

Evaluation of Farmer's E-shops

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Abstract. The evaluation of websites at the Department of Information Technologies has so far been largely focused on the websites of towns, municipalities or regional Internet portals. In the submitted article we focused on evaluation of food and farmers' e-shops. As the new generation grows in the Internet environment and it is accustomed to search for and buy goods in this environment, we have decided to focus on this issue. To ensure that the user repeatedly returns, you need to recognize what services he requires. We determined 13 new parameters from the services category for rating the e-shops and evaluated the parameters on 8 food and farmers' e-shops, 4 Czech, 2 British and 2 Greek. It turned out that comparing Czech and foreign e-shops with the same parameters is not entirely appropriate. Some parameters can only be applied in the Czech environment (like cash on delivery), which was not even offered in evaluated foreign e-shops. Similarly, the option for free pick up at designated place – this option was also not available. If we would evaluate Czech and foreign e-shops separately, sklizeno.cz would be the winner among Czech e-shops and yolenis.com among foreign e-shops.

Keywords: Digital Governance in Municipalities Worldwide, regional web portal, e-shop, consumer, farmers' products, minimal order price

1 Introduction

The interest in buying commodities online, which were so far only at a marginal interest of our consumers, is rising in Czech Republic. These include groceries and special farmers' products. Several specialized food e-shops operates in Czech Republic and all of them reports a significant increase in the number of shoppers. Ordered purchases are distributed mainly in cities and surrounding areas. Groceries can be delivered in 90 minutes and shipping can be free on orders over certain price. These e-shops offers common assortment as supermarkets, but also specialized and gourmet goods – for example products for vegetarians, gluten or lactose-free food etc. E-shops also cooperates with farmers, which results in special offers of meat, sausages, cheese, bio-products, wine etc.

In literature, E-shopping has been around since the turn of the century. In 2001, Lee (Lee, 2001) proposed a four-factor model of customer satisfaction, including after sale service, customer service, commodity prices and service quality. Srinivasan

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(Srinivasan et al., 2002) identified from data from 1211 customers eight factors that potentially impact e-loyalty (customization, contact interactivity, care, community, convenience, cultivation, choice, and character). In 2002, Schubert and Dettling (Schubert, Dettling, 2002) presented an evaluating tool EWAM (Extended Web Assessment Method), that included a set of possible criteria for assessing the quality and success of existing commercial websites. In 2003, van der Merwe and Bekker (van der Merwe, Bekker, 2003) published an article in which they introduced the concept of evaluating commercial websites. They determined 5 categories for which they define criteria groups. For example for the Content category they defined these criteria: Product/service-related information, Company and contact information, Information quality, Interactivity. Gounaris (Gounaris et al. 2010) examined a sample of 1052 customers to determine the impact of service quality and customer satisfaction on behaviour of online customers, namely: word-of-mouth, site revisit and purchase intentions in the context of internet shopping. In 2015 (Lin, 2015), the index system of customer satisfaction was put together based on 19 indicators from five categories in e-shopping. In 2015 we evaluated regional internet portals (Očenašek, 2015) and used as an inspiration for the choice of parameters the best known rating of web portals of capitals of largest countries of the world - Digital Governance in Municipalities Worldwide (Holzer et al., 2014).

2 Methods

Literature, especially recent (Lin, 2015), shows that customer satisfaction is increasingly influenced, in addition to the quality of the commodity itself, by non-commodity elements. We have identified 13, mostly non-profit parameters that, in our opinion, influence the e-shop customer satisfaction the most.

We newly included 13 parameters to the services category and checked whether they provide those information and services:

1. List of distribution points
2. Special offers emails
3. Nutritional values of food
4. Minimal order price
5. Cash on delivery
6. Credit card payment on delivery
7. Free pick up (of the purchased food) at designated place
8. E-shop app
9. Recipes
10. Optional registration
11. Order tracking
12. Social networks
13. FAQ

Individual parameters are evaluated on two scales. We score 0 or 1 point in yes or no

questions. We evaluated 4 food e-shops offering special farmers' products from Czech Republic and 4 foreign e-shops, 2 English e-shops and 2 Greek e-shops. Total overview of parameters is shown in Table 1.

3 Results

Whenever the consumer visits an e-shop he expects a well-arranged product catalogue with complete information and easy ordering, where it is clear what and why has to be filled in. The consumer further expects a competitive price, standard payment options, fast, reliable and cheap delivery and constant control over the order.

The proposed evaluation methodology was verified on 8 representatives of food and farmers' e-shops. From Czech representatives we chose:

- nakupzfarmy.cz (motto: Direct sale and e-shop without middleman.)
- svetbedynek.cz (motto: Farmers' products up to your home.)
- kolonial.cz (motto: Bio fruits and Bio vegetables – taste it)
- farmanemcova.cz (motto: Without chemicals and preservatives)

From foreign e-shops, we chose for comparison:

- jimmysfarm.com (motto: Free range produce fresh from the farm!)
- yolenis.com (motto: Carefully selected products from all over Greece)
- riverford.co.uk (motto: From one man and a wheelbarrow to an award-winning organic delivery company)
- trofos.com (motto: Greek Organic & Traditional Delicatessen e-Marketplace)

Our evaluation was based on 13 parameters listed in the methodology. Parameters, score scale and evaluation for Czech and foreign e-shops are shown in Table 1.

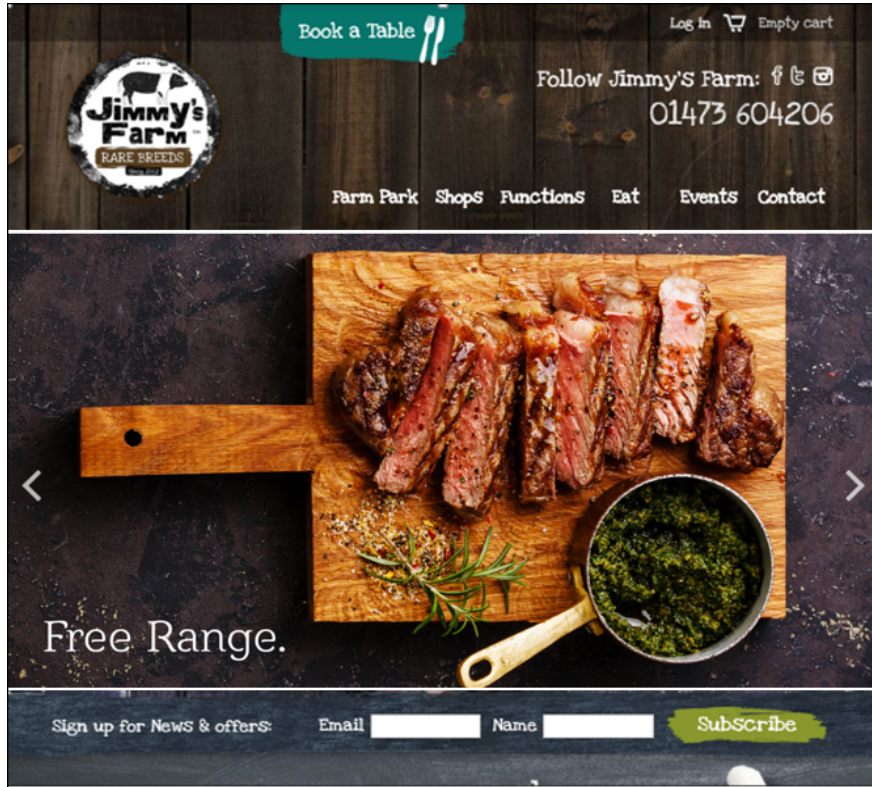


Fig. 1. Jimmy's farm – The Butchery

Table 1 - Evaluation Czech e-shops against e-shops abroad according to 13 parameters

question	scale	nakupzfarmy.cz	svetbedyneek.cz	sklizeno.cz	kolonial.cz	farmanemcova.cz	jimmysfarm.com	yolenis.com	riverford.co.uk	trofos.com
A	0, 1	1	0	1	1	1	1	1	0	0
B	0, 1	1	1	1	1	1	1	1	1	0
C	0, 3	3	0	3	0	0	0	0	0	0
D	0, 1	1	1	1	1	1	1	1	1	0
E	0, 3	0	3	3	0	1	0	0	0	0
F	0, 3	0	0	0	3	0	0	0	0	0
G	0, 1, 2	1	0	2	0	1	0	0	0	0
H	0, 1	0	0	0	1	0	0	0	0	0
I	0, 1, 2, 3	0	3	1	2	0	0	3	1	1
J	0, 1	0	0	1	0	0	0	0	0	0
K	0, 3	0	0	0	0	0	0	3	0	0
L	0, 1	0	1	1	1	1	1	1	1	1
M	0, 1	1	1	1	1	1	1	1	1	1
Total points		8	10	15	11	7	5	11	5	3

Legend:

- | | |
|--------------------------------------|---------------------------|
| A - List of distribution points | H - E-shop app |
| B - Special offers emails | I - Recipes |
| C - Nutritional values of food | J - Optional registration |
| D - Minimal order price | K - Order tracking |
| E - Cash on delivery | L - Social networks |
| F - Credit card payment on delivery | M -FAQ |
| G - Free pick up at designated place | |



Fig. 2. Yoleni's – Greek products

4 Conclusion

A number of studies show that up to 30% of customers do not complete their order at the e-shop for various reasons. It is therefore very important to find out how e-shop works, whether it provides convenient purchase, easy payment for ordered goods and convenient delivery of the purchase to the customer.

We focused on food and farmers' e-shops. We have evaluated 8 e-shops, 4 of which were Czech and 4 foreign (2 British and 2 Greek). The evaluation is based on the experience of evaluating the web portals of capitals of the world's largest countries – Digital Governance in Municipalities (Holzer et al., 2014) as well as evaluations of regional web portals. The original score is divided into 5 groups (privacy, usability, content, services, and citizen and social engagement). In our article, we focused on the services group and created 13 new parameters due to the problematics of e-shops differs in many aspects from the original rating of cities or regional web portals.

The overview of parameters including the evaluation of e-shops is shown in table 1. The original intention was to compare Czech and foreign e-shops. After evaluating e-shops, it can be said that this original intention cannot be fulfilled. The reason is simple. It turned out that the customs of Czech and foreign customers are somewhat different. For example, parameter E – cash on delivery, which is still expected in Czech Republic, is not offered abroad. Just like parameter G - free pick up at designated place - this option is also not offered abroad.

If we evaluate Czech and foreign e-shops separately, we can declare e-shop sklizenoz.cz as the winner among Czech e-shops. It stands out with possibility of placing order even without registration. The winner among foreign e-shops was Greek yolenis.com, the only one offering order tracking.

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