

Analysis of customer preferences at Camea Car in terms of e-commerce

Radovan Bačík

University of Prešov in Prešov

Faculty of Management

Department of Marketing and International Trade

Konštantínova 16, 080 01 Prešov, Slovakia

radovan.bacik@unipo.sk

Jakub Horváth

University of Prešov in Prešov

Faculty of Management

Department of Marketing and International Trade

Konštantínova 16, 080 01 Prešov, Slovakia

jakub.horvath@smail.unipo.sk

Abstract: Nowadays, e-commerce plays an important role in the world of trading. Online shopping is famous among customers these days. These customers are the potential buyers of different businesses. The expansion of e-commerce is mainly because today's consumers everyday use the internet, they like to experiment with new things, brands and products, but they are also comfortable and modern. What is important for today's customers is that they can purchase online, which is no longer a problem, because nowadays people can connect to the Internet anywhere.

Keywords: customers; marketing; preferences

JEL Classification: M30; M31

Acknowledgement:

This article is one of the partial outputs under the scientific research grant VEGA 1/0806/16 "Research on issues of consumer behaviour of a new generation of customers with emphasis on identifying preferences and usability of mobile platforms in the process of e-commerce of the subjects localized predominantly on the Central European Market."

Introduction

Electronic commerce or e-commerce refers to the form of purchase, sale or distribution, where the contact between the seller and the buyer occurs through electronic systems. In terms of e-commerce, we can think about trading among people, which mainly involves the use of information and communication technologies (Suchánek 2012).

1. Literature review

E-commerce is a fairly new and widespread branch and is a common part of companies that use it for trading. Online trading is currently the fastest growing segment in improving enterprise performance and productivity. E-commerce is in the direct sales area in which the customer can select goods without visiting a business or business center (Suchánek 2007).

According to Sedláček (2006), e-commerce is based on the use of such information and communication technologies, which are used mainly in the buying and selling phases, more precisely in commercial transactions.

E-commerce generally refers to all forms of transactions in which the product is sold. These processes include and consist primarily of the processing and transmission of digital data, including texts, sounds and visual images (Madleňák 2008).

According to Dorčák and Pollák (2010), e-commerce is just a part, an e-business segment that focuses on selling goods and services via the Internet.

It is clear from the above-mentioned e-commerce explanations that e-commerce is a rapidly growing segment that is a common part of today's businesses. It is based mainly on the use of information and communication technologies and online presentations. Recently, among other things, online stores make it easier for businesses to speed up their business. On the other hand, it is a form of direct sales, which makes it easier to buy goods directly from our home.

Over the last decade, the Internet has made great changes in the company and has proven to be a special communications platform that can quickly adapt to the needs of customers. Nowadays, more and more people who communicate and search for the necessary information use the Internet. In addition, the internet allows people to purchase, pay and control their finances. Nowadays, people are connected (mobile phones, GPS navigation) and new forms of connection are constantly emerging. The Internet proves to be an important tool for trading, searching, communication and etc. Internet communication can be done through video calls as well as various social networks such as Facebook, Twitter, through which millions of people communicate with each other around the world (Mare 2012).

The rapid development of local computer networks in enterprises in the commercial sphere as well as state administration has significantly influenced the use of the Internet. We can say that currently only few companies do not use the Internet and do not have their website. The Internet is good for presenting and promoting companies. The web pages can present not only textual forms of company presentation, but also static/dynamic pictures and videos (Suchánek 2007).

The progressive use of e-commerce has brought different benefits for different social groups, businesses and organizations. In this section, we will focus on the benefits that e-commerce brings to customers and businesses.

Advantages for customers (Tondr 2002):

- the first advantage of e-commerce for customers is the opening hours, which is not limited on the Internet. Online shops are not closed on bank holidays and therefore the customer can choose and buy goods whenever they want,
- e-shops offer a wide range of goods, which are divided into different categories and subcategories,
- e-commerce also allows customers to compare the price, thanks to discount gates and shopping guides,

- the availability of online stores is also one of the advantages for customers. Regions or states do not limit e-shops. It is enough if the customer has a laptop, tablet or mobile phone that has Internet connection.

Advantages for companies (Kotler 2007):

- e-shops provide the opportunity to convince new customers and also provide a variety of opportunities to identify the needs and requirements of the potential customers,
- customers also provide feedback via the Internet and thanks to this businesses can improve their products or services, thereby increasing the satisfaction of their customers,
- e-commerce also provides the advantage of lower costs and quickness. Through the Internet, businesses directly connect with their distributors, suppliers and customers, which also reduce their costs and customers communicate directly with the sellers,
- e-shops also provide greater efficiency in distribution channels and logistics functions such as processing the orders, sales promotion, etc.,
- online stores provide companies more flexibility and allow them to make ongoing adjustments to offers and programs. Online catalogues can be customized and changed by the company every day even an hour, which cannot be done with common catalogues that are already printed out and sent to customers,
- the development of the Internet also has disadvantages. As in the previous chapter, now we focus on the disadvantages for customers and businesses.

Disadvantages for customers (Dorčák 2012):

- many customers prefer personal sales instead of online shops to buy certain types of goods such as clothing, cars, etc., because they do not trust in the Internet,
- in the case of electronic purchases, the customer must also indicate his/her personal data, thereby creating a risk of disregarding privacy when firms exchange data and information with one another, which may jeopardize their security,
- as well as the misuse of personal data, the risk of the e-payments may have insufficient security.

Disadvantages for companies (Joseph 2015):

- the disadvantage of e-commerce for companies is the fact that they may have difficulties to train their employees to use new technologies, design and new business skills that are needed to create an effective e-commerce,
- another disadvantage of online stores is the complexity of incorporating existing databases and softwares designed for transaction processing and designed for a traditional trade into softwares that enable e-commerce,
- in addition to technology and software issues, many companies face cultural and legal barriers while doing their online business as well as what has been mentioned in the previous section that many consumers are afraid to send their credit card and personal data via the internet and this can aggravate business companies selling their products through e-commerce.

2. Data and Methodology

The main objective of this article is to explore customer preferences in the e-commerce process and customer preferences in the Camea Car company.

114 respondents attended in the survey, who are potential customers for any kind of business. Only 72 respondents answered the questions about the company, because not everyone heard about Camea Car. The data were collected from February to March 2018. The questionnaire was sent electronically via the Facebook social network. The sample of respondents was randomly selected and the questionnaire was anonymous.

For the purposes of this article, only the second part of the respondents was taken into account, because they were aware of the company or they were customers of Camea Car.

In the article, data were collected in the form of tables, charts. Descriptive statistics and higher statistics processed in NCSS 11 were used for data processing.

The Camea Car joint stock company was founded in 1992 and its business focus was on the sale and servicing of Škoda vehicles. In 1993, the company has been expanded with the Seat brand and later in 1995 opened a new car showroom. The headquarter is on the Duklianská Street, which focusing on providing customer service in the field of sales and service of new vehicles. 2003 was an important year in the development of this company, when the Škoda and Seat brands were split. For the Seat vehicles, a new, separate showroom was built on the Levočská Street. In 2006 the company was expanded, when the Volvo brand, which was located in the Levočská Street, was added to the other two brands. Subsequently, in 2007, there was a further expansion of the Honda brand, which was placed in a separate car showroom in Košice on the Prešovská Street. Since 2011, the Volvo brand has been added to the Honda brand. The showroom is situated in Košice (Cameacar 2011).

The main activity of this company is the sale and servicing of Škoda, Seat, Volvo and Honda vehicles. Another activity is the sale of automotive accessories, as well as the maintenance and repairing, leasing, advertising and promotional activities, etc. In addition to the above activities, the company also provides advice on vehicle financing and insurance (Cameacar 2011).

3. Results and discussion

Hypothesis1: *We assume that according to customers, the image of the Camea Car website corresponds to the level of current trends.*

It is assumed that the level of current trends in e-commerce is largely influenced by the current image of the website and therefore the variables examined will show a positive linear correlation dependence.

$$H_0 = 0 \quad H_1 \neq 0$$

Level of statistical significance: $\alpha < 0.05$

Hypothesis1: *We assume that individual website attributes that are part of the e-commerce process also greatly influence the overall image of the Camea Car website and that there will be a positive linear correlation dependence between the examined variables.*

$$H_0 = 0 \quad H_1 \neq 0$$

Level of statistical significance: $\alpha < 0.05$

The purpose of statistical data analysis was to verify the established hypotheses and thus to determine the actual state of e-commerce through the website. The data analysis consists of performing correlation analyzes and subsequent statistical testing of results through the T-test. Correlation is the relationship between the variables examined and the value of the correlation coefficient "r" can range from -1 to 1.

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If the value of the correlation coefficient is at a minus value, the relationship between the examined variables is determined by a negative linear correlation, which means that if one value is higher, the second is lower. If the correlation coefficient value moves in positive values, the relationship between the examined variables is determined by a positive linear correlation, i.e. the relationship between the examined variables is directly proportional. If the value of the correlation coefficient is closer to 1, the relationship between the examined variables is stronger. If the correlation coefficient value is zero, there is no relationship between the examined variables. The statistical significance of the obtained results is verified at the level of statistical significance $\alpha < 0.05$.

In the Hypothesis 1 we assumed that the level of current trends in e-commerce is largely influenced by the current image of the website and therefore the variables examined will show a positive linear correlation. The results of the correlation analysis are shown in the following table. It is clear from the results that the level of current trends in e-commerce greatly affects the creation of the image of the Camea Car's website. The correlation coefficient reached 0.5729, which represents a relatively strong positive correlation of the variables.

Chart 1 The impact of current e-commerce trends

Level of current e-commerce trends	N - number of examined	r – correlation coefficient	P – value T - test
Image of the Camea Car's website	72	0.5729	0.0795

(Source: Own elaboration)

The statistical significance of the results of the correlation analysis was subsequently verified by the T-test. Based on the p - value, it can be concluded that the results of the correlation analysis are not statistically significant, but we reject the H0 hypothesis, claiming that there is no relationship between the examined variables, and we accept the H1 hypothesis, which states that between the examined variables, there is a relationship.

Hypothesis 2 discusses the impact of individual website attributes and that these are part of the ecommerce process on the overall image of Camea Car's website. This research has explored the impact of these website attributes:

- access to the website,
- speed of the searching,
- design of the website and facebook profile,
- promotion of the company via the website and facebook,
- the range of cars offered on the website,
- linking the website and facebook,
- linking the website to other websites (car mart, etc.).

Based on the correlation analysis, it can be stated that all of the listed attributes of the e-commerce website statistically significantly affect the image of Camea Car's website and in all cases; we state a positive linear correlation between the examined variables. The biggest impact on Camea Car's website has access to the company's website, followed by the speed of the searching, the range of cars offered through the website, the linking of the website and the facebook profile, the design of the website and the facebook profile, the promotion of the company via the website. Linking the website to other websites has the lowest impact on the creation of the websites' image. After verifying the statistical significance of the results by performing the T-test, it is possible to assume clearly that the results are statistically significant and that in all cases we reject the zero H0 hypothesis and accept its alternative the H1 hypothesis.

Chart 2 The impact of individual options on the image of the website

Image of the Camea Car's website	N – number of examined	r – correlation coefficient	P – value T - test
Access to the website	72	0.4586	0.0000
Speed of the searching	72	0.4337	0.0000
Design of the website and facebook profile	72	0.2474	0.0029
Promotion of the company via the website and facebook	72	0.2374	0.0000
The range of cars offered on the website	72	0.3621	0.0000
Linking the website and facebook,	72	0.2656	0.0030
Linking the website to other websites (car mart, etc.).	72	0.1618	0.0087

(Source: Own elaboration)

4. Conclusion

This article focuses on the use of e-commerce and the impact of customer preferences on business. The Internet has become a part of today's world and without it; many people could not image their lives without it.

Nowadays, we spend a lot of time on the Internet time watching movies or buying some products. As a result, online stores have become an important tool for company promotion. The companies usually have their websites. This is mainly because through the website the customer can learn more about the company and can buy products. Promoting businesses through the internet is faster, more efficient and less expensive.

In addition to websites, it is also worth mentioning the impact of social networks on the prosperity of companies. On social networks, there are an incredible number of people who are the potential customers. Contacting customers is relatively simple and effective, since the setting up of accounts is free of charge. Companies can add any news, photos, videos, presentations, etc. All this strengthens their promotion. However, it is important for companies to continuously adapt their offers to today's trend.

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