

## THE IMPACT OF LOGISTICS AND MARKETING CUSTOMER SERVICE ON E-COMMERCE

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**Purpose:** The aim of the study is to retain young customers shopping online. The subject of the study concerns the area related to management and optimization of management during online logistics and marketing purchases.

**Design/methodology/approach:** E-commerce has been steadily gaining more and more supporters in recent years. The Covid-19 pandemic and the restrictions introduced in stationary trade were of particular importance for online shopping. The role of logistic customer service and the impact of online advertising on purchasing decisions were examined. Survey research is the most popular method of social research, therefore, in order to obtain data necessary to achieve the goal of the work, a research tool was used, which is a survey questionnaire.

**Findings:** A detailed analysis concerned the impact of online advertising on the purchasing decisions of young consumers. It is an inseparable element of using network resources and allows you to reach a very wide audience - Internet users. It is this type of advertising that has the greatest impact on consumers, which is related to the constantly growing number of people using the Internet.

**Originality/value:** The publication covers the subject of impact of logistics and marketing customer service on e-commerce. Combining interdisciplinary research in the areas of management and quality science with economics and finance.

**Keywords:** e-commerce, logistic customer service, internet marketing.

**Category of the paper:** research paper.

### 1. Introduction

The issue of behavior in conditions of intense competition is becoming increasingly important. Consumer behavior resulting from expectations and needs consists in making a decision to take advantage of an opportunity when financial resources are scarce. Factors determining purchase decisions for customers are subject to research and analysis and form the basis of program decisions, which additionally take into account offers in order to meet

customer expectations and needs, and also allow to increase the level of their efficiency. Thanks to this, the level of acquiring buyers was obtained as an indicator of loyalty, and thus repeatability of purchases and recommendations (Liczmańska, 2015).

Consumer behavior should also be considered from the point of view of processing any information that reaches them. The processing process includes both the reception of stimuli and their retrieval and storage. Before making a purchase, the buyer takes many steps that will help him make the right decision (Maciaszczyk, 2014).

Consumers decisions depend on many factors resulting not only from their environment, but also from the internal conditions of the consumer as an individual. These elements form a set of interacting factors, constantly evolving and constantly changing other aspects. As such, each individual analysis of the elements influencing consumer decisions is a mix of cause and effect. Taking into account the classification proposed by P. Kotler, four groups of factors shaping consumers' purchasing decisions are distinguished, i.e. cultural, social, personal and psychological factors (Kotler, 2012). Getting to know these factors makes it possible to shape consumer behavior and adapt services and products to their needs. Knowledge of the rules of conduct of buyers is a key aspect for the company in the context of the process of preparing action plans. Therefore, the role of the company is to monitor the market and analyze the behavior of current and potential buyers (Nogieć, 2011).

## **2. Motivation and purpose**

Today, there are many different stimuli that directly affect the buyer through the senses. The consumer, however, has the opportunity to choose the information that is important to him from among many simultaneously coming from the environment. For this purpose, it uses attention, which is the selective ability of the senses to focus on specific parts of the perceptual field, while suppressing or ignoring other irrelevant elements. The consumer, using the processes of perception and attention, collects information about the product, and then notices the existence of a consumer problem, looks for all alternatives to solve this problem and evaluates them to make a decision regarding the purchase or resignation from the purchase (Włodarczyk-Śpiewak, 2008).

Culture as the entirety of the material and spiritual achievements of society, patterns of behavior, beliefs and customs passed on to successive generations has a significant impact on the consumption standards of individual consumer groups (Kędzior, Kieźel, 2002). The phenomenon of cultural globalization had a significant impact on the functioning of enterprises, contributing to the emergence of a model of global consumption. In many parts of the world, the same behaviors, symbols, ethical and moral standards are used. Consumers from different cultural districts report similar needs, which they try to satisfy in a similar way.

As a consequence, enterprises are constantly identifying new segments of global consumers to whom global brands target their offers. On the one hand, the unification of consumption patterns on a global scale is the result of consumer mobility, learning from other cultures and adopting new consumption patterns. On the other hand, it is a consequence of the activities of global enterprises, which by directing their unified offer to various cultural groups influence their preferences and shopping experiences (Mirońska, 2010).

Social relationships are one of the rapidly changing life changes in the modern world, and thus an effect that affects consumer behavior. The development of the regulation itself to integrate the blurring of class differences. In this way, consumption became the probability of belonging to groups and accentuating in a social way, as indicated by the norm of a given century. Consumers really feel the effect of the show effect (i.e. imitating the consumption behavior of individual groups to which it aspires), which not only allows you to launch the activity of a specific reference group, but also allows you to emphasize your own functionality and get (Światowy, 2006). This is due to the consumption of products of certain brands, but also purchases in certain circumstances and places (Falkowski, Tyszka, 2009). The very process of making a purchase has acquired a social dimension and is often associated with satisfying needs such as spending free time with friends and family or making interpersonal contacts (Maleszyk, 2004).

The demographic factors determining purchasing behavior and spending structure are the stage of the family life cycle and the age of consumers. The age structure of Polish society is transforming into an "inverted pyramid", in which the number of individual age groups increases with the age of the citizens representing them. The group of buyers at retirement age is constantly growing, which on the one hand means an increase in the purchasing power of this market segment, and on the other hand is associated with a greater diversity of this group, which is why enterprises treat them as uniform from the point of view of needs and ways of satisfying them. Major changes are also taking place in the structure of households. Both the share of single-parent farms and the differentiation of purchasing behaviors of families at different stages of the life cycle are growing (Skawińska, 2009).

Another important factor influencing purchasing behavior is education, because a better educated society is buyers aware of their rights who are able to use the information appearing on the market to purchase goods of the highest value. An educated consumer has high requirements towards suppliers and producers and expects relatively the highest quality at a reasonable price, and at the same time is ready to share his knowledge with other producers and users, bringing a new quality to the process of creating a market offer. Shopping behavior is influenced by both common education and the evolution of content transmitted in the education process, using modern technologies as a carrier, such as the Internet (Adamowicz, Krasuska, 2016). Another element included in the group of personal factors is consumer income. Developed countries are characterized by a long-term trend of increasing prosperity. The structure of household expenditure changes as the number of people with above-average

income increases. The share of expenditure on food is decreasing, and the share of expenditure intended to meet higher needs is increasing. There is an increasing demand for various forms of spending free time, as well as for services and goods related to health and luxury goods (Mruk et al., 2007).

Cultural, social and personal changes are contributing to the evolution of the motivations, values, attitudes and perceptions of today's consumers. Increasingly, traditional values such as family, generosity, willingness to sacrifice and customs are mixed with new values such as health, self-fulfilment, efficiency, individualism and material comfort. In the hierarchy of goals, the family loses its position in favor of professional qualifications, high education and a good financial situation. Lifestyles is a category that includes mental factors and connects them with behaviors in everyday life. The lifestyle of modern consumers is mainly characterized by mobility (business trips, leisure with family), spending free time actively (shopping, going to the cinema or restaurant), as well as using technology: mobile phone, Internet (Kicińska, 2009).

Consumption is one of the basic factors in the development of societies. It is an important economic tool and regulator of life, controlling market mechanisms and directing the economic situation. In addition, it is a symbol of modern societies in highly developed countries. It is also worth adding that in individual countries, global trends in consumption occur with heterogeneous intensity. They influence both the behavior of buyers in a mature market economy and in developing countries (Żelazny, 2009; Choi, 2019).

Constantly changing living conditions and trends prevailing in the buyer's environment contribute to the formation of new consumer characteristics, such as (Dybka, 2017):

- greater awareness of their rights and a more rational approach to the commercial offer;
- the need for social bonds leading to the use of products and services that connect these;
- increase in skills of strategic management of one's own budget;
- "multiculturalism" - both thanks to global strategies for the functioning of enterprises and the pursuit of maintaining cultural specificity and identity. The global increase in the standard of living contributes to the possibility of buying international branded products by a larger group of people, who are sometimes guided by national heritage when purchasing local branded products;
- increasing mobility, integration with others in many areas and striving to protect the natural environment, consumption of ecological products, as well as the use of biodegradable packaging.

Trends relating primarily to the behavior of buyers and distinguishing entire customer segments can be an inspiration for companies and the basis for creating new strategies, products or ideas. Some companies use these strategies to decide on their offer, others will confirm the validity of the strategies implemented so far, still others will continue to operate despite the detected changes in customer expectations, and the gap between market requirements and their offer will increase. This situation does not mean, however, that these companies will not

survive, because they can successfully operate in a niche, due to the fact that not all consumers follow global trends, and moreover, some trends are also niche (Pleśniak, 2004; Rajendran et al., 2018)

### 3. Methodology

Consumer behavior is the subject of many market studies, not only in the economic context, but also in the psychological, ergonomic, biological and sociological context. There are many definitions of consumer behavior in the literature, covering their various aspects. The first one is the entirety of activities aimed at obtaining and using services and products as well as disposing of them, together with decisions conditioning and preceding these activities (Burlita, 2014). Therefore, consumer behavior consists of two types of reactions, purchase and consumption. The second definition indicates the general actions and perceptions of the consumer that make up the preparation of decisions regarding product selection, its selection and consumption (Wolny, 2016). Thus, in this case, the consumer's behavior consists of three types of reactions: communication, purchase and consumption. Another defines consumer behavior as feeling needs and assessing them, as well as determining a subjective hierarchy of one's needs, choosing ways to satisfy more important needs and ways to obtain and service them. Particularly important in consumer behavior are economic criteria, including a comparison of the consumer's income with the prices of these funds. Consumer behavior is a concept that assumes that behavior is directed towards a specific way of satisfying a need. Therefore, the buyer wants to achieve a specific desired state, defined by the level of aspirations, expressed by the needs that must be satisfied with the purchased products. Consumer behavior in accordance with this concept can be explained by the description of the internal reactions of the buyer to the stimuli acting on him. This behavior depends on the consumer's perception and interpretation of the stimuli and how he or she interprets the information obtained (Rybowska, 2010).

The aim of the research was to learn and present the behavior of young consumers participating in the process of purchasing goods and services. The study was conducted in April 2021, during the Covid-19 pandemic. The study involved 140 people, 103 women and 37 men. Women accounted for over 73%.

Surveys are the most popular method of social research, therefore, in order to obtain the necessary data, a research tool was used, which is a survey questionnaire, which is part of a separate study. It was developed by the authors and consisted of 22 questions and a metric. The survey was fully anonymous. The study covered Internet users aged 16 to 26 - born after 1995, representing the "Z" generation (Kieźel, 2010). The sample was selected using the non-

random technique, "random" selection. The study was conducted using an interactive form available on the online platform to be completed.

The analysis of the socio-demographic characteristics of the surveyed population will allow to determine the shopping preferences of consumers and their online behavior and to compare them by gender, place of residence, income or marital status.

## 4. Results

Online shopping brings various benefits to consumers, which is why it is gaining more and more popularity. Depending on the needs of customers, various factors determine whether they will make purchases online or convince them to choose an online store instead of a brick-and-mortar store. In addition, through the prism of various fears, as well as their own experiences, they assess the factors discouraging online shopping. The study focused on the analysis of positive and negative factors determining online shopping. Each respondent indicated a maximum of 3 positive and negative factors.

According to the respondents, the factor that most influenced their online shopping was the lower price than in traditional stores (52.9%). The same percentage of respondents - 47.9% - indicated convenience and time saving as a factor determining online shopping. The conclusions of the conducted study coincide with the conclusions of the PwC and Digital Experts Club report "Strategies that win", developed on the basis of interviews with e-commerce leaders. According to her, the key factor when choosing an online store is the price (68%), and for young consumers also the speed of delivery (Polacy nie porzucają zakupów online, 2021). The least frequently chosen factor influencing online purchases was accurate product information (5%).

The research shows that in 60.7% of cases online shopping is discouraged by the lack of opportunity to familiarize yourself with the goods. An equally high percentage of indications (60%) indicated the risk of receiving defective goods as a factor discouraging online purchases. Nearly 43% of respondents see additional delivery costs as a disincentive to online shopping. According to the ExpertSender report "Online shopping in Poland 2020", based on research conducted in August 2020, the most disincentives to online shopping are pop-up advertising and the lack of free delivery or its unpredictable date. It can be seen that some factors negatively affecting the assessment of online shopping according to the research data are convergent (The ExpertSender report..., 2020).

A multitude of factors determining the choice of an online store is an element that significantly affects purchasing decisions. Consumers in their shopping choices are often guided by other people - close friends or strangers from the Internet. People making purchases are not free from the opinions of celebrities or messages carried by advertisements. Individual

factors contribute to making the final decision and choosing the right product. The last analyzed aspect concerning online purchases made by the respondents were the factors influencing the choice of an online store.

Analyzing the results of the conducted research, it can be concluded that the choice of an online store by the surveyed women and men was equally affected by individual factors. The same average (4.38) respondents of both sexes indicated the importance of knowing the online store when shopping online. This means that it often or very often determines the choice of where to shop online by the respondents. In turn, advertising was the factor with the lowest average value - 2.57 for men and 2.99 for women, so it rarely influenced the decision to buy in a given online store.

Taking into account the place of residence of the respondents, it can be seen that respondents living in cities rarely or neither often nor rarely chose an online store based on advertising (average in cities of all sizes below 3), while people living in rural regions did so more often (average 3.14). In addition, advertising as a determinant of the choice of an online store for online shopping reached the lowest average in all surveyed places of residence, which means that it had the least impact on this choice. In addition, it can be stated that the factor that often or very often determines the choice of an online store is the knowledge of the store for each type of place of residence under study. The average values in all analyzed variants ranged from 4 to 4.6.

When examining the factors influencing the choice of an online store by respondents, it is worth focusing on the level of their income. The way in which the consumer makes purchasing decisions will depend on the financial capacity of the consumer. Analyzing the level of income of the surveyed people, it can be concluded that for each income range, as well as for people who do not have it at all, the most important factor influencing the choice of an online store is its familiarity. The average ranged from 4.24 to 4.50. In the case of people with a monthly income of PLN 2,001-2,500, the lowest average - 3.05 - was obtained by the result in the search engine as a determinant of the choice of an online store. In turn, the opinion of friends often determines this choice in the case of people with an income below PLN 1,000 (average 4). Consumers believe in the recommendations of people they trust and only check recommended online retailers.

The value of the online advertising market in Poland amounted to over PLN 5 billion in 2020 (IAB Polska/PwCAdEx, 2020). The level of these expenses increases year by year and shows how important advertising plays a role in the consumption process. Another analyzed aspect of the study were the forms of advertising that the respondents encounter on the Internet. The impact of place of residence and gender on the frequency of occurrence of six selected forms of advertising was analysed.

Respondents encountered all the analyzed forms of advertising on the web sporadically or often, both in the case of women and men, because their average value in each case was from 3 to 4. Women most often encountered advertisements in the form of pop-up windows on the

web. / pop-under (average 3.70) and male search engine keywords with a score of 3.76. In cities over 401,000 inhabitants, each of the surveyed forms of advertising occurred with a similar frequency - the average was about 3.5. Mailing is often or the most common form of online advertising among respondents. Respondents living in cities with up to 30,000 inhabitants residents often come into contact with mailings, sponsored links and advertising buttons, because their average is 4. The least frequently indicated forms of advertising found on the web were billboards, which in the city of 101-400 thousand. inhabitants reached an average of only 2.79.

The next stage of the study was the analysis of the frequency of purchase of eight selected types of products by respondents thanks to online advertising. A scale from 1 to 6 was used, where 1 - difficult to say, and 6 - always. The results obtained are presented in Table 1 broken down by the marital status and place of residence of the respondents and in the table taking into account the income of the respondents and the assessment of their financial situation.

**Table 1.**

*Frequency of purchase of particular types of products, broken down by marital status and place of residence of respondents*

Category	Mean							
	Food products	Cleaning products	Cosmetics	Household appliances/electronics	Furniture	Clothing	Footwear	Jewelery
<b>Marital status</b>								
single/single	3.35	2.96	4.19	3.85	2.81	4.56	4.26	3.32
married	3.25	3.35	4.30	4.15	4.00	5.00	4.75	3.95
widow/widower	2.00	4.00	6.00	5.00	4.00	4.00	5.00	3.00
in an informal relationship	2.97	2.77	4.31	3.86	3.31	4.80	4.54	3.63
<b>Place of permanent residence</b>								
village	3.43	3.03	4.29	3.69	3.14	4.72	4.50	3.59
city up to 30,000 inhabitants	3.45	3.18	4.55	4.18	3.18	4.91	4.45	3.36
city 31-100 thousand inhabitants	2.92	2.92	4.16	4.36	3.12	4.56	4.40	3.36
city 101-400 thousand inhabitants	2.95	3.11	4.21	3.95	3.11	4.84	4.63	3.47
city of 401,000 residents and more	3.19	2.74	4.15	3.78	3.04	4.48	4.04	3.44

Rating on a scale of 1 to 6, where 1: don't know, 2: never, 3: rarely, 4: occasionally, 5: often, 6: always.

Source: own study based on research results.

On the basis of online advertisements, single and unmarried men never or rarely decide to buy cleaning products, while they occasionally or often buy clothes and shoes. It is similar in the case of the surveyed people living in informal relationships. Respondents who are married often buy clothes encouraged by online advertising, and sporadically - furniture. The surveyed people from all the analyzed marital statuses rarely or sporadically buy jewelry on the basis of online advertising. There are no big differences between the average frequency of purchase of the discussed products by the respondents depending on the place of residence.



Both respondents living in the countryside and in the city, encouraged by online advertising, buy cosmetics occasionally or often, and furniture rarely or sporadically. Respondents never or rarely buy food based on online advertising.

**Table 2.**

*Frequency of purchase of particular types of products, taking into account the division into the assessment of the financial situation and the level of the respondents income*

Category	Mean							
	Food products	Cleaning products	Cosmetics	Household appliances/electronics	Furniture	Clothing	Footwear	Jewelery
<b>Assessment of the financial situation</b>								
very angry	5.00	4.00	5.00	5.00	3.00	5.00	3.00	5.00
bad	3.00	3.50	5.00	4.50	3.25	4.25	3.50	2.75
average	3.37	2.83	4.17	3.92	3.00	4.37	4.25	3.13
all right	3.20	3.11	4.42	3.88	3.27	4.91	4.59	3.83
very good	2.89	2.79	3.68	3.74	2.89	4.84	4.47	3.37
<b>Revenue level</b>								
no income	3.20	3.20	4.50	3.10	3.30	4.30	4.40	3.10
up to 1000 PLN	3.75	2.58	3.92	4.25	3.50	4.42	3.83	3.08
1001-1500 PLN	3.14	2.90	4.45	4.00	2.97	4.66	4.55	3.66
1501-2000 PLN	3.15	3.25	4.35	3.95	2.90	4.65	4.35	3.20
2001-2500 PLN	3.33	2.86	4.14	4.05	3.05	4.71	4.43	3.38
2501-3000 PLN	3.44	3.44	4.44	4.25	3.19	4.75	4.56	3.88
over 3001 PLN	3.00	2.81	4.03	3.63	3.19	4.88	4.44	3.66

Rating on a scale of 1 to 6, where 1: don't know, 2: never, 3: rarely, 4: occasionally, 5: often, 6: always.

Source: own study based on research results.

The research results indicate that the surveyed people who described their financial path as very good, never buy, relying on advertising on the Internet, cleaning products and furniture, or they rarely do it. Most often, thanks to online advertising, respondents buy clothes - suddenly or often. Respondents with an average financial situation, based on advertising, rarely or suddenly buy cosmetics, clothes and shoes. On the other hand, respondents with a very bad financial situation often buy food, aid or household appliances through advertising on the Internet. If this has an impact on revenue from buying source data based on online advertising, then respondents from all income sectors analyzed rarely or suddenly gain influence and benefits. Respondents without income suddenly or often buy clothes encouraged by advertising in the network of cosmetics, clothing and footwear, as well as people with an income above 1000 PLN.

## 5. Conclusions

A detailed analysis concerns the impact of corporate and marketing customer service on the purchasing decisions of young customers. This is an inherent use of network resources and allows you to reach a very versatile recipient - Internet users. To the top industry by type of activity, which is associated with an ever-growing branch of network entities. Apart from

a small part of the time spent on Internet activities. The products purchased by respondents whose products have an impact on the logistics and marketing of customer service are cosmetics, clothing and footwear. It attaches itself to teenagers because young consumers rarely run their own household and do not use it to buy household appliances or cleaning products, but focus on ordinary needs in the form of clothing or maintenance.

Logistics and customer service marketing influence the purchase of various goods among the surveyed people to some extent, but it is not a decisive influence. Due to the intrusive form of presenting some advertisements on the Internet, consumers have a negative attitude towards them. This causes ads not to open and even pop-up blockers to be used. An overly aggressive advertising campaign, instead of encouraging consumers to buy, may have the opposite effect. Young online consumers mainly use messengers and social networking sites. They spend the same amount of time studying online. The pandemic had a big impact on this, because students were obliged to learn remotely, and they rebuilt lost contact with their peers using the Internet.

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