**TECHNOLOGY & CONSUMER ENGAGEMENT FOR LOOP**

How can LOOP develop their technology to increase consumer engagement?

**CONTEXT**
- LOOP needs to increase user engagement on its website
- LOOP needs more participation, not more users
- Our research will focus on increasing user engagement by improving technology

**RESEARCH OBJECTIVES**
- To investigate consumer comfort levels on privacy sharing...
- To assess how sellers find value in an online consignment store...
- To explore how the user experience on a company's website affects consumer loyalty...
- To evaluate how brands interact with consumers through technology...
- To explore how consumers can engage with online small-businesses...
- To explore buyer-seller communication in e-commerce...
- To evaluate consumer engagement in online sustainable shopping...

**METHODS & TECHNOLOGY**
We have utilized Qualtrics features to explore our research objectives further & to engage respondents. To connect with participants we will utilize our connections through social media and email with other LUC students.

**IDEAL PARTICIPANTS**
Technologically Fluent, Environmentally Conscious, Loyola Students, Online Awareness

**OUR TEAM**

**HYBRID RESEARCHERS**
- Brigitte Cueter
- Sici Mirante
- Taylor Nguyen

**SPECIALIST RESEARCHERS**
- Katie Gardner
- Alaina Runkel
- Maddie Thompson

**GENERALIST RESEARCHERS**
- Anna Shea

**THANK YOU LOOP**
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