

Abstract

Title: Research of online shopping preferences in Charles University students actively engaged in sports under the influence of the covid-19 pandemic

Objectives: The aim of the diploma thesis is to identify current preferences of students actively engaged in physical activity on selected faculties of Charles University in online shopping. The research participants will evaluate individual factors that influence their attitude towards shopping on the internet and the impact of the covid-19 pandemic on their shopping behavior. Based on this data, measures and recommendations will be proposed, which should help merchants understand the current expectations and demands of customers and thus improve user comfort when shopping online.

Methods: The quantitative method of electronic questioning was used to obtain the resulting data. The content analysis was also used in the analysis of studies, professional articles and surveys focusing on the given issue, as part of this thesis. The resulting data were processed using basic descriptive statistical operations, such as absolute frequency, relative frequency and mean value.

Results: The results of the study show that there has been an increase in the use of online shopping among the monitored sample of people. In terms of the impact on shopping behavior in connection with the covid-19 pandemic, the respondents most often stated that they began to use more contactless payment methods, at the same time they became more sensitive in relation to the price of goods, and many of them saw reduction in the frequency and volume of their purchases. When it comes to the factors that influence the most of the selected sample of people when shopping online, the respondents agreed that the most important are the prices of goods, reviews of other customers, availability of pick-up points and the time saved. In terms of the most frequently purchased categories of goods, the categories of clothing and footwear, services and sports equipment took the leading places. As part of the research, the

frequency of online shopping done by the research participants was also examined. More than two thirds of the respondents stated that they shop several times a week or a few times a month. The average amount spent by respondents on online shopping corresponds to 41% of their income. As for the other information found, online card payment became the most used payment method for online shopping, and more than half of the respondents prefers websites for viewing the assortment and purchasing online, as well as the majority of respondents prefer picking up the package at a pre-selected location. The research also provided answers to questions about impulse buying behavior on the internet. Respondents said that they are most influenced by social media posts and website ads. According to research participants, the biggest disadvantages of online shopping include the impossibility of trying the product, so-called false discounts, the risk of damage or loss of goods during transportation, and concerns about the misuse of personal information. Given the information found, the resulting recommendations are mainly oriented towards greater support of contactless payment methods, focus on greater security of individual e-shops, greater education in terms of the safety of shopping on the internet, creation of a user-friendly website with improved clarity, offering a greater number of product photos or a more detailed description of the products. Due to the expected stronger connection between the digital and physical segments in the upcoming years, the combination of a brick-and-mortar store and an e-shop seems ideal at the moment.

Keywords: marketing research, e-commerce, online shopping, consumer behavior, covid-19 pandemic