Covid-19 Opens New Doors in Building Webshops with Extended 5G Services

Timea Vastag and Boglárka Eisinger-Balassa

ABSTRACT

This article provides a two-dimensional approach to webshops. Building a webshop was getting more and more popular during Covid-19. With the technological extension of 5G, e-commerce might gain market share. This study aims to determine if there is a huge gap between the user's exceptions and the developer’s experience. Based on the developer’s experience, marketers prefer price-effective, fast, and cliche-based solutions to enter the online market. In contrast, users want to use comfortable, reliable, and user-friendly platforms. The hypotheses are based on this anomaly, and the research seeks to reveal this by providing useful and practical solutions. The House of Quality (HoQ) model was used to gather, compare, and analyse the expectations of multiple stakeholders. The main goal was to identify the main features driving engagement and trust from the consumer’s point of view. The experts’ roles and the idea were also analysed as an essential pillar of the multiple stakeholders. The main variables were presented in the House of Quality (HoQ) model presented the main variables. The study begins with statistical reasoning of the topic’s relevance and continues with defining critical terms. After analysing focus groups and interview results, the data was entered into the HoQ model, and the dimensions were compared. Conclusions and business recommendations were drawn, such as the possible further directions of the research.

Keywords: Engagement, Quality Function Deployment, Trust, Webshop.

I. INTRODUCTION

E-commerce and online shopping are getting bigger and have become irreplaceable in everyday life. There are different platforms for consumers to communicate or buy products and services. 5G has a crucial role in the growing e-commerce as it provides high-quality wireless networks and the opportunity to change classical business models for marketers (Ahokangas et al., 2018; Gyimesi et al., 2022). Beyond reliable communication, 5G gives a holistic user experience framework, low latency, and traffic load, and connected devices (Chen et al., 2018; Chen et al., 2016).

Statista estimates that by the end of 2021, there will be 2.14 billion global buyers online, up from 1.66 billion international digital buyers in 2016 (Statista, 2021b). Retailers gained e-commerce sales worldwide in value of 4891 billion U.S. dollars compared to 2019’s sales revenue, which was 3354 U.S. dollars (Statista, 2021c). Although the total number of potential digital buyers is increasing worldwide, according to Statista, the conversion rate from a visitor into a customer decreased slightly in the third quarter of 2020. Only 2.17% of global e-commerce website visits were converted into purchases, down from 2.25 % during the preceding quarter (Statista, 2021a). Conversion rate is one of the most commonly used e-commerce key performances. Shopping cart abandonment is also a big topic for e-commerce businesses (Baymard Institute, 2021). The average documented online shopping cart abandonment rate in 2020 is 69,8%, according to The Baymard Institute. This value is an average calculated based on 44 studies (Baymard Institute, 2021). The most common reason for shopping cart abandonment with 49% is that the extra costs are too high (shipping, tax, fees). Online shoppers are likely to abandon their shopping cart if businesses require them to make an account. Around 28% of people abandon their shopping carts (Baymard Institute, 2021).

Statistical results (Statista, 2021d) show that e-commerce has a growing presence in online sales worldwide.

<table>
<thead>
<tr>
<th>TABLE I: STORE RANKING AND OVERVIEW</th>
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<tbody>
<tr>
<td><strong>Online stores</strong></td>
</tr>
<tr>
<td>emag.hu</td>
</tr>
<tr>
<td>alza.hu</td>
</tr>
<tr>
<td>tesco.hu</td>
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<tr>
<td>edigital.hu</td>
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<td>aboutyou.hu</td>
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The main reasons might be sought in the changed consumption habits; consumers seek the platforms to save time by spending their money. It seems a contradiction at first, but the attractiveness of online shopping lies, among others, in the complexity of the product’s range, the manageable interface of websites, various range of payment options and home delivery options (Zhang et al., 2020; Sunarjo et al., 2021). The present study focuses on the Hungarian market; its relevance can be proved by the statistical chart (Sunarjo et al., 2021). It shows a significant increase in online purchases between 2010-2021. Only 22% of the population bought online in 2010, but it was already 70.6% in 2021 (Statista, 2021).

The Hungarian households’ frequency of online shopping is described in the research of Statista (2022). The respondents answered that they are more likely to visit domestic webshops (58.2%) and domestic online platforms (51.1%). The tendency to buy from foreign webshops was only 25.3%, while only 29.8% of the responders buy on foreign online marketplaces.

The first five online platforms, whose net revenue increased in 2021, frame the most popular goods and services that were looked for by the Hungarians (eCommerceDB, 2021).

The above concerning webshops were chosen for further analyses, namely those with shares in the fast fashion and electronics industry. The literature review provided data for identifying the research topic compared to statistical trends. The literature review defined key terms in the sources and identified the lack of existing research on the topic. The found sources handled a variety of e-commerce topics (Jagdish, 2020; Duralia, 2020; Hongdong et al., 2021) and approached them methodologically from only one stakeholder’s point of view. None compares the expected attributes of the webshop to the existing attributes. The literature novelty-inspired analysis of how consumer engagement and trust can be built in the online era using the House of Quality model. The conceptual framework presented the main concepts and techniques used in the paper, while the methodology described the way of data collection. This article provided not only a new methodological approach for measuring the KPIs of a webshop, but it also aimed to phrase business recommendations to get engaged and loyal customers. In conclusion, the results were explained, and further directions were phrased.

II. LITERATURE REVIEW

Providing a better understanding of the topic and explaining which terms popped up most frequently while analysing the sources was necessary. Web of Science was used to search relevant articles to define the most necessary terms on the topic.

Between 2016-2022 the English-language published articles in Q1-Q4 ranked journals were chosen for deeper analysis. The articles were processed using the keyword “webshop” based on abstract analysis. The word cloud (Fig. 1) demonstrates the frequency of terms found as essential parts of webshops. The following terms are explained: user experience, web ergonomics, user interface, trust, and engagement.

A. User Experience

User Experience is a term used to describe the user’s perceptions and reactions to using a product, system or service. The perceptions and responses might be physical, psychological or both, while the context might be momentary, episodically, or cumulative experience period (Hartmann et al., 2008). The term user experience faces similar problems as usability. Use experience is often considered a wrongly defined concept (Roto et al., 2011). The positive user experience supports the system’s convenient use and raises trust in the users (Schmidt, 2010). Another study (Salvendy, 2012) describes the user experience as the summary of perceptions influenced by aesthetics, emotions, and meaning. Similarly, Roto et al. (2011) considers user experience-specific emotions like anger, joy and satisfaction. These emotions are influenced by aesthetics, usability, and the personal meaning of the product for the user.

B. Web Ergonomics

Ergonomics refers to the function that the website can ensure the simplicity of the navigation process and the appropriate use of the content (Siano et al., 2016). It makes easy manageability possible. Moreover, the unit of the informational architecture website’s functionality. The website’s functionality can be divided into five subdimensions: 1.) “Accessibility” - refers to the guidelines of the World Wide Web Consortium (W3C). It means making the websites accessible for all types of users. 2.) “Navigability” means the function to find the easiest and fastest way for what they are looking for. 3.) “Usability” includes the effectiveness, productivity and satisfaction of website design and measures the quality of user experience while visiting websites. 4.) “Interactivity” regards the bidirectional communication processes and tools that help implement users into the navigation process. 5.)
“Multimedia” encompasses the concurrent and integrated use of different media on the website. Despite the importance of accessibility, research results show that 95% (Schmutz et al., 2019) of Hungarian websites don’t follow the design recommendations. The low ratio of practical use among developers might be explained by the fear of having a flat or non-aesthetic design (Schmutz et al., 2019).

C. User Interface

The User Interface should adapt to the needs of end-users. The usability features need to be considered, for instance, effectiveness and learnability, to increase the user’s productivity (Roldan-Alvarez et al., 2016). Besides the user interface elements, the significant role of colors can also be observed. Different colors impact the mind differently (Bazilinsky et al., 2019), affecting cognitive abilities (Miltzner et al., 2016). Colors have priority compared to texts from perceptual points of view (Bazilinsky et al., 2019). The users recognize them emotionally (Jokinen et al., 2018).

D. Engagement

Consumer engagement is becoming more popular in professional and scientific collectivity. The term’s conceptualization has a varied range (Kim & Drumwright, 2016). Consumer engagement focuses on behavior and its manifestation (Kim & Drumwright, 2016). Phan et al. (2020) approach engagement from a behavioral perspective and operates with four aspects: consumer buying, recommendation, influence, and knowledge. These attributes significantly impact the extent of the engagement and the power of recommendations or sharing on social media platforms (Prentice & Loureiro, 2018). In his study, Thakur (2018) draws a parallel between engagement and the feedback that follows right after the product purchase. This kind of feedback is the most expressive demonstration of engagement (Thakur, 2018). Research results showed engagement as the central pillar of the propensity to deliver consumers’ opinions after shopping (Thakur, 2018). Thakur (2018) established in his empirical study that consumer engagement affects the intention of online evaluation.

E. Trust

Moorman et al. (1993) defined trust as when consumers rely on others in decision-making. More precisely, trust is the confidence that presumes the ethical and social interactions of the parties (Thakur, 2018). Differentiating trust into two separate meanings helps to understand it. Trusting the seller means the confidence that the seller is reliable, provides high-quality services, and doesn’t abuse the consumer’s data. Trust in the product supposes that the product fulfills the requirements and functions of need. The lack of trust is one of the most significant obstacles to increasing online shopping (Ha et al., 2021). So far, the trust is not built up, so the online transaction can’t be issued. This phenomenon is responsible for the importance of trust to the sellers and is the basis of online shopping. proved that purchase intention is positively influenced by trust in the online area. The possibility of paying at delivery might increase trust in online shopping (Thakur, 2018; Ha et al., 2021). McKnight et al. (2002) state that trust is a skill that legalises that the consumer accepts the risks and vulnerability of the webshops. Trust is at the centre of trade-offs; it influences consumer behaviour in online and traditional environments (Ha et al., 2021). Trust plays a crucial role in online shopping as consumers perceive the transactional risks on online platforms as more powerful. Three dimensions can be distinguished when discussing trust: interpersonal, organizational, and systematic (Kang et al., 2014). Trust has a moderating role in influencing consumer engagement (Ha et al., 2021). Study (Divyasre, 2019) showed that winning the consumers’ trust increases engagement in online purchasing. Several research (McKnight et al., 2002; Divyasre, 2019) aimed to prove the effectiveness of trust-building based on the functional advantages of the online store, for instance, the quality of the service, publicity, and the brand.

Furthermore, (Wongkitrungrueng & Assarut, 2020) identified that streaming on online platforms enhances trust and engagement; this became the most critical performance metric of the company’s social media presence.

III. Conceptual Framework

This article uses quality function deployment (QFD) as a LEAN technique to capture the consumer’s voice. QFD focuses on affording a clear framework for classifying customer needs with the help of the matrix House of Quality (HoQ). QFD supposes that the basic requirements are identified, and the answers are sought not on the question of what but how (Chou, 2020). Understanding customers’ needs play a crucial role in building and developing products and services (Eisinger-Balassa & Gábor, 2014). HoQ matches the primary customer’s requirements and the engineering effects that lead to a better understanding of what (marketing domain) and how (developer domain) to do it. Customer demands meet the technological limitations that allow reconsidering the competitive advantages on the market. The correlation analysis of the weights of the attributes’ importance makes possible the technical assessment by phrasing possible innovation directions and helps a punctual calculation of profitability and rentability (Adiandari et al., 2020). The matrix gets its name after it aims to use it. Its goal is not to fulfill the whole matrix but to provide optimal solutions to improve the products (Raisi, 2019).

![Fig. 2. Research methodology.](image-url)
The following dimensions facilitate the presentation of the correlation between the customer’s requirements and the product attributes.

1. “WHAT” stands for the customer requirements; their importance is weighted on a 1-5 scale.
2. “HOW” describes the features that help to satisfy the expectations.
3. The matrix of “WHAT” and “HOW” quantifies which features as a solution satisfy consumer needs. It uses a scale of 1-3-9 (ReVelle, 2001) to represent the correlation between user requirements and solutions. The importance of these relations determines the relationship coefficient resulting in the multiplication of each “HOW” to “WHAT”.
4. Defining the correlations between “HOW”, positive and negative, must be considered.
5. Adding the target values to achieve “HOW”.
6. Calculating the scales from the variables and the correlations.
7. Finalizing and interpreting the results (Raissi, 2019).

The aim of this study is to highlight the expectations of webshop users and draw a parallel with the webshop developer’s recommendations. In order to get a well-segmented and precise research plan, the following research questions were formulated:

**RQ1:** What are the expectations of the webshop users?
**RQ2:** What technological solutions can be identified as the features that contained the answers to the first research question?
**RQ3:** What are the main features of a well-functioning webshop according to the developers?
**RQ4:** What are their technological recommendations to achieve a well-functioning webshop?

To answer these questions, two models were built in this study. Once, from the user’s perspective, what requirements do they have, and how these needs can be fulfilled? On the other hand, the developers’ experience provides a basis for professional recommendations.

### IV. Method

The applied methodology can be split into three main groups after identifying the GAP in the literature. Fig. 6 represents the different stages (Fuadah & Prasetio, 2019). Primary data came from the interviews and focus groups. The results were interpreted into a Voice of the customer table that helped to translate the answers into technological characteristics. The needs’ importance ranking shows the needs’ priorities. The Affinity diagram categorized the data into different levels, and the received attributes were compared in the House of Quality model (Padagannavar, 2016).

#### A. Qualitative Data Collection

A methodology is a comprehensive approach to the research process. Two qualitative research were conducted. The emphasis in the qualitative method is on mindset, perception, individual perspectives, and motivations. According to Kotthary (2009), this type of research aims to discover the motives of human behaviour. This method helped to gain deeper insights into the participants’ thinking. The two qualitative studies sought to answer the research question and build consumer engagement and trust in online shops. One qualitative research was focus groups with consumers, and the second was in-depth interviews with webshop developers. The information was obtained from focus groups, and in-depth interviews were used to help define the elements of the HoQ. A total of eight focus groups were conducted, and each group included 30-40 participants. The participants were adults between 18 and 23 years old, studying at Széchenyi István University in Győr. According to Eurostat (2020), more than 7 out of 10 internet users made online purchases in the EU. The share of e-shoppers is growing, with the highest proportions found in the age group 25-54 (79%), followed by the age 16-24 (78%) (Eurostat, 2020). With the permission of the participants, the discussions were audio-recorded. The focus groups were usually made up of 30-40 people and were guided and monitored by a moderator, whose task was to facilitate the group discussion by establishing trust and rapport (McNeill, 2006). The conversation started by defining the purpose of the focus group and explaining the topic to the participants. The questions moved from general to more specific ones. The first goal was to get information about the participants’ online shopping habits, how often they shop and what products or services they purchase online. Eight key questions were identified to determine what consumers expect from webshops and the main trust-building elements in connection with webshops. In addition to the positive features of webshops, the participants were asked about the characteristics of webshops they were not satisfied with. The discussion ended with participants’ comments, experiences, and a summary of the main points. Each focus group lasted for about an hour. Ten in-depth interviews were conducted with the developers. The personal interviews were carried out in a structured way, asking questions in the form and order prescribed. This methodology can obtain more information in greater depth (Fuadah & Prasetio, 2019). Each interview lasted for about one and a half hours and started with the welcome and introduction of the participants. After the purpose and topic of the interviews were explained, we continued with the opening and essential questions. The introductory part included three questions: demographic data, the average time to develop a webshop, and which products and services receive the most orders. The transition questions were designed to gain information about the developer’s opinion and experiences. The same questions were asked as in the case of users; only one switch was applied compared to the first part. The questions were formed to address the developers’ opinions and views on the topic.

#### B. Interpretation and Structure

In this study, a two-level affinity diagram was conducted based on the focus groups and the interviews. The technological area helps to work out what to do, and the customers’ requirements tell us how to do it.
The requirements were broken down by their functionality and matched to the technological attributes. That gave the second level of the diagram, namely, a more detailed attribute list (Padagannavar, 2016). Fig. 3 describes the attributes list of the student’s requirements.

V. RESULTS

A. Voice of the Customer

The voice of the customer table (Table II) facilitated defining the customer needs by matching the technical functions to the required attributes based on the results of focus groups. Importance rating reflected on the answers and ranked the requirements in a hierarchical order.

B. Summary of Developer’s Priority

Compared to the focus groups, processing the results of interviews with developers didn’t mean a more stepped analysis. In this case, the answers were categorized based on the functionality of the required attributes of webshops. Table III summarizes the most frequently used features and ranks them depending on how much the developers mentioned. Primary groups are the generic terms of the assigned characteristics shown in the secondary level.

VI. HOUSE OF QUALITY

In the first matrix (Fig. 4), based on the focus group interviews’ effects, the following categories were formed for defining “WHAT” ranked on the 1-5 scale (Raissi, 2019). The webshop priorities were identified as the customer’s needs section of the matrix. 1. Adaptive and customer-friendly technological background 2. Quality Protect System for increasing reliability 3. Available detailed product information 4. Flexible delivery system.

The technical solutions, the “HOWs”, were identified as fast website, filter function, incorrect translation, sophisticated development of the website, categorization, feedback with pictures, negative visual feedback, text message out of stock, size chart, high-quality product, manufacturer’s warranty, physical store, product availability, returned goods form, cash on delivery option, text message of the delivery status.

<table>
<thead>
<tr>
<th>Voice of the customer</th>
<th>Engineering characteristic</th>
<th>Customer need</th>
<th>Importance rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>A fast website filter function translation sophisticated development</td>
<td>User interface web ergonomic user experience</td>
<td>Adaptive and customer friendly technological background</td>
<td>1</td>
</tr>
<tr>
<td>Categorization visible negative feedback warranty</td>
<td>Product review customer support (e.g. Chatbot)</td>
<td>Quality Protect System for increasing reliability</td>
<td>2</td>
</tr>
<tr>
<td>Size chart high-quality product</td>
<td>Gathering access and import of product information</td>
<td>Available detailed product information</td>
<td>3</td>
</tr>
<tr>
<td>Actual cash website development goods notification</td>
<td>Pay gate tracking</td>
<td>Flexible delivery system</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TABLE III: SUMMARY OF THE DEVELOPERS’ PRIORITIES</th>
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<tbody>
<tr>
<td>Demand</td>
</tr>
<tr>
<td>Responsive and customer friendly technological background</td>
</tr>
<tr>
<td>Quality Protect System for increasing reliability</td>
</tr>
<tr>
<td>Available detailed product information</td>
</tr>
<tr>
<td>Reliable delivery system</td>
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<td></td>
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</table>
The scale of 1-3-9 (ReVelle, 2001) describes the relationship between the customer requirements and priorities in the row of max relationship. 1 is a score for the weakest correlations, symbolised by a triangle. Three are scored in the case of moderated interrelations (empty point), and 9 is for the strongest interactions symbolised by a black point in the matrix (Fig. 4).

Technical importance rating comes from the diversity of the target value and the max relationship score. The target percentage is based on the results of the focus groups and interview answers. This number shows how much the participants value the attributes. Relative weight is the rate of one attribute multiplied by its technical importance rating and divided by the sum of all attributes multiplied by its technical importance rating.

Breaking down the customer priorities to a deeper level, in Fig. 5, their impacts on each other can be seen. Minus shows negative correlations between the features, while the plus sign shows positive impacts. The blank fields mean neutral correlations; these attributes don’t have a measurable impact on each other.

Two matrices, House of Quality, from the customer’s point of view and the correlation of relative weights and attributes (Appendix A, B), were applied to compare and analyze the collected data.

The trend line shows the mean of the relative weights. The threshold of the technical solutions lies at 7.9%. Above this value, the requirements are substantial; below this, the conditions are less important among the users. Fast websites, sophisticated website development, feedback with pictures, text message of stock, high-quality product, and product availability are the main features that are important to the users. These attributes correlate strongly (9) with their requirements. The rest, which can be found under the threshold value, are weighted as moderate (3) or weak (0) correlated attributes corresponding to the needs.
Fig. 5. Correlations between HOWs.

The developers phrased websites’ crucial part that strengthens users’ trust and engagement. Defining mean as a thresh doesn’t make sense in this case; strong (9) correlations between the requirements and technological priorities show marketers’ essential attributes to calculate. They face the demand for services and products both by developing a webshop. They highlight speed, user experience, navigation, accessibility on mobile, and more payment options as indispensable factors in gaining the user’s satisfaction.

VII. CONCLUSIONS AND LIMITATIONS

In this paper, the main features of a well-functioning, all-satisfying needs webshop were researched from different points of view. The research aimed to demonstrate the webshop user’s and developer’s expectations. The parties’ needs were compared to each other and gave the base of a summarised requirement list that might help not only the marketers who are only considering starting a webshop but also those who already have.

The literature review provided a theoretical understanding of webshop research’s most common frequent terms. These terms were the user experience, web ergonomics, user interface, engagement, and trust. The precise definition of these terms from the Q1-Q4 ranked scientific papers was followed by choosing the most appropriate framework to catch the consumer’s voice. This study used the QFD technique within the House of Quality model.

Focus group interviews with webshop users and semi-structured interviews with developers were used as qualitative data collection methodologies.

The results of focus group discussions were put first in the affinity diagram that helped structure how to match the different attributes to functionalities. After it, the customer voice table demonstrated how important each feature was based on how often the participants mentioned it. Analog to this method, the developer’s priorities were also ranked by recurrence.

These outcomes were put in the House of Quality model and answered the research questions in parallel. The response for RQ1 is on the vertical axis of “WHAT” they expect (Adaptive and customer-friendly technological background; Quality Protect System for increasing reliability; Available detailed product information and Flexible delivery system).

On the horizontal axis can be found the feedbacks for RQ2,
namely “HOW” their requirements (fast website, filter function, incorrect translation, sophisticated development of the website, categorisation, feedback with pictures, negative visual feedback, text message out of stock, size chart, high-quality product, manufacturer’s warranty, physical store, product availability, returned goods form, cash on delivery option, text message of the delivery status) are demonstrated.

In the case of the developers, vertically presented their “WHAT’s, answers for RQ3 (Demand; Responsive and customer-friendly technological background; Quality Protect System for increasing reliability; Available detailed product information and Reliable Delivery System) and horizontally the suitable technological solutions (RQ4): services, products, fast website, user experience, navigation, filter function, access on mobile, prices without hidden costs, products pictures, more payment options, available and supportive customer service, visual feedback and the ability to give feedback, personal data management, trusted shops guarantee, stock information and text message of the delivery status.

The results of both matrices showed speed, user experience, ergonomic web features such as navigation, user-friendly visualization of the products and continuous guidance during the webshop visit. The intersection of the priorities shows the attributes that must be considered first when a stakeholder plans to extend the sales activity to the online era. On the other hand, the differences point out the parts that might be the handicap of the process. Marketers might need to pay attention to both sides to avoid communication difficulties and address the customer group they want.

Requirements change quickly, and attributes and technological solutions also. Therefore, it is proposed to develop the scope of interviews to a broader segment.

In addition, the geographical limitations of the study mean another approach in the future; instead of focusing only on the Hungarian market, a comparison might be helpful between nearby countries.

**APPENDIX**

C. House of Quality from the Customer’s Point of View

![House of Quality Diagram]

D. The correlation of relative weights and attributes

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Positive</th>
<th>Negative</th>
<th>No Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Priority</td>
<td>Strong</td>
<td>Moderate</td>
<td>Weak</td>
</tr>
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</table>

![Correlation Table]

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E. House of Quality from the Developer’s Point of View

F. The correlation of relative weights and attributes from the developer’s point of view
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CONFLICT OF INTEREST

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