM Familles, 83% of parents with children aged 0-11 years buy online.

However, e-commerce in the childcare industry is not without challenges. Parents need to be able to choose the right products for their children, which can sometimes be difficult without being able to see or touch them. In addition, some parents may be reluctant to buy online due to concerns about the security of online transactions.

Despite these challenges, e-commerce in the childcare sector is expected to continue to grow in the coming years, and the market may grow and become more widely used online, particularly with the advent of technologies such as artificial intelligence and augmented reality, which may help to overcome some of the difficulties associated with buying products online. With the advent of social networks such as Facebook in 2004, Youtube in 2005 and Instagram in 2010, the various markets have been able to grow through these platforms especially with the ability to create advertisements on these new networks. Young parents see a lot of advertisements for their children's products, which has made this market grow. In 2022 almost all parents are present on social networks (97%) and they consult an average of 3.5 social networks on their phones (BilboKid 2022). Parents are unknowingly targeted by brands in the childcare market because they follow them on these networks. 66% of parents follow at least one brand for children/baby on social networks. When they follow these brands, 47% of their interest is to get the latest news about the brands, 47% also for competitions, 41% for promotions, 33% for advice, and 45% to discover new products in advance (BilboKid2022).

However, the online childcare market is likely to become less profitable in the coming years. It is true that more parents will use it but the number of babies per couple is decreasing. The French fertility rate was 2 in 2011 and has been falling steadily to 1.76 in 2022, so there will be fewer purchases in this market

if the fertility rate continues to fall. In 2016 according to the FJP (Fédération française des industries jouet-puériculture), the average budget allocated to the equipment of a newborn is €1,500 and the total market was estimated at €1 billion but this is decreasing every year. According to an estimate by Kidzglobal in 2022, the French nursery market would be worth some €800 million in France and this could continue to decrease until 2025 (Yvernault, 2022).

2.2 The different types of childcare products available online

Childcare is an essential aspect of parenting, and the childcare industry caters for this need with its wide range of products. With competition being so strong, companies are constantly innovating and improving their products to stay ahead of the curve. The demand for quality childcare products is also reflected in the budget of young parents, which is usually quite high to ensure the comfort and safety of their newborns. It's no wonder that there are so many products available, as companies strive to reach as many parents as possible from all walks of life. As a writer and marketer in this sector, it is essential to understand these trends and create content that meets the needs and wants of parents. In doing so, we can help make life easier for new parents while supporting companies in this highly competitive sector.

The most popular childcare products sold online are disposable and washable nappies, bottles, breast pumps, prams, and car seats according to a 2011 BabyCenter article.

Childcare products available online can be divided into several categories, by comparing various sites such as ToutPourBebe, BabyCenter, Pampers, Bébé Au Naturel as well as Nanny Care, here are the products that are most offered online:

- Nappies are one of the most important items that new parents need to purchase. With the availability of disposable and cloth nappies on online platforms, parents can easily choose the best option for their babies. In

addition, accessories such as changing bags and wipes make the nappy changing process easier. With just a few clicks, parents can order these items from the comfort of their home and avoid going to the shops.

- To feed their new-borns, the number one purchase for young mothers is a breast pump as it allows mothers to express their breast milk to feed their baby. Breast pump accessories include bottles, breast pads and teats.
- In the world of baby care products, bottles and teats are among the most important items that new parents need to buy. Online retailers offer a wide range of bottle and teat options, including glass bottles, plastic bottles, silicone teats and natural rubber teats.
- Sterilisers and bottle warmers are also among the most common purchases by parents for feeding their child, keeping your baby's feeding accessories clean and safe. Sterilisers remove germs from bottles and accessories, while bottle warmers heat breast milk or formula to the right temperature.
- Prams and baby car seats are not only essential, but they are also a crucial investment for parents who travel frequently with new-borns. Online shops offer a wide range of brands and models to meet the specific needs of parents. With the evolution of technology, this baby equipment is now designed to provide optimum safety, comfort, and convenience for both baby and parents.
- Highchairs are designed to provide a comfortable and safe space for babies and toddlers during feeding, making it easier for the child and caregiver to feed. Highchair accessories, such as back cushions, seat covers, trays and carriers, are also available to enhance the functionality and comfort of these chairs. Back cushions and seat cover provide extra

support and padding, while trays and slings are practical and easy to use.

- When you think of young children, it's easy to think of a baby carrier as it offers comfort, safety, and convenience. With different types of baby carriers available online, such as ergonomic carriers, front carriers and back carriers, it is important to choose the one that best suits your needs.

In summary, online shopping for baby products has changed the game for parents. The wide range of products available on the internet caters for all parents' needs for their baby, from feeding and sleeping to safety and movement. The ability to buy from home and have access to a wide range of options has made online baby shopping increasingly popular. Whether you are a new or experienced parent, you can be sure that the best baby care products are just a click away.

2.3 Online shopping factors for childcare products

In today's fast-paced world, online shopping has become the norm for those seeking convenience and ease. The reasons for buying childcare products online are many and varied, and parents are increasingly turning to online platforms to meet their needs. The factors for buying childcare products online can vary depending on the needs, budgets, and preferences of consumers. Not every parent has the same expectations of products and is looking for the same expense or quality, some will go for the basics and others will go for many accessories.

In addition, price competitiveness is a key consideration for parents looking to save money on expensive childcare products. They can compare prices on different websites and choose the most economical option.

When it comes to childcare, price is often one of the main concerns of consumers. More and more parents are looking online for affordable childcare solutions. It is therefore essential to optimise website content using relevant

keywords that meet their needs. Highlighting competitive prices and current promotions or discounts can attract the attention of budget-conscious customers and build trust.

Parents often search for a wide selection of baby products to find exactly what they need for their baby. Websites that offer a wide range of baby care products, such as clothes, nappies, pushchairs, car seats, bottles, and baby accessories, are often popular. Parents often look for high quality childcare products that are safe and durable for their baby, as quality is often linked to the comfort of the child and ease of use for parents. Websites that offer products from brands known for their quality are often preferred. Parents are often interested in the opinions and comments of other customers who have purchased childcare products online. Websites that allow customers to leave comments and ratings are often popular as this provides information from people who have used the product. If parents can only relate to the description given by the brands, this can quickly become a problem.

Parents often look for websites that offer fast and reliable delivery of their childcare products. Websites that offer fast delivery options, such as same day or next day delivery are often highlighted. Convenience is undoubtedly the most important factor, as it allows parents to order childcare products from the comfort of their own home, without having to leave their children unattended. Product availability is also crucial, as some items may be difficult to find in physical shops. They are also looking for sites with excellent customer service to answer their questions and resolve any problems they may have with their childcare order. Nowadays, most websites have a customer service department with email, telephone, or automated interaction.

It is therefore clear that online shopping factors have revolutionised the way parents buy childcare products, giving them access to a wide range of options at competitive prices and with unrivalled convenience.

2.4 The different marketing strategies used by companies.

2.4.1 Social media

The marketing strategy of e-commerce companies via social networks has become increasingly important in recent years. Social networks are a great way for e-commerce companies to connect directly with their target audience and increase their online visibility.

It's important to realize the magnitude of social networks these days, the number of users continues to grow as there are now over 4.5 billion users worldwide.

In the childcare market, 97% of parents consult social networks. Indeed, 86% of them are frequently on Facebook, 62% are on YouTube and 60% of parents are present on Instagram and these figures continue to increase every year.

Moreover, according to the Bilbo kid Barometer, a marketing platform dedicated to the parenting target, we can see that social networks depend on gender: moms are more present on Facebook, Instagram, and Pinterest while men consult more YouTube, Twitter and TikTok.

As you can see, asserting one's presence on social networks is essential since 66% of people follow brands for children on social networks in 2022.

But being present on social networks is good, but it is important to respect some expectations to ensure maximum efficiency of your social networks. Indeed, 47% of the people want to follow the brands' news, 47% also expect contests to participate in while 41% hope to get discount coupons via social networks and finally 33% of the subscribers to children's brands are waiting to receive specific advice from the brand.

To take advantage of social networks, we can also talk about influencers since one parent out of 2 follows influencers and 85% of the people who follow them have already bought a product following a publication from them. This figure is very important and shows the importance of collaborating with the right influencers for this market.

First, product placement comes from the English word "product placement", and that's exactly what it is. Product placement is a type of advertising. It is one of the 4Ps of the marketing mix.

Along with product, price and place, promotion (which includes product placement) is an important pillar of successful marketing campaigns.

The power of product placement lies in its ability to build brand awareness and positively influence consumers' buying decisions.

By using product placement, brands can increase their visibility to the target audience and create an emotional connection with consumers.

But how does good product placement work and how do you motivate parents? According to the Bilbo kid barometer, what makes the partnership attractive would-be product tests (51%), videos (40%), promotional codes (40%), product comparisons (28%) ...

2.4.2 SEO

To better understand the strategies used by companies, I took the liberty of interviewing José, a specialist in SEO in Spain, who has worked with many companies to improve their positioning in the Google market.

This interview took place in Spanish and in video, so the answers have been transcribed and translated for a better understanding. Here are the most valuable answers we were able to get:

Why is SEO important for online businesses?

"SEO is like a magic wand for online businesses, it helps them appear at the top of search results and be seen by internet users. Basically, it's like being a prospect's first choice in a restaurant listing, you're more likely to get noticed and sell more sandwiches than your competition. So, if you want your online business to get noticed and thrive, SEO is one of the most important tools you have."

How do you go about determining the relevant keywords to target for the website?

"To determine the relevant keywords to target for a website, I start by analyzing the products, services, or content offered by the site, and then I do an in-depth study of search trends and user behaviors online. Then I do keyword research on tools like Google Keyword Planner or SEMrush, I also look at the keywords used by competitors to see if I can find opportunities. Finally, I test and adjust the keywords based on the results."

How do you measure the success of an SEO campaign?

"I start by tracking key performance indicators such as organic traffic, search result positions, bounce rate, session time, etc. Then I compare these results to the initial campaign goals. Then, I compare these results to the original goals set for the campaign. If the results exceed expectations, I do a little victory dance ha-ha and if the results aren't as good as expected, I go back to work looking for ways to improve the campaign."

What are the most important factors for good SEO for a website? How do you optimize them?

"Actually, there are several important factors for good SEO: content quality and relevance, site structure and usability, page load speed, quality of inbound and outbound links, social signals and user engagement.

To optimize these factors, I do a thorough analysis of the site and its competitors and then implement an SEO strategy tailored to the needs. Basically, I work hard and am always on the lookout for new tricks to help my clients rank high in search results."

How do you handle Google's algorithm updates and adjust your strategies accordingly?

"I regularly monitor Google's algorithm updates and adjust my strategies based on the changes to ensure my clients stay on top of search results."

How do you evaluate the competition in terms of SEO?

"I put myself in the shoes of an SEO spy and analyze my competitors' websites to see what they're doing well and where they could improve. I check their keywords, content, links and social media, to make sure my clients have a competitive advantage."

In summary, SEO is important for online businesses because it improves their visibility and allows them to attract more organic traffic.

3 THEORITICAL FRAMEWORK

3.1 Theories related to the influencing factors of online shopping.

Theories related to the factors influencing online shopping are based on several elements necessary for the development of a conceptual framework. Among these factors, the influence of online reviews has a significant impact on consumer purchase intention. In addition, one study attempted to identify the main variables that influence consumer purchase intention from the web. These variables may include the perceived quality of the website, trust in the seller, ease of use of the website, security of online transactions, and convenience of the online shopping experience, among others.

3.1.1 Information Retrieval Theory

Information Retrieval Theory (IRT) is a theoretical model used in marketing to understand how consumers search for and use information before making a purchase decision. The theory is based on the idea that consumers need relevant and reliable information to make informed decisions, and that their information-seeking behaviour is influenced by several factors.

According to Yao, Christian; Duan, Zheng (2020) the main influencing factors identified by IRT are:

- **Risk perception:** consumers often perceive the purchase of a product as a risk, especially in terms of cost, performance, safety, or compatibility with other products.
- **Product familiarity:** consumers who are more familiar with a product often need less information to make a purchase decision. Conversely, consumers who are unfamiliar with a product may need more information to feel comfortable making a purchase.
- **Motivation:** This can influence the information-seeking behaviour of the consumer when making a purchase. Those who are highly motivated to

buy a product are more active in their search for information, and search more thoroughly.

- **Personal characteristics of the consumer:** Personal characteristics of a consumer, such as age, gender, education level or socio-economic status, can also influence their behaviour.
- **Availability of information sources:** Such as consumer reviews, brand websites or product review sites, can also influence a consumer's information-seeking behaviour.

3.1.2 Commitment theory

Commitment theory (CT) is a theory developed by Kielser in 1971 (Mathieu 2021) that explains how the level of commitment of consumers to a product category or brand can influence their purchase decision process. According to this theory, consumers with a high level of commitment tend to be more involved in their purchase decision process and have higher expectations.

Consumer engagement can be measured in terms of their interest, emotional involvement and attachment to a particular product category or brand. The higher the engagement, the more likely the consumer is to learn about the product or brand, to spend time and energy on it, and to make efforts to obtain additional information.

Recent research has shown that engagement can play an important role in shaping consumer loyalty to a brand or product category. For example, a study by Park, M., Lee, J. H., & Kim, W. G. in 2021 examined the impact of engagement on consumers' satisfaction, loyalty and positive word-of-mouth towards a restaurant. The results showed that engaged consumers were more satisfied, more loyal and more likely to recommend the restaurant to friends and family. In the case of online childcare, this can also have a significant impact, as consumers may behave differently depending on the product or brand that is displayed on the sales sites.

3.1.3 Social influence theory

This is a theory that has been developed to explain how consumers are influenced by their social environment when making purchasing decisions. Emile Durkheim was the first sociologist to speak of the 'force' of the social on the individual. According to this theory, consumers are likely to be influenced by different types of information sources, such as family, friends, experts and celebrities. These influences can be positive or negative and can have a significant impact on the purchase decision process.

Several studies have been conducted to test the validity of social influence theory and to understand how it can be applied in different consumer contexts. For example, a study by Jean, Rozaini, Radzol and Wong (2019) examined how social network influencers can influence consumers' purchase choices. The results showed that influencers had a significant impact on consumers' purchase intentions, but that their influence was moderated by the consumer's familiarity with the product and trust in the influencer.

Finally, a study by Campbell and Pearson (2021) examined how celebrities can influence consumers' purchase choices. The results showed that consumers tended to mimic the purchasing behaviour of celebrities, but that this depended on the credibility and attractiveness of the celebrity.

In summary, social influence theory is an important theory in the field of marketing and consumption, as it provides a better understanding of how consumers are influenced by their social environment when making purchasing decisions.

3.1.4 The network effect theory

The network effect theory (NWT) is a theory that explains how the value of a network increases as the number of users increases. According to this theory, consumers are influenced by the size and quality of a network when making a purchasing decision. The network effect is often observed in industries where

interactions between users are important, such as social networks, e-commerce platforms and online games.

Recent studies have explored the network effect in different industries. For example, a study conducted by Kibari and Wang (2021) examined the network effect in the streaming music market. The results showed that users are more likely to stay on a streaming music platform if they have friends on the same platform, and that content quality (i.e. the quality of music recommendations) also has a significant impact on user satisfaction.

In summary, the network effect theory identifies that consumers can be influenced by the size and quality of a network when making a purchase decision, and this theory has been explored in different industries to better understand its impact on consumer behaviour.

3.1.5 Reviews and electronic word-of-mouth

Bertandias (2006) discusses the impact of personal information sources on consumers' purchasing behaviour, as well as the influence of online comments and reviews on their decision-making process. The authors note that personal sources such as friends and family have a strong influence on consumer choices.

At the same time, the Internet allows consumers to share their post-purchase experiences via online reviews which also play an important role in their decision making, they speak of "electronic word of mouth" (Yayli & Bayram 2010).

Hennig-Thurau (2004) refers to e-word of mouth as any positive or negative evaluation of a product or company by online consumers. He also points out the advantages of this form of communication, such as easy access to information, increased ease of comparison and evaluation of different alternatives, as well as the possibility to organise and structure information.

Varadarajan and Yadav (2002) identified the main benefits of electronic word-of-mouth communication based on the advantages offered by the Internet. These benefits include:

- Easy access to a variety of relevant information on the different products on offer

- Increased possibility for consumers to compare and evaluate the different alternatives available
- Improving the quality of information received by consumers by allowing them to compare different sources
- The ease of organising and structuring information.

In conclusion, the theories related to the influencing factors of online shopping have been studied to better understand the motivations and behaviours of Internet consumers.

Companies need to consider these factors in their online marketing strategy to improve the consumer shopping experience and increase online sales. Ultimately, understanding the influencing factors of online shopping can help businesses better meet consumer needs and preferences.

3.2 Theories related to e-commerce marketing strategies.

3.2.1 SEO

SEO, or Search Engine Optimization, is a digital marketing technique that aims to improve the visibility and position of a website in the results of search engines such as Google. This can be achieved through a variety of methods, including optimizing site content, acquiring quality links, finding relevant keywords, and improving site structure.

A study by a digital marketing platform (SEMrush, 2021), shows that organic traffic from search engines is the main source of traffic for websites, accounting on average for 53% of all website traffic in 2020. This highlights the importance of search engine optimisation for businesses looking to increase their online visibility.

Another study conducted by a digital marketing company (Moz, 2015) found that the three most important factors for ranking in search results are links, content and user signals, such as click-through rates and time spent on the site.

This study shows the importance of quality content and quality link acquisition for SEO success.

SEO is also constantly evolving, with regular updates to Google's algorithm impacting how sites are ranked. For example, Google's May 2021 algorithm update, known as the "Page Experience Update," highlighted the importance of user experience to search rankings.

Ultimately, SEO is an ongoing and complex process that requires constant attention to maintain and improve a website's position in search results. This can be accomplished by using a variety of techniques and following best practices recommended by digital marketing experts.

3.2.2 Pay per click (PPC) advertising.

Pay-per-click (PPC) advertising is a method of online advertising where advertisers pay for each click on their ad. This method is particularly popular on paid search platforms such as Google Ads and Bing Ads. Advertisers choose keywords relevant to their business and create ads that appear in search results when a user searches for those keywords. When a user clicks on the ad, the advertiser is charged for that click.

PPC has become a very popular method of online advertising because of its ease of use and effectiveness. Advertisers can track the results of their campaign in real time, which allows them to modify and optimize their ads based on the results they get. This method of online advertising is also cost-effective for advertisers, as they only pay for actual clicks on their ad.

According to a study by Word Stream published in 2021, an online marketing agency, the average cost per click for Google Ads is \$2.69 for the health and medical sector, while the average cost per click for the travel and tourism sector is \$1.17. These costs vary depending on the competition for the specific keywords.

Nevertheless, PPC is not without its challenges. Advertisers must be willing to invest time and money in creating effective ads and finding relevant keywords. In addition, competition for keywords can drive up costs per click, which can make PPC less profitable for some businesses.

Thus, PPC can be an effective method of online advertising for businesses looking to increase their visibility and online traffic. However, advertisers must be willing to invest time and resources in creating and optimizing effective ads and monitoring their results to ensure a positive return on investment.

3.2.3 Content Marketing

According to Dahmani (2023) on Hubspot, content marketing is an online marketing strategy that involves creating and distributing informative and useful content to attract and retain a target audience. This strategy can include the creation of blogs, videos, infographics, e-books, podcasts and other types of content. Content marketing has become an increasingly popular marketing method in recent years because of its long-term effectiveness. Unlike traditional advertising, which is often expensive and short-lived, content marketing allows businesses to create content that can be shared and used for months or even years. As a digital marketing strategy, the main objective is to provide informative and useful content to a specific target audience, while increasing website traffic and generating conversions. In addition, content marketing involves technical optimisation for search engines, which helps to improve the visibility of the company in search results (Marie, 2022). Content marketing is also effective in establishing a company's authority and credibility in its field. By providing useful and reliable information to their audience, companies can become a reference source for potential customers. In addition, content marketing can help drive traffic to the company's website, which can lead to conversions and sales.

However, businesses must be willing to invest time and resources in creating quality, long-term content. In addition, the content must be optimized for search engines to attract organic and relevant traffic. This doesn't deter businesses as

a study by Content Marketing Institute (2020), 89% of B2B marketers use content marketing to reach their target audience. Additionally, another study by HubSpot (2019) found that companies that publish more than 16 blog posts per month saw a 3.5x increase in web traffic and a 4.5x increase in leads compared to companies that publish less than 4 blog posts per month.

In other words, content marketing can be an effective method for businesses looking to build authority and credibility, generate web traffic, and retain their target audience. However, it requires a solid strategy and a long-term commitment to produce quality, high-value content.

3.2.4 Social media marketing

Social media marketing has become a staple for businesses of all sizes. Social media marketing strategies include personalizing messages, publishing clear return policies, mobile optimization, and using social media advertising to reach specific audiences.

According to Hootsuite (2021), 4.2 billion people worldwide use social media, making it an effective marketing platform for businesses. In addition, a study was conducted by Sprout Social (2019), 86% of consumers prefer to interact with brands on social networks before making a purchase. However, it is important that companies use social media responsibly and transparently, respecting ethical and legal standards since many companies use this strategy. In fact, a study by Hootsuite revealed that 54% of companies generated leads using social networks. All in all, social media marketing can be an effective marketing strategy for businesses looking to reach a target audience on social media platforms, boost engagement, increase brand awareness and generate sales.

3.3 Models for analyzing the factors influencing online purchasing.

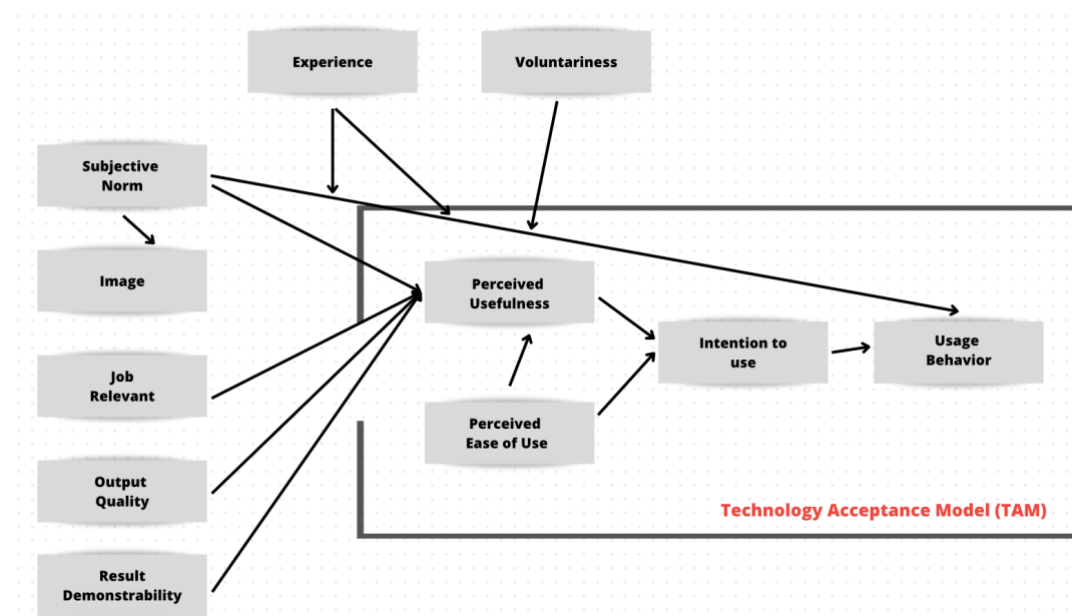
Models for analyzing the factors influencing online shopping are essential for understanding online consumer behavior and adapting marketing strategies

accordingly. Several models have been proposed in academic literature to explain the factors that influence online shopping.

3.3.1 TAM Model

The Technology Acceptance Model (TAM) developed by Davis (1989) is one of the most used models to explain the adoption of information technology, including online shopping. This model postulates that the perceived usefulness and ease of use of a technology affects the intention to adopt it. Several studies have applied this model to investigate factors influencing online purchasing, including Kim et al.'s (2008) study that examined the determinants of online purchase intention in Korea.

According to this model, the perceived usefulness of a technology determines the user's intention to use it, and the perceived ease of use influences the perceived usefulness. That is, the more useful and easier to use a technology is perceived to be, the more likely it is to be adopted by the user. According to Davis, this model can be summarized by this graph which perfectly explains the theory of this author to explain the adoption of technologies.



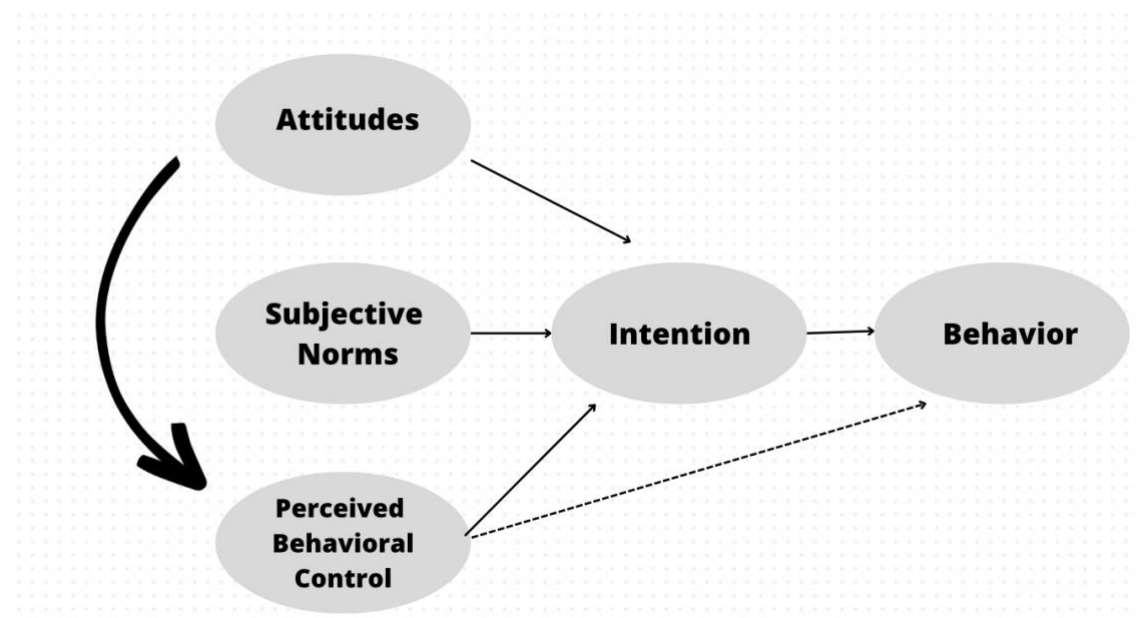
3.3.2 TPB Model

The TPB (Theory of Planned Behavior) model developed by Ajzen (1991) is another model frequently used to study online shopping behavior. This model expresses that an individual's intention to perform a behavior is determined by his or her attitudes, subjective norms, and sense of behavioral control.

According to this model, our intention to perform a behavior is based on three factors:

- our attitude toward that behavior (is it a good thing to do in our opinion?)
- social norms (is it a good thing to do according to others?)
- our perception of our ability to control our behavior (can I easily perform this behavior?)

And depending on all this, we will be inclined to perform a behavior. This model can be used to predict and influence individual and collective behaviors in different contexts, including shopping.



3.3.3 SEVRQUAL Model

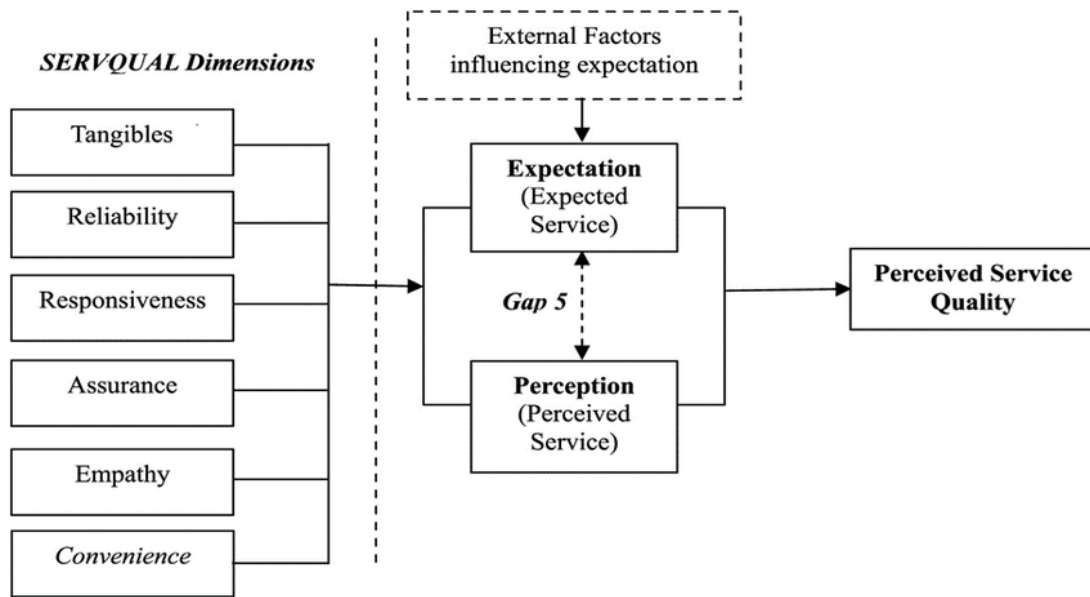
The SERVQUAL (Service Quality) model developed by Parasuraman et al. (1985) is also used to evaluate the quality of online services and its impact on online purchasing behavior. This model treats that the perceived quality of online services is determined by the difference between consumers' expectations and their actual experience.

Simply put, it is a method used to measure the perceived quality of a service based on customers' expectations and perceptions. There are 5 dimensions:

- Reliability: the ability to deliver the promised service reliably and accurately
- Responsiveness: the willingness to respond quickly and efficiently to customer needs
- Assurance: the knowledge and courtesy of employees and their ability to inspire trust and credibility
- Empathy: attention to individual customer needs
- Tangible elements: the physical appearance of the premises, the staff or the equipment used.

Customers rate perceived service quality by comparing their actual experience with their initial expectations, and this can be used to identify areas for improvement.

Clearly, these models offer theoretical frameworks for understanding online consumer behavior and can be used to tailor marketing strategies accordingly. But it is important to stress that they are not exhaustive and other factors can also influence online shopping behaviors.



4 ANALYSIS OF NANNY'S CARE COMPANY

4.1 Nanny Care and its internal and external analysis

Nanny Care is a French company specializing in the sale of products for babies and young children. Founded in 2015, the company positions itself as a high-end online store, offering a wide range of products to meet the needs of parents concerned about the quality and safety of products for their children.

4.1.1 SWOT

Here is the SWOT of the company Nanny Care to realize the strengths and weaknesses, but also the opportunities and threats that Nanny may face.

Indeed, this analysis allows to determine its internal but also external strategy, and to carry out the marketing analysis of the company to realize the current situation and to understand the potentialities of the company as well as its main capacities in its market segment.

<p>Strengths:</p> <ul style="list-style-type: none"> • Diversified range of baby products, including organic and natural products • Established brand with a positive reputation • Strong online presence (social media & website) • Fast and free delivery for orders over 39€ • Regular promotional offers to encourage repeat purchases 	<p>Weaknesses:</p> <ul style="list-style-type: none"> • Prices may be perceived as slightly higher than some competitors • Limited availability of some products
<p>Opportunities:</p> <ul style="list-style-type: none"> • Increasing demand for organic and natural products • Opportunity to expand product range to offer more choice to customers • Opportunity to expand internationally 	<p>Threats:</p> <ul style="list-style-type: none"> • Increased competition from other online baby product retailers • Economic uncertainty • Changes in regulation may affect production and distribution costs • Environmental and social concerns may encourage consumers to turn on alternatives, such as second-hand products or renting

Overall, by using this SWOT analysis, Nanny can focus on her strengths and opportunities to maximize her chances of success and minimize the risks associated with her weaknesses and threats.

4.1.2 PESTEL

PESTEL analysis is an important tool for understanding the environment in which a company operates. By examining the political, economic, social, technological, environmental, and legal factors that can affect a business, PESTEL analysis provides a better understanding of the opportunities and threats that it faces. For Nanny Care, this analysis can help assess key trends in its industry and identify challenges and opportunities that may impact its future growth.

POLITICAL	<ul style="list-style-type: none"> • Changes in government policies can impact the cost of distribution • Regulations regarding product safety and labeling can affect company's operations and expenses
ECONOMIC	<ul style="list-style-type: none"> • Economic factors (inflation, interest rates...) can impact consumer purchasing power • Changes in consumer spending habits and preferences can affect the demand for Nanny Care products
SOCIOCULTURAL	<ul style="list-style-type: none"> • Growing awareness of health and environmental concerns can drive demand for organic and natural baby products
TECHNOLOGICAL	<ul style="list-style-type: none"> • Advances in technology can improve production processes and enhance the customer experience, but require ongoing investment and resources • The increasing use of e-commerce and mobile devices for shopping can create opportunities and expand its online presence
ENVIRONMENTAL	<ul style="list-style-type: none"> • Environmental concerns can affect consumer behavior and demand for eco-friendly products • Regulatory requirements to comply with environmental standards for packaging and waste management
LEGAL	<ul style="list-style-type: none"> • Compliance with regulations related to product safety, labeling and advertising is essential to maintain the company's reputation and customer trust

4.2 Nanny Care's place in this market

Nanny Care's product line includes items such as strollers, car seats, highchairs, baby bottles, cribs, baby carriers, toys, and childcare accessories. Its flagship product is the Nanny Respiratory Monitor, which helps prevent sudden infant death syndrome. All products offered by Nanny Care are carefully selected from renowned brands, known for their quality and reliability.

The company distinguishes itself from the competition through its commitment to quality, safety, and customer satisfaction. Nanny Care's products are rigorously tested to ensure that they meet the highest safety standards. In addition, the company offers a satisfaction guarantee to its customers, allowing them to return unused products within 14 days.

Nanny Care also offers quality customer service, providing personalized advice and recommendations to help customers choose the best products for their needs. In addition, the company offers free delivery for orders over 49 euros and a secure online payment service.

In summary, Nanny Care is a company specialized in the sale of high-end products for babies and young children, offering a range of products carefully selected from renowned brands. The company stands out from the competition thanks to its commitment to quality, safety, and customer satisfaction.

4.2.1 Nanny Care's place in the market in figures

Nanny Care, as previously mentioned, is a company already strongly established in the childcare market. Indeed, according to the figures given by the company, the company has many visits on the website since in 2022, there are 662 344 sessions that have been opened on the website. A session corresponds to the number of times the site has been seen; it does not mean that the site has been consulted by this number of people since a person can very clearly visit it several times. But in total for the year 2022, Nanny Care was

able to achieve many orders as they counted 15,636 orders for the previous year.

But it is important to know its real place in the market and to understand where its users come from, to understand how buyers are influenced to go to the website and thus understand the buying habits of this market. According to the data, about 50% of the sessions are opened thanks to SEA (paid advertisements to get a good Google referencing) which corresponds to 334,540 sessions thanks to this channel, then another primordial source of visibility is SEO since it corresponds to 172,7000 sessions opened in 2022, about 26% of the visibility is due to SEO, which is not negligible. Finally, social networks represent 3% of the sessions opened on the website.

It is therefore important to analyze the digital strategy used by Nanny Care.

4.3 Analysis of the marketing strategy used by Nanny Care Online

As far as the company's marketing strategy is concerned, Nanny Care mainly uses social media, including Facebook and Instagram to promote its products and interact with its customers. The company also has a loyalty program in place, offering exclusive discounts and benefits to loyal customers.

4.3.1 Social Media

We can therefore start by analyzing their marketing strategy implemented on Instagram, the main social network chosen by the company. Their strategy is focused on user engagement, community building and promoting quality products. (Appendix 1)

The key elements of this strategy:

We can name a few key elements of this strategy:

- **Creation of attractive visual content:** the Instagram page is filled with carefully selected photos and videos to showcase the products.

- **Use of hashtags:** Nanny Care uses relevant hashtags to increase the visibility of its posts to users. The hashtags used are related to childcare and baby products, which allows the company to reach its target audience effectively.
- **Regular content publishing:** Nanny Care regularly publishes content on Instagram, on average 2-3 times a week. This helps maintain a regular presence on the platform and stay visible to its customer base.
- **User interaction:** Nanny Care always interacts with its users by responding to their comments and providing personalized tips and recommendations. This interaction allows the company to build a trusting relationship with its customers and strengthen its credibility.
- **Use of the Stories feature:** Nanny Care uses the Stories feature to share ephemeral content such as promotional offers, contests, and events in real time. This strategy allows the company to create a sense of urgency among its customers and encourage engagement with its brand.

Using a combination of visually appealing content, relevant hashtags, regular posting, user interaction, and the use of Stories, Nanny Care was able to create an effective Instagram presence to reach its target audience and reinforce its brand.

Regarding Nanny Care's target audience, on social networks, according to their data: 45.8% of the accounts reached are in relation to advertising and 90% of Nanny Care's subscribers are from France, with a main age range of 25 to 35 years. Regarding the Instagram account, they have about 20,000 followers, with 97% of women subscribers.

In addition to all this, Nanny Care has become accustomed to collaborating with influential people of great renown in France and this is more beneficial since it generates many sales. To give a few examples, the company has already collaborated with influencers with several million subscribers, mainly moms or future moms who need baby products and who in exchange, offers their

popularity to Nanny Care and allows them to make themselves known and thus generate sales. This has been very beneficial for them and has allowed them to explode the sales of their flagship products, because typically “mom” influencers are followed by a target that is totally adequate for Nanny Care’s target.

Speaking of numbers, according to Nanny Care data, the impact of influencers is very beneficial for them because according to their data, Instagram allowed 1475 conversions, and this allowed them to generate many sales. In total the influencers allowed them 2979 sales for the year 2022, which represents a significant turnover (+ 15,000 euros thanks to partnerships), so it is obvious that their advertising campaign with influencers is very effective. Currently, collaborating with influencers is essential for e-commerce business. (Appendix 4)

According to their data, most of their profit is due to Instagram, Facebook, and stories. Other social networks are less important such as Twitter or Snapchat. Despite the popularity of its networks, the e-market is not known to operate through this type of social network.

4.3.2 SEO

First, we can give a brief definition of the term "SEO": it means "Search Engine Optimization". It is a set of techniques and strategies to improve the visibility and position of a website in the organic search results (not paid) of search engines such as Google.

SEO is important because many Internet users use search engines to find information, products, or services online. SEO techniques include optimizing content (text, images, videos) for relevant keywords, technical optimization of the website (structure, tags, loading time), creating external links (backlinks), optimization for social networks, etc. All this to improve the relevance and quality of the website in the eyes of search engines and their algorithms.

When analyzing the Nanny Care website, it is remarkable that SEO is a well-mastered technique. Indeed, each article is described carefully using keywords to increase the natural SEO, each product has a complete and detailed description to increase the visibility of the site. Since each product is described with the words most likely to be searched, the site will increase in Google searches and thus have better visibility. It is also important to show that under each category of articles, a text is written at the bottom of the page to give additional information to consumers, again, to provide text and generate natural referencing. It is very important to target your keywords correctly to detect the searches that potentially interested people are most likely to do.

Nanny Care also takes place in the use of backlinks, uses links pointing to a page of the website, it is also a fundamental element for the SEO strategy. Indeed, the company will allow to generate traffic on its own page by sending users from one page to another, it is a crucial strategy to increase its visibility.

To properly target keywords, there are many software programs that concoct a series of the most searched words related to your starting word. For example, Nanny Care uses the “Ranx Explorer” software which will help to see the traffic of each word, the trend of that word and the volume of times it is used. (Appendix 2). It is therefore necessary to be able to balance between words with very high volume and words a little less used so as not to merge in the mass, and Nanny Care acts in this way to increase its visibility, it is moreover a strategy that seems to work, because a large part of the visits to their site is due to natural referencing.

4.3.3 SEM

Once again, Nanny Care opted for an effective marketing strategy since it uses the SEA. This acronym means “Search Engine Advertising”, it has once again the objective of developing the traffic of a website through advertising. These are the advertising spaces that are on the front page during an internet search, this advertising space is mainly bought at auction and performance by click targeting specific queries with keywords.

This strategy is essential because it allows many visits to the website of Nanny Care, it also represents more than 50% of login. To use the SEA, Nanny Care pays to be on the front page and every click the website receives, Nanny Care will have to pay a sum of money to Google Ads. (Appendix 3)

5 RESEARCH METHOD

To understand the online shopping habits for the childcare market, a questionnaire was conducted to gather comments and suggestions from a well-defined target audience.

During this questionnaire, 91 answers were collected, within 3 weeks. The chosen target was future parents or young parents (children under 5 years old), in order not to distort the answers by people who do not order on websites for children, and not to collect irrelevant information. The implemented questionnaire has 17 questions.

The survey includes questions about shopping habits, product preferences, purchase decision criteria, effectiveness of online advertising, and online reviews of juvenile products. Customers can also provide feedback on their online shopping experience.

Online store owners can then use the results to improve their product offerings and customer service, and thus meet their customers' needs more effectively.

As the questionnaire was made in French, the translation of the questions and answers will be filed before each screenshot of the questions, in order to have a better understanding.

5.1 Analysis of collected data.

5.1.1 Demography of this survey

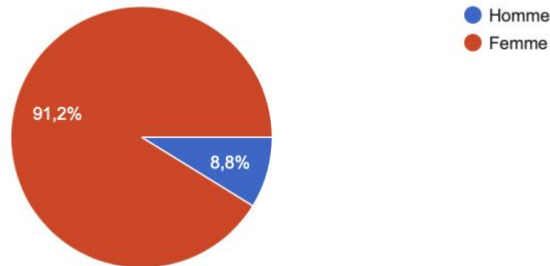
Regarding the demographics of this study, 90% of the respondents are women (appendix), 2 age groups are mainly highlighted, since 52.7% of respondents are between 25 and 35 years old, and 41.8% are between 35 and 50 years old, there is also a minority of people between 18 and 25 years old (4.4%)

Translation: What is your gender? - Male (8.8 %) / Female (91.2 %)

Quel est votre sexe ?

 Copier

91 réponses

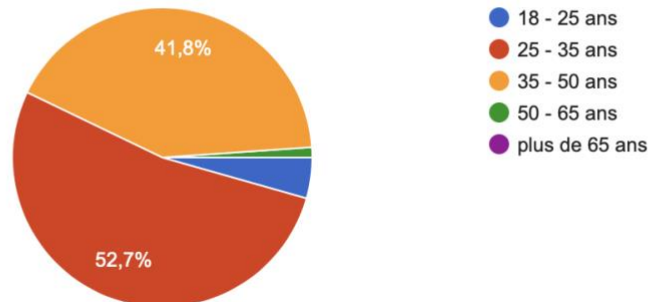


Translation: How old are you?

Quel âge avez-vous ?

 Copier

91 réponses

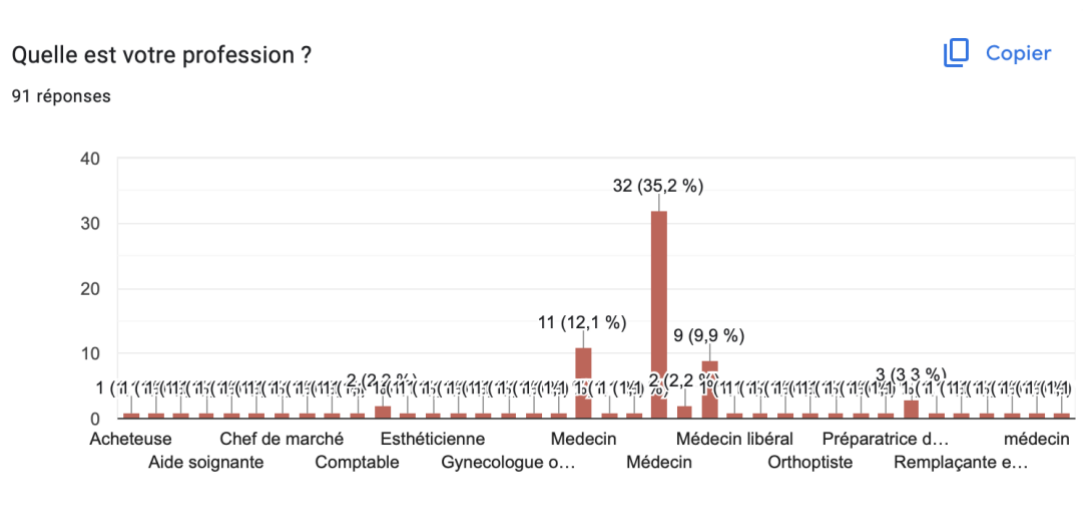


There may be several reasons why two age groups are particularly highlighted in the study of buying habits in the juvenile market. First, these two age groups are often considered the primary times in life when people have children, and therefore, are likely to purchase juvenile products. Those between the ages of 25 and 35 are often young parents, while those between the ages of 35 and 50

are often older parents who already have children but may also have younger children.

As for most women who responded to the questionnaire, this may be since women are often considered to be primarily responsible for family and child-related purchases. In addition, women are often more interested in childcare products, as they generally have a greater role in childcare. It is also possible that the data collection method used was more accessible to women than men, or that women were more willing to participate in the study than men.

Translation: What is your profession?

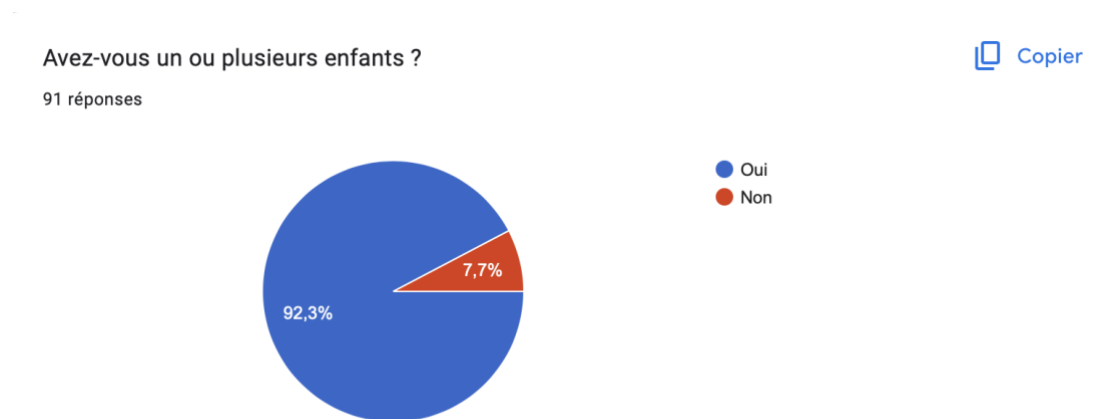


Concerning the socio-professional environment of its people, a large part of the people who answered are in the medical environment (about 70% of the people interviewed), but all the circles are highlighted in this questionnaire, because any type of profession is referenced (store manager, alternating student, head of company, insurer, buyer, pizzaiolo, commercial, employee, accountant, commercial director, market manager, DRH...).

By including a variety of occupations in the study, the results can provide a more complete picture of purchasing habits in the childcare market and allow companies to better understand their potential clientele.

5.1.2 Understand their purchasing habits.

Translation: Do you have one or more children? Yes or No



First, 92% of the people who conducted the study have one or more children.

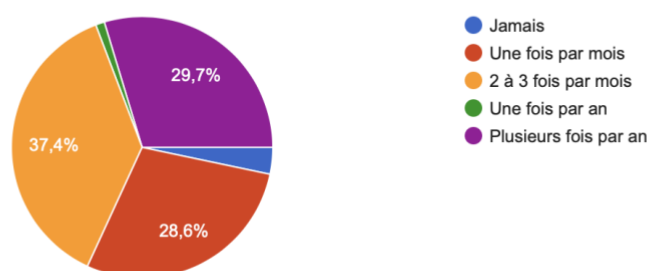
According to the results of this questionnaire, the study proves that the debate about buying online, or in-store is still ongoing. But according to our answers, there are still a good number of people who consider buying online as a first option for different reasons. Most people prefer online shopping because it is more "convenient", to "avoid moving", because it is "faster", that "prices are often cheaper", to carry out a "comparative study", to also "make gifts" or because the web offers "no more choices" or simply because they have infants. Then, there is a part that alternates between online and in-store, depending on the type of products, if the product does not require a test or comparison site, then ordering on the internet is the first choice but if there is a need to compare or test (example cited: a stroller), so people are going to favor the stores. Finally, there is the type of person who only wants to buy in store, mainly for "ecological concern", or to "make the shops work" or because they appreciate the advice of the seller and be able to see the product. There is also a person who does not feel concerned because he prefers the second-hand.

Translation: How often do you buy children's products online? Never - Once a month - 2-3 times a month - Once a year - Several times a year

A quelle fréquence achetez-vous des produits pour enfants en ligne ?

 Copier

91 réponses



To give figures and be able to analyze the frequency of online purchases of children's products, the questionnaire shows that 37.4% of respondents make online purchases 2 to 3 times a month, 28.6% order once a month, then a third frequency is highlighted because 29.7% of people order more or less frequently, up to several times a year. Finally, only 3.3% of people order on the internet for this kind of product.

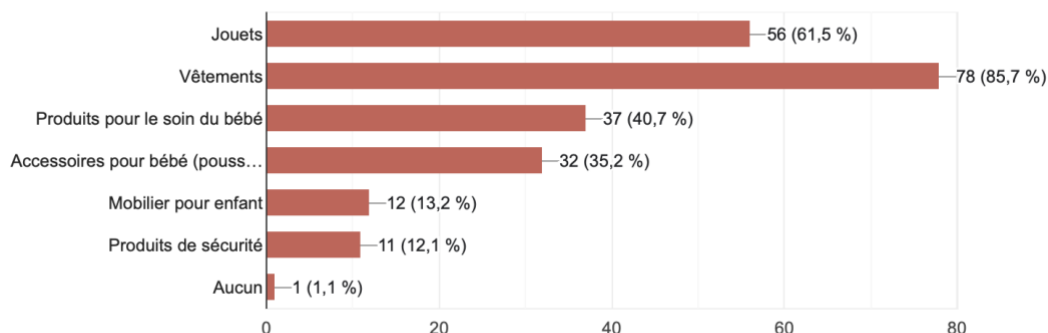
5.1.3 Why are they buying on the Internet?

*Translation: What types of children's products do you most often buy online?
Toys - Clothing - Baby care products - Baby accessories - Children's furniture -
Safety products - None*

Quels types de produits pour enfants achetez-vous le plus souvent en ligne ?

 Copier

91 réponses



According to the questionnaire, 4 categories appear to be the most frequently purchased on the Internet. Indeed, the type of product most bought are toys since 61.5% of people buy on the internet, the same for clothing because 85.7% of people regularly order children's clothing on websites. There are also baby care products, 32 people are used to buying online (35.2% of people) and baby accessories that are often bought online for 35.2% of people surveyed.

Some products are less highlighted on the internet are more bought in stores, this is the case for furniture since only 13.2% is used to making online purchases for this type of product, and it is the same for safety products, frequently bought on the internet for only 12.1% of those who answered the questionnaire.

There are several reasons why some products are more often purchased in-store than online. For furniture, for example, people often need to see and touch the product before buying it, and it is often more convenient to do so in a store. In addition, some baby safety products require additional information and recommendations from in-store sellers to ensure that they function properly and are in line with customer needs.

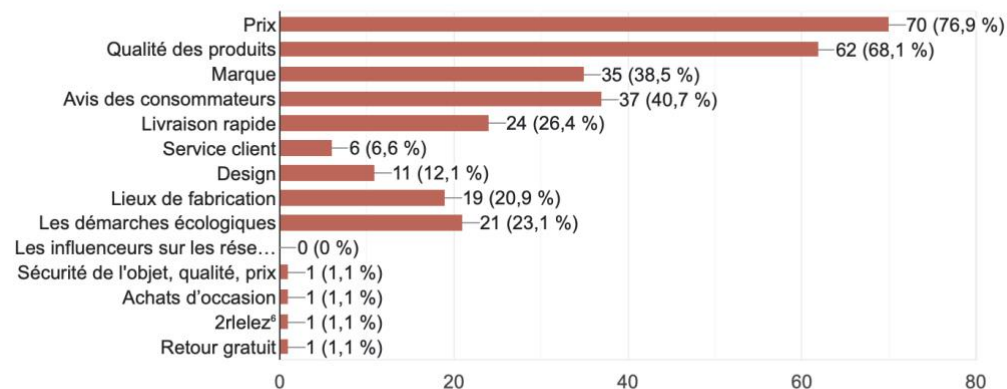
On the other hand, the products that are most often purchased online, such as toys and children's clothing, are often items that can be easily compared online, and buyers can find a wide variety of options at attractive prices without having to travel to the store. Baby care products and accessories, such as baby bottles

and carriers, are also often purchased online because of their convenience and the ability to find specific products more easily online. In short, consumers' purchasing preferences can vary depending on the products, their characteristics, and their convenience.

Translation: What are the most important factors when buying children's products online? Price - Product quality - Brand - Consumer reviews - Fast delivery - Customer service - Design - Places of manufacture - Eco-friendly approaches - Influencers on the networks - Safety of the item, quality, price - Second hand purchases - Free returns

Quels sont les facteurs les plus importants lorsque vous achetez des produits pour enfant en ligne ? [Copier](#)

91 réponses



There are several factors that influence consumers' purchasing decisions and explain why they prefer to consume online. Of course, price is one of the first decision factors since 76.9% of people consider this to be the most important factor, there is also the quality of the products (68.1% of respondents consider this factor to be paramount) or the brand and consumer opinions (respectively 38.5% and 40.7%). Other factors, a little less important but still very considered by the consumer are to be considered for a company wishing to offer delivery since 26.4% choose a product according to this factor, but also the place of manufacture and the ecological steps are to be considered because respectively 20.9% and 23.1% are preoccupied by this factor when they make an order. Design is seen as an important factor for only 12.1% of consumers

influence their decision-making regarding an online childcare purchase. Finally, some factors are not specifically considered by the chosen target, such as the security of the object, promotions made by influencers about this product, free returns or second hand...

Consumers' purchasing decisions are influenced by various factors, and these factors can vary depending on the individual's needs, preferences, and values. For example, price is a crucial factor for many consumers, as they want to ensure they are getting a good deal for their money. Quality is also important, as parents want to ensure that the products, they purchase for their children are safe and durable. Additionally, brand and consumer opinions can influence purchasing decisions, as parents may trust certain brands or look to the experiences of other parents to make informed choices.

Other factors, such as delivery, place of manufacture, and environmental impact, are becoming increasingly important to consumers who are more conscious of their ecological footprint and the social responsibility of companies. Furthermore, the design of a product can also play a role in purchasing decisions, as parents may want products that are aesthetically pleasing and fit well with their personal style.

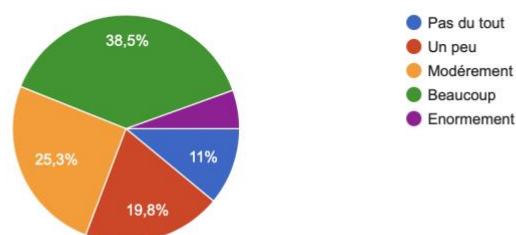
5.1.4 The impact of reviews on online shopping behavior

Translation: Do the ratings and comments of other consumers influence your online purchasing decision for these products? not at all - a little - moderately - a lot

Est-ce que les évaluations et les commentaires des autres consommateurs influencent votre décision d'achat en ligne concernant ces produits ?

 Copier

91 réponses



Through this questionnaire, it was important to study whether different consumers of online childcare are influenced when shopping. The aim was to understand whether the opinions of other consumers could have an impact on their product choices. 11 % of respondents said that it had no impact on their purchases, but this meant that 89 % of consumers paid attention to the comments left on assorted products.

More than a third of respondents (38.5 %) said that reviews of childcare products have a "great deal" of influence on their buying behavior. Then, about 45 % of consumers say they are somewhat or moderately influenced by the opinions of others. On the other hand, the remaining 5.5 % consider themselves to be "very much" influenced by the opinions of other consumers, which means that their buying behavior can change at any time depending on the feelings of strangers.

These figures are remarkably interesting as they relate directly to the different theories explained earlier. Consumers are not independent when shopping online anymore, they are converted from a lot of information from other users. This implies that consumers do not only rely on product descriptions on websites, which is an especially important aspect for companies that want to sell a product online.

A marketing description is meant to sell, but if the product is not well evaluated, it will be a real barrier to future products from the brand.

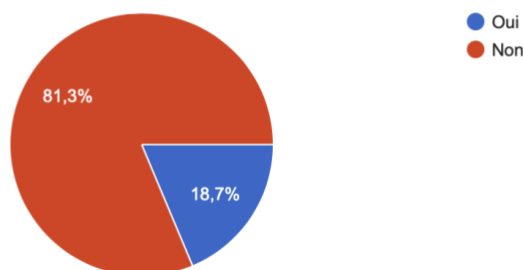
Translation: Have you ever left a comment on a childcare product online? Yes

- No

Avez-vous déjà laissé un commentaire sur un produit de puériculture en ligne ?

 Copier

91 réponses



It should also be considered that 81.3 % of people say they do not leave comments on the various products they buy online.

This figure shows that consumers are not yet too active and dare not reveal their feelings after their purchases. Thus, there is still a large majority of online shoppers who must give feedback after a purchase. Since consumers are interested in different opinions when they want to buy online, it would be important that most consumers leave a review on online sales sites.

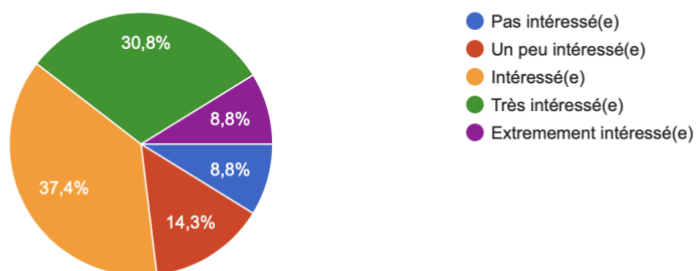
5.1.5 Are online promotions and advertising effective in this market?

Translation: What is your opinion on online promotional offers and discounts for children's products? Not interested - Somewhat interested - Interested - Very interested - Extremely interested

Quelle est votre opinion sur les offres promotionnelles et les remises proposées en ligne concernant les produits pour enfants ?

 Copier

91 réponses



First, it is important to know that many promotional offers appear on the various online childcare sites. This is done to encourage people to consume on the site by displaying promotions on different products when visiting the site. According to our survey, more than half of the consumers (51.7%) say they are somewhat or moderately interested in these offers and only 8.8% are not interested at all. This also means that almost 40% of the respondents are very or extremely interested in these offers.

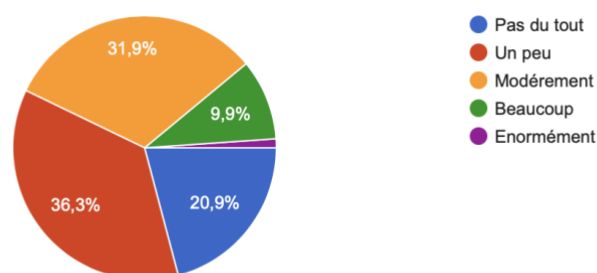
This is understandable, as consumers of children's products are always looking for products for the safety and comfort of their babies. Thus, the promotions can push consumers to buy more and more products so that the promotional offers apply to their purchases. People going to these sites see the opportunity to buy products that are not necessary but which they can now buy thanks to these promotions.

Translation: Would you say that online advertisements (website, social networks) for childcare products are effective in getting you to buy? Not at all - Somewhat - Moderately - A lot

Diriez-vous que les publicités en ligne (sites web / réseaux sociaux) pour des produits de puériculture sont efficaces pour vous inciter à acheter ?

 Copier

91 réponses



Regarding advertising, this is another area of concern for consumers of childcare products. The survey asked about the effectiveness of advertising on the internet and social media in this market. Most parents are not affected by these ads as almost 70% of them say that they are somewhat or moderately

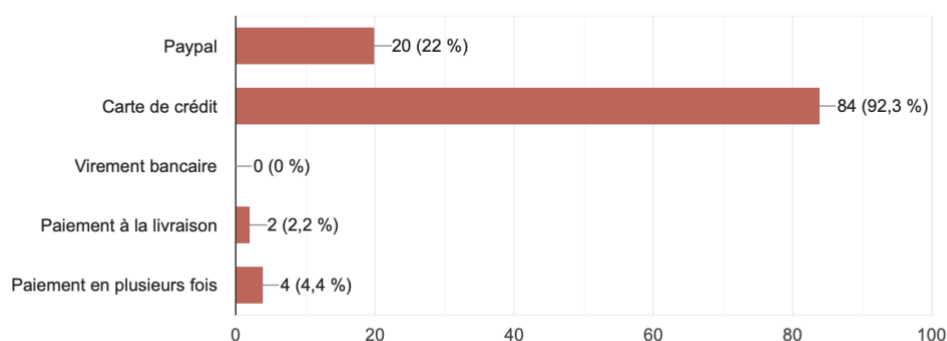
effective and do not really change their purchase intention. Furthermore, 20.9% say they are not affected at all by these ads, meaning that only 12% of consumers think that children's product ads are very or extremely effective.

These figures show that advertising and promotions are very different in this market, parents can be influenced by promotional offers but not by advertising.

5.1.6 How do they pay for their purchases?

Translation: Which payment methods do you use most often to buy on the internet? PayPal - Credit card - Bank transfer - Payment on delivery - Payment in instalments

Quels sont les modes de paiement que vous utilisez le plus souvent pour acheter sur internet ? [Copier](#)
91 réponses



In this survey it was also important to find out which payment method consumers in this market use most on the internet. There are several methods of payment, but the answers do not really give any surprises as the most important method of payment is still by credit card (93.2%).

Only twenty or so people also use PayPal to pay for their purchases and few consumers use payment by delivery (2%) and bank transfer in several instalments (4%). Of all the people surveyed, none of them use bank transfers to pay on the Internet, which is understandable because other means of payment are much safer and easier.

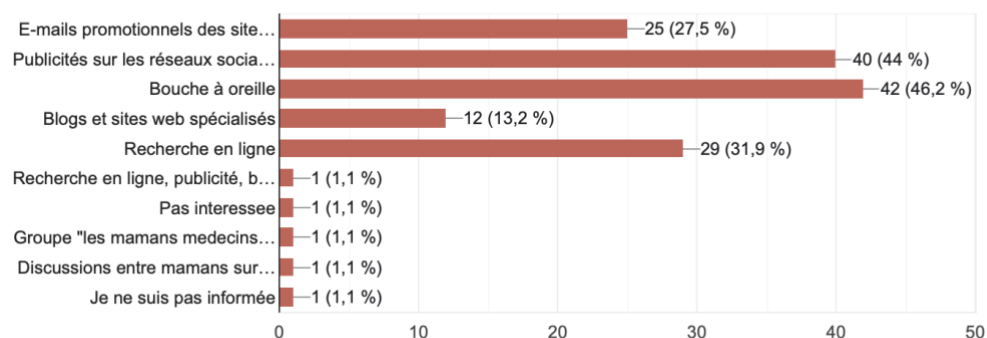
5.1.7 How do they go about buying online?

*Translation: How do you find out what's new in the childcare market?
Promotional emails - Advertising on social networks - Word of mouth - Blogs and specialised websites - Online research - Not interested - Facebook group - Mum-to-Mum chat - I'm not informed*

Comment êtes-vous informé(e) des nouveautés sur le marché de la puériculture ?

 Copier

91 réponses



Finally, the questionnaire also sought to understand how consumers would identify themselves when buying products for their children. The aim was to find out how companies such as Nanny Care can connect with their customers.

This is remarkably interesting as most consumers (45%) get their information through word of mouth as well as through social networks (ads and posts). Secondly, about 30% of consumers are reached through email advertisements and personal searches on the internet. Finally, just over 10% of parents find information on specialised websites and blogs with different consumers.

The rest of the survey explains that they are informed by their friends and family or that they do not seek information, i.e., they go directly to online sales sites to make their purchases.

6 DISCUSSION/ RECOMMANDATIONS

6.1 Summary of the results obtained.

These findings highlight the importance of businesses implementing effective e-commerce strategies to meet consumer needs and expectations for convenience, price and choice. Businesses can also focus on providing quality customer service to help consumers make informed purchasing decisions. In addition, businesses can consider offering specific benefits to consumers who shop online, such as discounts, special offers or loyalty schemes, to encourage online shopping. Finally, businesses should also consider consumers' preferences for in-store shopping and strive to provide pleasant and personalized shopping experiences to meet these needs. In addition, businesses need to be aware that competition in e-commerce is increasing. Consumers have access to a wide choice of products and services online and are often willing to compare offers from different companies before making a purchase decision. Companies must therefore be prepared to offer high-quality products and services at competitive prices to remain competitive in the market.

It is also important to note that the results of this study may change over time. With the rapid evolution of information and communication technologies, consumers' expectations of e-commerce can change rapidly. Companies should therefore be aware of emerging trends and be prepared to adapt their e-commerce strategy accordingly.

Finally, businesses must also be aware of consumer concerns about security and privacy. Consumers are increasingly aware of the risks associated with the use of their personal data online and are increasingly demanding that their privacy be protected. Companies must therefore put in place robust security measures to protect consumer data and be transparent about their privacy policies.

In sum, the results of this study underline the importance for companies to put in place effective e-commerce strategies that meet the needs and expectations of consumers. Businesses must also be prepared to adapt to changes in consumer trends, offer high-quality products and services at competitive prices,

and protect the security and privacy of consumers' personal data. By following these recommendations, companies can strengthen their position in the e-commerce market and increase their long-term profitability.

6.2 Limitations of the study

Our study has several limitations that must be considered for our analysis and for the different results obtained. First, it must be considered that the study was carried out on a hundred people, which does not allow us to obtain all types of answers, and which also obliges us to make averages. A larger sample of people would have made it possible to obtain hugely different results depending on the people interviewed. The results of a survey cannot be generalized to all populations, cultures, or situations.

Furthermore, the questionnaire was only sent to French people. However, a person's culture and beliefs can influence the way they respond to a survey or questionnaire. The results may therefore be biased or may not accurately represent the opinions or behavior of people from other cultures or countries. Furthermore, even within the French population, there may be regional, social, educational, or economic differences that may affect the responses and results of your study. It is therefore important to recognize that the results of your study cannot be generalized to the whole of the French population, nor to other countries or cultures.

Secondly, the study was carried out using a quantitative questionnaire to interview participants, so this may also be a source of limitation. Indeed, the reliability of the data collected can be affected by factors such as the wording of the questions, the method of data collection, the quality of the sample and the quality of the participants' response. This can lead to measurement errors, response bias or missing data, which can affect the quality and interpretation of results. To complete the study, it would have been interesting to use other data collection methods, such as qualitative interviews or observations, to complement or reinforce the data collected through the questionnaire.

6.3 Recommendations

Based on the questionnaire and previous research, recommendations can be made for companies in the childcare industry as well as the company Nanny Care.

Firstly, it seems important to put forward ecological products because more and more parents are looking to consume products that respect the environment in their daily lives, especially for their children. It therefore seems beneficial to offer childcare articles made from ecological and sustainable materials. To generate sales, it can be interesting to put it forward with relevant keywords in the description of the products.

Moreover, the purchasing decisions trend in 2022 shows that it is important to offer a pleasant shopping experience, it is one of the key elements to push the consumer to buy, so it is necessary to make sure that the site is ergonomic, that the payments are secure, and that the customer service is reactive to the customers' requests.

It is also important to highlight local brands, as consumers are increasingly interested in local and artisanal products, so it is important to highlight them on the website as they are attractive products for consumers.

Opting for a secondhand platform is also a good way to improve because it is a more and more common practice, especially in this sector, so it can be an excellent opportunity for companies to offer products at a lower cost but also to reduce their environmental impact by extending the life of the products. To do this, it is still important to ensure that the products are in good condition, to develop a clear return policy because customers may be reluctant to buy second hand baby products if the site does not offer a guarantee of refund and exchange in case of problem, it is also important to be transparent with the customer in relation to the product that the site wishes to sell.

In addition, Nanny Care to consider certain actions to improve its market presence and increase its sales. Indeed, Nanny Care must first continue to invest in online marketing because targeted advertising, e-marketing campaigns mail and collaboration with influencers can help the company reach new customers and promote its products correctly. Next, Nanny Care should offer special offers to encourage customers to buy more Nanny Care products, such as bulk purchase offers to encourage customers to buy multiple products at once. Finally, Nanny Care should expand its product range with, as mentioned above, products designed in France, concerned about the environment or second-hand products.

Businesses in this market must therefore adapt to new trends to meet the specific needs of children and new methods of education (for example, the Montessori method, which is very trendy now, Nanny Care has already established itself in this type of market).

7 CONCLUSION

The project of this thesis concerned the observation of the different behaviors of customers on the Internet and the strategies put in place by companies to respond to customers.

The project detailed the different theories that allowed for the understanding of online shoppers' behavior and the factors, both external and internal, that influence them during their purchases.

The research also found that companies have many ways of anticipating customer behavior and using this to their advantage. In addition, companies have several strategies to promote themselves and to encourage people to consume their products.

To better understand the research, a survey was conducted among customers in the online childcare market. The results of this survey were used to further investigate and compare the different data that was provided by the company Nanny Care. The study provided an overall understanding of the actions, influences, and feelings of customers in this online market. During the analysis, several conclusions were drawn, and recommendations for Nanny Care's further development in this market were identified.

In conclusion, this thesis project was a great and interesting experience, and the study has taught us a lot about the behavior of future and young parents as well as about the companies in this market. This area, which was unknown at the start of the project, has allowed us to learn more about the vision of online business and the external influences. Having provided concrete help and analysis during this thesis has given a lot of motivation to produce serious and effective work for Nanny Care.

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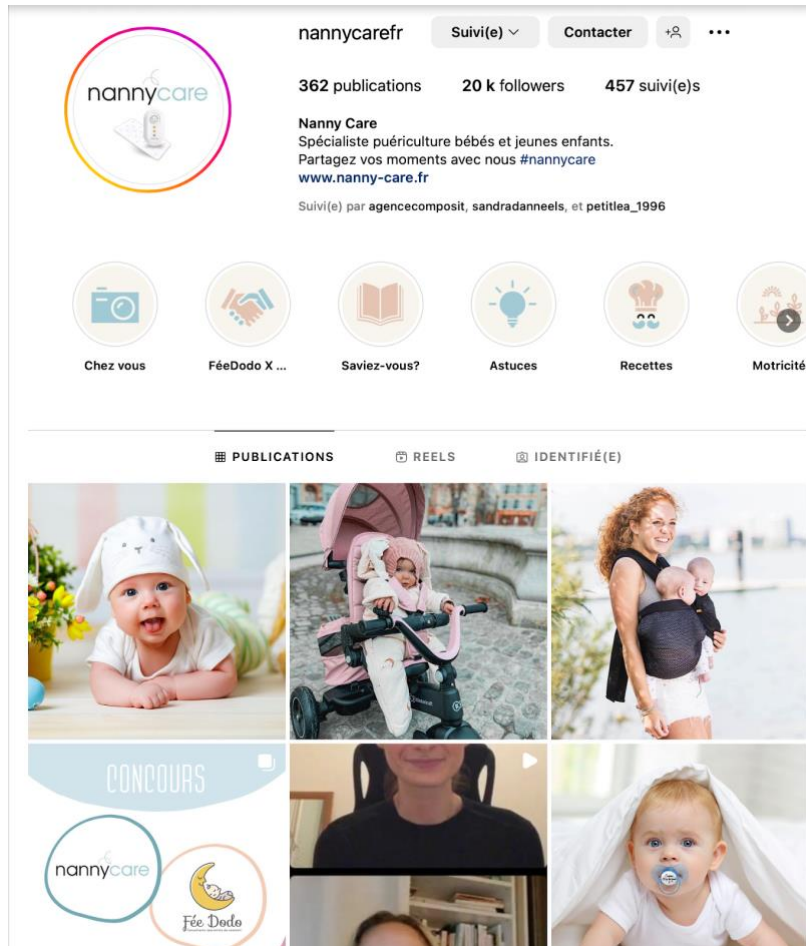
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APPENDICES

Appendix 1. Overview of Nanny Care's Instagram page



Appendix 2: simulation of a word generator for the word "baby pram" in order to obtain a better referencing and adapt the keywords - Ranxexplorer software

RANXPLOERER SYNTHÈSE GLOBALE RÉSULTATS NATURELS RÉSULTATS PAYANTS RECHERCHE UNIVERSELLE MOTS CLÉS ANALYSE DES LIENS MON COMPTE

poussette bebe

GÉNÉRATEUR DE MOTS COCON SÉMANTIQUE ANALYSE DE LA SERP EVOLUTION DE LA SERP

GÉNÉRATEUR DE MOTS > **POUSSETTE BEBE**

FILTRE PAR TYPE DE MOTS-CLÉS : GÉOLOC ACTUALITÉ E-COMMERCE QUESTIONS MARQUE ET NOTORIÉTÉ FILTRES AVANCÉS EXPORTER (5 000 RÉSULTATS)

AFFICHAGE DES RÉSULTATS 1 À 100 SUR 200 RÉSULTATS Afficher 100 lignes par page Copier les données

UNIVERS	THÉMATIQUE	MOTS-CLÉ	VOLUME	TENDANCE	CPC MAX	SEA KD	SEO KD	TYPE
TOUS	TOUS	poussette bebe confort	20 810		0.11 €	100	67	
confort	bebe confort	poussette bebe	13 260		0.23 €	100	62	
trio	poussette bebe	poussette bébé	5 900		0.00 €	0	54	
loola	poussette bebe confort	poussette bebe confort trio	4 140		0.11 €	100	56	
streety	bebe 9	poussette trio bebe confort	3 940		0.12 €	100	65	
avis	poussette canne	poussette bébé confort	3 290		0.00 €	0	62	
canne	bebe poussette	poussette pour bébé	2 370		0.00 €	0	48	
trek	poussette trio	bebe confort poussette	2 260		0.12 €	100	57	
high	bebe confort loola	poussette canne bébé confort	1 950		0.00 €	0	43	
jouet	bebe confort poussette	poussette bébé confort loola	1 690		0.00 €	0	55	
roues	confort poussette	poussette bebe jouet	1 620		0.11 €	100	53	
prix	poussette double	bébé confort poussette	1 260		0.00 €	0	48	
double	poussette loola	poussette bebe confort stella	1 230		0.11 €	100	45	
age	bebe confort streety							
autour	trio bebe							
elea	canne bebe							

Appendix 3: understand the difference between SEA (paid advertising) and SEO (search engine optimization)

SEA

Comparateur de voyages | Trouvez des vols pas chers | jetcost.com
[Annonce](#) www.jetcost.com/Offres-Vols/Petits-Prix
 Trouvez billet d'Avion dès 12€ A/R. Comparez les prix et économisez jusqu'à 70%!
 Vols à petits Prix · Économisez jusqu'à 80% · Location de Voiture · Comparez 1000+ Compagnies

Voyage Pas Cher Bas Prix Dès 9€ | Réservation Rapide (-30%) | eSky.fr
[Annonce](#) www.esky.fr/voyages/pas-chers
 Réserver les billets d'avion les moins chers! Vol pas Cher. 14 ans d'expérience. 34 pays. 1,1 million hôtels. Destinations: Londres, Barcelone, Munich, Rome, Faro, Porto.
 Hôtels · Vol + hôtel · Occasion

SEO

Agence de voyage lastminute.com: Site de voyage pas cher et de ...
<https://www.fr.lastminute.com/>
 L'agence de voyage lastminute.com est le spécialiste des voyages pas chers et de la dernière minute. Profitez de nos offres séjours, hôtels, locations, ...
 Séjour · Voyages All Inclusive · Hôtel pas cher Rome · Hôtel pas cher Marrakech

Vacances Promovacances : vacances et voyages pas cher. Bons ...
<https://www.promovacances.com/>
 Vacances Séjours Voyages pas Chers ✨ : ▶ ▶>des voyages à partir de 99€ TTC ainsi que des séjours jusqu'à -60% de réduction*. Promovacances, agence ...
 Voyage au départ de Bruxelles · Grece · Agence de Voyage · Voyage en Thaïlande

Appendix 4: Example of collaboration with an influencer

In this example, the company carried out a competition in collaboration with an influencer: gain in visibility.

