

CKNW News
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New SFU study offers glimpse at cultural on-line shopping habits

BURNABY(CKNW/AM980) -- A new study from Simon Fraser University has some interesting insight into cultural patterns when it comes to on-line shopping.

The study suggests Japanese people are attracted to bright, warm images.

The Germans are into the darker, more conservative colours.

Beyond colours...the study has also found Canadians are the least concerned when it comes to credit card fraud.

Americans, it seems, don't have any patience for product information.

Despite all these differences, there does appear to be one thing all cultures agree on: convenience and pricing when it comes to on-line shopping.

S-F-U plans to do a follow-up study.