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Young Consumers' Attitude towards Mobile Applications – a Comparative Analysis between Countries

Summary

The purpose of the paper is to identify similarities and differences in the attitudes of young consumers from Poland and China towards mobile applications. There are two reasons for addressing the issue; firstly, the growth of significance of m-commerce in electronic commerce and overall trade, and secondly, changes in the attitudes of young consumers who are active users of applications. The paper shows the benefits they notice. Also, a comparative analysis of the attitudes of young consumers from Poland and China is conducted from the perspective of their sensitiveness to the level of prices, willingness to do shopping under the impact of an impulse, or the attitude typical of the so-called “smart shoppers”. Attention is focussed on the importance of such determinants of the assessment of the perceived benefits as the lack of physical contact with the product, impulsiveness, and purchase planning. The paper includes the results of research conducted on the sample of 303 young respondents coming from Poland and China.

Key words: young consumers, mobile applications, attitude.

JEL codes: M15, M31

Introduction

China attracts interest of many enterprises, including those from Poland (Table 1). The population of 1.3 billion consumers constitutes a very attractive market for producers of consumer goods. Some companies have already been cooperating with the country for some time, and Poland has been developing the relationships in recent years. Already now China is the second partner state for Poland, after Germany, with respect to import (e.g. in 2014 and 2015). On the other hand, considering export of Polish products to China, the country is not even amongst the first six economic partners. However, the cooperation includes increasingly larger investments in Poland that have increased in 2016 and 2017, and their value was higher than Euro 636 million (www 1). Beside raw materials (mainly copper) or machinery, Poland exports a lot of consumer products including food and non-food products to China. In 2016 Poland exported mostly dairy products (around USD 35.5 million), however the value of the export was smaller by 24.2% in comparison with 2015. On the other hand, the export of meat and edible meat offal grew to USD 33 million (by 18%), and of sugar and

confectionery, the third most important product in Polish export to China, to USD 6.2 million. Furthermore, in 2016 Poland gained access to Chinese market of fresh apples, after it had met formal requirements. The share of furniture and decorative goods is also growing. Clothes, textiles, toys as well as furniture or decorative goods are predominant in the group of imported consumer products.

Table 1**Trade between Poland and China in 2013-2016 (in USD thousand)**

Specification	2013	2014	2015	YoY	2016	YoY
Export to China	2 119 659	2 250 634	2 017 344	-10.4%	1 911 143	-5.4%
Import from China	19 446 875	23 502 171	22 655 330	-3.6%	23 945 058	4.9%
Turnover	21 566 534	25 752 805	24 672 674	-4.2%	25 856 201	4.8%
Deficit	- 17 327 216	- 21 251 537	- 20 637 986	-2.9%	-22 033 915	6.8%

Source: (www2).

Due to differences between European countries and China it is not possible just to copy business models. Furthermore, there are only few studies describing buying behaviours of Chinese consumers and their attitudes towards products from European countries. Therefore, it seems of the key importance to provide knowledge about consumers from this part of the Asian continent, especially those who represent younger generation and use technological innovations. Moreover, comparison with for example consumers from Poland should be performed to identify similarities and differences between the attitudes. Beneath there are some results of research conducted among Polish and Chinese young consumers.

Characteristics of e-commerce and m-commerce market in China and Poland

Internet penetration brought dynamic growth of retail sale with the use of e-commerce model. The notion of "electronic commerce" is defined in many ways. Electronic commerce is perceived as the process of selling and buying goods and services, and thus concluding commercial transactions, with the use of electronic media. It is conducted online or through other electronic media. World Trade Organisation (WTO) defines e-commerce as manufacturing, advertising, sale and distribution of goods through tele-information networks (www 3).

According to various estimates, currently trading online constitutes only between 5 to 10 percent of total world trade, which shows the potential of this sector. It seems that within the next several years this share will double (www 4).

Analysing the results of Polish e-commerce market, it can be stated that it is rapidly growing. The Internet is already used by 76.6% Poles aged over 15, which constitutes 25.8 million users in terms of numbers. Among them, 48% are men, and 52% are women.

People aged between 25 – 34 constitute the largest group (30%), followed by people aged between 35-49 (27%), between 15 to 24 (24%) and 18% of people aged 50+ who represent the smallest rate of Poles using the Internet. In comparison with previous years, the number of buyers in older age groups (35-49 and 50+) and in the youngest age group (15-24) has increased (www5).

On the other hand, China has the most developed e-commerce market in the world. The share of China in online trading is 40% on the global scale. The value of trade within Chinese e-commerce was around 672 billion dollars in 2015, whereas in 2016 the level of around 1 trillion dollars was achieved. 81% Chinese consumers used Internet platforms in 2015, and in 35% cases it was cross-border trade with foreign products as the object of transaction. It should be noticed that the offer of online stores in grocery products is particularly important for Chinese consumers (46% of consumers buy grocery products online) (www6).

As Internet Live Stats shows, only in recent 10 years the number of individual Internet users in China has increased 7 times. In July 2017, there were 751 million Internet users in China, a figure which has increased by 19.92 million in the first half of this year. China Internet penetration rate has reached 54.3%, 1.1 percentage points higher than in 2016. Beijing, Shanghai, and Guangdong are the top 3 regions in China with the highest Internet penetration rates of over 74% (www7).

As Switzerland Global Enterprises estimates, young and educated Chinese people aged 25-30 constitute the largest share of the sector of online sale users. As a rule, the people come from developed coastal regions such as Guangdong, Zhejiang and Jiangsu provinces. In terms of sex, males are predominant (around 55%) (www8).

The so-called mobile-commerce is a growing market within e-commerce (Frąckiewicz 2015). The notion of “mobile commerce” (m-commerce) represents the area separated from electronic commerce and conducted via wireless devices (mainly smartphones and tablets). Yuan and Cheng (2004) and Zhang et al. (2012) emphasize that M-commerce is the logical extension and a next step of e-commerce future development. Turban et al. (2015, p. 262) describe 4 main value-added attributes of m-commerce: (1) ubiquity, (2) convenience, (3) interactivity and (4) personalization. This is in agreement with the list of benefits from the consumer point of view given by Chaffey (2007, p. 133). However, there is a scarcity of comparative studies of various aspects of mobile commerce across countries (Knezevic, Stefańska and Stojkovic (2017).

Worldwide mobile commerce revenues amounted to 96.34 billion U.S. dollars in 2015 and are set to surpass 693 billion U.S. dollars in 2019 (www9).

The value of the whole e-commerce market in Poland is estimated on the level of PLN 30-36 billion, including m-commerce of PLN 2.5 billion. Both rates are dynamically growing, particularly the latter one; according to some experts by 2018 Poland will have become the leader of m-commerce market in the whole Europe with respect to the value per capita (www10). Poland is in the 6th position in the world with respect to the share of mobile devices in the Internet traffic; almost 60% of the population have a smartphone. More and more

needs are satisfied in mobile sphere: people browse Internet pages, they find information and buy online.

Similarly, in China mobile e-commerce, i.e. doing shopping with the use of mobile devices, smartphones and tablets have gained importance in recent years. As iResearch states, in 2014 around 60% users declared having 2-3 shopping apps (www11). Smartphones were the top devices for Internet access in China in 2016 with over 95% users, followed by desktop computers (60.1%) and laptops (36.8%). China mobile Internet users totalled 695 million as of December 2016, an increase of 75.5 million from December 2015 and 95.1% of total internet users (www12).

Mobile online payment users continued to grow in 2016 and reached 469 million, an increase of 31.2% YoY. The proportion of China Internet users making mobile online payment increased to 67.5% in 2016 from 57.7% in 2015. 50.3% of China Internet users use mobile devices for payment in offline retail stores (www13).

Among global Internet users, 26.7 percent were between 25-34 years old. As of January 2017, the majority of internet users were located in growing online markets in Asia, highlighting the increasingly young online audience. Younger internet users such as Millennials are also increasingly mobile, spending an average of 185 minutes per day online via mobile devices (www14).

Young consumers represent a very important market for development of mobile applications. Knowledge about their attitudes towards mobile applications and their determinants is becoming a challenge for developers of these applications. They determine dynamic development of e-commerce and m-commerce. In 2016 the number of people connecting with the Internet through mobile devices was more than 2 billion. On a global scale 3.42 billion people have access to the network. This constitutes 44% of the total population. Mobile commerce owes a large share in this sum to Chinese market and Indian market, which is the second with respect to the number of smartphones, and where a billion devices of this type have already been recorded (www15).

Psychographic profile of representatives of the young generation in Poland and China

Dividing consumers by age, four major generations can be identified including (Lain-Kennedy 2007, p. 186): Baby Boomers generation (1945-64); generation X (1965-1979); generation Y (1980-1995) and generation Z (1996-2010).

Young consumers are representatives of generations "Y" and "Z". In the case of generation "Y", it includes the population born between 1980 and 1996; they are the first generation growing up in the period of the new millennium, therefore they are often called the "*millennium generation*", "*why generation*" or "*net generation*". As opposed to the previous generation "X", generation "Y" was brought up in the society that redirected its focus from

grown-ups to children. Representatives of generation "Y" are usually very ambitious and highly motivated, but they may also present request or even claimant attitudes.

They are far more familiar with digital technologies because they could observe their progressing development; they also learnt to use tools offered by them faster and in a larger scope. They are the generation gaining information and entertainment only from the Internet, and at the same time the first generation ready to abandon the use of traditional means of communication and media such as newspapers, radio and television stations.

Innovative technologies are highly important for them (van der Bergh and Behrer 2011, p. 22). Representatives of generation Y are characterised by ecological awareness, distrust towards media, intense use of electronic media, awareness of global trends and the use of Internet in the process of making buying decisions among others (Paul 2001, pp. 42-49). Based on research conducted mainly in the United States, generation Y is considered the largest market segment in the world and its expenditures are constantly growing (Gołąb-Andrzejak 2014, p. 13).

Generation "Z" in turn, includes population born after 1996; they are also called iGeneration not only because of attachment to iPods, iPhones and iPads. They are perceived as descendants of the world of computer games who prefer reading e-books rather than a conventional book. Personalisation of communication is the basis for thinking for this generation (van den Bergh and Behrer 2011). This population is perceived as the most multi-tasking of all observed generations. Its representatives feel well in all these life activities, in which simultaneous execution of many tasks is desirable. Representatives of generation "Z" approach life in a realistic and materialist way, but at the same time they happen to be creative and ambitious. They want to have and achieve everything immediately. These qualities can become the reason for including them in the category of "smart shopper". What is more, they are also distinguished by their attitude towards knowledge – they gain it from the Internet, while the speed of finding it, and creative attitude to ways of reaching it is crucial. They are aware how fast the world is changing, therefore they approach the very knowledge as something that loses its value very quickly (Gołębiowska 2016, p. 134).

They are also characterised by mobility; they know foreign languages and have friends all over the world, but usually they live longer with their parents (www16). They also prefer short messages as regards the content posted on the Internet.

Describing young generation in China it can be stated that generation "Y" includes people who are well-educated and who grew up in a more open environment than their parents. Compared with older generations, Chinese in their thirties save less, spend more on entertainment, and often shop online. They choose value and quality rather than low prices. These individuals will become the most important consumers in the next decade, buying for their parents, children, and themselves (www17).

On the other hand, contemporary generation of 20-years old, i.e. the consumers in the first generation of the one-child policy, have shopping habits different from their parents. These consumers barely save and spend most of their income on entertainment, advanced electronics, and other trendy products. They often shop online and look for products that

help distinguish their personalities. They can also be impulse buyers. As consumers in their twenties they start new families and their shopping habits may become slightly more conservative, but they will still favour high-quality and convenient products and spend more on groceries than previous generation (www18).

The youngest representatives, the so-called generation “Z” (aged under 20) is the most Westernized and open to new products. These consumers pursue individualism and often use the Internet to follow global trends. Though most in this group do not yet earn an income, they significantly influence their parents' decisions concerning food, clothing, electronics, and other purchases. Social media is an effective marketing tool to reach this group of consumers.

The phenomenon of smart shopping in Poland and China

Smart shopper is a notion referring to consumers who look for products or services of the best value for money. Rationalism is one of distinguishing features for this segment of customers; buyers do not want to pay “too much” for purchased products and services, especially if they know that a better offer can be found depending on retailer. In the primary definition, the notion of smart shoppers referred to consumers who searched for the most beneficial offer in terms of selected criteria that is crucial for a specific buyer (Reformat 2013, pp. 166–175). Thus, smart shopper is a buyer who both searches for the lowest price, but also the one who is driven by other, non-price selection-based criteria. Mano and Elliot (1997, pp. 504-510) state that smart shopping is the tendency to invest time and effort in searching and applying information that supports buying for the purpose of achievement of price savings; thereby they also emphasis price-related context of smart shopper behaviours, even though the additional determinant of “time” can be perceived differently. For some of them time is a rare asset and there is no sense in spending it on buying, because it can be alternatively used in a more effective way. For other people who have less limited time, searching for the cheapest offer is not related to additional costs. Referring the presented features of smart shoppers to young consumers, it can be noticed that these buyers show considerable proficiency in searching for information aimed at optimisation of choice (Bilińska-Reformat and Stefańska 2016, pp. 123-134). On the basis of research conducted among young Croats, Knezevic et al. (2015) notices that perceived benefits resulting from purchase performed with the use of apps on mobile devices include firstly saving time and twenty-four hours' service availability 24/7, followed by access to current information and recommendations of offers based on previous individual history of online shopping. In similar studies conducted among Polish and foreign students the following hierarchy of determinants was obtained: access to goods that are not available in brick and mortar stores, time saving, shopping for twenty-four hours a day, comparison of prices and information about products, as well as ease in finding interesting products (Stefańska 2016, pp. 208-224). However, it must be stated that the dynamics of retailers' strategies is remarkable and in the perspective of the next months the offer available online and offline can be unified. Therefore, buyers' preferences will also change.

In the light of the analyses of the e-commerce and m-commerce markets in indicated countries, the attention was focussed on attitudes of young consumers from two countries that are different with respect to many aspects, especially cultural, however, as it may be supposed, similar with respect to attitudes towards the use of new communication technologies.

Research methodology

An empirical research was performed at the turn of 2016 and 2017 to identify selected attitudes of Polish and Chinese representatives of the Millennials generation towards the use of mobile applications. Students of three universities of economics-related profile of education: Universities of Economics in Poznan, Krakow and Katowice and the University of Shenyang in China took part in the study. The research tool was in part developed by the research team from Croatia (Knežević, Delić and Knego 2015, pp. 188-202). The study applied 7-point Likert scale where 1 represented “strongly disagree” and 7 “strongly agree” with presented opinion.

Table 2

Respondents' description

Specification	Number of responses	Share in %
Country of origin		
Poland	157	52
China	146	48
Respondents' gender		
Females	134	44
Males	169	56
Evaluation of economic situation by respondent		
Very bad	3	1
Bad	11	4
Average	167	55
Good	98	33
Very good	22	7

Source: own case study.

The structure of respondents is shown in Table 2. In total 303 filled in questionnaires were collected. The sample selection was purposive, mainly guided by the criterion of belonging to the segment of Millennials, and their use of smartphones. Empirical material was collected both through auditory questionnaire and in online method. A comparative analysis of the results depending on the method of gathering data was performed to identify possible differences in the means obtained in both studied groups. The respondents' age ranges between 19 and 25. Obtained results of tests show that there are no significant differences between the groups in the distribution of responses in questions applied for the analysis in this case study.

Research results

Benefits resulting from the use of apps for mobile devices

Observed benefits resulting from the use of mobile applications constitute the issue that was specifically focused on. It appears that Polish and Chinese smartphone users share the opinions on **information-providing values** of applications – there are no statistically significant differences (opinion 1 from Table 3). However, in other opinions they were observed (opinions 2-7, $p < 0.05$).

Table 3
Benefits resulting from the use of mobile applications

Opinions	Poland			China		
	Mean	Median	Standard deviation	Mean	Median	Standard deviation
1. Applications help to make a better buying decision thanks to providing a lot of information	4.650	5	1.3534	4.869	5	1.4106
2. Thanks to current information provided in real time applications help to make a better buying decision	4.490	5	1.3522	4.868	5	1.1297
3. Applications recommend me products known from my previous purchasing history	4.127	4	1.5841	4.776	5	1.2805
4. I appreciate offer availability and exclusive character of the offer resulting from used application	3.96	4	1.418	4.85	5	1.263
5. For me applications are a form of buying that is more convenient than other forms like for example in brick and mortar stores or without mobile devices	3.707	4	1.5118	5.183	5	1.2526
6. Thanks to applications I can conduct buying transactions more effectively	3.975	4	1.4934	4.952	5	1.2820
7. Generally, I think that applications are useful for me while doing shopping	4.159	4	1.5628	5.035	5	.3284

Scale 1-7, 1 – Strongly disagree, 7 – Strongly agree.
Source: as in Table 2.

It is interesting that the respondents from China value the application usability most. This can be explained by multitude of mobile applications in China and widespread mobile payments that young Chinese people use.

Price sensitivity of Polish and Chinese young consumer that was focussed on is another interesting issue. Analysing data from Table 4 it can be noticed that Polish and Chinese

young consumers are different with respect to the level of prices ($p < 0,05$). It appears that Polish consumers do not agree as much as Chinese young buyers with the opinion that there is no sense in spending time on searching for cheaper products.

Table 4
Price sensitivity of respondents from Poland and China

Opinions	Poland			China		
	Mean	Median	Standard deviation	Mean	Median	Standard deviation
I am not willing to make extra effort to buy a specific product at lower price.	4.096	4.000	1.7312	4.694	5.000	1.5387
Money that I save while buying a product at lower price is not worth the effort put in its purchase.	3.72	4.00	1.463	4.15	4.00	1.574
I usually do not visit other stores to find a cheaper product.	4.713	5.000	1.2863	4.890	5.000	1.1614
Time needed to find a product offered at lower price is not worth the effort that must be made to find it.	3.80	4.00	1.479	4.17	4.00	1.435

Scale 1-7, 1 – Strongly disagree, 7- Strongly agree.
Source: as in Table 2.

This would show their larger sensitivity to prices of goods and services. As results from presented description of the young generation, they are consumers rather oriented on buying products of better quality and they are ready to pay higher price for that. This probably results from the fact of “being” the only child in the family that deserves more than others.

Poles and the Chinese as smart shoppers – research results

The respondents were asked to express their attitudes towards opinions included in table 6. It shows that there are significant similarities in attitudes associated with smart shopping between the respondents from Poland and China. Statistically significant differences ($p < 0,05$) occurred only in two opinions – concerning the reluctance to queue, and satisfaction from taking advantage of an exceptional bargain (opinion 1 and 7 in Table 5).

The differences can be explained by cultural determinants where in the case of Chinese consumers patience is a feature that is far more highly valued than in Poland. On the other hand, larger satisfaction with getting a bargain can be explained by their attitude to the relationship between the price and quality. The Chinese are willing to pay higher price for better quality, so they do not feel excited about “bargains” as much as Poles.

Table 6**Readiness to invest time in shopping**

Opinions	Poland			China		
	Mean	Median	Standard deviation	Mean	Median	Standard deviation
1. I hate queuing long to pay for a product	5.44	6	1.35	4.86	5	1.58
2. It is important that I can save time while shopping	4.943	5	1.4422	4.979	5	1.3866
3. I want to be able to do shopping at any time of the day	4.885	5	1.4321	4.799	5	1.5671
4. It is worth being a smart shopper	4.885	5	1.3348	5.126	5	1.0933
5. I like searching for the best bargain while shopping	4.90	5	1.429	4.92	5	1.405
6. I like to have the possibility to choose from a broad assortment	5.24	5	1.301	4.97	5	1.217
7. I feel great every time I find a good bargain	5.643	6	1.2811	5.097	5	1.2266
8. It is important that I can choose from a broad assortment	5.299	5	1.1628	5.103	5	1.3730

Scale 1-7, 1 – Strongly disagree, 7 – Strongly agree.

Source: as in Table 2.

It seems also interesting to determine what the attitude of young consumers from both countries is in the case of lack of the physical contact with the product. As research shows, statistically significant differences occurred only in the case of opinion 1 included in Table 7. This proves that there are some differences between consumer behaviours with respect to this criterion.

Table 7**The need of physical contact with product – opinions of respondents from Poland and China**

Opinions	Poland			China		
	Mean	Median	Standard deviation	Mean	Median	Standard deviation
1. I like to see and touch products before buying them	5.484	6	1.5259	5.014	5	1.2963
2. I hate buying products before seeing them	4.599	5	1.5887	4.799	5	1.4505
3. I like to try out or try on products before buying them	5.0637	5	1.50504	4.8958	5	1.34694

Scale 1-7, 1 – Strongly disagree, 7 – Strongly agree.

Source: as in Table 2.

Another issue that was assessed concerned impulse purchase (Table 8). It appears that Polish and Chinese buyers are different with respect to this. Polish consumers show clearly weaker inclination to spontaneous buying behaviours.

Table 8**Impulse purchasing – opinions of respondents from Poland and China**

Opinions	Poland			China		
	Mean	Median	Standard deviation	Mean	Median	Standard deviation
1. I make impulse purchase while browsing webpages of stores	3.115	3	1.6210	4.527	4	1.3706
2. It happens that I buy a product even though I have planned only to browse the webpages	3.140	3	1.3796	4.524	5	1.2588
3. I feel relieved when I buy spontaneously goods or services online	3.013	3	1.4935	4.778	5	1.2541
4. I accurately plan online shopping	5.22	6	1.513	4.87	5	1.381

Scale 1-7, 1 – Strongly disagree, 7 – Strongly agree.

Source: as in Table 2.

Comparison of results

Presented results of research allow for formulation of several conclusions. Firstly, Polish and Chinese consumers feel confident as regards the use of Internet pages. They differ in their assessment of benefits provided by mobile applications. Regardless of the country they agree that webpages offer information, however there are differences with respect to other values of applications for mobile devices. It is interesting that consumers from China value their usability higher than consumers from Poland.

Another issue concerns the attitude typical of smart shoppers. Both Polish and Chinese buyers expect the choice of broad assortment, saving time and omnipresent availability. However, Poles agree less with the opinion that they accept queuing in a store. Furthermore, they agree more with the opinion that taking advantage of a good offer is the source of satisfaction.

Polish young buyers are less in favour of buying if they may not try on, touch or try out a product. However, the results here are not unequivocal. In comparison with China, Polish millennials are not so willing to make impulse purchase.

Obtained results show the image of Polish buyer as more far-sighted, assuming precautionary attitude and at the same time the one that plans shopping and considers the price. This interpretation is performed in the context of buyers from China.

Conclusions

Presented results of research allow for formulation of the following conclusions.

Despite belonging to the same segment of Millennials, and similarities in the assessment of freedom of movement on the Internet, expected benefits from applications on mobile devices are different for Poles and the Chinese. Differences also concern psychographic variables and assessment of attitudes towards selected variables indicated in the paper.

Another conclusion concerns some ambiguity of obtained results. They can result from many reasons – both external, related to for example general access to the Internet, the costs of its use or the level of development of the market of mobile devices apps, or marketing activity of entities, but also internal – related to the features of the very buyers which are socially and culturally determined.

Presented research has some limitations consisting in the fact that only students were studied, therefore there is no information about less educated representatives of the young generation. This specifically refers to the Chinese market where division into residents of big cities and rural areas can determine perception of mobile applications. Expanding the scope of conducted considerations can constitute the area for future research.

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Postawa młodych konsumentów wobec aplikacji na mobilne urządzenia – analiza porównawcza między krajami

Streszczenie

Celem artykułu jest identyfikacja podobieństw i różnic w postawach młodych konsumentów z Polski i Chin wobec mobilnych aplikacji. Przesłanki do podjęcia tematu były dwie – po pierwsze, wzrost znaczenia m-commerce w handlu elektronicznym i handlu ogółem, a po drugie – zmiany w postawach młodych konsumentów, którzy są aktywnymi użytkownikami aplikacji. W opracowaniu wskazano na postrzegane przez nich korzyści, a także przeprowadzono analizę porównawczą postaw młodych konsumentów z Polski i Chin z perspektywy ich wrażliwości na poziom cen, skłonności do dokonywania zakupów pod wpływem impulsu czy postawy charakterystycznej dla tzw. „smart shoppers”. Zwrócono uwagę na znaczenie takich czynników dla oceny postrzeganych korzyści jak brak kontaktu fizycznego z produktem, impulsywność oraz planowanie zakupów. W opracowaniu wykorzystano wyniki badań przeprowadzonych na próbie 303 młodych respondentów pochodzących z Polski i Chin.

Słowa kluczowe: młodzi konsumenci, aplikacje mobilne, postawa.

Kody JEL: M15, M31

Отношение молодых потребителей к приложениям на мобильные аппараты – сопоставительный анализ между странами

Резюме

Цель статьи – выявить сходства и отличия в отношении молодых потребителей из Польши и Китая к мобильным приложениям. Были две предпосылки для обсуждения темы: во-первых, рост значения m-коммерции в электронной коммерции и в торговле в целом, во-вторых же – изменения в отношении молодых потребителей, являющихся активными пользователями приложений. В разработке указали воспринимаемые ими выгоды, а также провели сопоставительный анализ отношения молодых потребителей из Польши и Китая из перспективы их чувствительности к уровню цен, склонности к совершению покупок под влиянием импульса или отношения, характерного для так называемых умных покупателей. Обратили внимание на значение для оценки воспринимаемых выгод таких факторов, как отсутствие физического контакта с продуктом, импульсивность и сознательное планирование покупок. В статье использовали результаты обследований, проведенных на выборке 303 молодых респондентов из Польши и Китая.

Ключевые слова: молодые потребители, мобильные приложения, отношение.

Коды JEL: M15, M31

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