

The Influence of Emag Image Brand Among Resita's Online Consumers

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Abstract

The need for a strong brand in the online environment should be among the first steps to take into consideration while you want to grow a business. For a brand, one of the most important missions, especially in the online strategies is to define an identity, a "voice", that is easily recognizable. This identity must be the basis that you are using on all social networks and on all the strategies.

Key words: consumer, online, brand, behaviour, Internet.

J.E.L. classification: M31.

1. Introduction

Traditional consumer kept throughout time a contoured lifestyle preferring certain brands and keeping the same choices. If we talk about digital consumer, has an inclination to the latest technology, being willing to try the latest news on the market.

About digital consumer we can say that is not steadfast and that is why companies turn to different effective methods, one of this being personalization of the product. In the contemporary era the Internet is becoming more accessible by population, the number of those seeking such services is growing. Electronic commerce is becoming more dynamic and it is growing faster, in this way companies adapt to consumer demands by adopting the new sales system. Modern consumers are using the Internet more and more and aim to reduce costs by purchasing certain products from the online environment.

2. Method and results

This paper aims to study how the brand image Emag influence the online consumer while buying online.

This study is realized on the population level from Resita, whose main objectives are:

- Identify how to engage consumers from Resita in the online market;
- Identify how online buyers benefit are influenced by the image of a brand in the purchase decision;
- Identify how many online consumers are buying from online market;

The representativeness of the sample is given by the sampling method used and the sample size determine the accuracy of the results obtained from research.

In this study we used the survey method with the population of Resita. For this I developed a questionnaire with ten questions for studying online consumer behavior in relation to brand image, which is seven closed questions, with 2-8 choices and 3 questions of identification. The identification questions are related to age, sex and occupation of the subjects that constitute the analysis criteria of results.

Sampling method chosen is the trading method (weights). This method involves the establishment of a reduced model of the population studied, by its known characteristics, being necessary statistical information about the population studied represented in this case by the age and sex of subjects.

The survey that was required for development of this paper was conducted during the period March 2016 - May 2016 by two investigators in the main areas of concentration of the population in the city (squares, parks, etc.). The survey is non-exhaustive, the minimum sample size was calculated using the formula:

$$R = \frac{n}{N} * 100 = \frac{t^2 * p * q}{e^2}$$

Where:

- R - sampling rate
- N - researched population size
- n - sample size
- t - the coefficient of confidence
- p - frequency of the phenomena
- e – tolerated margin error

Due to lack of data reporting the population of Resita, administering the questionnaire has not opted to create a pattern of questioning of persons by occupational criteria.

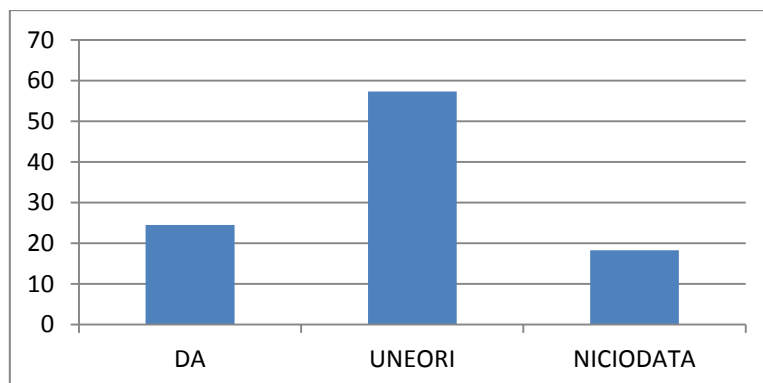
For processing and analysis of data from the survey were used tables and calculations percentage, monitoring the total number of responses for each variant answer and settling their frequency, their share in the total sample, by sex, by age groups and by occupations.

In the following, it will be presented, analyzed and interpreted the answers provided by 366 subjects of the survey questions 1-7 of the questionnaire, presented in Annex 1. Questions 8-10 refer to the criteria for analysis of results (age, gender, not being necessary individual analysis of the study conducted).

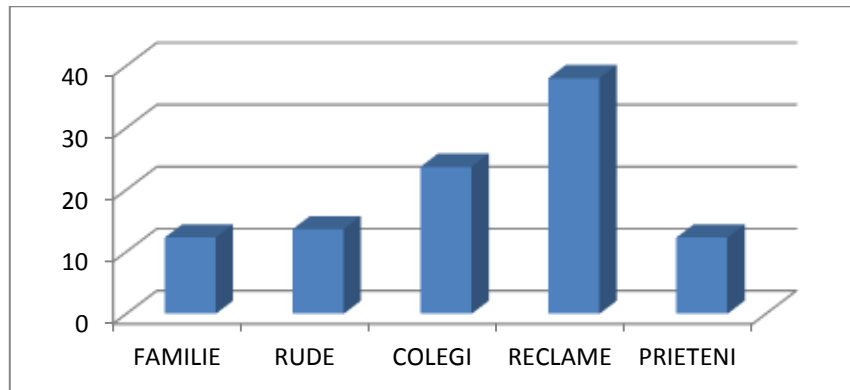
Further, I realized interpretation of research results:

1. Have you made purchases online on eMAG.ro?

24.42% of the subjects were buying online from eMAG. 57.32% of the total sample respondents are sometimes buying online, while 18.26% of respondents have never shop online. During the campaign discounts Black Friday 2016 people at eMAG recorded sales of 301 million RON, which is 100 million RON more than last year. The increase in sales is 50% more compared to Black Friday from 2015, and in RON we are talking about 51 million RON in addition to what was expected in the online store.

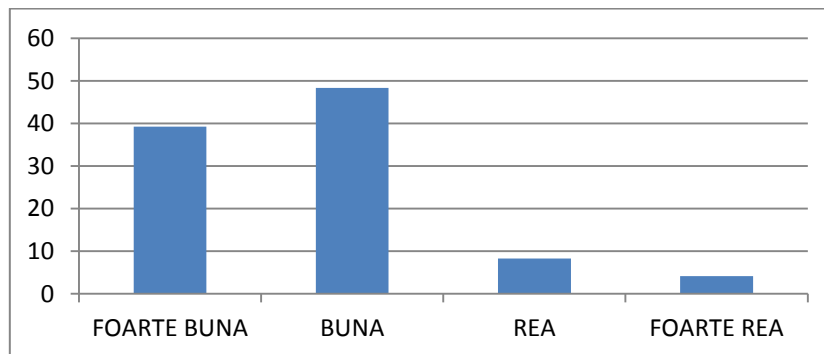


2. For online purchases on eMAG.ro you were advised by: On entire sample most subjects, 38.02% were influenced by advertisements in order to do online shopping on eMAG. Subjects using online shopping networks on the advice of colleagues are on percentage of 23.72%. Only 13.66 of the respondents are influenced by relatives in order to make acquisitions, and the last are those influenced by family and friends, in percentage of 12.30%.



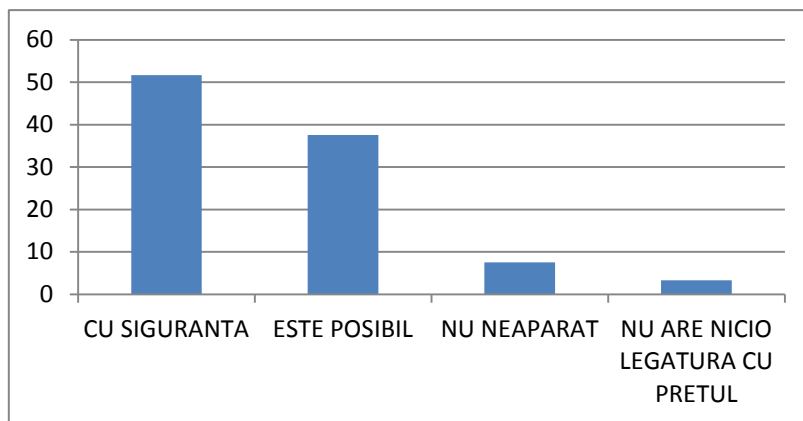
3. How do you appreciate the offer of products on eMAG.ro.?

Based on total sample most of the subjects 48.31% appreciate the offer of the products on eMAG.ro, followed by 39.23% of the subjects surveyed who are thinking that the offer is very good. In last place with a rate of 4.15% are those who believe that the offers from eEMAG is a very bad one. 8.31% of those surveyed consider the offer eMAG as bad.



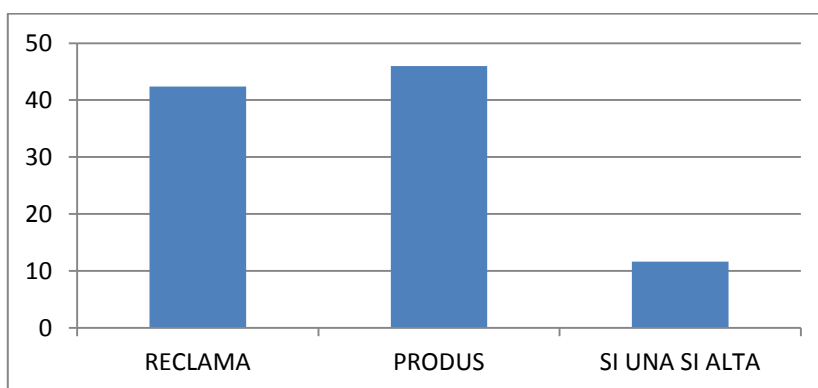
4. Do you consider that the price of products on eMAG is more accessible?

Based on total sample most of the subjects, 51.64% felt the benefits of online commerce product prices considering that the eMag prices are lower. 37.52% of respondents considered it likely that prices from eMAG are more affordable. Only 3.33% of respondents pointed out that online purchases have nothing to do with the price availability. 7.51% of customers surveyed made online shopping not necessarily to benefit of an affordable price.



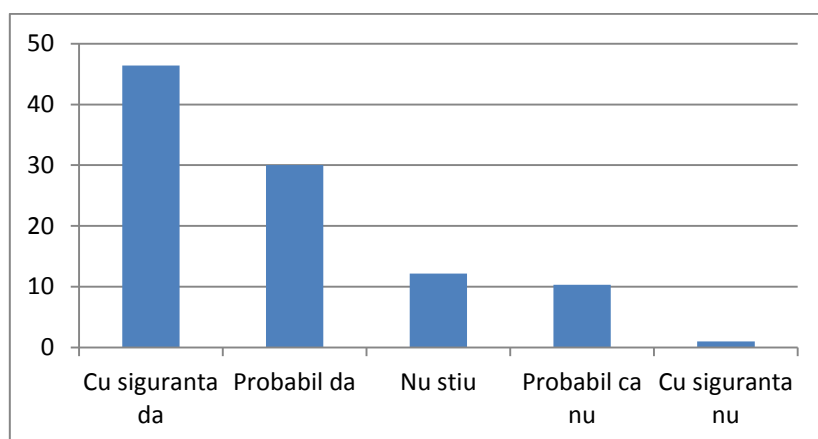
5. Purchasing products online from eMag is based on: advertising, product or product plus advertising.

On total sample most of the subjects, 46% are making online shoppings for the product, while 42.36% of subjects are buying online from eMAG.ro because of the advertising. Only 11.64% of respondents believe that both product and advertising led to the online purchase.



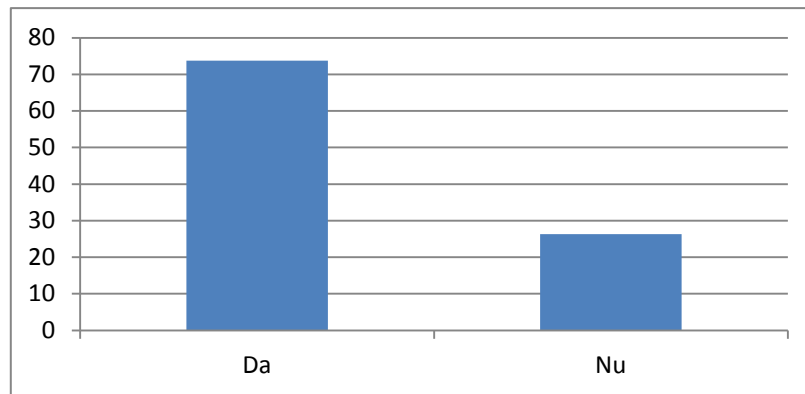
6. Does the balance between quality and price has any importance in the purchase decision?

On most subjects total sample, 46.41% felt that quality-price is important when deciding to purchase. At the opposite end with a rate of 1.03% are those who believe that the price does not matter in the purchase decision. 12.17% of the subjects did not know whether the price was important when making the buying decision.



7. Compared to regular stores, the existing brands from eMag are more varied.

On the entire sample most of the subjects, 73.72% said that eMAG offer is more varied than the traditional stores. In contrast, 26.28% of respondents believe that eMAG offer is not as varied as the usual shops.



3. Conclusions

The rapid development of online retailing has inspired a fast growing research interest in studying the online pricing behaviors (Ancarani and Shankar, 2004).

Early studies in the literature mainly focused on comparing price levels and price dispersions between offline and online competitors (Brynjolfsson and Smith, 2000), and among online retailers (Tang and Xing, 2001; Clemons et al., 2002). As online markets become mature and more data on e-tailing become available, empirical studies have shifted from analyzing cross-sectional data to longitudinally investigating market dynamics in price levels and price dispersions (Yang et al., 2010).

While conducting this research, some guidelines should be highlighted. Out of the 366 people surveyed, most of them are making just sometimes online purchases on eMAG.ro. Most of the people giving this answer were men. When deciding to purchase the majority of respondents were influenced by advertising in order to make shopping on eMAG.ro. The largest share of those who are advised by relatives are those between 50-59 years. On total sample most of the people appreciate eMag offers.

When buying from Emag, almost half of the people from Resita are taking into account the price/quality ratio. What it is paid for a product decisively influence the purchasing decision of buying.

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