

Analysis of Alza and eMAG in the Hungarian E-Commerce

Szilárd Malatyinszki¹, Mónika Lajkóné Bécsi², Szonja Jenei^{3*}

¹ Assistant Professor, Kodolányi János University, Faculty of Economics, 8000, Székesfehérvár, HUNGARY, ORCID: <https://orcid.org/0000-0002-1624-4902>, malatyinszki.szilard@kodolanyi.hu

² Kodolányi János University, Faculty of Economics, 8000, Székesfehérvár, HUNGARY

³ Assistant Professor, Széchenyi István University, Kautz Gyula Faculty of Economics, 9026, Győr, HUNGARY, ORCID: <https://orcid.org/0000-0002-6865-1219>, jenei.szonja@sze.hu

*Corresponding Author: jenei.szonja@sze.hu

Citation: Malatyinszki, S., Bécsi, M. L. & Jenei, S. (2025). Analysis of Alza and eMAG in the Hungarian E-Commerce, *Journal of Cultural Analysis and Social Change*, 10(4), 2227-2241. <https://doi.org/10.64753/jcasc.v10i4.3162>

Published: December 11, 2025

ABSTRACT

Our research compared the two main online retailers. Through secondary source analysis, we explored the business models of e-commerce, comparing the two companies' product offerings, delivery terms, marketing, payment and return terms, and other services. We first examined preferences for online and offline commerce, then the marketing activities of the two companies and finally satisfaction. Both organisations need to enhance customer satisfaction and customer experience. eMAG needs to improve its brand attractiveness and make more effort to attract attention. Even though Alza has attracted attention, it still needs to motivate people to buy, as their shopping preferences are less favourable. We have found that domestic consumers want online shopping to be convenient, easy and safe, so improving this area could enhance their shopping experience. Tailoring customer interactions, targeted advertising and personalised offers based on the purchase data obtained can help to increase propensity to buy. And regular satisfaction surveys and soliciting customer feedback can help identify potential problems early and address them quickly.

Keywords:

INTRODUCTION

E-commerce, also known as Internet commerce, has exploded in recent years and continues to play an increasingly important role in the economy and society. Discussions and studies on e-commerce are important for a number of reasons, first and foremost they are of huge economic importance. The online commerce sector is growing and offers many organisations and businesses the opportunity to sell and expand their market online. E-commerce also allows business processes to be made more efficient and faster, thus increasing efficiency and profits for businesses. Secondly, e-commerce is also important for many social actors, as the possibility to shop online offers consumers great benefits, allowing them to shop conveniently and time-efficiently. Thirdly, e-commerce also plays an important role in the development of innovation and technology. The process of online shopping has evolved and changed significantly over the years, with new technologies and solutions creating new opportunities and services.

Due to the global scope of the topic, I will focus my study on Hungary and within this country I would like to present this trade sector through the companies Extreme Digital - eMAG Kft. (hereinafter referred to as eMAG) and ALZA.hu Kft. (hereinafter referred to as Alza). I have been working at eMAG for almost two years, during which time I have gained an insight into the company's operations. For me, the choice of topic was therefore obvious, as I have seen the continuous development of e-commerce at first hand. Online shopping and home delivery are now part of our everyday lives, so just think of the consequences of its inadequate operation or its

disappearance. It would create a number of problems for the economy, for example, the market would become more restricted, so there would be less choice for consumers. Online sales are an important part of the economy, and businesses that are active in this area contribute to economic growth. The lack of this service would limit economic growth and reduce jobs. In view of the above, I believe that the importance of the sector is indisputable. This segment of commerce can make the economy and society more interesting because the combination of new opportunities and challenges can create new business models and offer consumers more efficient, convenient and safe shopping options (Dr Eszes, 2011).

Problem Statement, Hypotheses

The importance of e-commerce in the Hungarian economy has been growing steadily in recent years, offering businesses a number of economic benefits to reach growing online markets, which represent an ever-increasing customer base. The importance of e-commerce in the Hungarian economy is increasing and businesses should recognise and exploit its potential. What factors, among others, determine the competitiveness of eMAG and Alza in the Hungarian e-commerce market?

In my research, I am looking to answer this research question.

Starting from the research problem and after a preliminary study of the literature, I formulated the following hypotheses:

H1: Hungarian consumers prefer online shopping to offline.

H2: Alza's marketing campaigns are more attractive to Hungarian consumers than eMAG's marketing campaigns.

H3: Hungarian consumers who shop at eMAG are more satisfied than Alza customers.

Research Objective

The aim of my research is to prove the hypotheses formulated above through the analysis of eMAG and Alza and the evaluation of my questionnaire survey. In order to achieve my aim, I consider it appropriate to carry out the following tasks in advance:

- Mapping and researching the literature on the topic, highlighting the sources I consider important.
- Questionnaire research on the relationship between Hungarian consumers and online shopping. In addition, a survey of the surveyed group on their e-commerce habits, with a strong focus on Alza and eMAG retailers.
- Draw conclusions based on the analysis of the research results and make recommendations for competitors in the Hungarian e-commerce market.

MATERIALS AND METHODS

In my research, I use the deductive research method, which means that I formulate hypotheses on the basis of the literature and then try to support them with empirical studies. In my analysis, I rely on both secondary and primary data.

In my primary research, I am conducting a questionnaire survey with 250 Hungarian consumers to answer the question from a wide range of Hungarian society: which company do they prefer to buy from, eMAG or Alza? I also want to know how Hungarian consumers feel about online shopping. The survey is conducted online with structured questions, the data is processed in Excel and the results are presented in the form of charts, among other things.

In writing the research, I use secondary data such as online statistics and eMAG and Alza's own statements. The results of the research can help to understand the state of the e-commerce market in Hungary and reveal the competitive factors of eMAG and Alza in the Hungarian market.

My primary research was conducted online with structured closed questions using a Google form, which was available from August to the end of September 2023. I included both single-choice, multiple-choice and scale questions. I considered it important to assure the respondents that their answers would not be identified, so they could fill in the questionnaire anonymously, thus increasing the honesty of their answers. I sent out the link to the questionnaire to my friends via Facebook, the social media most used in Hungary, and also posted it to various Facebook groups. Finally, I closed the questionnaire with 251 respondents, processed the data in Excel and presented the results in the form of charts.

The survey was conducted using an online questionnaire, and the respondents have a wide and diverse demographic profile, reflecting the diversity and variety of the Hungarian e-commerce market. The majority of the responses belong to the younger and middle-aged age group, which is fairly typical for online questionnaires, as online surveys tend to reach digitally active age groups more effectively. The results also show that the responses

cover a wide spectrum of age groups, with the majority of 38% of responses coming from the 20-29 age group. Respondents live in diverse types of settlements, so responses cover a wide range of settlement types from rural to metropolitan. The largest group of respondents is those living in small or medium-sized towns, with a majority of 35%. The overall majority of female respondents is much higher than male respondents at 62% compared to 32%, indicating that the vast majority of responses are from female respondents. In terms of educational attainment, most respondents have a school-leaving certificate (45%), so that the majority of respondents have a secondary education. However, a large number of respondents have a university degree of various degrees (46%), with a particularly high proportion of bachelor's degree holders.

RESULTS

Introduction to E-Commerce

The Concept and History of E-Commerce

The history of e-commerce is a fascinating subject, as it has evolved very rapidly thanks to the explosive growth and spread of the internet. The foundations of the internet were laid in the United States in the 1960s, but it was not until the mid-1990s that e-commerce began to take off. The first to harness the selling power of the internet was Amazon.com, founded in 1994 by Jeff Bezos. Amazon started by selling books online, expanded to other product categories and has since become one of the best-known and largest e-commerce companies in the world. Another early success story is eBay, which was launched in 1995 as an online auction platform. eBay allowed people to auction different products among themselves, which also quickly became popular worldwide. E-commerce has evolved over the years and now all product categories and services are available online. Moreover, the advent of smartphones and mobile applications has opened up a new dimension of e-commerce that has enabled consumers to shop anywhere and anytime (Roos, 2023).

Electronic commerce, or e-commerce for short, is the trading of goods and services over the internet. It includes the online sale of goods and services, electronic procurement and the maintenance of supplier or partner relationships. Online commerce differs from traditional commerce in many ways, but perhaps the main difference is that the process takes place over the Internet. There are two types of e-commerce: direct, also known as full e-commerce, and indirect, also known as partial e-commerce. E-commerce is complete if, in addition to the purchase, the product and delivery are also digital, otherwise it is partial e-commerce (Avornicului, Gubán, Seer, Szócs, 2019).

With direct e-commerce, the whole process is completely online, for example, someone orders a computer program and places the order via the trader's website, then downloads the software and instructions and pays online. By contrast, in indirect e-commerce, the customer orders a physical product, the purchase is also made electronically, but the fulfilment is not (Kacsukné Bruckner, Kiss, 2019).

Business Models for E-Commerce

The basic submarkets of online commerce can be distinguished by the relationship between sellers and buyers. The participants in e-commerce include: businesses, consumers and various public organisations such as governments and local authorities. The main categories are:

- **B2B (Business to Business):** e-commerce between businesses,
- **B2C (Business to Customer):** e-commerce between businesses and consumers,
- **C2C (Customer to Customer):** e-commerce between individuals,
- **C2B (Customer to Business):** e-commerce between consumers and businesses,
- **B2A (Business to Administration):** electronic communication between companies and public authorities (Bányai, Novák, 2016)

B2B

B2B, or Business to Business, is e-commerce between businesses, where the business selling the product or service becomes a buyer alongside another business, i.e. one business sells to another. Examples include wholesalers, commodity traders or large software companies. (Szűcs, 2023) The main purpose of B2B e-commerce is to automate the processes of procurement and distribution and to enable electronic communication between suppliers and buyers. It involves companies selling to other companies, such as a software development company selling licenses to another company. The value of the transactions between the two is usually higher than for B2C purchases. Although the average basket value per purchase is higher, transactions take longer and require more decision-makers. In addition, this type of e-commerce is often subject to strict conditions and a number of requirements have to be met, such as supplier certifications, compliance with quality management standards, capital

adequacy, etc. This results in a longer purchase process, but also makes the purchase transaction more secure (7Digits, 2023)

B2C

B2C, or Business to Customer, is e-commerce between businesses and consumers. It is the most popular e-commerce business model, as it accounts for the largest share of Internet commerce. It is the classic case where a business sells products or services to consumers, for example, selling through a traditional webshop (Szűcs, 2023)

As we all know, you can access practically everything on the internet, with the exception of services with close links. It could be said, however, that this sector is developing so rapidly that what is not available today will be available tomorrow. B2C e-commerce includes, among other things, additional services to the traditional purchasing process, such as the provision of information in advance and the possibility of after-sales customer service or error reporting. But online shopping has completely transformed the relationship between consumers and businesses. Shoppers now focus not just on where they buy, but what products they buy. In addition, price comparison has become very easy, which increases competition and leads to price reductions. At the same time, companies benefit from this situation as they can reach a wider audience with their products and services. Online shops are available at all hours of the day, which has a strong incentive effect on consumption. Business costs are also reduced as it is much cheaper to set up and maintain online stores than physical stores. Marketing opportunities are increased and they can offer personalised offers to customers, as their database contains all the information on the customer's previous orders.

Since the advent of e-commerce, the concepts of goods and services have almost become confused. Think about it, for example, when you download a music CD from an online shop, are you buying a good or just using a service? It is difficult to consider music stored on a hard disk as a physical good, and if we record it on a CD, we can almost say that we are involved in the production process. E-commerce has also brought significant changes to the shopping process, with goods now being viewed on screen and selection made with a simple click of the mouse. Once clicked, the electronic shopping trolley is filled with a list of products to be purchased. In addition to the physical product, the data associated with it becomes a key element in the online waiting process. The line between producers' and providers' systems is blurred, for example, when using electronic banking, we enter the data into the computer ourselves, which used to be the job of bank staff. Another example is the low-cost airlines, which can be cheaper because they no longer have traditional ticket offices and, in addition, customers themselves produce the tickets they order electronically (Kacsukné Bruckner, Kiss, 2019).

C2C

C2C, or Customer to Customer, is e-commerce between individuals, when two consumers buy online. It can usually be said to take place on a third-party platform, which typically includes sites offering second-hand products, such as the well-known Jófogás or Facebook Marketplace (Szűcs, 2023). Before its emergence, people used to visit garage sales or flea markets to sell their second-hand items or to buy others'. With the introduction of online auctions, consumers no longer have to leave their homes or offices to find and buy the items they want. In addition, sellers do not have to rent an expensive location for the sale, which also makes the sale price more affordable (Bányai, Novák, 2016).

Other Business Models

One of the lesser known but fast growing areas is C2B, or Customer to Business, where e-commerce takes place between consumers and businesses. In this model, a consumer sells a product or service to a business. Examples include advertising opportunities bought from influencers or services from freelance service providers. Another lesser known but more important category is B2A, or Business to Administration, when it comes to electronic communication between businesses and public authorities. In Hungary, the term e-government is more commonly used, which includes both communication between individuals and companies with official bodies (Szűcs, 2023).

Primary Research and Results

Online Trading Activities of Extreme Digital - eMAG Ltd.

The company's market position and logistics investments

In 2022, Extreme Digital - eMAG Ltd. accounted for 14.7% of the total domestic online retail turnover (HUF 1,323 billion), which represented an online turnover of more than HUF 194 billion. GKID's rankings of the top online retailers in Hungary published in previous years show that eMAG has been the number one online retailer in Hungary for the 4th year in a row with this e-commerce turnover (GKID, 2023)

By 2023, eMAG will have built one of Hungary's largest automated logistics centres in Dunaharasti. The 117 thousand square meters warehouse base was built with an investment of about HUF 35 billion in about 1 year. This high-tech warehouse in Dunaharaszti became the first independently owned logistics centre of the eMAG Group in Romania to be established in a foreign country. (V. N., 2022) Also in 2023, eMAG moved to its new headquarters in Liberty Office Building, where it signed a long-term lease for 3,800 square metres of office space. The lease of the mixed-use space, which comprises two floors of single-occupancy offices with cellular space, was justified by the company's expansion. The new headquarters will provide workplaces for more than 300 employees in Budapest's Népliget district (Wing, 2022).

In addition to its online presence, eMAG also started to open its offline stores, the eMAG Showrooms, in 2020. Unfortunately, the offline expansion has not lived up to expectations, and several stores have been closed since the opening. Currently, it operates 7 stores in Budapest and 4 in the countryside, the latter in Győr, Miskolc, Pécs and Szeged (eMAG, 2023).

Product Offer

Today, there are over 7 million products available for ordering from emag.hu, and when you enter the website under the categories menu, you can see how wide the product range is. You can find everything from household appliances to electronics, toys, beauty products, books and even online groceries. The range includes not only new products but also repackaged products, some in working order that the customer has ordered but for some reason changed their mind and returned. Thanks to eMAG's rigorous inspection system, these products undergo a full inspection, testing and thorough cleaning procedure before being repackaged, which is always carried out by eMAG technicians. The big advantage of repackaged products is that they work perfectly, but are available at a much lower price.

The expansion of the product palette is also facilitated by the fact that customers can access products from many other companies within a single website through the eMAG Marketplace. This is a risk-free solution for companies that does not require any additional costs, as the creation of a Marketplace account is free of charge and the company's products are immediately displayed on Hungary's most visited web portal, eMAG.hu. It operates as a commission-only, success fee-based system, which only applies when a contracted partner has fulfilled their orders, shipped their products and confirmed them in the system. There are currently more than 6,500 partners selling on eMAG, meaning that virtually every second product ordered by buyers comes from the Marketplace. The big difference when shopping on emag.com is that different delivery, payment and warranty conditions apply to products sold by eMAG and Marketplace partners.

Terms of Delivery

You can take your online order in several ways, including in person at eMAG stores. For home delivery, eMAG has contracts with Magyar Posta, Expressone, Gebrüder Weiss and Sameday. eMAG's courier service is also special because it started its activities in Romania in 2007 and by 2017 it had a nationwide coverage. Sameday only entered Hungary in 2021, which already exceeded 1 million deliveries and 450 easybox parcel machines installed in its first year. By its second year, Sameday boasted nearly 4 million parcel deliveries and more than 700 easybox vending machines nationwide. (Sameday, 2023) Customers can also request an eMAG order to be placed in an easybox vending machine, an excellent solution to pick up their order at the nearest point to the customer at any time after the parcel has arrived. In addition, you can also request a parcel to a Hungarian Post Point, a unique nationwide parcel pick-up option. eMAG products can be picked up at 2,600 post offices during opening hours, even in very small towns, using the following 3 parcel delivery methods.

Payment and Return Conditions

At eMAG, customers have several payment options including credit card payment, bank transfer and cash on delivery. There is also the possibility of taking out a credit for goods, with a choice between two schemes offered by Cetelem and Cofidis. (eMAG, 2023) eMAG's customer service helps customers to be satisfied with their purchase. If the product purchased on eMAG does not meet the expectations, the retailer offers a 30-day free product return service. For products sold by eMAG, eMAG offers a guarantee and a Door to Door, also known as Pick-up & Return, service within 5 working days. For products distributed by Marketplace partners, warranty management, including repairs, is the responsibility of the partner, the terms of which are set out in each partner's own data sheet. (eMAG, 2023) For returns, the customer can choose to return the product by courier or to drop it off in person at an easybox parcel machine or eMAG store. A refund is promised within 14 days, which will be made via the same payment method through which the customer paid for the product.

Other Services

One of the new services of eMAG, which can only be requested in a specialist shop, is the household appliance installation service. This offers many advantages for the customer, as the old appliance can be dismantled at the same time as the new one is installed. Another new service that can also be requested from a specialised dealer is air conditioning installation, which simplifies the process for the customer in terms of the administration and installation of the air conditioning system. In addition, in May 2023 eMAG launched its new online shopping assistant, Sia. For the time being, it can only provide information on a few issues, such as missing or incorrectly delivered products, late deliveries or excessively long service times.

Marketing Activities

After the merger with Extreme Digital in 2022, eMAG and Extreme Digital switched to a common communication platform and launched their new regional brand vision and slogan. eMAG's regional vision is inspired by human intuition that drives us forward, the curiosity to search and discover, to innovate tirelessly and to turn obstacles into opportunities. eMAG's role is to provide the tools to move forward: a universal platform where people can find everything they need, anytime, anywhere, at an affordable price. The new slogan, which debuted in August 2022, is "Find the joy of search!" This new slogan is designed to convey the message to potential customers that eMAG is much more than a product finder with a huge range of products.

Every year, Black Friday is the biggest campaign of the year, attracting more than two-thirds of the domestic online shopping public with its one-day promotions. In 2022, shoppers came to the flagship e-commerce event visibly prepared, with the biggest hit products being flushable products and other consumables. eMAG's Black Friday 2022 campaign started just after 7am on 18 November 2022 and ran until 2am the next day, with more than 166,000 customers placing orders for over 375,000 products worth a total of HUF 10.5 billion. Customers ordered roughly thirty percent of the Black Friday products from the Marketplace merchant partners participating in the campaign. As in previous years, 2022 was also the morning of the biggest value items that were planned to be bought, such as a household appliance, TV or laptop. The average basket value on Black Friday for the country as a whole this year was 74,971 HUF. (eMAG, 2022) In addition to Black Friday, eMAG also runs regular marketing campaigns throughout the year, such as Crazy Days and the Price Revolution. These campaigns usually last for about 4-5 days and only certain products are discounted during this time.

As of June 2023, Tamás Lovas, who previously held the position of Head of Marketing Communications at Decathlon for more than 5 years, will be the new Marketing Director of eMAG. The company wants the new marketing manager to make the brand more visible not only to shoppers but also to potential Marketplace retail partners. Her responsibilities include coordinating the company's brand, marketing and PR strategy and operational management of its communications team (Hrpwr, 2023).

Corporate Social Responsibility

Since January 2020, eMAG has been working with the Mosoly Foundation to find ways to help seriously and chronically ill children recover. By April 2023 alone, the Mosoly Foundation has raised more than 5 million HUF through the purchase of sponsorship tickets online (eMAG, 2023).

eMAG has regularly supported the fight against the coronavirus during the epidemic waves of previous years. In its most recent campaign in April 2023, the company donated 62,108 COVID rapid tests to Semmelweis University in cooperation with two partners, DiagPro Ltd. and Adob Ltd., worth around HUF 24.4 million. (eMAG, 2023) In March 2022, eMAG also appealed to customers to help refugees in Ukraine via its online platform. On its fundraising page, donations of HUF 500, 1,000, 5,000, 10,000, 25,000 and 50,000 could be sent through an online shopping platform to help refugees from Ukraine, which the company matched with a HUF 10 million donation. The fundraising was very successful in the first week, with customers raising HUF 3 million in 1 week (eMAG, 2022).

Presentation of Alza.hu Kft. Online Trading Activities

The company's market position and logistics investments

According to GKID's rankings of the top online retailers in Hungary published in previous years, Alza will be the second largest online retailer in Hungary for the second year in a row in 2022 (GKID, 2023) Alza opened its first showroom in Budapest in 2018, covering an area of 2,111 square metres, where customers can immediately choose from more than 9,000 products on a 100-metre-long conveyor belt. In the two-storey showroom on Róbert Károly körút, customers can try 1,500 products in a unique way in Hungary. (Zentai, 2018) In August 2023, Alza opened its second Budapest store, where a selection of over 2,000 of the webshop's best-selling products can be purchased immediately.

In 2022, GLP and Alza signed a 10-year long-term lease agreement for 22,000 square meters of warehouse space at the Sziget Logistics Centre in Szigetszentmiklós. In addition to more than 20,000 square metres of warehouse space, the building also includes more than 2,000 square metres of office space, a showroom and the

AlzaDrive pick-up point. AlzaDrive pick-up points have a separate entrance, providing easy and secure access for customers (K.M.I., 2022)

Product Offer

Alza currently offers more than 100,000 different products to choose from, which can be clearly seen by entering the website and selecting the categories menu. You will find electronics, computer technology and all other categories. Under certain categories you will also find a description of the types, which helps the customer to make a choice and narrow down the product range. Alza has its own brand products and you can also buy groceries online. It sells not only new products, but also second-hand products in 3 categories, distinguishing whether the product has just been opened, is in mint condition or is second-hand. In 2020, Alza.hu launched a programme for corporate customers to further expand its business relationships with corporate and institutional customers, both in the competitive and public sectors, offering the most comprehensive range of products and services ever (Alza, 2020)

Terms of Delivery

The online order can be picked up in several ways, including in person at the Alza 4 store. For home delivery, Alza has contracts with the following courier companies. One of these is the AlzaBoxes, of which 185 are currently serving customers in Budapest and the surrounding area, with a monthly turnover of one million parcels. The other is the Packeta point, which currently has 695 pick-up points across the country. The third is Foxpost parcel delivery to more than 800 Foxpost parcel machines. In addition, Magyar Posta offers customers a choice of more than 2,600 branches, 350 MOL petrol stations and Coop collection points (Alza, 2023).

Payment and Return Conditions

At Alza, customers have several payment options including credit card payment, bank transfer and cash on delivery. There is also the possibility of payment in instalments in the form of a credit for goods, from which the customer can choose the appropriate one based on Cetelem's schemes. It also offers secure payment methods such as Apple Pay, Google Pay and PayPal (Alza, 2023).

Alza offers a 60-day free product return service, where the customer can unpack and test the product. If the product purchased does not meet the customer's expectations, the customer can return it and receive an immediate refund in the form of a credit, which can be redeemed for further purchases. They can do so simply via AlzaBox, in person at any Alza store, by post or by courier. You have 14 days to return the product to your bank account if you pay online by card. In the case of payment by PayPal, the customer will receive a refund to his PayPal account as soon as the returned product arrives at Alza. (Alza, 2023) One of the services Alza offers is the immediate replacement guarantee, whereby the defective product is replaced within a guaranteed 48 hours.

Other Services

One of Alza's innovations is the First Start service, which allows customers to start using their device immediately after switching it on. The service can be purchased for phones, tablets, computers and routers, regardless of make or model. In addition, the customer can choose from a variety of settings, which will be installed on the device by trained professionals. Another new feature is the gift wrapping service, which is only available for certain products such as beauty products, smart watches, jewellery and mobile phones. The customer can choose from a range of different colour and size boxes, in which 1 item is professionally wrapped, so that after receipt, all that remains is to hand over the gift.

Alza launched AlzaDrive in Hungary for the first time in October 2022 as part of its logistics centre in Szigetszentmiklós. From then on, customers no longer have to get out of their cars to pick up their orders. In 2023, a new service was introduced, whereby orders placed before midnight are delivered to the AlzaBoxes by the online store the next morning. This so-called "Order by midnight, find it in the AlzaBox in the morning" option is currently available to Alza customers in Budapest and North-West Hungary for selected products.

Marketing Activities

Perhaps Alza's biggest marketing gimmick is its green alien, Alzak, perhaps the most famous animated advertising character in Hungary. The Hungarian voice of Adam Sandler films with the voice of actor Gábor Csőre, this neuromarketing tool has burned into people's heads that Alza.huuuuu. Its perception is mixed, some people turn off the TV to avoid hearing it, but if you think about it, advertising is advertising and it has achieved its goal, because they are talking about the character, which has now become a concept. From a marketing point of view, the more emotion a character can evoke, whether negative or positive, the more memorable it is for the viewer. It is broadcast daily on a wide range of marketing channels, such as TV, radio, Spotify and YouTube ad blocks. On its website, this green creature, as a personal assistant, with a live person behind it, can help the customer with

almost any question. He can give you all general information about processes and products via the website and even via messenger, twitter and WhatsApp.

In 2022, Alza promoted Black Friday days, offering discounted products for almost the whole month. The range of products on sale was extremely diverse, covering 17 product categories, including phones, cosmetics and food. In addition to Black Friday, the company also runs regular marketing campaigns throughout the year, such as Alza Days, Spring Cleaning and Mega Sales. These are usually promotions that last for about 4-5 days during which time only certain products are on sale.

Corporate Social Responsibility

Alza has taken social responsibility seriously since the company was founded and currently donates to more than 80 organisations in three countries (Czech Republic, Slovakia, Hungary) every year. In Hungary, Alza.hu offers unique application opportunities for associations and non-profit organisations, for charitable grants to foundations. They can apply for donations of money or goods (laptops, tablets, mobile phones, household appliances, other electronic equipment, sports equipment, toys, plush toys, etc.) for charitable or other charitable purposes. Among others, in 2021, they supported the Baptist Charity Foundation with 100 Alza figurines, the Sparkle Talent Care Association for autistic children with coffee machines and coffee for more than

100.000 forints, and last but not least the National Ambulance Service, also with a coffee machine and coffee for more than 130.000 forints. This year they also donated to the Stork's Eye Foundation to support adoptive families with a gas stove, tablet and talking Alza figurines for more than

220.000 HUF. In addition, he helped the Ipoly Valley Special Rescue Association with a traffic camera for about 50,000 HUF and donated a notebook for 301,000 HUF to the Foundation supporting Fanni's house. He also helped the Reformed Parish of Kossuth Street in Szigetszentmiklós with a television, the Hunyadi School Foundation with 10 notebooks, the Péter Bornemisza High School with 10 tablets, the Foundation for the Honvédkórházért Közhasznú (Honvéd Hospital) with 1000 face masks, the Heim Pál Children's Hospital with 150 Alza plush figurines and the Cseppekő Children's Home with 50 Alza plush figurines. In addition, it donated nearly 16 million HUF for the development of ventilators and face masks for non-profit purposes during the fight against the coronavirus (Alza, 2023).

Alza is offering a unique opportunity for Hungarian educational institutions to receive a 3D printer free of charge for six months for schools that sign up to the initiative. Launched in 2020, the programme will allow educational institutions to try out the 3D printer provided by Alza, the Creality Ender 3, free of charge for six months. The opportunity is also unique because after the free trial period, they can purchase or return the device at a discounted price, at no cost to Alza (Alza, 2023)

Questionnaire Survey

Examining the relationship between Hungarian consumers and online shopping

Respondents are widely spread in their preferences for both online and traditional shopping, with many using both frequently. The responses show that there is no clear dominant mode of shopping and that respondents have different habits in both areas. Overall, the responses to the questionnaire suggest that the hypothesis tested, that Hungarian consumers prefer online shopping to offline shopping (H1), has not been confirmed.

Factors Influencing Domestic Consumers' Purchasing Decisions

The degree of importance of price in purchasing decisions varies, but the majority of respondents consider it very important. Based on this data, it may be important for a business or retailer to develop a pricing strategy, as price is a key factor in the decision for shoppers. The results also suggest that there may be varying degrees of price sensitivity among respondents, which should be taken into account by the retailer in pricing and marketing products or services.

The importance of quality in purchasing decisions also varies, but the majority of respondents consider it very important. This means that businesses and retailers need to pay particular attention to the quality of their products or services, as this can also be a key factor for customers. The results also suggest that there may be different degrees of sensitivity to quality among respondents, which should be taken into account in product development and marketing.

Brand awareness tends to influence purchasing decisions and many respondents attribute medium to high importance to this factor. However, it is important to note that there are also respondents for whom brand awareness is less or not at all important. This suggests that other purchasing factors play a more important role in purchasing decisions than brand awareness.

Recommendations and opinions are generally an important factor in purchasing decisions, and many respondents take these factors into account to a high or medium degree. This suggests that businesses may want

to build on positive feedback and recommendations, and actively manage reviews and ratings, as these can influence customers' decisions.

Promotions and discounts play an important role in purchasing decisions and many respondents take these factors into account to a high or medium degree. This may make it worthwhile for businesses or retailers to organise promotions and discounts regularly and communicate them effectively. These factors can help make products or services attractive to customers and increase their willingness to buy. Evidence shows that people are sensitive to promotions and discounts to varying degrees, so the use of tailored marketing strategies can also be important.

Delivery conditions play an important role in purchasing decisions and many respondents take these factors into account to a high or medium degree. On this basis, businesses or retailers may want to develop and improve their delivery policies in order to make them attractive to their customers. The data also show that people are sensitive to different degrees to delivery conditions, and it may be necessary to offer customers personalised delivery options.

The results suggest that return conditions may also be an important factor in respondents' purchasing decisions, but are less important than, for example, promotions or delivery conditions. 9% of respondents chose "not at all important", but this is still a relatively low number. As an equally small group, those who chose a value of 2 accounted for only 11% of respondents, but still consider return conditions to be of medium importance. The response 'very important' is also a small group of almost 25% of respondents, indicating that there are respondents who consider it very important that return conditions are favourable. The 26% of respondents who chose a value of 4 and the 29% of respondents who chose a value of 3 also form similarly large groups, indicating that many respondents attach medium to high importance to return conditions.

The correlation is that return conditions can play an important role in purchasing decisions, although less important than other factors such as price or delivery. This may make it worthwhile for businesses or retailers to develop and communicate their return policy in order to build trust and appeal to their customers. The data also shows that people may be sensitive to return conditions to varying degrees and it may be important to offer customers flexible offers.

The results suggest that sustainability and ethical considerations may also play an important role in respondents' purchasing decisions. In contrast to the other factors, a relatively high proportion of respondents, more than 10%, indicated that

"not at all important". A roughly similar 12% chose "very important", indicating that there are respondents for whom sustainability and ethical considerations are very important when making a purchase. A score of 4 was chosen by 20% and 3 by almost 40%, which represent a significant group. This indicates that many people attach medium to high importance to sustainability and ethical considerations. The 20% of respondents who chose a value of 2 also form a small group, but still attach a medium importance to sustainability and ethics.

The correlation is that sustainability and ethical considerations may play an important role in purchasing decisions, and many respondents take these factors into account to a moderate or high degree, but the distribution of responses is markedly split on a scale of 5. This suggests that businesses or retailers may wish to emphasise their ethical and sustainable practices and communicate awareness of these aspects to their customers.

Analysis of the responses to the questionnaire's scaling question suggests that the correlation is that respondents are sensitive to different factors to different degrees in their purchasing decisions. The number of respondents answering "very important" in the importance of price is also particularly high, which means that for many respondents price is more important than the purchase factor. Quality, like price, is also considered to be very important by many respondents, but price is still considered to be more important. Brand awareness, unlike the previous two, is typically rated as only moderately important in the purchasing decision process. Recommendations and reviews as buying factors, although less important than price and quality for the respondents, are typically more important than brand knowledge. Promotions and discounts and delivery conditions also tend to fall into the more important category, as respondents typically consider these to be important purchasing factors. By contrast, return conditions, sustainability and ethical aspects are only moderately important in influencing respondents' purchasing decisions. It can therefore be concluded that respondents have different degrees of sensitivity to these factors, which are reflected in their purchasing decisions with varying degrees of weight.

When shopping online, the electronics and clothing and accessories categories are the most popular over other categories. This can be important information for businesses and online retailers to determine which product categories are worth developing resources and marketing strategies to attract online shoppers.

Food and household products are the most popular products to buy in traditional shops compared to other categories. Overall, when shopping online, it is more divisive which product category respondents prefer most, while for traditional shopping, there is one specific category that is preferred.

Among domestic consumers, eMAG, Amazon, eBay, AliExpress and Alza.hu are the most popular and most widely used platforms for online shopping. The phone is the most widely used and most frequently used device

for online shopping among respondents, and the most commonly used device for placing orders. This could be important information for online retailers and businesses to optimise their websites and apps to ensure a mobile-friendly user experience, as more than half of shoppers browse and order via their mobile device. The majority of respondents are willing to spend the time and effort to check out an online shopping website before placing an order. This shows that among online shoppers, seeking information and building trust online is a very important aspect of the purchasing process. Businesses and online retailers need to pay attention to providing their customers with reliable and informative websites in order to increase their willingness and confidence to shop online.

The majority of respondents tend to find out about current offers and products online, most often on price comparison sites. This shows that online shoppers consider it important to search for information and compare prices before making a purchase decision. It can be concluded that it is important for online retailers to make information and offers easily available to their customers to help them make decisions.

The answers to the above questions gave me a broader picture to answer my research question, in which I was looking for the most important purchasing factors of Hungarian consumers that specifically determine the competitiveness of domestic e-retailers in the market. Based on the responses, it can be concluded that the main factors that determine the purchasing decisions of the respondents are price, quality and the best offers. I conclude this from the fact that the high number of visits to price comparison sites and online shops shows that price and current offers are important for the respondents. Online shoppers are most often and primarily looking for the best prices and offers before making a decision. Information from test articles and videos is also very important for Hungarian consumers when making a decision, showing that product quality and the opinions of other shoppers are also important. After all, online reviews and tests can help customers to make sure of the quality of the product. The third important factor, which is shown by the high number of online shopper visits, is that respondents' online trust and the reliability of the online shop in question make customers more willing to shop online at places they trust. My research also shows that convenience and accessibility are of high importance to respondents when shopping. A lot of people use their phones to shop and browse online, which means that online shopping needs to be easy to access and simple to attract a lot of shoppers. In addition to these factors, there are other factors that can influence purchasing decisions, although these were prioritised by respondents as less important, such as brand awareness, delivery and return conditions, and sustainability and ethical considerations.

The Impact of Alza and eMAG Marketing Campaigns on Hungarian Consumers

Alza and eMAG are also active in marketing advertising and many respondents have already encountered such advertising. Alza and eMAG are competing for market share and customer attention, and have adopted aggressive marketing strategies accordingly. The responses to this question also indicate that Alza and eMAG advertisements are seen by consumers in roughly equal proportions.

I wanted to find out which channel Hungarian consumers use most often to find out about eMAG and Alza's marketing campaigns. The survey question listed 6 possible answers, of which respondents could tick more than one. The results show that television was clearly the most popular channel among respondents, with a majority of 64%, indicating that television advertising can be effective in reaching the target audience. In addition, the research also shows that social media is an important channel, with 62% of respondents finding out about marketing campaigns via social media platforms. This indicates that online presence and social media marketing is key to spreading messages. Advertising on websites is also an important source of information, cited by 44% of respondents, which means that businesses' websites can also be a great help in informing customers and reaching them with offers. Radio and posters were also popular channels, both mentioned by 49 respondents, representing 20-20% of the group. Unsurprisingly, paper newspapers, which encourage online shopping, generally appear to be a less effective channel for information, mentioned by only 8 respondents. The correlation is therefore that eMAG and Alza's marketing campaigns reach their target audiences through multiple channels. Integrated marketing campaigns that use different communication channels can be more effective in reaching customers and increasing brand awareness.

The marketing advertisements of Alza and eMAG are seen by respondents in equal measure, but attract their attention and motivate them to buy to different degrees. Respondents are more attracted by Alza's advertising (56%), yet a larger proportion of the group feel more motivated to buy by eMAG's advertising (64%). The answers to the questionnaire thus suggest that the hypothesis that Alza's marketing campaigns are more likely to attract the attention of Hungarian consumers than eMAG's marketing campaigns (H2) has been confirmed, but it should be noted that this is still not enough to motivate more consumers to buy.

Comparison of Hungarian Consumer Satisfaction with eMAG and Alza

The eMAG online store has a higher number of satisfied respondents than dissatisfied respondents, which is a positive sign for eMAG. The opinion of dissatisfied respondents can be important for the company in order to

improve their services and retain their customers. For businesses that are engaged in online retailing, it is very important to take customer satisfaction and feedback into account in order to ensure continuous improvement.

Overall, actual shoppers on Alza were more satisfied with their shopping experience than those who shopped on eMAG. However, those who had never shopped on Alza (101 responses) were much more numerous than those who had never shopped on eMAG (39 responses).

A majority of 63% of respondents had not experienced any problems when shopping on either the eMAG or Alza platforms. This shows that the majority of respondents had a positive shopping experience when shopping at both online stores. 18% of respondents had experienced problems when shopping on eMAG only, compared to only 6% when shopping on Alza. In addition, 13% of respondents chose to have experienced problems when shopping at both online shops. This may suggest that there are some customers on both platforms who have had a negative shopping experience and were dissatisfied, but two thirds of respondents are still satisfied with the services provided by the platforms.

While the majority of testimonials for both platforms are positive, there have been some negative feedback, indicating that there are customers on both platforms who have been dissatisfied. It is important that companies listen to these feedbacks and try to improve them to further enhance the customer experience and retain their customers. Testimonials can be important for companies in terms of attracting new customers and retaining existing customers.

Of those surveyed, there are far more people who use eMAG (214 responses) than those who use Alza (112 responses). Based on the data, if we look only at those customers who actually shop on eMAG and Alza, the breakdown of these customers is 79% satisfied with eMAG and 21% not satisfied, while 88% satisfied with Alza and 12% not satisfied. Based on these figures, those who actually shopped at Alza were overall more satisfied with their shopping experience than those who shopped at eMAG. On the other hand, the results also showed that the majority of respondents would recommend eMAG to others (25%) more than Alza (15%), but that more people experienced problems when shopping on eMAG (46 responses) than on Alza (14 responses). Based on the answers to the questionnaire, it can therefore be concluded that the hypothesis tested, i.e. that Hungarian consumers shopping at eMAG are more satisfied than those shopping at Alza (H3), has not been confirmed.

RESULTS

Research Question Investigation

The questionnaire survey was conducted using an online Google form with 251 respondents with representative demographic characteristics. Based on the information collected and processed during the secondary research, I was able to answer my research question on the factors that determine the competitiveness of eMAG and Alza, among others, in the Hungarian e-commerce market. For this purpose, I reviewed the two companies' online commerce processes and, based on the results of the questionnaire survey, I would highlight the following crucial purchasing factors. The responses showed that the main factors influencing the purchasing decisions of the respondents were price, quality and best offers. This is also shown by the frequent use of price comparison sites and online shops, indicating that price and offers are of paramount importance to the respondents. In addition, information based on test articles and videos is also considered important, showing that the opinions of other customers are also very important in the decision making process. Online trust and the trustworthiness of the online store are also important factors that can reinforce the willingness of customers to buy online. The research also shows that convenience and accessibility are of particular importance, as most respondents use their mobile phones to shop and browse online, so this type of shopping should be easy to access and simple. The responses indicate that fast delivery is still an important factor for domestic consumers, while the return condition is less important. The data also show that respondents have varying degrees of sensitivity to brand awareness and ethical considerations, so it may be important for e-tailers to offer different options in these areas to customers. Overall, therefore, it was found that respondents have different degrees of sensitivity to different factors and that these factors are reflected in their purchasing decisions with different weights. However, among the contradictions, it is worth noting that while price and promotions appear to be important factors, convenience and accessibility also play a major role in purchasing decisions today and this is being reinforced by the increasing penetration of mobile phones.

Testing Hypotheses

H1: My first hypothesis is that Hungarian consumers prefer online shopping to offline shopping. In the questionnaire survey, a relatively balanced distribution of shopping preferences was observed among the respondents. It can be said that online shopping and traditional shopping are preferred in roughly equal numbers,

with no clear dominant mode of shopping. The above results therefore suggest that my first hypothesis is not confirmed.

H2: My second hypothesis, that ALZA's marketing campaigns are more appealing to Hungarian consumers than eMAG's marketing campaigns, was confirmed. Based on the responses, it can be observed that respondents perceive Alza's and eMAG's marketing advertisements equally, however, it is worth noting that they react differently to these advertisements and feel differently motivated to buy. Alza's advertising tends to attract more attention from respondents, but still more respondents feel more motivated to buy by eMAG's advertising. Overall, the responses suggest that the hypothesis that Alza's marketing campaigns are more likely to attract the attention of Hungarian consumers than eMAG's marketing campaigns has been confirmed, but that Alza still motivates fewer consumers to buy.

H3: My third hypothesis is that Hungarian consumers who shop at eMAG are more satisfied than Alza customers. The results of the questionnaire analysis show that the number of people using eMAG is much higher (214 responses) than the number of people using Alza (112 responses). It is important to note here that I only considered the responses of respondents who actually shop at both eMAG and Alza. Based on the responses of this narrowed down group, we can observe that among eMAG users, 79% are satisfied and 21% are not satisfied, while among Alza users, 88% are satisfied and 12% are not satisfied. These data show that Alza customers are generally more satisfied with their shopping experience than eMAG customers. However, it is also worth noting that although a greater majority of respondents would recommend eMAG to others than Alza, they reported far more problems when shopping on eMAG than on Alza. Overall, the responses suggest that the hypothesis that Hungarian consumers who shop at eMAG are more satisfied than those who shop at Alza has not been confirmed.

CONCLUSION

Both eMAG and Alza could benefit from improving customer satisfaction, as both retailers had people who said they were not satisfied with their shopping experience. This suggests that in order to increase their customer base, they need satisfied customers in the long term, as these customers are more likely to recommend their online stores to others. The results also suggest that it is very important that both parties continuously improve the online shopping experience to make shopping easy, convenient and secure for users. Also, both online stores may want to pay further attention to the balance between price and quality, as a significant proportion of respondents consider both factors important, so maintaining price competition and quality may be key. I would suggest that the two online stores should, where possible, run targeted advertising campaigns based on consumer preferences and shopping habits. They could even use demographic data and previous purchase data to effectively target groups that are more likely to buy. Both stores may want to develop satisfaction and loyalty programmes to retain customers and encourage referrals. These suggestions could help eMAG and Alza to continue to develop successfully and operate more efficiently in the Hungarian market.

In addition, based on the results of the questionnaire, eMAG specifically in the Hungarian market may want to increase the attractiveness of its brand to better attract domestic consumers. Although it has active marketing campaigns, Alza's advertisements are still more effective, so eMAG should make more efforts to attract attention. It would also be important to pay more attention to the customer experience, so that users are more satisfied and experience fewer problems when shopping. On the other hand, the results of the questionnaire suggest that Alza could improve its marketing advertising so that it is not only attention-grabbing but also explicitly motivates consumers to buy. In addition, it would be important to attract more users, as there were many respondents who had never used Alza's webshop. This last step would also increase the number of users, which would lead to more people recommending Alza to others.

E-commerce is playing an ever-increasing role in the economy, providing consumers with convenient and time-efficient shopping options. The aim of my research was to examine the activities of eMAG and Alza, the leading e-retailers in Hungary. I have been working for eMAG for two years in the financial field, which has confirmed my interest in the sector. Online sales are a key player in the economy; their absence can have consequences for growth. My research question asks what factors influence the competitiveness of eMAG and Alza.

I made three hypotheses: Hungarian consumers are more likely to shop online, Alza's marketing is more eye-catching, and eMAG customers are more satisfied. My research involved a questionnaire survey with 251 respondents on their domestic shopping habits, conducted from August to the end of September 2023. The majority of respondents were young and middle-aged, with the largest group living in small towns. Two-thirds of the respondents were women, most of whom had a high school diploma or a college degree.

According to the survey results, price, quality, promotions and consumer opinions are the main factors influencing purchasing decisions. Convenience and accessibility are also prominent factors, with the majority of

respondents using a mobile phone to make a purchase. Fast delivery is also important, but return conditions are less important. Brand awareness and ethical aspects were rated differently by respondents and were less important in the survey. E-commerce retailers need to take into account the needs of their target group in order to compete successfully in the market. Based on my first hypothesis, I assumed that Hungarian consumers prefer online shopping to offline shopping. However, the results of the questionnaire survey showed that there is a relatively balanced distribution of shopping preferences among respondents. Thus, my first hypothesis was not confirmed, as online and traditional shopping were popular to a similar extent among the respondents.

My second hypothesis is that Alza's marketing campaigns are more likely to attract the attention of the Hungarian consumer than eMAG's marketing campaign. The results show that respondents perceive the marketing advertisements of both companies equally, but it is worth noting that they react differently to these advertisements and feel motivated to buy to different degrees. The responses suggest that Alza's advertisements are generally more effective in attracting customers' attention, but that more people feel more motivated by eMAG's advertisements. Overall, the hypothesis that Alza's marketing campaigns are more effective in attracting the attention of Hungarian consumers than eMAG's marketing campaigns has been confirmed. Nevertheless, it is important to note once again that Alza motivates fewer customers to buy through its advertising.

My third hypothesis is that Hungarian consumers who shop at eMAG are more satisfied than Alza customers. The analysis of the questionnaire showed that far more people use eMAG than Alza for online shopping, so for the relevance of the study I only examined the responses of respondents who actually shopped at eMAG or Alza. Taking this into account, 79% of eMAG users in the group are satisfied, compared to 88% of Alza users, so those who shop on Alza are generally more satisfied with their shopping experience than those who shop on eMAG. It is also important to note that although more respondents would recommend eMAG to others than Alza, they reported more problems when shopping on eMAG than on Alza. Overall, it can therefore be concluded that the hypothesis tested, that Hungarian consumers shopping at eMAG are more satisfied than Alza customers, has not been confirmed.

Based on the evaluation of the research results, I have drawn the following conclusions and recommendations for eMAG and Alza and their domestic e-tailer competitors. Although the two companies analysed do not have major operational problems from a management point of view, it was quite obvious to me from my research that there are activities that could be improved. In particular, the results of the questionnaire suggest that eMAG could benefit from strengthening the attractiveness of its brand in the Hungarian market in order to better attract domestic consumers. In addition, improving the customer experience would be a priority in order to increase user satisfaction and reduce the number of problems experienced during the purchase process. On the other hand, Alza may want to improve its marketing campaigns to ensure that they not only capture the attention of customers but also actively motivate them to buy. In addition, it would be important to attract more users to the platform, as there were many respondents who had never shopped on the Alza online store. Based on the results of my research, I have made several suggestions for the domestic e-commerce players to increase their competitiveness. Strong branding and effective advertising campaigns can help businesses to attract customers, and I would also recommend the introduction of loyalty programmes to retain customers. The results show that Hungarian consumers are highly price sensitive, so a well-chosen pricing policy can be crucial. Domestic consumers want online shopping to be convenient, easy and secure, so improving this area could enhance their shopping experience. Tailoring customer interactions, targeted advertising and personalised offers based on the purchase data obtained can help to increase propensity to buy. And regular satisfaction surveys and soliciting customer feedback can help identify potential problems early and address them quickly.

REFERENCES

- 7Digits 7Digits [Online] //7Digits. -2023.0912.-2023.0912. - <https://7blog.hu/online-marketing-szotar/b2b/>.
- Alza Alza [Online] //Alza. -2023.0616.-2023.0616. - <https://www.alza.hu/mult-jelen-art141.htm> .
- Alza Alza [Online] //Alza. -2020.0615. -2023.0615.- <https://www.alza.hu/vallalati-ugyfelek-reszere-indit-programot-az-alzahu>.
- Alza Alza [Online] //Alza. -2023.0816.-2023.0816. - <https://www.alza.hu/delivery>.
- Alza Alza [Online] //Alza. -2023.0915.-2023.0915. - <https://www.alza.hu/article/14905.htm> .
- Alza Alza [Online] // Alza. - 25 Sep 2023- 25 Sep 2023 - <https://www.alza.hu/2-honapon-beluli-terekviszaterites>
- Alza Alza [Online] //Alza. -2023.0925.-2023.0925, - <https://www.alza.hu/szerviz-az-alzahu-n> .
- Alza Alza [Online] //Alza. -2023.0925.-2023.0925 . - <https://www.alza.hu/azonnali-csere> .
- Alza Alza [Online] //Alza. -2023.0926.-2023.0926 . - <https://www.alza.hu/szerviz-szolgaltatasainkhogy-semmire-se-legyen-gondja>.
- Alza Alza [Online] //Alza. -2023.0925.-2023.0925. <https://www.alza.hu/adomanyozas-osszefoglalo> .

- Alza Alza [Online] //Alza. -2023.0118. -2023.0915. - <https://www.alza.hu/az-alza-3d-nyomtatokat-ad-hat-honapos-teritesmentes-for-hungarian-schools>.
- Avornicului, Gubán, Seer, Mihály Szócs, Ákos, László, Izabella The Internet and lehetőségei [Book]. - Budapest : Akadémiai Kiadó, 2019.
- Bányai, Novák Edit, Péter Online business and marketing [Book] - Budapest : Akadémia Kiadó, 2016.
- Danyi, Rekettye, Veres Pál, Gábor, István Modern pricing [Book] - Budapest : Akadémia Kiadó, 2020.
- Dr. István Eszes e-Commerce, Rövid áttekintés [Book] - Budapest : ESZES library, 2011.
- eMAG eMAG [Online] //eMAG. -2023.0816. -2023.0816. -<https://www.emag.hu/lps/uzletek>.
- eMAG eMAG [Online] //eMAG.-2023.0923.-2023.0923. <https://www.emag.hu/help/fizetesimodok?path=help/fizetesimodok/> .
- eMAG eMAG [Online] //eMAG. -2023.0925. -2023.0925 . https://www.emag.hu/help/category/garancia-es-szerviz/?ref=footer_1_2 .
- eMAG eMAG [Online] //eMAG. -2023.0825. -2023.0825 . <https://www.emag.hu/help/categorie/szolgáltatások/>.
- eMAG eMAG [Online] //eMAG. -2022.1124.-2023.0806. -<https://www.emag.hu/blog/2022/11/105-milliard-forintos-forgalom-375-ezer-eladott-products-a-2022-black-fridayon/>.
- eMAG eMAG [Online]//eMAG.-2023.0816.-2023.0816.-<https://www.emag.hu/lps/tamogasd-a-beteg-gyermekek-lelki-gyogyulasat> .
- eMAG eMAG [Online] //eMAG. -2023.0412.-2023.0816. -<https://www.emag.hu/blog/2023/04/tobb-tizezer-covid-gyorstesztel-segitettuk-a-semmelweis-university-jobs/>.
- eMAG eMAG [Online] //eMAG. -2022.0316.-2023.0816 . <https://www.emag.hu/blog/2022/03/mar-3-millio-forintot-gyujtottek-ossze-az-emag-extreme-digital-vasarloi-for-ukrahnai-menacans> .
- GKID GKID [Online] //GKID.-2023.0523.-2023.0802. -<https://gkid.hu/2023/05/23/etoplista-2022/>.
- GKID GKID [Online] //GKID. -2023.0515.-2023.0901. - <https://gkid.hu/2023/05/15/dkk-2023-1/>.
- Heincz Barnabás Hype&Hyper[Online]//Hype&Hyper.-2022.0601.-2023.0805.<https://hypeandhyper.com/how-emag-became-a-top-e-commerce-company/>.
- Heubel Martin Consulterce [Online] //Consulterce.-26.06.2023-09.202320.<https://consulterce.com/ecommerce-customer-experience/>.
- Hrpwr Hrpwr [Online]//Hrpwr.-2023.0619.-2023.0918.<https://hrpwr.hu/cikk/uj-marketingigazgato-csatlakozott-az-emag-hoz> .
- K. B. G. Világgazdaság [Online]//Világgazdaság. - 2023. 07 05. - 2023. 09 24. - <https://www.vg.hu/vilaggazdasag-magyar-gazdasag/2023/07/kivalig-az-emag-bol-a-vatera>.
- K. M. I. Világgazdaság [Online] // Világgazdaság. - 25.05.2022. - 23.06.2023. - <https://www.vg.hu/vilaggazdasag-magyar-gazdasag/2022/05/hatalmas-raktart-berel-az-alza-szigetszentmikloson>.
- Kacsukné Bruckner, Kiss Livia, Tamás Bevezetés az üzleti informatikába [Book] - Budapest : Akadémia Kiadó, 2019.
- László Nagy 360 Marekting [Online]//360Marekting.-2021.0505.-2023.0912.-<https://360-marketing.hu/blog/arosszehasonlito-oldalak/>.
- Privátbankár Privátbankár [Online] // Privátbankár. - 2023. 08 10. - 2023. 0610. - <https://privatbankar.hu/cikkek/vasarlo/lepett-az-alza.html> .
- Rekettye Gábor Value Creation 4.0 [Book] - Budapest : Akadémia Kiadó, 2018.
- Rekettye, Törőcsik, Hetesi Gábor, Mária, Erzsébet Bevezetés a marketingbe [Book] - Budapest : Akadémia Kiadó, 2022.
- Roos Dave HowStuffWorks [Online] // HowStuffWorks. - 12/06/2023. 0612 . https://money.howstuffworks.com/history-e-commerce.htm?srch_tag=pf5noybv4onrf5wxububkviwaln47dn4w.
- Sameday Sameday [Online] // Sameday . - 16 Sep 2023 - 16 Sep 2023 - <https://sameday.hu/rolunk/>.
- Szűcs Máté Features. [Online] // Features.. - 2023. 09 05. - 2023. 09 11. - <https://features.hu/e-kereskedelem/#az-e-kereskedelem-fogalma>.
- Trademagazin Trademagazin [Online] // Trademagazin. - 16/05/2023. 0812 . - <https://trademagazin.hu/hu/a-belfoldi-online-kiskereskedelmi-forgalom-99-szazalekkal-bovult-tavaly/>.
- Trademagazin Trademagazin [Online] // Trademagazin. - 2023. 09 07. - 2023. 0921 . <https://trademagazin.hu/hu/a-magyarok-tobb-mint-fele-hasznal-ar-osszehasonlito-sites-online-vasarlas-soran/>.
- V. N. Világgazdaság [Online] // Világgazdaság. - 2022. 06 23. - 2023. 09 25. - <https://www.vg.hu/vilaggazdasag-magyar-gazdasag/2022/06/hatalmas-logisztikai-kozpont-epul-dunaharasziban>.

Veres Zoltán A szolgáltatásmarketing alapkönyve [Book]. - Budapest : Akadémia Kiadó, 2021.

Wing Wing [Online] // Wing. -2022 .0420 . -2023 . 0816 .

<https://wing.hu/hu/hirek/liberty-be-koltozik-az-emag-extreme-digital>.

András Zentai Basket Value [Online] // Basket Value - 04.10.2018 - 21.06.2023 -

<https://kosarertek.hu/piac/5000-negyzetmeteres-bemutatoteremmel-es-aznap-i-kiszallitassal-tamad-az-alza/>.