CUSTOMER VIEWS ON PROBLEMS OF INTERNET SHOPPING USING MOBILE DEVICES: RESULTS OF RECENT SURVEY

Sergejs Volenkins[1], Biruta Sloka[2], Kate Čipāne[3]

University of Latvia (Latvia)

ABSTRACT
Recent developments of information technologies have supported fast development of Internet shopping worldwide and also using mobile devices. Internet shopping creates convenience for customers, bigger selection of goods and services from one side, but also creates several challenges for companies as well as some problems for companies and customers from the other side. Active research on different aspects is done by businesses, academic researchers alone and in co-operation of business and academic researchers. The aim of research is to find recent ideas of customers on Internet shops and problems raised in Internet shopping using mobile devices and to compare the results with other countries. The authors used the research methods such as: scientific publications' studies, analysis of statistics on Internet shopping development, a survey realised in Latvia at the end of 2017 and the beginning of 2018 on Internet shopping in co-operation with the company *iMarketing*, University of Latvia, and Chamber of Trade and Commerce of Latvia. The main results and findings of the study, theoretical and practical implications are the following: the response rate of respondents was very high in comparison with other surveys, respondents have also expressed their suggestions and improvements for Internet shopping using mobile devices. The main conclusions of research: increase in Internet shopping in Latvia using mobile devices is not so fast as in other countries, mobile devices for shopping on the Internet are used not so often as in other countries; several local brands already having experience on Internet shopping encounter big challenges in development of Internet marketing; customers highly evaluate previous personal experience and good references of relatives and friends (word of mouth) in use of a respective brand for Internet shopping, but does not want to leave personal information (bank card information, personal code, etc.).
KEYWORDS: *Internet marketing, problems in Internet shopping, young people shopping on Internet, survey.*

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Introduction

Recent research is devoted to Internet marketing in the context of Internet shopping using mobile phones that provide new possibilities for consumers and change the traditional shopping. With the increase of Internet users, the number of mobile phone users is also increasing, and more and more people use mobile phones for different purposes; Internet shopping is one of them. The aim of research is to find recent ideas of customers on Internet shops and problems raised in Internet shopping using mobile devices and to compare with the results in other countries. The tasks of research are: 1) analysis of scientific publications and previously

[1] Sergejs Volenkins – University of Latvia, iMarketing.lv (Latvia), Research Institute of Economics and Management, Latvia
Scientific interests: marketing research
E-mail: rigalat@gmail.com
[2] Biruta Sloka – University of Latvia, Research Institute of Economics and Management, Latvia
Scientific interests: marketing research
E-mail: Biruta.Sloka@lu.lv
[3] Phone: +371 292 449 66
Kate Čipane – University of Latvia, Research Institute of Economics and Management, Latvia
Scientific interests: marketing research
E-mail: katecipane@gmail.com

conducted research results; 2) analysis of the survey realised in Latvia at the end of 2017 and the beginning of 2018 on Internet shopping in co-operation with the company *iMarketing*, University of Latvia, and Chamber of Trade and Commerce of Latvia, seeking to determine how poplar mobile shopping is among respondents from Latvia, what are the main activities on the Internet using mobile phones and what problems respondents face when shopping online. The research methods used: analysis of scientific publications and previously conducted research results; analysis of the survey realised in Latvia at the end of 2017 and the beginning of 2018 on Internet shopping in co-operation with the company *iMarketing*, University of Latvia and Chamber of Trade and Commerce of Latvia. Due to various reasons in evaluation of respondents' opinion the evaluation scale from 1 to 10 was used, where 1 meant 'do not agree with the statement' and 10 – 'fully agree with the statement'. For data analysis, there were used indicators of descriptive statistics, cross-tabulations, statistical tests of hypotheses, correlation analysis, analysis of variance (ANOVA) and other data analysis methods.

1. Contextual and theoretical background

People use smartphones almost every day and with the increasing usage of them (Singh, 2017: 131, Sohn, 2017: 22) new challenges and threats have been brought. Mobile shopping has become a ubiquitous service which requires multifaceted approach (Groß, 2016: 110; Pantano, 2016: 548).

It is vital to defend mobile shopping applications from possibility that someone can steal their personal information in case of stealing a smartphone. In this situation, companies must provide solutions and they need to reduce the risk involved to such a level that customers will start or continue using mobile shopping application (Natarajan, 2018: 87).

T. Natarajan and his colleagues (Natarajan et al., 2018: 86; Chen, 2018: 285) has found out that perceived enjoyment and usefulness using mobile shopping applications is stronger among respondents who use large mobile phones. The study showed that the ease-of-use criterion is more important for young people which means that companies need to create mobile applications that are simple and easy to use. Also, interesting that such trust-inducing features like security, privacy, integrity and availability of vendor information is very important for older users. However, the most important thing in creating mobile shopping application is efficient, user-friendly design. Y. M. Chen (Chen et al., 2018: 285) revealed that consumers spend shorter period of time on mobile devices to complete a transaction in mobile shopping that is why more simplified purchase procedures are also needed.

V. Shankar (Shankar et al., 2018: 38) has divided mobile shopping into three stages: before purchase, during purchase and after purchase. The before purchase stage includes motivation and goals, the during purchase stage includes search and discovery, evaluation and consideration and choice, yet the after purchase stage includes experience, feedback, product image sharing.

J. Huang and L. Zhou studied timing of web personalization (Huang, Zhou, 2018: 112) and they have collected online shopping motivations for mobile shopping which are convenience, money saving, product variety, stimulation, social interaction, idea seeking, bargain. The results reveal that product variety, money saving, and social interaction are pensively related to After-Search Web Personalization (ASWP), but social interaction, stimulation, bargain and idea seeking have positive effects on Before-Search Web Personalization (BSWP) use, yet product variety has the opposite effect.

Interesting research (Mee, Huei, 2015: 351) compares Internet shoppers with non-Internet shoppers in 9 countries: Malaysia, Singapore, Taiwan, the United States, Brazil, Bulgaria, England, New Zealand, and China. Key discoveries of the research indicate that Internet shoppers in the United States, Bulgaria, China, Malaysia and Taiwan more favour branded products than the non-shoppers. Though Internet shoppers in Bulgaria, Malaysia, Singapore and Taiwan are more variety seekers than the non-Internet shoppers. Generally, Asian Internet shoppers are more brand conscious and variety seeking than the Western Internet shoppers whereas the Western Internet shoppers are less risk averse than the Asian Internet shoppers. This study very clearly shows the importance of cultural differences between different consumers.

Mobile phones are used for a lot of different reasons. In Vietnam (Phong et al., 2018: 7), mobile phone users tend to use mobile phones for watching online videos, social networking and playing games.

A study in Finland (Kouppamaki et al., 2017: 115) proves that adults under the age of 70 use smartphones or tablet computers for online shopping almost as much as younger adults. Interesting that probability for online purchases increases if there are children in the household, because the consumption is bigger, and the necessary technical skills are easier to learn. Another study (Singh, 2017: 131) reveals that young consumers, those who have prior purchase experience in the mobile channel and those who have higher out-of-pocket expenses are more likely to adapt mobile phone as a purchase and search channel.

Mobile shopping has changed not only traditional shopping activities, but also time and location where these activities have been done. A study in Sweden shows that young consumers do mobile shopping while watching TV, waiting for the bus or during some brakes from classes or work (Fuentes, Svingstedt, 2017: 140), yet the other study in the United Kingdom shows that the most common place for mobile shopping activities is home (Holmes et al., 2013: 36).

Research in Italy (Pantano, Priopras, 2016: 553) has revealed that the main motivation why respondents shop online using mobile phones is to save time, which has been largely recognized by both male and female respondents, whereas the second motivation is saving money, because according to respondents sometimes retailers provide free delivery if buying online and this aspect is attractive for many shoppers.

A. Bhatnagar and P. Papatla (2019: 96) have indicated that habit plays an important role in the types of information that customers seek while they are shopping. Interesting that younger consumers more likely use all three types of information – online product reviews, advice from friends and the family online, and price information seeking online; though people from rural areas and women try to seek for advice from friends and the family before making purchase decisions.

Mobile shopping is a challenging issue for companies (Fuentes, Svingstedt, 2017: 145), because there must be found a different approach how customers can be engaged by store assistants, because consumers with mobile phones are better informed about prices, availability, technical features and other issues.

Academic researchers have paid important attention to quality in Internet shopping (Vos et al., 2014: 184) stressing that trust in great extent is affecting the consumers' engagement to e-commerce. The authors suggest that the appropriate security that should be taken to mitigate perceived risks and security measures can help reduce risks of Internet shopping and increase the level of trust to the respective Internet shop and customers' intentions to buy; those aspects should be evaluated in detail to better organise offers by providers and organise marketing activities for attraction of customers.

Not everything about mobile shopping has positive effect. C. Fuentes and A. Svingstedt have found that mobile phones offer so many different opportunities that in the end it provokes stress and anxiety in consumers. The research has showed that all the pop-up news and the fear of not being updated at the same time make consumers more nervous; yet on the other hand, more impulsive purchases are made (Fuentes, Svingstedt, 2017: 144).

Different approaches could be applied by Internet shoppers as there are differences in buying culture events, service or food. S.-E. Lee and M. A. Littrell concluded that consumers who shop for cultural products on the Internet have hedonic as well as utilitarian shopping values and both these values must be addressed by Internet retailers. S.-E. Lee and M. A. Littrell (2005: 146) also stressed that regular changes in products and presentation are very important for keeping customers. They underlined that future research should explore how shopping values are related to web site attributes in different contexts of shopping where several aspects are of great importance.

Young people who are used to smartphones and the Internet already in the first years of their life have different habits at requirements for shopping (Arif, Aslam, Ali, 2016: 299). Often young people become dependent on their smartphones which influence their shopping habits that could differ in great extent from other generation habits (Leppel, McCloskey, 2011: 264) and electronic commerce adoption showing that the online shopping differs in age groups.

Researchers have found out and stressed in their publications that nationality influences the shopping online habits (Tong, 2010: 753) and choice of goods and services, and even the expectations for service and product quality (Mummalaneni, Meng, 2009: 166) and that those differences are taken into account by sellers.

Mobile shopping problems vary across countries. For example, in emerging countries like Vietnam (Phong, 2018: 5) there is lack of appropriate government policies, regulation and legislation to protect personal information and transactions that is why Vietnamese consumers have high perception of privacy and security risk which is of great importance. Also, high perception of cost is one of the barriers to adopting mobile shopping in Vietnam. Similar situation is in India. P. K. Chopdar et al. (Chopdar et al., 2018: 121) revealed that both – security risk and privacy risk – are the main barriers to the adoption and use of mobile shopping apps in India.

Another study in India (Kapoor, 2018: 349) indicated that food aggregators need to design visually appealing and well-structured mobile, because that is the way how consumer's purchase decision can be influenced and resulted in conversion. Visual design, information design and navigational design are the main factors that affect the conversion for food aggregators.

2. Empirical research results and discussion

The survey was realised in Latvia at the end of 2017 and the beginning of 2018 on Internet shopping in co-operation with company *iMarketing*, University of Latvia and Chamber of Trade and Commerce of Latvia. The survey was located on the platform and randomly selected possible respondents to answer questions included in the survey. It was ensured that each respondent can fill in the survey form only once. For those who did not fill the survey in two weeks it was sent repeated invitation and the third reminder was sent in two weeks once more to those persons selected to be included in the sample and who have not respondent. All survey data was obtained in SPSS to ensure deep data analysis and find out important aspects using several statistical analysis methods including the methods of multivariate statistical analysis. The gathered survey data processing was conducted using cross-tabulations and indicators of descriptive statistics: indicators of central tendency or location (arithmetic means, mode, median), indicators of variability (variance, standard deviation, standard error of mean, range), testing of statistical hypotheses, correlation analysis and analysis of variance – ANOVA.

A total of 2740 responses were received from invited persons to participate in the survey among which 62.9% were women, and 37.1% were man.

The Internet is used every day by most of the population around the developed countries and the globe, as well as in Latvia. Among the survey questions there was a question on the use of the Internet, i.e., for what purpose. The main indicators of descriptive statistics on evaluations of respondents on the use of the Internet are included in Table 1.

The results of the survey analysis indicate that most of respondents do not use the Internet for shopping online although the average evaluation, i.e. arithmetic mean, was 6.86, the mode of evaluations is 10 (given by 26.4% of respondents), but half of respondents gave the evaluation 7 or less and half of respondents gave the evaluation 7 or more (characterised by median). Although the whole evaluation scale was used for the evaluations by respondents, the distribution of responses varies. distribution of responses on respondent's evaluations on use of Internet for shopping in Latvia at the end of 2018 is included in Table 2.

Table 2 reveals that 5% of respondents do not use the Internet for shopping, as half or 50% of respondents gave the evaluation 7 or less.

Very often marketing specialists are interested on purchasing habits of customers by gender and by age groups as often there are used special approaches in marketing communication depending on those very important aspects. The main statistical indicators on the respondents' evaluations by gender on the use of the Internet for shopping in Latvia at the end of 2018 are included in Table 3.

Table 1. Main statistical indicators on the respondents' evaluations on the use of Internet in Latvia at the end of 2018

Statistical indicators		Work	Shopping	Use of Social Networks	Communication with friends, relatives	Read News	Search Information	Check e - mail	Watch Video	Manage payments
N	Valid	2166	2166	2166	2166	2166	2166	2166	2166	2166
	Missing	0	0	0	0	0	0	0	0	0
Mean		7.16	6.86	8.47	7.91	7.76	8.83	8.76	7.70	8.62
Std. Error of Mean		0.069	0.059	0.053	0.056	0.055	0.043	0.049	0.056	0.056
Median		8	7	10	9	9	10	10	9	10
Mode		10	10	10	10	10	10	10	10	10
Std. Deviation		3.210	2.739	2.449	2.597	2.547	1.996	2.285	2.590	2.619
Variance		10.302	7.503	5.997	6.746	6.485	3.984	5.220	6.707	6.857
Range		9	9	9	9	9	9	9	9	9
Minimum		1	1	1	1	1	1	1	1	1
Maximum		10	10	10	10	10	10	10	10	10

Source: The authors calculations based on the survey in 2018, n = 2166.
Note: The evaluation scale from 1 to 10, where 1 means 'do not use', and 10 – 'use very often'.

Table 2. Distribution of responses on the respondents' evaluations on the use of Internet for shopping in Latvia at the end of 2018

Evaluations		Frequency	Percent	Valid Percent	Cumulative Percent
	1	108	5.0	5.0	5.0
	2	80	3.7	3.7	8.7
	3	115	5.3	5.3	14.0
	4	111	5.1	5.1	19.1
	5	319	14.7	14.7	33.8
	6	168	7.8	7.8	41.6
	7	236	10.9	10.9	52.5
	8	285	13.2	13.2	65.7
	9	173	8.0	8.0	73.6
	10	571	26.4	26.4	100.0
	Total	2166	100.0	100.0	

Source: The authors calculations based on the survey in 2018, n = 2166.
Note: The evaluation scale from 1 to 10, where 1 means 'do not use', and 10 – 'use very often'.

Table 3. Main statistical indicators on female and male respondent's evaluations on the use of Internet for shopping in Latvia at the end of 2018

Gender	N	Mean	Std. Deviation	Std. Error Mean
Female	907	7.00	2.670	0.089
Male	536	6.81	2.670	0.115

Source: The authors calculations based on the survey in 2018, n = 2166.
Note: The evaluation scale from 1 to 10, where 1 means 'do not use', and 10 – 'use very often'.

As it is observed in Table 3, the evaluations of male and female respondents are very alike with more differences in evaluations by male respondents which was indicated by bigger standard error of mean. To be precise in conclusions, t-test was used to test statistical hypotheses on differences of mean evaluations by female and male respondents on the use of the Internet for shopping; the results are included in Table 4.

Table 4. Independent samples t-test on the significance of differences of responses by female and male respondent's evaluations on the use of Internet for shopping in Latvia at the end of 2018

	Levene's Test for Equality of Variances		*t*-test for Equality of Means						
								95% Confidence Interval of the Difference	
	F	*Sig.*	*t*	*df*	*Sig.* (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Equal variances assumed	0.036	0.849	1.305	1441	0.192	0.190	0.145	–0.095	0.475
Equal variances not assumed			1.305	1122.736	0.192	0.190	0.145	–0.096	0.475

Source: The authors calculations based on the survey in 2018, n = 2166.
Note: The evaluation scale from 1 to 10, where 1 means 'do not use', and 10 – 'use very often'.

As data in Table 4 shows, the evaluations of male and female respondents on the use of the Internet for shopping does not statistically differ with the level of significance 0,192. To be precise in conclusions it was used the analysis of variance or ANOVA to test statistical hypotheses on differences of mean evaluations by the respondents' age group on the use of the Internet for shopping – the results are included in Table 5.

Table 5. Independent samples test with the analysis of variance (ANOVA) on the significance of differences of responses by age groups on the respondent's evaluations on Internet shopping in Latvia at the end of 2018

	Sum of Squares	*df*	Mean Square	*F*	*Sig.*
Between Groups	178.169	6	29.695	4.222	0.000
Within Groups	10107.180	1437	7.034		
Total	10285.349	1443			

Source: The authors calculations based on the survey in 2018, n = 2166.
Note: The evaluation scale from 1 to 10, where 1 means 'do not use', and 10 – 'use very often'.

As data in Table 6 indicates, the average evaluations of respondents by age group on the use of the Internet for shopping does not statistically differ with the level of significance 0,000 – the results are from the analysis of variance or ANOVA.

To check the relationship strength of the respondents' evaluations on the use of the Internet for shopping, respondents' age group and gender correlation analysis was used; the results are presented in Table 6.

Data of Table 6 indicates that there is not statistically relevant correlation between the respondents' evaluations on use of the Internet for shopping, gender and age group.

As mentioned above and indicated by statistical indicators, the main activities respondents do on the Internet in Latvia is checking e-mails, searching for information and doing payments. The least frequent answer was shopping which indicates that shopping in Latvia is not popular activity, however 60.5% of respondents have tried to shop online using their mobile phone.

Data included in Figure 1 shows what are the main activities that respondents do in online stores using their mobile phones.

Table 6. Results of the correlation analysis on the respondents' evaluations on Internet use for shopping, age groups and gender in Latvia at the end of 2018

Statistical Indicators of Pearson Correlation Analysis		Internet use for Shopping	Gender	Age group
Internet use for Shopping	Pearson Correlation	1	-0.034	0.023
	Sig. (2-tailed)		0.192	0.380
	N	2166	1443	1444
Gender	Pearson Correlation	-0.034	1	-0.013
	Sig. (2-tailed)	0.192		0.630
	N	1443	1443	1443
Age group	Pearson Correlation	0.023	-0.013	1
	Sig. (2-tailed)	0.380	0.630	
	N	1444	1443	1444

Source: The authors calculations based on the survey in 2018, n= 2166.
Note: The evaluation scale from 1 to 10, where 1 means 'do not use', and 10 – 'use very often'.

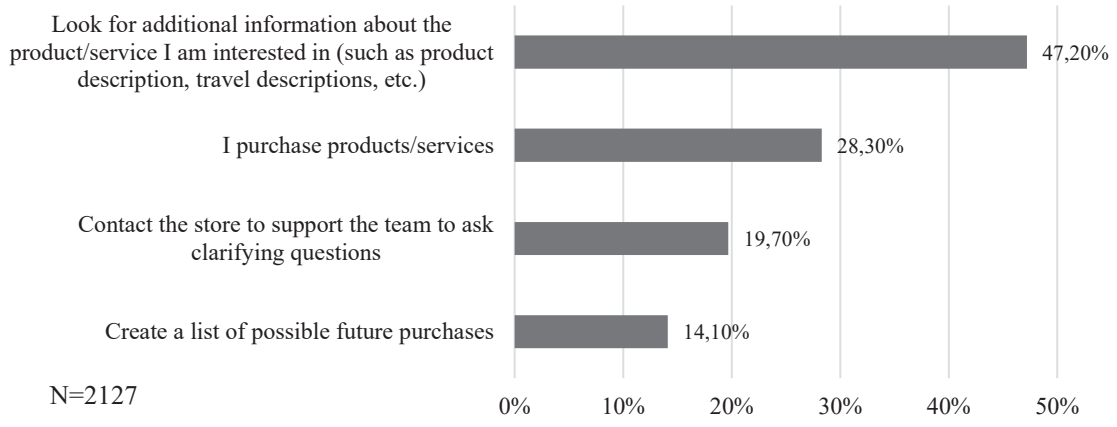

Fig. 1. The main activities respondents do in online stores using mobile phone, in 2017

Source: composed by the authors, based on recent research Online Consumer Shopping Habits in Latvia in 2017.

It is surprising that the most common activity on the Internet is looking for additional information about the product and/or service. Almost half of respondents use mobile phone to search for information on Internet shops and only 28.3% really purchase something. That indicates that information about product and or service is incomplete; there is no way to compare similar products, therefore consumers need to search for additional information around the internet.

Young consumers or so-called Z generation (under 24 years) face a lot of challenges during mobile shopping. The main problems which the respondents under 24 years face when shopping online using mobile phones are shown in Figure 2.

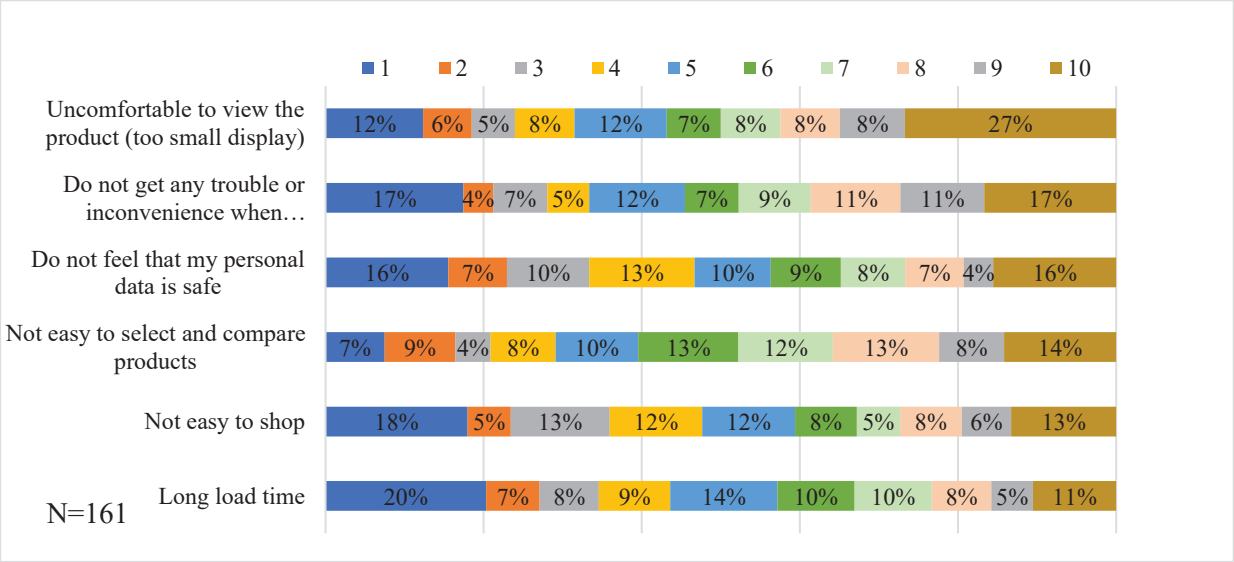

Fig. 2. The main problems that the respondents under 24 years face when shopping online using mobile phones, in 2017

Source: composed by the authors, based on recent research Online Consumer Shopping Habits in Latvia in 2017.

The survey revealed that the most important problem for youngsters is uncomfortable view of the product, because the mobile phones' display is too small, therefore it is crucial for Internet shops to provide detailed product and/or service description with all technical parameters if needed and adding as much descriptive photos of the product and/or service as possible. Other problems faced are similar – it is not easy to select and compare products. The problem is hidden in ineffective programming of the page, because the mobile phones' display is too small and there must be only the most necessary information opening the page, because one of these necessities is the selection and then comparing of products.

Research indicated also other interesting findings that feedback and advice from friends and the family for young respondents is more important than for the older ones. Moreover, 58% of respondents in the age group under 24 always ask friends and the family for advice where to buy cheaper before making the purchase. Yet 23% of respondents under the age of 24 do not want to leave their personal information (bank card details, personal data) on the Internet.

Conclusions

The results of analysis of scientific publications indicated that shopping online via mobile phones is getting more popular though it is challenging for companies, because of the multifaceted approach that is needed to be put in place to make the result effective. In Latvia, the Internet is not of primary choice for shopping among the survey respondents; the main activities they do on the Internet in Latvia is checking e-mails, searching for information and doing payments.

However, 5% of the inhabitants in Latvia do not use the Internet for shopping, half or 50% of the inhabitants use the Internet for shopping only seldom. Habits of male and female inhabitants on the use of the Internet for shopping are not statistically significant with the level of significance 0.192. The age group is not statistically significant on the use of the Internet for shopping with the level of significance 0.000. There is not statistically relevant correlation between the respondents' evaluations on the use of the Internet for shopping, gender and the age group. In Latvia, 40.4 % of the inhabitants have never used mobile phones for shopping online.

The most common activity among mobile shoppers on the Internet is looking for additional information about the product and/or service, the second activity is making purchases. The most important problems for youngsters are uncomfortable view of the product and difficulties to select and compare products on the mobile phone. The advice from friends and family for younger respondents is more important than for the older ones. The results could be considered by company managers and by officials of Latvian Investment and Development Agency and Chamber of Trade and Commerce of Latvia which organises several activities for e-commerce promotion. The recommendation is to devote more attention to e-commerce websites.

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KLIENTŲ POŽIŪRIS Į PROBLEMAS KYLANČIAS PERKANT INTERNETU NAUDOJANT MOBILIUOSIUS ĮRENGINIUS: TYRIMO REZULTATAI

Sergejs Volenkins, Biruta Sloka, Kate Čipāne
Latvijos universitetas (Latvija)

Santrauka

Naujausi informacinių technologijų pokyčiai padėjo sparčiai plėsti interneto apsipirkimą visame pasaulyje, taip pat naudojant mobiliuosius įrenginius. Apsipirkimas internetu patogus klientams, viena vertus, didesnis prekių ir paslaugų pasirinkimas, kita vertus, kyla iššūkių įmonėms ir klientams. Siekiant spręsti šias problemas įmonės, mokslininkai ir verslo atstovai atlieka tyrimus. Tyrimo tikslas: ištirti naujausias klientų idėjas apie internetines parduotuves ir problemas, kylančias perkant internetu mobiliuosius įrenginius, tyrimo rezultatus palyginti su kitų šalių rezultatais. Taikomi tyrimo metodai: mokslinių publikacijų studijos, internetinės prekybos plėtros statistikos analizė Latvijoje 2017 m. pabaigoje ir 2018 m. pradžioje, bendradarbiaujant su organizacija, užsiimančia elektronine prekyba „iMarketing“, Latvijos universitetu bei Latvijos prekybos ir amatų rūmais. Respondentų nuomonės vertintos pagal vertinimo skalę nuo vieneto iki dešimties, kur 1 – nesutinkama su teiginiu, 10 – visiškai pritaria teiginiui. Analizuojant duomenis remtasi aprašomosios statistikos rodikliais, taikyti hipotezių statistiniai testai, koreliacijos analizė, dispersijos analizė (ANOVA) ir kiti duomenų analizės metodai.

Pagrindiniai tyrimo rezultatai ir išvados, teorinė ir praktinė darbo nauda: respondentų atsakymų lygis buvo labai aukštas, palyginti su kitais tyrimais, respondentai išsakė savo pasiūlymus, kaip patobulinti apsipirkimo mobiliaisiais įrenginiais programėles.

Pagrindinės išvados: Latvijoje auga pirkimas internetu, naudojant mobiliuosius įrenginius, bet augimas ne toks spartus, kaip tikėtasi. Mobilieji įrenginiai, skirti apsipirkti internete, naudojami ne taip dažnai, kaip apsipirkimas internetinėse parduotuvėse naudojant kompiuterius. Keletui vietinių prekės ženklų, prekiaujančių internetinėje parduotuvėje, kyla problemų plėtojant interneto rinkodarą: klientai, pasirinkdami atitinkamą prekės ženklą apsipirkti internete, labai vertina ankstesnę asmeninę patirtį, geras giminaičių ar draugų žodines rekomendacijas, tačiau nenori palikti asmeninės informacijos (banko kortelės informacijos, asmeninio kodo ir kt.).

PAGRINDINIAI ŽODŽIAI: *interneto rinkodara; internetinės prekybos problemos; jaunimo apsipirkimas internete, apklausa.*

JEL KLASIFIKACIJA: L86; M31; M37.

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