



УНИВЕРЗИТЕТ У НОВОМ САДУ  
UNIVERSITY OF NOVI SAD

## TOP ACHIEVEMENTS 2021

### FACULTY OF ECONOMICS

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#### Published scientific paper - Exploring E-retailing in the Danube Region countries: A study on internet purchasing

Journal of Retailing and Consumer Services, ISSN: 0969-6989, M21

Končar, J., Grubor, A., Vučenović, S., & Marić, R. (2021). Exploring E-retailing in the Danube Region countries: A study on internet purchasing. *Journal of Retailing and Consumer Services*, 59, 102383.

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The paper aims to define the target market on the Internet, characteristics of consumers and especially loyal customers of e-retailing in the Danube Region countries. Empirical research about consumer shopping on the Internet was conducted on a sample of 816 consumers from Danube region countries. The results have shown that the respondents recognize the advantages of e-retailing and Internet shopping in comparison to traditional channels. However, most consumers who buy products via e-retailing do so only from the retailers where they otherwise buy in a traditional way. Based on the obtained results, a set of measures and incentives was proposed to increase the use of e-retailing and to increase the loyalty of Internet consumers.

