

Ievgen GNITETSKYI

Ph.D., Senior Lecturer of Industrial Marketing Department

Olena MISHKUR

student of Industrial Marketing Department

National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute"

REGIONAL FEATURES OF CONSUMER BEHAVIOR WHEN BUYING ON THE INTERNET AND ITS CHANGES UNDER THE INFLUENCE PANDEMIC COVID-19

The purchase of goods on the Internet is a contract concluded at a distance by the seller (executor) with the consumer using means of remote communication (Clause 8 of Article 1 of the Law of Ukraine "On the Protection of Consumer Rights"), which include telecommunications networks, postal communication, television and information networks, in particular the Internet [1]. The benefit of buying is that you don't need to go to different stores, the price of goods in online stores is usually lower than in traditional ones, you can make a purchase at any time of the day [2].

We have developed a number of studies on this topic, which were conducted in various countries in both Europe and Asia.

Amity Global Business School in India conducted research on the changes brought about by the Internet. Methodology: the research technique is descriptive and analytical, primary and secondary data were used, the number of respondents was 100 people. The age group of 15-55 years was selected. The questionnaire method was used to obtain information from the target group. A Google form was used to compile the questionnaire and was distributed among the respondents using the WhatsApp application. In total, the questionnaire contained 15 questions. The average daily content consumption observed among different age groups showed that 42% of respondents spend less than 6 hours a day on the Internet. 34% of people use the Internet more than 6 hours a day.

This shows that with the rise of digitalization during the COVID-19 pandemic, spending a lot of time online has become a very common phenomenon. As such, we can see Millennials and Gen Z using the Internet for longer and longer periods of time.

When asked how likely they are to shop online, the majority of respondents (65 out of 100) said they shop online more often, while the remaining 35% said they shop very little or not at all. When asked about where respondents would like to receive purchase recommendations, 69% of respondents prefer a friend's recommendations, others - 67% answered that from social networks. The rest relies on print advertising (9%), Google recommendations (29%), shopping sites (55%), reviews on the Internet (31%), word of mouth (45%). The figure below shows a visual display of percentages from the source of information. Therefore, from the figure, we can see that the most important thing for the consumer is the recommendations of friends that encourage them to buy the product.

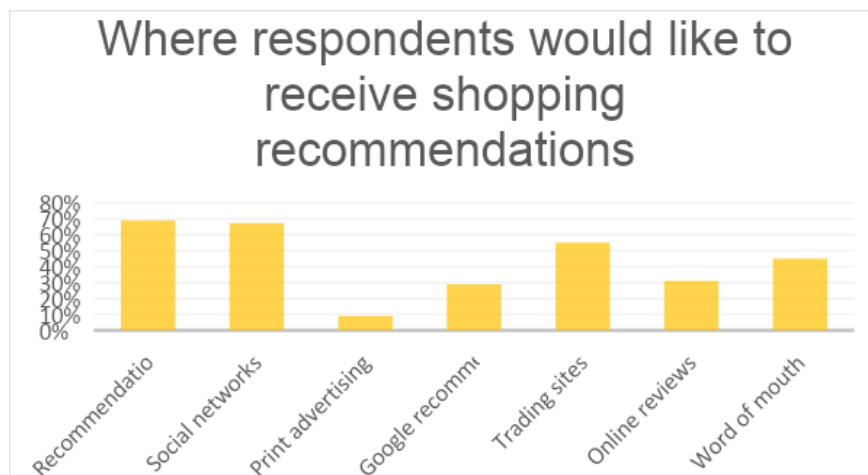


Figure 2. Where respondents would like to receive shopping recommendations

We can conclude that Internet buyers in India, as well as in other parts of the world, are young (mostly under 40). They shop online because it saves time, provides home delivery, makes shopping easier and provides a wider range of clothing, accessories and appliances than brick-and-mortar stores. For the most part, they judge the quality of goods in online stores based on price, comments, and their own experience, and they prefer cash on delivery as a payment method. Most buyers get their information primarily from Facebook advertising, which is accompanied by word-of-mouth communication with friends and family.

Deloitte conducted a survey of over 10,000 people in six European countries (France, Germany, Italy, Portugal, Spain, UK) through public opinion polls in 2020. The survey was conducted online and the sample was limited to those who are currently working, 50% of the sample were people aged 50 and over, the other half were 18-50 years old. The purpose of the study: to investigate global trends related to the purchasing behavior of users.

Mondays and Thursdays recorded higher volumes of traffic and online sales than other days of the week, peaking between 8:00 PM and 9:00 PM in 2019. In 2020, the days of the week that recorded the highest online sales were Wednesday and Thursday, peaking at 10:00-11:00 am and then again at 8:00-9:00 pm. Sales percentages tend to decrease at night and then begin to increase again around 6 AM, gradually increasing throughout the day.

Monthly sales, on the other hand, are heavily influenced by monthly pay dates, peaking at the beginning and end of each month when people tend to have more spending opportunities.

Data collected in 2019 by the research team shows that the 29th of each month was the busiest day in terms of sales, recording 25% more sales than the average, while the 21st was the least productive. This trend is very similar in 2020, with the 27th of each

month recording the highest volumes of traffic and sales, and the 19th the lowest percentages, which is the week before the monthly salary.

So, from the given data and the conducted analysis, we can conclude that the most effective time of the day for e-commerce in terms of traffic is the evening, that is, consumers are most actively buying in the evening, the increase in consumer activity in the morning is associated with the transition to work from home, it is also possible it was seen that the timing restrictions that are usually done with promotions also affect the consumer and encourage him to make purchases more actively [3].

After analyzing the research, we identified the critical points and characterized the behavior of consumers when buying on the Internet, so the suggestions are as follows:

1. Use cost-saving messages and purchase awareness in marketing communications to drive customers to use the online sales channel.

2. Systematic monitoring of competitors' advertising offers and, thus, adaptation to the market. Promotional offers are also an important tool in a traditional store to attract consumers to the store. Consumers already have an attitude and perception that online sales channels have more and better promotional offers, which attracts consumers to access information in online channels.

3. Clearly inform the client about other added values in the product offering.

4. The range of products according to the results of factor analysis. Buyers in the online sales channel are used to a wider range of products, which, according to the author, is again related to better transparency of the market without physically visiting all suppliers without leaving home. The consumer appreciates the availability of a wide range of products and, among other things, access to products that he would not otherwise have access to. For example, living somewhere where there are no shopping centers, no shops, no suitable selection of goods nearby.

The results of the conducted research open a wide field for further research, in particular the influence of consumers in times of crisis and the speed of their adaptation to new changes and realities.

References

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