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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.

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.

