E-business and Marketing Activities for Online Shopping Support

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Abstract: At the beginning of our research, the conditions for the operation of an online store were defined. The bases of an online store are the Internet, Information and Communication Technology and a comprehensive understanding of market opportunities for online trading. Due to the current market situation and increasingly fierce competition, as well as opportunities offered by ICT, e-commerce is gaining ground, especially among the younger generations of customers. To achieve them, we must adapt our marketing activities. The online store also enables smaller providers to enter the global market and reach customers around the world. Online store providers can use cost-effective approaches provided by social networks, which enable quick, easy, and efficient reaching of many potential target customers, as well as obtaining quick feedback on current market conditions. With the research we wanted to check the influence of social media on the decision to shop online. The research was conducted based on a questionnaire and a regression analysis. The research showed that social media had an extremely large influence on the decision to purchase a product or a service in an online store. The internet itself allows immediate comparison of offers among different providers.

Keywords: online shopping; advertising; social media.

E-poslovanje in marketinške dejavnosti za podporo spletnemu nakupovanju

Povzetek: Na začetku raziskave so bili opredeljeni pogoji za delovanje spletne trgovine. Osnove spletne trgovine so internet, informacijska in komunikacijska tehnologija ter celovito razumevanje tržnih priložnosti za spletno trgovanje. Zaradi trenutnih razmer na trgu in vse močnejše konkurence ter priložnosti, ki jih ponujajo IKT, se elektronsko poslovanje vse bolj uveljavlja, zlasti med mlajšimi generacijami kupcev. Da bi jih dosegli, moramo prilagoditi svoje tržne dejavnosti. Spletna trgovina manjšim ponudnikom omogoča tudi vstop na svetovni trg in doseganje kupcev po vsem svetu. Ponudniki spletnih trgovin lahko uporabljajo stroškovno učinkovite pristope, ki jih ponujajo socialna omrežja, ki omogočajo hitro, enostavno in učinkovito doseganje velikega števila potencialnih ciljnih kupcev, pa tudi hitre povratne informacije o trenutnih tržnih razmerah. Z raziskavo smo želeli preveriti vpliv družbenih medijev na odločitev za spletno nakupovanje. Raziskava je bila izvedena na podlagi vprašalnika in regresijske analize. Raziskave je pokazala, da so družbeni mediji izjemno močno vplivali na odločitev o nakupu izdelka ali storitve v spletni trgovini. Internet sam omogoča takojšnjo primerjavo ponudb med različnimi ponudniki.

Ključne besede: online nakupovanje; oglaševanje; družbeni mediji.

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1 Introduction

1.1 Research problem

Companies operating in the e-environment need to understand their microenvironment (suppliers, intermediaries, partners, and customers) and the macro environment (application and limitations of the ICT, legal, political, and economic environment, and business standards in each market) (Brzozowska and Bubel, 2015). E-commerce is the result of the development of ICT and the Internet access by an increasing number of customers (UNCTAD, 2010; Tsai, Huang, and Lin, 2004). At the same time, e-commerce enables lower transaction costs, elimination of space constraints and contactless provider-client meetings (De Ruyter, Wetzels, and Kleijnen, 2001).

Today's customers search for information mainly on the Internet, compare competing products and make online purchases, which encourages the orientation and investment of companies in e-commerce (Vukasović, 2020). E-commerce involves communication as well as transfer of all necessary information for the purchase and sale of products and/or services, all the necessary infrastructure to enable the transaction, i.e., online payment, and delivery of purchased products to the customer's address (Hutt and Speh, 2004). It also enables providers to easily trade across the border (Nagy, 2016). The acceptance and use of e-shopping depend on many factors that can be influenced by customers themselves and their trust in the provider (Ba and Pavlou, 2002).

The providers should adapt their marketing activities to the wishes and interests of the customers (Pongsakornrungsilp, 2012; Vukasović, 2020). Certainly, e-shopping enables faster and more direct customer feedback, which facilitates the development of new products and services and their adaptations in the offering (Laosirihongthong, Tungkaprasert, Banjongmanomai, and Somlake, 2009). Customer online shopping habits are monitored and give providers important information about when, what, and at what price the product/service is offered to the customers (Inkson and Minnaert, 2018).

1.2 Purpose and goals

The aim of this paper is to analyse online shopping and how the media influence online shopping. Online shopping is becoming more interesting and convenient for consumers. The reasons are mainly seen in terms of time consumption, ordering time, price flexibility, breadth of product range, and comparability of supply.

1.3 Limitations

The findings in our research are limited just to the students of the ISSBS and we cannot generalise them. Most probably, it would be good to provide some new research for students from other HEIs and to include their parents, as well.

2 The Internet, ICT support and online business

2.1 The Internet

The technological revolution has enabled the development of e-commerce (Jahanshahi et al., 2013) and the expansion of business operations to foreign markets through the Internet and Information Communication Technology (ICT) development, giving rise to an increase in productivity, a reduction of operating costs and enhanced competitive advantage of individual providers (Alrousan and Jones, 2016). As a result, they have changed the way of obtaining information, i.e., how people exchange and collect information between companies and individuals around the world, while greatly increasing the interdependence of national economies, which has generated economic growth in both developed and developing countries (Ifinedo, 2012).

For many companies, doing business without the Internet is impossible, as it acts as a source of information, a communication and marketing path, or it is used as a sales centre. The Internet enables companies to communicate

faster in time and space and enables e-commerce to be more cost-effective and completely customer friendly (Devetak, 2007).

The Internet is a network of interconnected computers. The concept of a computer network is clear to most computer users today, at least from a user-friendly, practical point of view (Kostrevc, 2006).

2.2 Information Communication Technology

Information Communication Technology is a general definition of various communication devices, programs and applications that can be monitored or used by means of a radio or a TV receiver, mobile telephony, computers, network, and software (software), hardware, satellite systems and the use of various services and applications (videoconferencing) (Hvalič Touzery, 2016). The latter includes different forms of presentation of information, regardless of the form, whether it is a text or different forms of graphics and video and audio elements (Gerlič, 2000). Many of the most successful companies today companies, despite offering products and / or services, are becoming more and more technological companies, as they must increasingly use modern ICT support in order to facilitate their operations, accelerate their marketing activities and improve their market opportunities (Visser et al., 2015).

ICT must be very flexible, and it must strongly support innovation in renewed, changed and business-adapted business processes, models, methods, concepts, and approaches. This is what marketing is constantly developing, transforming, and upgrading in order to make the company as good and fast as possible to effectively meet customer needs (Salge, 2008; Setiowati et al., 2015).

If we summarise all the definitions set out above, we could say that ICT is defined as various combinations of telecommunication technology, software and hardware, which improve productivity by supporting business functions in the company (Jagodič, 2018).

Soon after 2000, it became apparent that companies would not be able to function without the use of modern ICT, especially in cases involving marketing activities (Coviello et al., 2001). The increased use of ICT was fuelled by the advent of relationship-based marketing in the 1990s (Gummesson, 2002), which evolved from the prevailing traditional transactional 4Ps marketing. Relationship-based marketing has required extensive use of ICT, so Peppers et al. (1999) have ascertained that relationship-based marketing places specific requirements on information and communication technology for databases and repositories, integrated cross-information systems (customer information, automation of sales activities, and website inclusion, call centres, and integrated mass production technology). The role of ICT is further enhanced by the development of various applications and the proliferation of computer and wireless networks that enable the processing of information relevant to establishing and maintaining customer relationships or enable the execution of important marketing transactions (Brady et al., 2002).

The website is an online medium and an internet tool at the same time and is primarily a graphical multimedia tool. It is based on the structure of hypertext presentation of documents, images, films, etc. Due to its ease of use and search, the website has become the most popular medium for companies and customers (Vukasović and Jagodič, 2017).

The Internet as a medium has shaken television greatly. It has made the website of a product or service indispensable and necessary for a modern company. In addition to the communication function, it provides customers with additional information (product purchase, reservations, invitations to prize games, etc.) (Vukasović and Jagodič, 2017).

2.3 Online business

Due to the impact of the external environment on the adoption and introduction of new technologies, companies are often forced to introduce and use new technologies in response to environmental demands and also in response to innovation of increasingly fierce competition (Kabanda and Brown, 2017). A lot of companies have decided to enter online business according to a survey conducted by Sin et al. (2016) based on competitive pressure resulting from the degree of competition intensity (Huo et al., 2014; Sin et al., 2016).

The use and growth of e-commerce have enabled and facilitated companies' access to international markets. As a result, e-commerce also represents an opportunity for developing countries and enables a significant breakthrough

of small and medium-sized enterprises (SMEs), the drivers of growth and job creation, into international markets (Wit and Kok, 2014).

E-commerce covers commerce that is carried out electronically and facilitates the import-export process, i.e., all import-export procedures are eliminated in EU countries. This accelerates and facilitates international trade (Devetak, 2007).

3   Social media

Newly appeared media no longer tend towards hierarchical regulation, but give the impression of a networked decentralised, associative, opaque but integrated world. As a result, the focus of communication has changed from interpersonal to network communication, from "face to face" to "interface" (Ule, 2009).

The term "network" has several meanings. In our context, however, it is understood as a way of connecting people. New ways of communication can represent new forms of captivity and addiction, as well as obstacles, but at the same time they enable new ways of social interactions and communication between people (Ule, 2009).

Social networks have become people's most popular thing on the internet. By engaging in them, an individual can connect with society and other individuals who have common interests. Different social networks have different principles and a different structure of their operation in which the individual can show their individuality. The purpose of social networks is to encourage people to publicly present their private lives (Medijska pismenost.si, n. d.).

There are different types of social networks based on internet communications and allow users to exchange opinions and information and create new content and combine different options with each other (University of South Florida, n. d.). Social networks allow individuals and businesses to take advantage of online services to develop contacts, communicate their own experiences or user experiences, through a variety of messaging techniques, and follow-up opinions using provider products (Boyd and Ellison, 2007).

Social networks can be divided according to the following criteria (Zimmerman and Ng, 2017):
−   content networks (Youtube, Instagram, Snapchat, etc.),
−   network providers (Facebook, Twitter, Myspace, etc.),
−   social news (Reddit, Digg, etc.) and
−   various forums, chat rooms, websites where the user expresses their opinion on certain topics (i.e., TripAdvisor, etc.).

The purpose of social networks is basically to establish and maintain contacts, share thoughts, ideas and communicate their offer (Tomše, 2014), so providers with the help of social networks most often use them to gain customers, share videos of product use, show new offers and invite for an action offer (Tuten and Solomon, 2015).

Facebook is currently considered one of the largest social networks. It was founded on February 4, 2004, initially under the name "The Facebook" and was intended exclusively for Harvard University students. After 2006, Facebook gradually made it possible to involve other publics. Today, Facebook has more than one billion active users worldwide (Facebook newsroom, n. d.).

Smith and Llinares (2011) wrote that Twitter provided a new and different way of communication that introduced a new speed of messaging, making it the perfect solution for a fast, flexible, unobtrusive application. Twitter (initially called Twttr) began gaining popularity in 2007 and constantly followed users' preferences for customisation (using the @ symbol to make it easier to identify the user.Today, Twitter has 200 million active users (Adsoup, n. d.).

The largest video web portal Youtube was created on February 14, 2005. The founders (Chad Hurley, Steve Chen and Jawed Karim) designed it as a video portal for dating, but then they changed the idea and made it possible to publish videos of users. In 2018, Youtube recorded about 1.8 billion users (Gilbert, 2018). It is important to note that it has become a very popular medium for promotion and marketing activities (Youtube, n. d.).

Instagram also allows the sharing of images and videos and began operating in 2010. The application was developed by Kevin Systrom and Mike Krieger and today it has more than one billion active users and has become one of the most popular social networks in the world (Instagram, n. d.).

In 2007, the social network Tumblr was founded by David Karp. It is currently considered the largest blog network in the world and has 463 million different types of posts or ''blogs'' (Tumblr, n. d.).

4 Marketing

Marketing is in its simplest way defined as the process of planning, designing, and offering products on the market, determining the conditions for the exchange of these products, determining appropriate marketing channels (distribution) and marketing communication to enable such exchanges with target groups, all with the purpose tomeet the expectations of target groups and marketers (Kotler, 2004). In each marketing process we have two parties (customers with their needs and desires on the one side, and providers on the other side) who want to maximise their benefits in the exchange process (customer satisfaction, provider's profit) (Konečnik Ruzzier, 2011). According to AMA (2013), marketing is an activity, a set of institutions, processes and activities for the creation, communication, delivery, and implementation of a change in the offer of products and services that have some value for consumers / users, customers, and partners. Mele et al. (2015) define the marketing process as a set of activities through which providers identify and take advantage of market opportunities to meet customer needs.

The essence of a successful marketing strategy is to be better than competitors in relation to target groups, as it is a matter of interdependence between target group, the provider, and its competitors (Snoj and Gabrijan, 1997).

The development of online marketing based on the Internet is increasingly adapting to new market conditions and customer expectations. New possibilities based on innovative approaches enable greater flexibility of providers and personalisation of the relationship with customers. Accordingly, of course, the market potential and the way of reaching the target group around the world are also increasing (Venkatesh, 1998).

In his social definition of marketing, Kotler (2004) includes the social and managerial process of creating and exchanging products and their values, in which individuals or groups get what they need or want, while describing the managerial definition as "the art of selling products", where sales are not the most important part of marketing.

The basic direction of marketing, in addition to the useful value of a product or a service, is to create additional value for participants based on building long-term relationships (Grönroos, 1996). By building a long-term relationship, a higher level of trust, security, satisfaction, flexibility, and empathy can be established between the provider and the customer, while reducing costs and increasing profits (Harwood and Garry, 2006). Companies opt for such an approach mainly because of the possibility of building competitive advantages (Hunt et al., 2006).

Due to increasingly demanding customers, many providers are focused on aggressive sales and marketing communication, as they believe that customers will not buy sufficient quantities of the product if they do not encourage them to do so through strong promotional and sales efforts. Aggressive sales and unadjusted products cause a great deal of risk when they are not in line with the wishes of customers (Jagodič, 2020).

Market orientation assumes that the provider must, in order to be successful, identify the needs and desires of a specific target audience, and satisfy it better than their competition. Market orientation has been strongly established in all industries (Jagodič, 2018).

Socially responsible market orientation is an upgrade of market orientation and is aimed at creating long-term satisfaction and well-being of the individual and society as a whole. In addition to the needs of customers in the target market, this concept also includes the ecological aspect, demographic trends, and social services (Vukasović and Jagodič, 2017).

Providers and customers face many and rapid changes that both need to adapt to (Konečnik Ruzzier, 2011). To make it easier to tailor supply to customers, they divide the market into segments where they bring together customers with similar interests and expectations (Baker and Bass, 2003). For successful segmentation, providers often consider demographic, economic, sociocultural, technological, and other factors. In this way, they can more easily predict reactions of their customers (Jagodič, 2020).

According to the selected market segment, bidders must adjust their offer for the selected market and position themselves in it. This means that their offer must raise awareness of comparative awareness among customers compared to competitors and present it in a sufficiently different way that customers recognise it in the market as a better one than those of competitors (Jagodič, 2020).

Marketing communication can be defined as an activity in which we use various methods, means and messages to provide information about products and services to target customers in order to facilitate their decision to purchase (Potočnik, 2005). Marketing communication consists of the provider's activities related to advertising, sales promotion, creating appropriate public relations, personal sales, and direct and interactive activities (Kotler, 2004).

Advertising is defined as any form of impersonal presentation of products and services paid by the provider, where it is necessary to define the goals (purpose) of advertising, the amount of funds (money), message (content), set of communication channels (media), and how the results will be measured (performance criteria). Sales promotion includes everything that encourages customers to buy and motivates the sales staff of the sales provider. Public relations are a set of provider activities and an important marketing tool aimed at gaining trust and encouraging customers to buy. Personal sales are an instrument of communication with individual target groups of customers and the establishment of personal contact with customers by the sales staff of the provider, in the domestic or foreign market (Vukasović and Jagodič, 2017).

5 E-business and Online shopping

5.1 E-business

Today, at every step we encounter the term electronic or e-commerce. E-commerce is the optimisation of business activities of companies with digital technology and refers to transactions that are carried out online. E-commerce encourages companies to provide more customised and flexible services. The term e-commerce also covers other activities, including online auctions, internet banking and the like. In this model, retailers set up online sales channels and thus conduct sales.

Despite the fact that in the 1960s companies carried out electronic transactions via basic computer networks where they performed electronic data exchange, in a later period the development of the Internet enabled the transfer of a large amount of information and thus laid the foundations for e-commerce (Concordia St. Paul, 2016). As users of the Internet and e-commerce, we must behave responsibly and prevent possible abuses (Prislan and Bernik, 2019).

5.2 Online shopping

An online store can be defined as a point of sale of goods or services in electronic, programmed form on the Internet (and the exchange of products and/or services is performed after a financial transaction). Clients provide access through a web browser and a computer or other electronic device connected to the Internet. The online store is becoming increasingly popular among customers as it brings many benefits to both customers and providers. The online store is increasingly displacing the classic store, but not uniformly in all sales segments. Many customers still want to see the product live, touch it, and check its quality and functional suitability. As the brick-and-mortar shop has its sales staff who provide additional information, inspire confidence, and advise the customer at the time of their purchase, online stores must adapt to this and offer extensive product descriptions, many pictures, perhaps video presentations, and increasingly "live help" through chat rooms (Limovšek, 2012).

Customers more often decide to buy in those online stores that they know, have a large selection of products, a sensibly arranged presentation and sufficiently detailed product descriptions, and may also include a video presentation of the use of certain products. At the same time, navigating the website must be simple and intuitive, very transparent and offer different payment methods. It is so important for the provider to leave a good impression on the customer and to provide all relevant information about the provider (logo, contact information, phone numbers, lists of physical units, etc.). The online store allows the provider to have access to the global market, to use different languages (depending on the countries where we want to market our offer) (Jeznik, 2008).

A well-organized online store includes the following features (Relidea, 2017):
* It is important that the online store has such a name that customers quickly (and easily) remember it or recall.
* Interactivity of the website is essential, which includes appropriate images and videos, and is quickly transferred to the user's screen.
* A server that enables fast downloads and stable operation and constant availability of the online store.
* We need to create trust on the part of customers and ensure adequate data protection.

- The widest possible payment options, and a simplified payment procedure.
- With the help of social networks and design curiosities, we carry out promotional activities to direct our customers to the online store.

6 Research sample and methods

The study was addressed to the students of the ISSBS. The link to the Questionnaire was sent to 422 students and 219 correctly filled were returned. The response rate was 51.9%. They represent the right target group as they are familiar with the use of modern ICT. They also like using different social media and they are prepared to try different things. Because of the availability of the internet today, they usually research the offers, the producers, and prices online. Very often, they also take a look at the other users' comments about certain products. The web tool called 1-ka was used in the survey. The questionnaire was very short, including some questions about the student's demographic data, their e-shopping experience, and the media they use or follow. The survey was carried out in October and November 2019. A regression analysis was used to analyse the results of the survey related to the method of payment for online shopping and the media influencing online shopping.

Table 1: Gender of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	42	19,2	19,2	19,2
	Female	177	80,8	80,8	100,0
	Total	219	100,0	100,0	

As can be seen from the table, almost 81% of female respondents and just a little over 19% of male respondents were included in the sample.

Table 2: Age of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	up to 20 years	15	6,8	6,8	6,8
	from 20-30 years	131	59,8	59,8	66,7
	from 30-45 years	52	23,7	23,7	90,4
	45 years or over	21	9,6	9,6	100,0
	Total	219	100,0	100,0	

The table shows that less than 7% of the respondents in the age group up to 20 years were included in the survey. There were almost 60% of the respondents in the age group between 20 and 30 years, and almost 24% of respondents in the age group between 30 and 45 years, while in the age group over 45 only slightly less than 10% of respondents were included in the survey.

7 Results and discussion

The data in Table 3 show that about 20% of the respondents never or very rarely use an online store, 16% of them rarely use one, almost 39% occasionally use an online store, and almost 25% of the respondents often or very often use an online store.

Table 3: Frequency of shopping in an online store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	15	6,8	6,8	6,8
	Very rare	30	13,7	13,7	20,5
	Rarely	35	16,0	16,0	36,5
	Sometimes	85	38,8	38,8	75,3
	Often	42	19,2	19,2	94,5
	Very often	12	5,5	5,5	100,0
	Total	219	100,0	100,0	

When the respondents were asked how important it is for them that an online store is transparent and simple, as many as 95% of the respondents answered that this was an important element of their decision to make a purchase.

Table 4: The importance of simplicity and transparency of an online store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	It's important to me	208	95,0	95,0	95,0
	It's not important to me	4	1,8	1,8	96,8
	I do not care	7	3,2	3,2	100,0
	Total	219	100,0	100,0	

In terms of payment methods, we were mainly interested in the share of individual forms of payment and the tendency of customers to use them. Based on the regression analysis, we can say that payment by credit card and in cash on delivery still predominates, but the share of those respondents who pay by mobile phone is also increasing.

Table 5: Regression analysis of payment method

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1,390	,429		3,239	,001	,544	2,236
	Credit card	,246	,044	,382	5,565	,000	,159	,334
	Cash on delivery	,234	,064	,249	3,644	,000	,107	,361
	Upon receipt in the company	,046	,071	,042	,645	,519	-,094	,185
	By mobile phone	,144	,059	,157	2,447	,015	,028	,260

a. Dependent Variable: How to pay for products when buying in an online store.

Based on the regression analysis, we also determined the media they used and to what extent the media had an impact on their decision to shop online. As seen in Table 6, the internet and social media have the greatest influence, followed by other media, while radio and printed media have a very small, almost insignificant influence on their decision to buy in an online store. It is interesting to note that TV even has a negative impact on customers 'decision to make a purchase in an online store.

Table 6: Regression analysis about influencing media

Model[a]		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,619	,571		2,833	,005
	Printed media (newspaper,..)	,045	,072	,044	,621	,535
	TV	-,158	,073	-,161	-2,169	,031
	Radio	,042	,065	,045	,647	,519
	Internet and Social media (Facebook,..)	,343	,097	,237	3,528	,001
	Other media	,171	,060	,189	2,845	,005

a. Dependent Variable: On which media basically do you decide to buy online.

In general, the survey shows that the Internet and thus ICT have become part of our everyday life, without which it is difficult to imagine life. This is especially true for the younger generations born in the wake of the greatest and fastest development of ICT and accompanying activities and services.

A logical consequence of this is also the fact that technology has enabled the development of various services and has also facilitated connectivity among people, which has essentially turned the whole world into a much more easily accessible market, even for smaller providers of products and services who cannot compete with large international corporations. The Internet allows the former to set up an online store that is accessible from anywhere and to anyone, all they need to have is the Internet connection.

Social networks have thus become a supportive environment in which networks of acquaintances are created, and at the same time they enable providers to quickly transfer information about their offer. Since they can regularly

monitor their customers, they get quick feedback on their wishes and interests, allowing them to shorten their reaction time and adjust their offer faster.

Because of all this, providers also had to adapt their marketing activities and market approaches in order to be able to meet (all) the rapid changes in the market and create satisfied customers. With the use of social networks, the costs of promotional activities are much lower than with traditional advertising, and at the same time they enable faster transfer of information among customers, which significantly increases the potential target group of customers.

Many providers have their online store as an aid and support to classic sales units, as a significant number of customers still want to see and feel the product before buying it. However, many providers ensure higher sales as a result (of their online stores), as they can have a wider customer reach, thus increasing the number of potential customers in their online store and through social networks. Their customers are invited to their sales unit for a consultation, and the purchase itself is then made online.

Providers of online shopping must therefore focus on conducting their marketing and promotional activities on social media, where they can reach their target customers more easily, faster and at a lower cost. In addition, they need to think about an appropriate payment method. It is no longer enough to offer payment only by credit or debit card or at pickup because other forms of payment are increasing, such as: payment by mobile phone or by watch. Certainly, the use of appropriate media to inform the target customers is crucial to the success of online store providers.

The decision for online shopping is influenced by the media where providers advertise their online stores. The largest influence on online shopping has social networks, but there is also a little impact coming from the print media (newspapers and magazines) and radio, while TV has even a negative impact on the decision to shop online. In addition, the survey shows the most common payment methods by the respondents, payment by bank card or payment on delivery. The survey also shows that quite many respondents use the option of payment by using their mobile phones.

8 Suggestions for further research

According to the results of the research, more detailed research in the field of online shopping and social media should be considered.

In the field of social media use, it would be worth researching for what attracts potential buyers the most and how this influences their purchase decision, when it would be necessary to publish messages, how the content of the message should be written. And the field of potential buyers following the posts of social media influencers should be surveyed.

In the field of online shopping, more detailed research should be carried out related to designing an online store, changes in the process of online shopping, organisation of links to access an online store, how to encourage existing customers to influence potential new customers and what payment and pickup / delivery options the provider should have or has to offer.

9 Conclusion

Modern ICT, the Internet and social media have an increasing impact on our daily life. All these allow providers easier access to the market, faster reaching of target customers and increasing their sales anywhere in the world. This reduces the competitive advantage of large companies and enables smaller providers to survive while also influencing improved quality of life for all of us. For a successful operation, providers need to change their market access philosophies and, most certainly, their marketing activities if they want to reach their target customers. Modern ICT enables them to detect changes faster and to adjust their offer, according to market conditions and expectations, and the wishes of customers.

In general, with this research we just want to confirm that the generation of today's students use social media. We can also confirm the fact, that they like shopping online. With online shopping they save their time, and have a better overview of certain products and their specifications, prices of the products, and also, they also have an overview of the delivery time of products, i.e., how quickly they can get a desired product, once purchased online. What is also

important for online shopping are all the possibilities of payment. According to our survey, quite many respondents pay by mobile phone.

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