



**CRODMA2017**

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

Drago Ružić, PhD  
Antun Biloš, PhD  
Bruno Budimir

**CRODMA** **tefos**



## TABLE OF CONTENTS

- Introduction
- E-commerce influencing factors
- Research design and methodology
- Conclusion

CRODMA Conference 2017 Varaždin

2

## INTRODUCTION

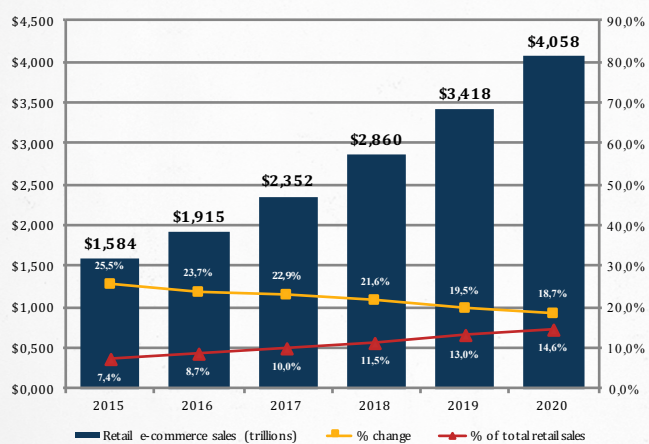
+ What is the motivation behind the paper?

- 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
- ...



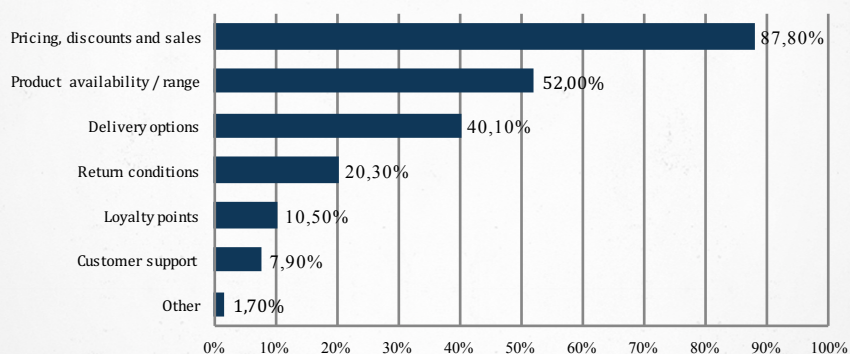
## RESEARCH DESIGN AND METHODOLOGY

- 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

+ Implication on further research

- 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!

+ Contact info



**Drago Ružić, PhD**  
Full professor

[www.efos.unios.hr/druzic/](http://www.efos.unios.hr/druzic/)  
[ruzic@efos.hr](mailto:ruzic@efos.hr)



**Antun Biloš, PhD**  
Assistant professor

[www.efos.unios.hr/abilos/](http://www.efos.unios.hr/abilos/)  
[abilos@efos.hr](mailto:abilos@efos.hr)



**Bruno Budimir**  
Student

[budimir99@gmail.com](mailto:budimir99@gmail.com)

