

МЕНЕДЖМЕНТ

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RESEARCH OF CONSUMERS 'LIABILITY LEVEL TO UKRAINIAN ONLINE TRADE

ДОСЛІДЖЕННЯ РІВНЯ ДОВІРИ СПОЖИВАЧІВ ДО УКРАЇНСЬКОЇ ОНЛАЙН ТОРГІВЛІ

Urgency of the research. Under conditions of growing number of people, who use Internet and social networks, one can also observe expansion of business and online trading. Thus, there is a need to direct enterprises' activity on increase of confidence.

Target setting. Application of modern Internet technologies sets a new vector of Internet trading development. Consumers have got an access to information, can exchange it and build up their opinions concerning online trading or about a definite product.

Actual scientific researches and issues analysis. Substantial researches concerning development of Internet environment are done by well-known scientists, such as Bahrin Yu. N., Bereza A. M., Haiyvi S. V., Zhavoronkova H. V., Makarova M. V., Moreinis A. and others. Peculiarities of consumer behavior are studied in the works of such scientists as Boichuk I. V., Bushuieva L. I., Holubkov E. P., Danko T. P., Illiashenko S. M., Lytovchenko I. L., Oklander M. A., Pylypchuk V. P. and other.

Uninvestigated parts of general matters defining. Few scientific works study the issue of development, process and problems of online trading. It is necessary to make substantial researches of the issue of confidence in online consumer, investigate ways of its improvement.

The research objective. Study of consumers' confidence in Ukrainian online trading.

The statement of basic materials. The article presents principles of Internet-store performance. Argues low confidence of Ukrainian consumers in Internet-stores that is connected with low level of responsibility for untimely delivery of goods, absence of an appropriate level of purchase security, improper level of consumer's privacy.

Conclusions. The research proves that confidence in online trading can be improved by keeping to the main principles, including timely supply of goods, detailed description of the product, close feedback. It is argued that delivery of goods is of particular importance for consumers of online trading.

Keywords: level of confidence; Internet-stores; goods; online trading; "purchase and sale" chain.

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Актуальність теми дослідження. В умовах зростання кількості користувачів інтернету та соціальних мереж спостерігається і розширення бізнесу та онлайн-торгівлі. У зв'язку із цим виникає необхідність спрямованості роботи підприємств на підвищення рівня довіри.

Постановка проблеми. Використання сучасних інтернет-технологій формує новий вектор розвитку інтернет-торгівлі. Споживачі мають можливість отримати доступ до інформації, обмінятися нею та створити свою думку щодо онлайн торгівлі чи конкретного товару.

Аналіз останніх досліджень і публікацій. Значні дослідження розвитку інтернет-середовища зробили відомі вчені: Баєрін Ю. Н., Береза А. М., Гаєвий С. В., Жаворонкова Г. В., Макарова М. В., Морейніс та ін. Дослідження особливостей споживчої поведінки займалися такі вчені як: Бойчук І. В., Бушуєва Л. І., Голубков Е. П., Данько Т. П., Ілляшенко С. М., Литовченко І. Л., Окландер М. А., Пилипчук В. П., та ін.

Виділення недосліджених частин загальної проблеми. У той же час недостатньо наукових праць висвітлюють питання розвитку, процесу та проблем онлайн торгівлі. Потребують ґрунтовних досліджень питання рівня довіри до онлайн споживача, вивчення шляхів його підвищення.

Постановка завдання. Дослідження рівня довіри споживачів до української онлайн торгівлі

Виклад основного матеріалу. У статті розглянуто принципи функціонування інтернет-магазину. Виявлено не високий рівень довіри до інтернет магазинів українськими споживачами, що пов'язано із низьким рівнем відповідальності за невчасним постачанням товару, відсутність належного рівня безпеки купівлі, неналежним рівнем конфіденційності споживача.

Висновки. Обґрунтовано, що для підвищення рівня довіри до онлайн торгівлі доцільно дотримуватися основних принципів, серед яких своєчасна доставка товару, детальний опис продукту, тісний зворотній зв'язок. Доведено, що особливу роль для споживача в онлайн торгівлі має доставка товару, не залежно від передоплати чи після оплати. Доцільно звернути увагу на підвищення рівня конфіденційності споживача.

Ключові слова: рівень довіри; інтернет-магазини; товар; онлайн торгівля; ланцюг «купівля-продаж».

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Urgency of the research. In Ukraine, number of Internet users (particularly, users of social networks) rapidly increases, forcing continuous development of Internet trading. Online shops enable purchasing of products at lower prices, as compared to traditional shops, and help to find unique products (with specific taste qualities), which can be hardly found at traditional shops in a short time period. Expansion of Internet trading causes the necessity to study consumers' confidence in online trading and argue prospects of its development.

Target setting. Unfortunately, Ukrainian online trading has not reached the level of the Western European countries yet. Lack of confidence in "purchase and sale" chain is one of the main obstacles. It is quite natural, considering the fact that a buyer does not see the Internet seller and cannot touch the goods, which he/she wants to buy. Thus, purchases and sales on the Internet should be connected with certain degree of confidence, which a seller should supply for a buyer, and the last, in its turn, should trust the seller.

Actual scientific researches and issues analysis. Numerous works of theoretical and practical character are devoted to investigation of the problems of online trading under current conditions. Processes of development of Internet environment are studied by well-known scientists, such as Bahrin Yu. N., Bereza A. M., Haievyi S. V., Zhavoronkova H. V., Makarova M. V., Moreinis A., Sladkov A. V., Chyhasova N. M., Wilson T. and others. Peculiarities of consumer behavior are studied in the works of such scientists as Boichuk I. V., Bushuieva L. I., Holubkov E. P., Dainekin T. V., Danko T. P., Illiashenko S. M., Lytovchenko I. L., Oklander M. A., Pylypchuk V. P., Syfoni J. and other.

Uninvestigated parts of general matters defining. Few scientific works consider the issues of online trading, problems, which occur in its performance, ways of their solution, etc. It is necessary to make substantial researches of the level of confidence in online consumer.

The research objective. Study of consumers' confidence in Ukrainian online trading.

The statement of basic materials. Buyers' decisions concerning future purchases or stop of purchases on the Internet are mainly determined by their perception of the goods after its buying. To improve the confidence in the field of online trading, an enterprise should develop a positive purchasing image. Performance of an online shop should keep to some main principles: timely delivery of goods; detailed description of available commodities; close feedback; privacy of consumer's information.

A customer, who buys something on the Internet, basing on the mentioned principles, is ready to make purchase again, while a buyer, who has got some problems in the process of purchase and sale, would not probably repeat his/her negative experience of online trading.

In the process, confidence in a buyer is of particular importance. In published works, the concept of confidence appeared in the second half of the 20th century [4]. However, there is no a generally approved definition.

Rudzewicz A. argues that confidence is the principal factor in any agreement. It makes base for development of relations, improves quality and quantity of social interaction and business transactions [5].

A frustrated, negative feeling about the future is confidence mirroring. It expects refusal of the action or a form of protection. In its turn, lack of confidence is a characteristic of indifference, which prevents credibility or distrust. As a rule, it is an initial stage of relations, which is followed by collecting of the evidences of confidence in goods, an enterprise. One should note, that development of Internet technologies supports raise of confidence in online trading.

At the beginning of online trading, confidence was first considered in the context of security (e.g. information of credit cards). Time passed and number of questions increased. Nowadays, they are connected with safety of the network privacy. Thus, confidence in Internet has got a broader notion, not just security and privacy of web-sites [6].

Most modern technologies first provoke ambiguity and distrust to consumers. It is also true for online trading.

The main reasons, lowering confidence in the "purchase and sale" process on the Internet, are: psychological resistance, because a purchase of goods does not mean that they have an opportunity to express their feelings concerning the goods; many year experience of traditional markets; high level of cybercrimes; lack of information about availability of goods at the moment and no contact information; no direct contact with the seller; impossibility to touch the product before buying.

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The mentioned obstacles reduce sales of online trading. Thus, it is necessary to consider not only delivery of the purchased goods, but also sale of goods without business running. There are dangerous situations when rights of consumers are infringed by harmful acts of hackers. The very sellers make the most important obstacle for confidence, making a complicated web-store. The sellers efficiently restrain buyers, because they do not supply a detailed description of goods and photo in sales catalogs.

Internet-confidence is connected with emotions and experience and is called "confidence" on the base of expectations. It is based on the research and depends not only on the seller, but also on the buyer, an opportunity to control each other, etc. The customer, who gives access to his/her personal information to make a purchase on the Internet, should have a high level of confidence. Developing "buyer-seller" relations, it is reasonable to differentiate three kinds of confidence:

- Measured – on the base of guaranties, tests of quality, personal research. It is grounded on social and personal experience of communication with the seller.
- Institutional – on the base of applied legal norms and performance of consumer organizations. Level of the brand is of great importance, because it supplies level of confidence, i.e. the better awareness of the brand is, the higher confidence is gets.
- Personal – is often not controlled by the buyer. Unfavorable situations are interpreted as coincidences. However, emotional factors are of particular importance.

It is worth noting that online trading supplies buying of various goods, choice of hard-to-get goods and purchasing them at a reasonable price. Nevertheless, many people still feel fear and dissatisfaction about such form of trading. The authors of the article consider that it takes some time to develop confidence, which should be particular for all stages of purchase and sale of goods at online shops (Fig. 1).

In the authors' opinion, confidence also characterizes level of assurance about an online shop and is characterized by the degree of importance at the market. Besides, confidence is the results of cooperation and deals with orientation and forecast of the future actions. Confidence is also connected with expectations, credibility and hope for the future. It is reasonable to say that confidence can change over time and it depends on behavior of other people.

In any case, there should be a mutual interest between a shop and a customer: from the consumer's position – to buy a product; from the shop's position – to sell it. Interrelation between the web-site and customer performs two functions: the first – the customer should be interested in the proposal and be sure that the seller is important for him/her; the second – the shop supplies information, necessary to make decisions about the purchase for the customer and be confident in the seller's competence. Having obtained the available information, there is a purchase and sale transaction, which consists of three parts: to make payment; to deliver the goods; postsale service.

Each stage is connected with the level of confidence. At the stage of payment, security is one of the most important elements, as it is one of the main factors of confidence in Internet trading. E-payment centers, performing at the market, supply a high level of security and guaranty of payments. At the stage of delivery, safe and timely delivery is the most important point. Mistakes, delay and drawbacks remain memorable for the customer longer than positive aspects of transactions and can cause loss of confidence in the seller. The last stage is connected with postsale service. It deals with obtaining of profit and complaints, technical support and possibility to use the supplied guaranty. Permission of the customer to use the mentioned services develops a confidence and proves credibility of the seller.

To check the described hypothesis, the authors of the article have carried out a marketing research by means of GOOOL forms. 192 respondents were engaged in the investigation. The questionnaire was posted on the Internet by the reference: https://docs.google.com/forms/d/15X9CovHR0OmNZg-G7GXbw_1FQgDn4GRFTGcB716BE66o/edit?ts=59d76066&no_redirect=true#responses.

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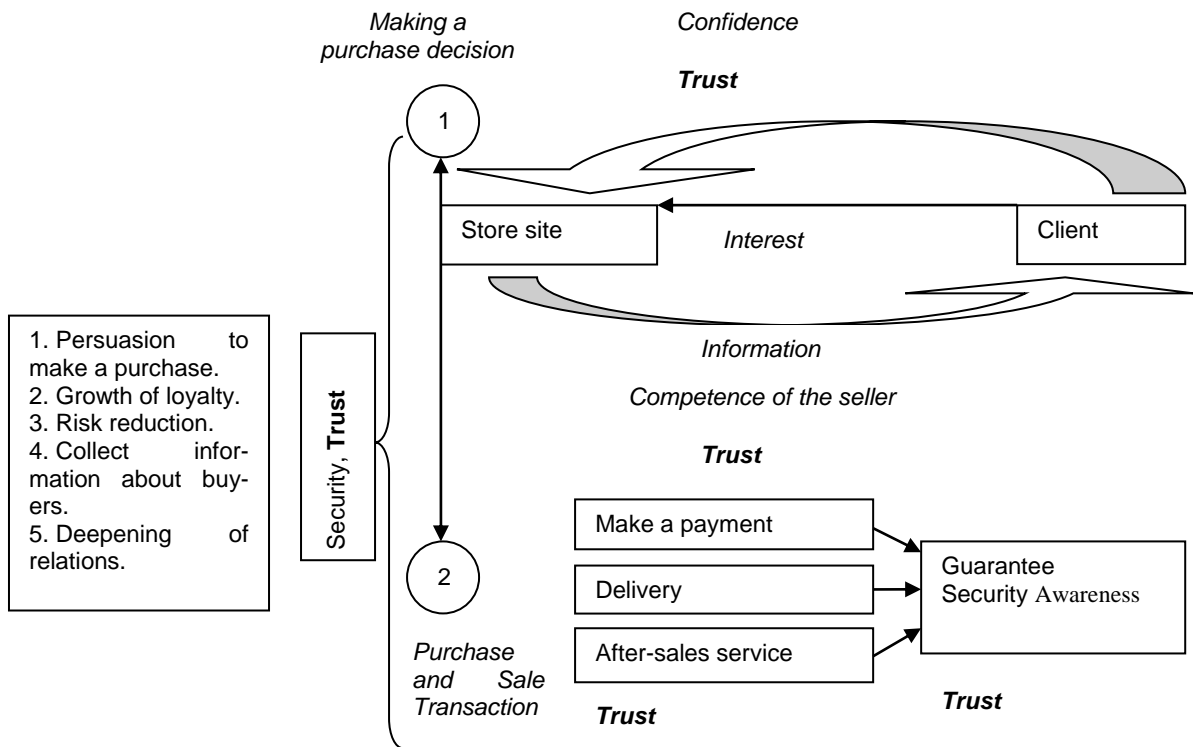


Fig. 1. Level of confidence at different stages of purchase and sale of goods at online shops

Source: created by the authors

Among the interviewed people, women constituted 81,2 % and men – 19,8 %. One should note, that 69,8% of the respondents were 19-35 years old. It is determined that 91,1 % of them bought goods on the Internet and only 8,9 % did not buy goods on the Internet at all. Among the respondents, the highest frequency of online buying was twice a year (44,8%) (Fig. 2). 52,6% of the respondents had visualization problems.

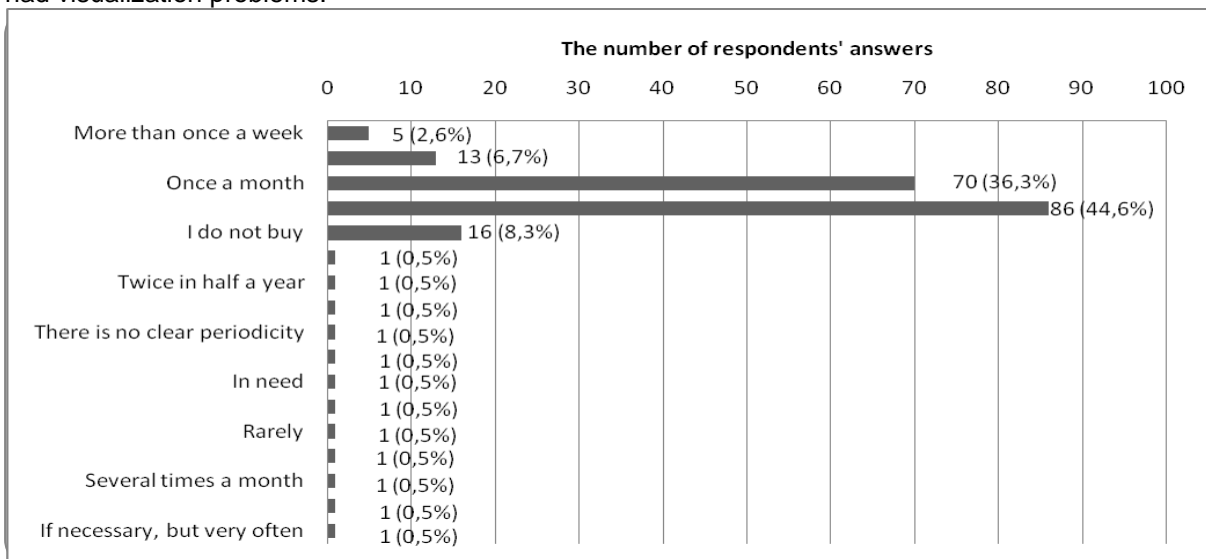


Fig. 2. Results of the questionnaire “How often do You buy on the Internet”

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Most of the respondents, i.e. 47,9 %, are ready to wait 1-3 days for goods, in case of advanced payment for them. And only 7,3% - are ready to wait 2-3 weeks. In case of postpayment, 46,4% are ready to wait up to a week for the goods (Fig. 3).

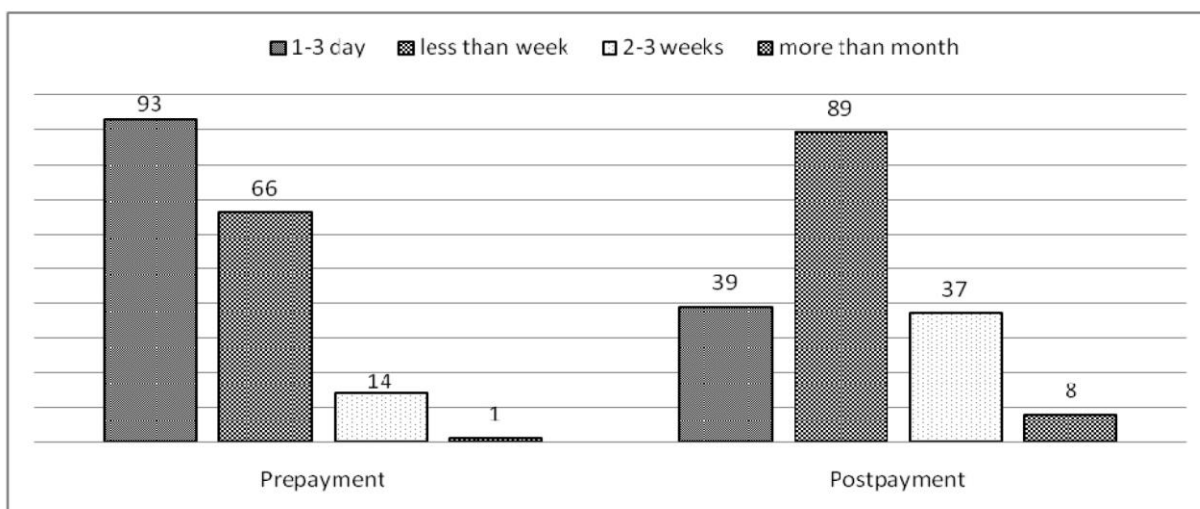


Fig. 3 Results of the questionnaire "How long are customers ready to wait for goods"*

Besides, the research proves a close relations between the period of waiting for the goods and possible variants of advanced payment and postpayment for the goods (Tab. 1).

Table 1

Matrix of conjugated frequencies for the characteristic of "payment conditions" and "possible mistakes of carrier at the start of negotiation"

Alternative characteristics		Possible variants of goods delivery				Total
		1-3 days	Up to a week	2-3 weeks	More than a month	
Kinds of payments	Advanced payment	92	66	14	1	173
	Postpayment	38	89	37	8	172
Total		130	155	51	9	345

Source: created designed on the basis of data, obtained from the questionnaire

According the investigation results, one can conclude that 130 respondents are ready to wait 1-3 days for goods, and only 9 people – more than a month. Generally, 155 people are ready to wait up to a week for goods. The average receipt total variates within 100-1000 UAH (Fig. 4)

According to the results of the made investigation, it is determined that, under conditions of the first reference to an Internet-store, most of the responses, i.e. 44,2 %, gave the average grade of confidence (maximum 5 grade) in the Internet resource. Thus, one can affirm that, currently, confidence in Internet-stores is at a rather low level (Fig. 5).

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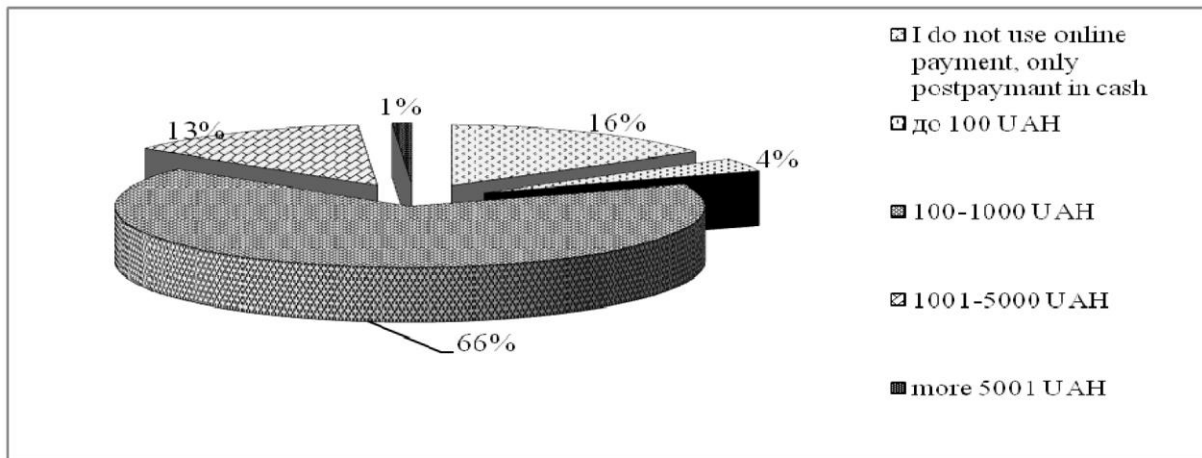


Fig. 4. Results of the questionnaire “What is the average total of Your e-receipt”

The authors of the article consider that Internet-stores should pay attention to supply of the guaranties for consumers both at regulatory and consumption levels in order to improve confidence in the “purchase and sale” chain.

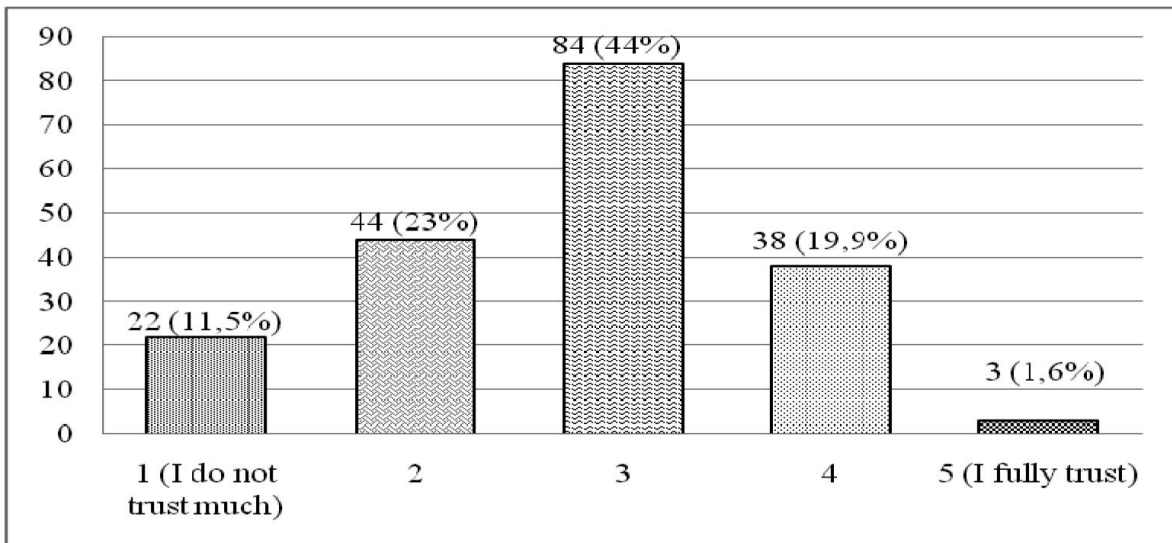


Fig. 5. Results of the questionnaire “What is Your confidence in the Internet-store after the first reference to it”

At the level of regulatory support, there is no responsibility for untimely delivery of goods, quality of the goods, conformity of goods (color, size, etc.) to the mentioned commodity at the Internet-store. An appropriate level of security for purchase at the Internet shop is also absent. At the consumption level, it is reasonable to pay attention to improvement of consumers’ confidence, appropriate protection of personal information, timely delivery of goods. It is worth mentioning that the consumer, who has obtained positive emotions and satisfaction of the received goods, would probably refer to the Internet-store or give positive recommendations. It will increase number of refernces to the Internet-store.

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Conclusions. Nowadays, it is necessary to study confidence in online trading. The authors of the article consider that performance of Internet-stores should be committed to such main principles, as timely delivery of goods, maximum detailed description of them, close feedback and privacy of the obtained information about consumers. According to the findings of the research, one can affirm that about 68% of the respondents are ready to wait for goods, in case the goods will be delivered within a week. The receipt total varies from 100 to 1000 UAH. There is a necessity to improve confidence in the “purchase and sale” chain of the Internet-stores both at regulatory and consumption levels.

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