Exploring the Influencing Factors on the Perception of Web-Shop Customers in Croatia: A Preliminary Study

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INTRODUCTION

- What is the motivation behind the paper?

- Digital technologies provide unprecedented opportunities
- Benefits of e-commerce adoption
- Several major issues
  - Privacy and security concerns
  - Unsatisfactory experience

E-COMMERCE GLOBAL STATUS

- Share of total retail sales

- Over $1.9 trillion in 2016
- 8.7% on a global level
- 8% in Europe
- 1% in Croatia
E-COMMERCE INFLUENCING FACTORS
• Based on literature review

• A large number of studies have been conducted
  – what makes internet users purchase online and what influences related behavior
• Diverse research efforts and findings do not conclusively determine which e-commerce attributes influence online users

SEVERAL PROVEN MODELS AND FACTORS
• Based on literature review

• Functionality, psychological elements, content
• Usability, information quality, website quality, service quality and playfulness
• Utilitarian and hedonic features
• E-service quality and customer perceived value
• Trust
• Personal attributes
• Product and/or service attributes
• ...
RESEARCH DESIGN AND METHODOLOGY

- National-level sport and fashion retailer
- Web-shop visitors were selected randomly
- Sample
  - 419 web-shop visitors
  - 60.6% men, 39.4% women
  - up to 18 years - 21.5%; 19-24 years - 34.1%; 25-34 years - 21.2%; 35-44 years - 17.9%; 45-54 years - 1.4%; and finally 55 years and above - 0.2%
  - Most respondents come from relatively larger households

RESEARCH FINDINGS AND DISCUSSION

- Self-reporting items

- Web-shop customers (shoppers) VS web-shop visitors (non-shoppers)
  (55/45)
- Users perceived the web-shop favorably
ONLINE PURCHASING BEHAVIOR (1)
+ Self-reported among predefined roles

- 60.4%
  - describe themselves as rational customers who know exactly what are they looking for, browse all the available web-shops and search for the best price deals

- 25.5%
  - report accidentally seeing ads online and purchasing as a result, provided that they are satisfied with the offer

- 13.4%
  - described themselves as loyal and only purchasing from their web-shop of choice

ONLINE PURCHASING BEHAVIOR (2)
+ Communication channels

- If the ordered product was not available, majority (65.2%) would find an alternative elsewhere

- Primary sources of information
  - Social networks (35.3%)
  - Search engines (29.8%)
  - WOM (26.3%)

- Further statistical analysis did not show any significant differences
CONCLUSION

• Businesses are increasingly striving to capture existing and developing segments of e-commerce market
• Web-shop customers value
  – price related elements
  – product availability or product range
  – delivery options
• Respondents clearly rely on online channels during the pre-purchase stage
• Starting point for more comprehensive research effort

THANK YOU!

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