

Research on Consumer Behaviour - Significant Relationships Between the Importance and Frequency of Online Shopping*

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Abstract

In the times of the global market, intense competition and open border business models, digital marketing is becoming a competitive advantage and most widely used tool of marketing communication. Modern and diverse means of communication have given customers quick access to any product or service regardless of time and place. All these developments have forced companies to consider new ways of marketing and reinvent their traditional methods to get hold of competitive advantage. The main objective of this paper was to determine whether there are statistically significant correlations between the importance of online shopping and the frequency of online shopping. 421 respondents took part in the research. Data collection via an electronic questionnaire took place in March 2022. Due to the established hypothesis and the nature of the data, the Kolmogorov-Smirnov test of normality and the Spearman correlation test were used. The results confirmed that there is a strong statistically significant relationship between the level of importance of online shopping and the frequency of online shopping.

Keywords: consumer behaviour, consumer preferences, digital marketing, e-commerce, purchase behaviour