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RESEARCH ARTICLE

CREDIBILITY AND TRUST IN ENTERPRISES THAT HAVE IMPLEMENTED E-COMMERCE IN THEIR BUSINESS OPERATIONS IN THE REPUBLIC OF MACEDONIA

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INTRODUCTION

With the application of the electronic commerce, the national borders are becoming negligible, and an ordinary buyer from Japan can acquire goods from UK, without having to leave the country with just a click of a button. Such outstanding inventions and innovations in this area, facilitated the work of marketers and created new challenges and simultaneously expanded their horizons and fields of work. As a result, a global market has been created, including each bidder and a consumer who owns a particular technology and electronic devices.

Normally, as a global process, and Macedonia was forced to join such a trend and follow the footsteps of the most developed countries in the world. Of course, the most important issue is the perception of the actual users of the services provided by electronic commerce, which play a major role in its implementation.

Therefore, below are explained the crucial issues related to the problem, that is, for the purposes of labor applied and the results from the survey of 30 respondents aged 25 to 35 years, determined according to subjective criteria, appropriate for the area of the electronic commerce. Significant characteristic of the respondents of the survey is that they possess a certain level of education that is typical for users of electronic commerce worldwide. The inspiration

ABSTRACT

The commercialization and the rapid expansion of the Internet brought about the introduction of E-Commerce. E-Commerce can be designated as the greatest innovation of the 21st century, along with many benefits that emerged from its rapid development such as: expansion of the global market, increased significance of international management, approaching customers worldwide via computer networks and affiliating economies between countries. The Republic of Macedonia takes part in this global process and follows the trend of implementing E-Commerce, which opens new doors to business partners, markets and customers. This paper researches the implementation of E-Commerce in the Republic of Macedonia, and the attitude of Macedonian citizens towards electronic purchase and payment through the Internet. For the purpose of this paper, data were obtained from questionnaires, including 30 participants, from 25 to 35 years old, selected on the basis of subjective criteria, appropriate for the purpose of this study.

for such a scientific work lies in greater use of the new technologies aimed at convergence, market expansion and joining the global supply and demand in one, which can be an ultimate solution for future periods.

Buying And Selling Through The Internet And Electronic Transactions

The Internet is a great source for any type of business. Not only can you purchase goods and services in a quick and simple way, it also allows you to perform on-line payment.

This change can enable businesses and enterprises entering new markets and thereby increase their competitiveness. The Republic of Macedonia as a country in transition, rather seeks to reach those world standards specifically related to electronic commerce. As part of such data, it should be noted that the country invests in technology and communication devices, software and educated young staff and their training.

Specifically related to these hypotheses is the question survey concerning the readiness of the citizens, as a sample, in this case to perform certain activities on line, or buying or selling through Internet.

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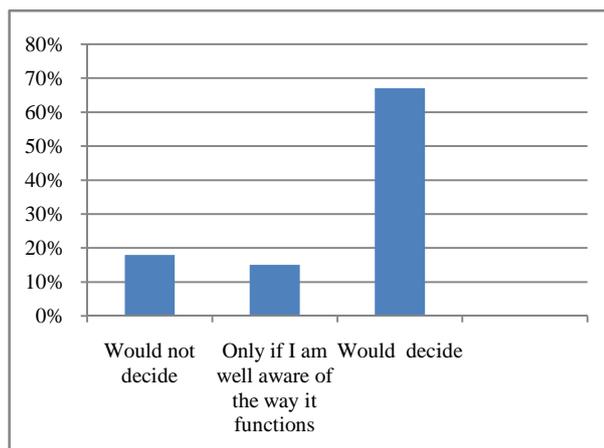


Figure 1 The readiness of Macedonian citizens to carry out certain activities in the field of electronic commerce, as buying and selling over the Internet

Source: Results of the internal survey

Even 67% would be decided on an activity in the field of electronic commerce, which is a sufficient indicator for implementing this kind of trading and satisfying consumer needs. On the other hand, there is a significant percentage of representatives (15%) who are skeptical about the new technique of execution processes, that has to be considered. However, for such purpose, many programs are designed to encourage the consumer awareness, to motivate towards the use of electronic commerce and give credibility to the Internet as a broad and significant market, significantly broader and more favorable than the one available to small and large enterprises as well as quite ordinary buyers of various goods and services.

Credibility And Trust In The Enterprises Of The Republic Of Macedonia That Have Implemented E-Commerce

One issue that is generally asked before now, and probably will be placed in the future is the question of credibility of companies that have implemented e-commerce, at least in the Republic of Macedonia and facing skepticism of the people towards such enterprises. Such an attitudes of customers and consumers are justified because have been risen as a result of insufficient information and (early) weak propaganda of this kind of processing of economic transactions so far.

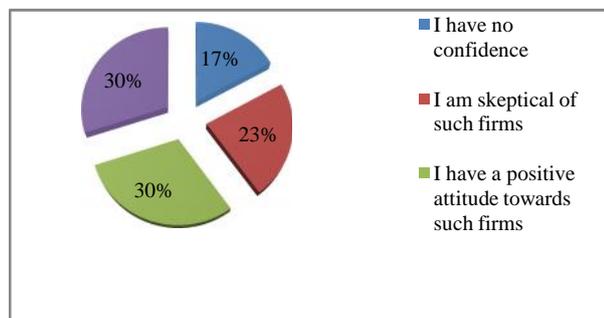


Figure 2 Confidence in companies that have implemented e-commerce in their business

Source: Results of the survey

Nevertheless, the emergence of companies that operate in this way, whether fully or partially using electronic commerce, represent an expansion of opportunities for marketing operations in the market of various types. In addition to the previous noticed, is the percentage ranking of the statements of respondents from the sample to the enterprise-oriented e-commerce.

If we summarize the responses to the question of those who have confidence and those positive attitude towards such firms of the above companies, are getting quite satisfactory conclusion, in a form of a indicator of awareness of the Macedonian population covered by the sample representative. There is no doubt that people are willing to positive changes in the economic area and to the implementation of the relatively new concept of electronic commerce.

Familiarity With The Local Distribution Of E-Commerce

Of particular importance is the knowledge and awareness of the local population with the use of services involving electronic commerce.

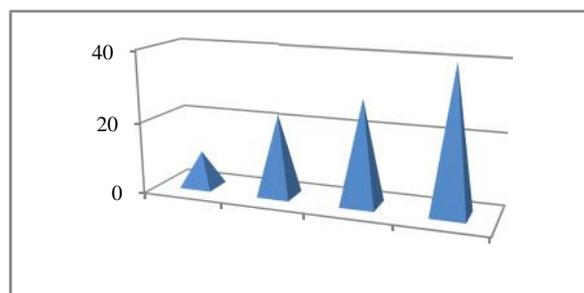


Figure 3 Knowledge of the local population about Macedonian companies using the electronic commerce system

Source: Results of the survey

The previous graph is ranked the knowledge of potential users of the Macedonian websites of enterprises that perform processes in the field of electronic commerce and have applied it, partially or completely. 40% of respondents said they are well informed, but should not neglect the 24% who stated that they are unaware of, and those 10% who still are not familiar with Macedonian companies in the field of electronic commerce. It should be paid special attention to this part of the population, in terms of their information, carrying out proper propaganda and promotion of sites dealing with on-line services. Even more, 26% of respondents believe that the Macedonian sites that offer on line services are not sufficiently exposed. Therefore, we should be tolerant and give support and encouragement to companies that have decided to deal with this way of generating profit and satisfy consumer needs.

On-line trade however, could not so rapidly change existing consumer habits. In fact, only 14% of total Internet users are deciding to purchase products available on the net. In Macedonia, this percentage is unmatched and can be even negligible. But the question is, what generates this percentage? The answer is many factors that are associated with the standard of the buyers, their level of education, having the appropriate technology, their psychological characteristics, the

way the perception of the Internet as a global market, confidence in the process of buying and the like. A significant impact on consumer decisions have design, navigation, technical readiness of the page, which represent a specific interface between the consumer, on the one hand, and the goods and services offered in the market, on the other hand. In order some side or site to be successful, it needs to have good navigation, impressive graphics, updated links and information, perceptible content that stimulates the consumer in making the decision.

In particular, in the Macedonian example, the results of the survey on the issue of the degree of consumer satisfaction with the manner of functioning of the Macedonian e-commerce sites (shown in the graph, not a percentage, but by the number of respondents) indicate unsatisfactory results presented below.

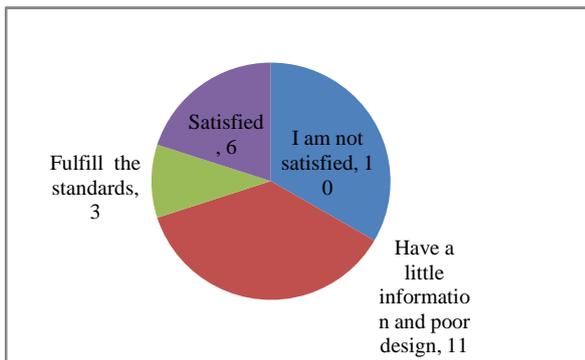


Figure 4 The degree of consumer satisfaction with the manner of functioning of the Macedonian websites for e-commerce

Source: Results of the survey

According the previous figure, that most of the respondents believe that the Macedonian sites do not meet the standards (10 respondents), or are not sufficiently supplied with information which would be needed by the consumers, and there is no possibility for easy managing within the sites (11 respondents). Such attitudes are probably due to the erroneous image of enterprises and businesses conducting e-commerce, although are quite incorrect. The sample included 30 participants aged 25 to 35 years, because it is already known that this people are most regular visitors of the Internet and most abundant users of on line services. However, respondents in the sample do not have trust in the Macedonians sites (22%), as can be seen from the graphical display of the results below.

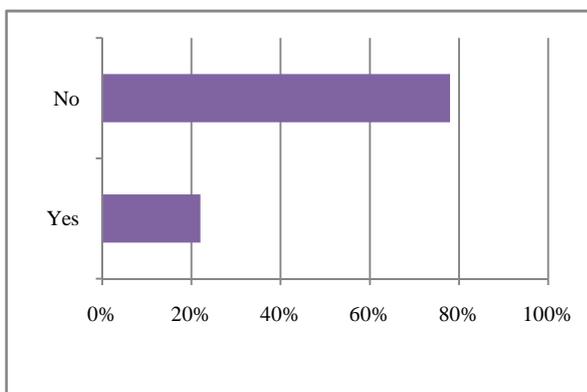


Figure 5 Level of trust in the Macedonian sites that offer on-line services

Source: Results of the survey

The main challenges faced by on-line marketers are:¹

1. Limit exposure and purchase by the consumer.
2. Distorted demographic and psychographic characteristics of the user.
3. Chaos and disorder.
4. Security.
5. Ethical issues where privacy is a primary concern.

Most important for the use of electronic commerce, at least in local terms, it is to have tolerance, patience and optimism courageous leaders in this field. If the rest of the world uses it, why could not we.

CONCLUSION

Electronic commerce is perhaps the biggest generator of future profit. No arguments to deny the achievements of this area in terms of expanding global market, international marketing and networking needs of consumers worldwide. Only one click separates the consumer from the purchase of the goods and services. The survey covered issues related to electronic commerce, its knowledge of the population and the pleasure of carrying out e-commerce transactions.

Most of the results point to a clear conclusion, that the electronic commerce is booming, that helps marketing in every respect, and also that the Macedonian Internet users of are quite involved in the process. From thee given sample of 30 respondents aged 25-35, as mentioned above, can be concluded that there is optimism for the expansion of electronic commerce in the Republic of Macedonia. However, there are also sceptical aspects of this arguments, but as we need to be competitive, and successful, we should be forced to keep up with world trends.

Electronic commerce is very useful for the marketers on the one hand, and for the consumers, from the other, that should generate mutual benefits and economic growth in long terms. Therefore its implementation and application would create extra profit for the both parties, and would save time and money.

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¹ Ristevska - Jovanovska S., Marketing, The Faculty of Economics, Skopje 2007, pg.334.