Tech Women

by Starcom+ Research

Perception of Technology

Women vs. Men

For more than half of other population, the technology represents a way to enhance their lives and they feel and is been now thing!

While for women technology is for getting valuable information and improving their lifestyle, for men it is about being early adopters and being ready to be a pioneer/innovator and are very, when everything becomes possible.

- A way to access information from any from education, learning new things
- Progress/evolution
- A way to connect/stay connected to family and friends, keeping in touch
- A form of communication with loved ones / friends, a experience
- An area that can make my life easier
- Latest gadgets/ smartphones, smartwatches, smart TVs, etc.
- A domain that can save lives
- Online shopping or commerce!
- An area where everything becomes possible
- A way to have fun

Technological Innovations

Women vs. Men

In terms of technological innovations, 8 out of 10 women and men agree that Artificial Intelligence and Robots represent a significant difference in their quality and artificial intelligence (7 out of 10 women).

Virtual reality also mentioned in greater extent by women (7 out of 10 women vs. 6 out of 10 men). Virtual reality creates awareness (and, among women, even outside in the youngest segment 18-24 y.o.). The youngest segment being also the most very technology and digital savvy, and also the most

Technology Behavior

Men are more early and early adopters than women. While women fear of wasting that personal touch and sense of humanity, men are more open to technology and automation.

Women are more open to technology and are more open to new things and trends.

Social media are not present a real world.

Nowadays you can buy any type of products online!

Social media are a good source to find opinions and recommendations about products and services.

I get information about products and educating my child on the Internet.

The Internet is the greatest invention of the 21st century!

Online shopping is a great way to save of the same time.

Online shopping is the main Internet accounting device.

I trust the online payment system.

Cookies online improve my stores.

Nowadays I have access to all the information I need.

I like to keep up with the latest gadget.

I like to have the latest model of gadget / device that appeared on the market.

Nowadays because of technology we have to learn to spend wise our time.

The Internet reduces our attention!

Today, due to technology, there is no private life anymore.

There are times when I feel overwhelmed by technology.

Technology makes a less creative.

Technology is a good way to connect with the world.

We need more and more to learn what we can do with technology.

I follow my favorite brand on social media.

I prefer to communicate with my loved ones through social media.

Social media are a source of validation.

The social media offer us the models we want to follow.

Gadget Enthusiast

Gadget enthusiast women are those that keep their mobile phones with them at all times and they are the first to know about they access they access before going to bed. Women like the new gadgets are a form of bearing hot and a way to simplify life. Young women are on greater extent gadget enthusiasts.

Why women are so social media rejectors? Mainly because an on social media they are not real, they are not themselves. Mature women (45-54 y.o.) with families are greater extent social media rejectors.

Social Media Rejector

Women are more social media rejectors than men.

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Information Seeker

Information seeker are those women that love online shopping and are the ones that are the most open to the new technologies and recommendations/reviews. In order to buy the best for their

Women are tech rejectors mainly from emotional reasons, as they feel they don't have time to spend it with their loved ones.

Tech Adopter

Early Adopter

Tech Rejector

Social Media Adopter

The Importance of Technology

Women vs. Men

For 9 out of 10 both women and men technology is considered as very important. In comparison with men, there are women that consider technology as very important.

The Importance of Technology in Women's Life

9 out of 10 women recognize the importance of technology in their daily life (important and very important). This opinion is shared in greater extent by women over 55 y.o., as most of them are retired and have more time to spend on technology. The younger generation was born in technological era and considers technology a given fact of everyday life.

New Technologies Usage

Even if women evaluated technology as important as men, they use it in a significantly lower extent.

Women using New Technologies

Almost 9 out of 10 women (in contrast to men) are using technology in their daily life. Women are using technology in greater extent than men (75 and 70 y.o. young professionals).

Barriers to Using New Technologies

Women vs. Men

For both women and men, main barrier in using new technologies are high purchase costs.

When using new technologies, men are more concerned that these will increase their workload and women are more concerned about the side effects of the problems. Women are more concerned about personal data and privacy.

Sources of Information when Women want to buy a Gadget

Top 3 sources of information for women when buying a gadget are friends and family, online reviews and ratings, and TV and offline, to see where they talk with a representative, through recommendations.

The younger generation of women use to greater extent the social media and online reviews and ratings (Facebook, Instagram, YouTube tutorials, posts on social media and influencers' reviews). While a respected the mature generation use more TV, TV and offline to see representative and friends and family.

Devices Owned

Women vs. Men

Most tech adopters, men seem to greater extent than women smart TV, smartwatches, tablets, photo/video camera and smartphones.

Women Accessing the Internet

Most women access the Internet from 5-8 devices.

Smartphone is the main device from which women access the Internet, especially those that are between 18 and 35 y.o.

Women above 45 y.o. use more the Laptop and tablet to access the Internet.

The Internet on Smart TV is used mainly by the younger generation (18-24 y.o.).

Number of Apps used Weekly

Women vs. Men

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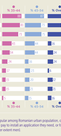
Type of Apps used Weekly

Women vs. Men

7 out of 10 women users from urban areas use weekly less than 10 apps on their smartphones, especially women. Men tend to use more between 10-20 applications, especially men from rural areas.



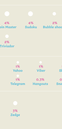
Top 10 Type of Apps used Weekly by Women

Poll Applications

% All % Women % Men

Would you pay to install an application you need, or for a premium / upskiled version of the application you need/ enjoy?

Paid applications are not yet very popular among Romanian urban population, only 1 out of 3 people declared they would pay to install an application they need, or for a premium / upskiled version of a given used need.



Popular Apps Among Women

% Total (% Mobile Experience Mentions)