

AN ANALYSIS OF ONLINE CONSUMER SHOPPING BEHAVIOUR

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Abstract: The objective of the article is to sum up the theoretical basis of the issue, analyse shopping behaviour of consumers on the Internet in terms of applied marketing activities and research the contexts based on selected factors influencing the purchasing behaviour of consumers on the Internet. In the first part of the article, it focuses on the theoretical definition of marketing communication and its various instruments. Other parts of the article focus on the theoretical basis regarding the shopping behaviour of consumers and new online trends in this regard. The research part of this article consists of a quantitative research carried out using an electronic questionnaire and assumptions made based on the previous theoretical analysis. The questions focused on the subjective opinion of the respondents who shop through the Internet under the influence of different marketing factors. Based on these results, the last section of the article outlines proposals and recommendations within the framework of effective online marketing communications with regard to the sale of goods and services on the Internet. In conclusion, the study points out the need to include online activities in the marketing activities of companies and thus reach a wider range of users.

Keywords: Internet Marketing, E-commerce, Shopping Behaviour, Marketing Communication

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Introduction

Websites and Internet technologies are now well established and reliable elements of marketing communication (Svatošová, 2013). Nevertheless, it is important to know what factors affect the success of websites. Previous research in this field has focused on identifying design factors of websites, which could increase online sales and result in customer satisfaction, confidence and reduce the perceived risk. Managers of small and medium-sized enterprises should be able to develop a website that attracts internet users, although not all visits will lead to sales and conversions (Vila and Kuster, 2011). Marketing has traditionally been seen as the most responsive part of managerial disciplines with the ability to accommodate ever-changing requirements. A view back just confirms this statement; marketing, for example, originally defined its purpose to sell products, focusing on rapid

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industrialization, growth and prosperity of economies after World War II. For that time the definition was correct. Later, the concept changed to the "marketing concept", responding to numerous changes in the market and in the market environment. Consumers started to become more sophisticated, more complicated and more demanding. On the other hand, competitors complained, as growth in several markets slowed and competition grew harder. Marketing concept promoting the idea to focus and identify consumer needs was a reaction of this discipline to the new business reality and demanding market. For that time, it was the right response (Štefko and Steffek, 2017; Štefko and Steffek, 2018; Kashani et al., 2007). Tomek (2011) and Litavcova et al., (2015) see consumer buying behaviour to be the most complex issue of marketing research. Buyer's decision-making process is essentially an invisible content of a "black box" -- decision-making process is based on relevant factors: the individual consumer, family, industrial purchaser and the like. Consumer purchasing behaviour is affected by factors that are generally not directly measurable (Štefko et al., 2016; Pilelienė and Grigaliūnaitė, 2017; Kulyk et al., 2018). This applies primarily to individuals, families or groups. This behaviour is influenced by psychological, social, economic, technological attributes (Ungerma et al., 2018). After the reconstruction of process influencing the buying process we mainly use psychological and sociological model. The buying behaviour of a professional buyer is different. A comprehensive understanding of market relations between actors also requires the application of marketing philosophy and tools in relation to suppliers. This issue is being studied by the discipline called shopping marketing (Tomek, 2011; Šoltés and Gavurová, 2015; Limba and Šidlauskas, 2018). The ability to offer customers relevant products, pages, or offers has been the goal of e-commerce since its creation. Personalization in this context has been discussed over many years, basically since the start of the World Wide Web in 1991. Despite some of its specifics, most aspects are identical and common (Shukla et al., 2012). The work deals with personalization in e-commerce, Adolphs and Winkelmann (2010) state the views of several authors on the issue of the role of personalization in e-commerce. Every internet page is full of different kinds of touch points as advertisements and offers, which make it hard for companies to guide potential buyers to a certain website without "losing" them through their way of the internet (Schwarzl and Grabowska, 2015; Kubeš and Rančák, 2018). The authors have divided related definitions into two categories. The first category indicates a close relationship between recommendations and content, acquisition and processing of data about users. The second category expands the scope of the concept and focuses on the goals of personalization. The recognition of the consumer is one of the simplest methods of personalization. During communication with users, the system collects available data, via cookies for example. This may be information regarding the type of device, browser, operating system, screen resolution, language settings and geographic location of the user. This data can be immediately used while communicating with the user or the next time a user visits

the site. Based on information the system adapts its behaviour in different ways. Recognizing the user is typically not a separate function, but it is a part of the comprehensive personalization solutions (Muller, 2014). A recommendation system - types of recommendations can be divided into personalized and non-personalized. An example of non-personalized recommendation usually also found outside the web environment is a list of the best-selling book titles and so on. Due to the simplicity of the problem literature almost exclusively focuses on personalized recommendations. In order to provide personalized recommendations systems need to obtain data on the behaviour and preferences of a particular user or user segment, using knowledge from a variety of IT disciplines such as data mining, machine learning, information retrieval and interaction between human and computer (Ricci et al., 2011). Lacking the presence of human and social elements is claimed one major weakness that is hindering the growth of e-commerce. The emergence of social commerce might help ameliorate this situation. Findings suggest that social presence factors grounded in social technologies contribute significantly to the building of trustworthy online exchanging relationships (Baozhou et al., 2015). The use of different marketing communication tools is an ongoing process in which it is necessary to monitor new trends and respond flexibly to changes. While using the Internet and social networking sites the changes in these trends are often very fast and what worked yesterday does not have to provide satisfactory results today (Štefko et al., 2016; Shpak et al., 2017). The findings of Pappas et al., (2016) support the need for online shopping environments to be more interactive in order to target customers' cognitive and affective perceptions and increase their intention to purchase. Other studies reveal the associations between Internet perceived risks and the relatively equal influence of product and e-channel risks in consumers' trust, and that online purchasing intentions are equally influenced by product and e-channel consumer trust (Pappas, 2016). Research into influences of touch interfaces on online consumer perceptions and behaviours is presently limited. Some authors investigated whether varying the degree of interface touch (i.e., 'direct' touchscreen vs. 'indirect' mouse) elicits differences in perceived psychological ownership and endowment of chosen products (De Vries et al., 2018). The aim of this study is to show how different methods may provide online shopping managers with information regarding which attributes affect customer satisfaction, and how to identify what to improve or offer in the market (Tontini, 2016). The main determinant of success or failure in e-commerce is not just the price, but the process of delivering products and the quality of the website (Anttila and Jussila, 2018). If these factors are good, customers accept paying more for the product or service (Rababah et al., 2011). Web personalization has been identified as an important factor in the area of marketing and information systems (Salonen and Karjaluoto, 2016). Consumers increasingly use various Internet-enabled devices for online shopping. In case of Asian consumers, they have always largely relied on conventional markets as places to shop, but with the rise in middle-income families

and a more western-style of living, shopping online are rapidly becoming a major option in these countries (Bucko et al., 2017). This study builds on fluency theory within an environmental psychology framework. Specifically, this research examines how consumers' perceived fluency of the verbal online information affects their perceived cognitive effort and positive effect within a choice context (Mosteller et al., 2014). The present study (Pappas et al., 2017) aims to examine purchase behaviour in personalized online shopping by employing complexity theory, based on customers' online shopping experience and online shopping motivations. Such motivations include finding the best price, searching for product promotions, online shopping convenience, stimulation from the interaction with the websites, receiving personalized services, quality of the received services, perceived value and information availability (Close and Kukar-Kinney, 2010; Ganesh et al., 2010; To et al., 2007).

Methodology

Nowadays, there are a large number of theoretical concepts focused on marketing activities on the Internet, as well as the buying behaviour of consumers. The main objective of the research is to analyse the purchasing behaviour of consumers on the Internet in terms of applied marketing activities and study the selected factors influencing the purchasing behaviour of consumers on the Internet. The research does not focus only on basic information about the way of shopping, but also specific issues and the views of the respondents. Based on these research problems the authors have decided to come up with the following research hypothesis:

- H1. There is the existence of a statistically significant difference between impulsive buying of goods because of an Ad depending on the place of residence of respondents.
- H2. There is the existence of a statistically significant difference between gender of respondents and viewing websites without the intention to buy something.
- H3. There is the existence of a relationship between the credibility of a website and its presentation on Facebook.
- H4. There is the existence of a statistically significant difference between gender of respondents and the extent to which they are affected by advertisements and advertising.

In order to verify the hypotheses and fulfil the goal of the research, the authors have opted for quantitative research using an electronic questionnaire. This was an exploratory method that is based on obtaining data from the subjective responses of the respondents - all Internet users. Online shopping presupposes users have knowledge of the online environment, a personal computer with an Internet connection and the possibility of payment through internet banking or online card payments. Due to this fact, the study opted for a deliberate selection. Respondents reported their age, gender and educational if they as wanted to share this

information. The questionnaire was sent to target groups via social networks as well as e-mails with the accompanying text. The questionnaire survey included a total of 23 questions, divided into three sections. The questions in the first section referred to the basic demographic and social data about respondents. The questions in the second section referred to the basic use of the Internet and the third section of the questionnaire dealt with the specifics of the shopping behaviour of individuals on the Internet. The questionnaire consisted primarily of closed questions for which used a Likert scale. Respondents could express their agreement or disagreement with the statement through a seven points scale. The questionnaire also includes open questions -- a selection of answers from which respondents can choose according to their taste. Based on the age structure of users of e-commerce in countries of the European Union (ComScore, online) and using the proportional selection, age group now features the set number of randomly selected respondents. The questionnaire titled "Shopping behaviour on the Internet" was aimed at end users, especially at those who buy goods on the Internet. The research was conducted between January and February 2018 on 453 respondents.

Solving the Research Problem

In order to evaluate the research hypotheses 1, 2 and 4, the authors used two-dimensional statistics – two sample Student's t-test and Pearson correlation coefficient. Student's t-test tests the hypothesis of different diameters of two groups (belonging to a group is determined by the binary variable's value). The test is used to verify whether the difference in diameter is random (variables are independent) or is statistically significant (variables are dependent). A significant difference means that there is a relationship between the binary and interval variable ($P < 0,05$). Pearson correlation coefficient measures the strength of the statistical dependence between two quantitative variables. The correlation analysis does not represent a causal relationship $Y = f(X)$. The variable Y is independent of the variable X but two random variables X and Y together are changing together.

H1: There is the existence of a statistically significant difference between gender of respondents and the extent to which they are affecting by advertisements and advertising.

Table 1. The Average Values

Gender	N	Mean	Std. Deviation	Std. Error Mean
Male	72	2.9583	1.26087	.14859
Female	81	3.0370	1.22927	.13659

Table 2. Student's two-sample t-test

	Equal variances	Equal variances not assumed
F	.495	
Sig.	.483	
t	-.391	-.390

df		151	147.935
Sig. (2-tailed)		.697	.697
Mean Diff.		-.07870	-.07870
Std. Error Diff.		.20153	.20183
95% Confidence Interval of the Diff.	Lower	-.47688	-.47755
	Upper	.31948	.32014

In verifying the research hypothesis, the authors divided respondents according to their gender (women and men). The level of statistical significance was determined at $p = 0.05$. P value of the test of statistical significance reached 0.697. This hypothesis was therefore rejected as there is no relationship between the variables. The research results indicate that the relationship between the gender of respondents and the impact of advertisements and advertising is not statistically significant.

H2: There is the existence of a relationship between the credibility of a website and its presentation on Facebook.

The given hypothesis was examined using Pearson correlation, which is a measure of dependency between those variables. The correlation coefficient can take values in the interval $\langle -1, 1 \rangle$ as follows:

- -1: variables are indirectly dependent, a decrease in one variable causes an increase in other variables;
- 1: values are directly dependent, an increase in one causes an increase in another;
- 0: analyzed variables are independent.

Table 3. Pearson Correlation Coefficient

		Credibility of a website	Presentation on Facebook
Credibility of a website	Pearson Correlation	1	-.043
	Sig. (2-tailed)		.594
	N	153	153
Presentation on Facebook	Pearson Correlation	-.043	1
	Sig. (2-tailed)	.594	
	N	153	153

These statistics indicate that between variables is a linear relationship. The authors confirm the hypothesis because the correlation values are positive and fit into specified intervals. The analysis has shown a significant relationship between the variables at the significance level $\alpha < 0.01$. The correlation coefficient has reached the level $r = 0.594$, which can be interpreted as a moderate to strong relationship between the variables.

H3: There is the existence of a statistically significant difference between gender of respondents and viewing websites without the intention to buy something.

Table 4. The Average Values of the Variable Gender of the Respondents

Viewing websites without the intention	Gender	N	Mean	Std. Deviation	Std. Error Mean
	Male	72	3.5972	1.15867	.13655
	Female	81	3.8889	1.17260	.13029

Table 5. Student's two-sample t-test (viewing websites without the intention)

	Equal variances	Equal variances not assumed
F	.536	
Sig.	.465	
t	-1.544	-1.545
df	151	149300
Sig. (2-tailed)	.125	.124
Mean Diff.	-.29167	-.29167
Std. Error Diff.	.18887	.18874
95% Confidence Interval of the Diff.	Lower	-.66484
	Upper	.08150

The level of statistical significance was determined at $p = 0.05$. L value of the test of statistical significance reached 0.124. This hypothesis is rejected; there is no relationship between the variables. The research results also indicate that there is no statistical significance between the variables gender of respondents and the impact of advertising.

H4: We assume the existence of a statistically significant difference between impulsive buying of goods because of an Ad depending on the place of residence of respondents.

Table 6. The Average Values Regarding the Variable Residence of Respondents

Viewing websites without the intention	Residency	N	Mean	Std. Deviation	Std. Error Mean
	City	110	3.6273	1.21050	.11542
	Village	43	3.5581	1.31479	.20050

Table 7. Student's two-sample t-test (Impulsive buying of goods because of an Ad)

	Equal variances	Equal variances not assumed
F	1.866	
Sig.	.174	
t	.310	.299
df	151	71.423
Sig. (2-tailed)	.757	.766
Mean Diff.	.06913	.06913

Std. Error Diff.		.22309	.23135
95% Confidence Interval of the Diff.	Lower	-.37164	-.39212
	Upper	.50991	.53038

In verifying the research hypothesis, the authors used the variable “place of residence” (city and village). The level of statistical significance was determined at $\alpha = 0.05$. *P* value of the test of statistical significance reached 0.757. This hypothesis was therefore rejected since there is no relationship between the variables. The research results indicate that there is no statistical significance between variables place of residence and the impact of advertising.

Results and Discussion

At the beginning of the research, the authors have focused on the time respondents spend on the Internet per day. Only a tiny proportion of respondents spend on the Internet less than an hour a day. On the contrary, today's population spends on the Internet more and more time. This fact is not only evident from the present questionnaire but also the analysis conducted in which has revealed the increasing ratio of time spent online (data for 2013 and 2014). This trend clearly shows that every organization or company wishing to gain a competitive advantage in their market should not forget in the market itself and also focuses on the Internet as well. This trend also has shifted the way of marketing in developing countries like Indonesia and Malaysia. In these countries, citizens primarily use the internet to keep in touch with friends/family via social networking sites. Nowadays, firms have realized the potential of the social web to promote their products/services (Hidayanti et al., 2018; Yan Xin, et al., 2014). Social networks are growing and gaining their popularity. As they grow, new advertising opportunities arise as well. Companies can present themselves even though they have no website since a Facebook page can replace it in full. In case of online stores, the Facebook page cannot fully replace all functions that a shop needs. A Facebook page should contain up to date information about the company and the products and services offered. In this environment, it is necessary to remember that the number of fans is an important aspect of. If consumers are satisfied with a given brand, they become its Facebook fans start to follow the activity of the brand on the social network and recommend the brand to other users. It is, therefore, necessary to share any information, photos or videos in an engaging and not distracting manner. Many active users sometimes have no idea that what they see on their Facebook wall is a targeted Ad. What does this mean for a company that decides to place their Ad on Facebook? This means that it is able to target their marketing activities at its target group of customers, which of course must be determined in advance (demographics, interests, country or city). For example, if a company operates an e-shop with children's clothing, the target group are mothers 20 to 35 years who are married and liked pages advertising children's toys, baby furniture, etc. Further, If it is targeted to the youth in the developing countries, it should be considered that

the youth in Indonesia are more apprehensive about using Facebook for lobbying, such as signing petitions, than their neighbor, Malaysia making the use of this media might not be relevant (Warren et al., 2016). Another researched attribute is the clarity of a website. In practice, this means that a visitor of an e-shop should have no major problems navigating through the website and finding what he/she is searching for in a couple of seconds. The search can be sped up by using a filter which can sort products for example by price, brand, colour, size and other various parameters. In this context, somewhat annoying are pop-up Ads and banners. Webs saturated with ads are annoying and visitors usually leave such webs. Internet users search for their desired products through various search engines. The best known is Google. Upon entering a keyword into the search a page should display at the top – that is what companies should aim for. That is why the authors have asked their respondents how important this factor is for them. 83 % of the survey respondents have acknowledged that placement in Google plays an important role in the purchase. That means that companies should focus on the content of their web pages and keywords. Quality content does not mean only its structure but also its internal parameters such as HTML header, indexing and the number of links that link to the site. As for the keywords, they should contain words that the customers usually type into the browser in their search. The buying behaviour of consumers plays one of the key roles for the fulfilment of the main objectives of a company. It is influenced by many external and internal factors but the company can also influence the final process of buyer decision-making process significantly by its activities (Svatosova, 2013).

Conclusion

Shopping online is nowadays a phenomenon that is getting more and more into people's daily activities. This fact should not be overlooked by any organization or company that seeks long-term economic growth and profits. The article dealt primarily with this form of shopping and online company presentation. In conclusion, the authors point out proposals and recommendations that are focused on new trends in selling products on the Internet. The research is based on four research hypotheses those are evaluated by using statistical methods. The results indicate that gender or place of residence of users plays no significant role in online shopping. Advertising affects both men and women, the same goes for people living in the city or in the countryside. One of the research hypotheses has confirmed the relationship between the credibility of the company's website and its presentation on Facebook. The authors consider this finding to be a major outcome of the article. The present study shows that it is necessary to include online marketing to companies' everyday marketing activities, thus expanding their reach and increasing their sales.

The results of the study cannot prove causality and therefore causality, so further research in this area should be dealt with in longitudinal research. Further, the present research has been conducted in a single industry and therefore results are

limited to a specific area of e-commerce. Even though the specific area of research has obvious advantages, caution should be exercised in generalizing results for other sectors, other forms of technology, or other countries.

Future research on the analysis of e-commerce shopping behaviour, based on these results, can also be addressed in the field of social media, as this factor, in considering the credibility of websites, has proved to be a significant attribute. The authors assume that its significance will increase in the years to come from the users' perspective and experience.

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ANALIZA ZACHOWANIA KONSUMENTA ZAKUPÓW ONLINE

Streszczenie: Celem artykułu jest podsumowanie teoretycznych podstaw problemu, analiza zachowań zakupowych konsumentów w Internecie pod kątem stosowanych działań marketingowych oraz badanie kontekstów w oparciu o wybrane czynniki wpływające na zachowania zakupowe konsumentów w Internecie. W pierwszej części artykułu skupiono się na teoretycznej definicji komunikacji marketingowej i jej różnych instrumentów. Inne części artykułu koncentrują się na teoretycznych podstawach dotyczących zachowań zakupowych konsumentów i nowych trendów internetowych w tym zakresie. Część badawcza tego artykułu składa się z badań ilościowych przeprowadzonych za pomocą elektronicznego kwestionariusza i założeń dokonanych na podstawie wcześniejszej analizy teoretycznej. Pytania dotyczyły subiektywnej opinii respondentów, którzy dokonują zakupów w Internecie pod wpływem różnych czynników marketingowych. Na podstawie tych wyników w ostatniej części artykułu przedstawiono propozycje i zalecenia w ramach skutecznej komunikacji marketingowej online w odniesieniu do sprzedaży towarów i usług w Internecie. Podsumowując, badanie wskazuje na potrzebę uwzględnienia działań online w działaniach marketingowych firm, a tym samym dotarcia do szerszego grona użytkowników.

Słowa kluczowe: Marketing internetowy, E-commerce, Zachowanie zakupowe, Komunikacja marketingowa.

在线消费者购物行为分析

摘要: 本文的目的是总结问题的理论基础, 从应用营销活动的角度分析消费者在互联网上的购物行为, 并根据影响消费者在互联网上购买行为的选择因素研究背景。在本文的第一部分, 它侧重于营销传播的理论定义及其各种工具。本文的其他部分重点关注消费者购物行为的理论基础以及这方面的新的在线趋势。本文的研究部分包括使用电子问卷进行的定量研究和基于先前理论分析的假设。问题集中在受不同营销因素影响的网上购物受访者的主观意见。根据这些结果, 本文的最后一部分概述了有效的在线营销传播框架内有关互联网上商品和服务销售的提案和建议。总之, 该研究指出需要将在线活动纳入公司的营销活动, 从而覆盖更广泛的用户。

关键词: 网络营销, 电子商务, 购物行为, 营销传播。