



## Structured Abstracts of 'Marketing and Consumer Behavior in Public Services and Non-Profit Sector' session

### Artificial Intelligence in Online Commerce

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**Background and introduction:** Artificial intelligence is transforming e-commerce, making life easier for shoppers and merchants. Personalised recommendations, chatbots, voice assistants and facial recognition systems improve the shopping experience, increase satisfaction and streamline processes. AI has made online commerce one of the most dynamic areas of growth today. (Štofejšová et al.,2023; Érdi,2020; Kashyap et al.,2023; Iqbal, 2022). Research question: how popular is the use of chatbots among different generations?

**Objective:** The aim of our research is to investigate the role of artificial intelligence in e-commerce, with a special focus on consumers' shopping habits and experiences. We wanted to understand how AI affects online shopping, how consumers respond to and value personalised recommendations. We also looked at the level of awareness of AI and its presence in online commerce.

**Methodology:** A primary survey was conducted using an online questionnaire, which was distributed intergenerationally using a snowball method. The questionnaire consisted of 21 questions. Sampling took place between 15 January and 5 February 2025, with a total of 222 completed responses, all of which were used. Data were processed in SPSS and cross tabulation analyses were performed.

**Results:** A survey in 2023 found that 42% of people familiar with AI had used a chatbot when shopping online (Statista, 2024), but only 43.2% of our sample had tried it, the majority of whom had not yet used it. The average satisfaction score was 3.12 (on a scale of 1 to 5). Our cross tabulation analysis shows that the older generation averaged 1.82 and the younger generation averaged 2.06, indicating that younger people are slightly more satisfied with chatbots.

**Conclusions:** Our survey shows that the acceptance of chatbots is not universal, especially among the older generation. The functionality of chatbots is not yet perfect, which is why many people prefer human communication. While they have an important role to play in improving the customer experience, our results suggest that domestic companies need to improve. We recommend the development of more advanced systems that address complex problems, and regular monitoring of customer feedback for improvements.

**Limitations and future research directions:** The limitation of our research is that it was based on an online questionnaire survey, which can distort the sample and does not cover all demographic groups equally. Additionally, the sample size is also limited. In future research, it may be worthwhile to apply in-depth interviews or qualitative methods, as well as to examine the impact of chatbots in different industries and the integration of more advanced AI technologies in e-commerce.

**Keywords:** artificial intelligence (AI), e-commerce, personalized recommendations

# Factors influencing the electric car purchases in the Visegrad countries: comparative analysis of the influencing key factors

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**Background and introduction:** The climate protection goals and regulatory mechanisms of the world's leading economic powers are accelerating the transition to new drive technologies, especially towards electric cars. One of the cornerstones of successful product sale is that the value expected and the value perceived by the customer are matched. For understanding these values, it is unavoidable to examine that what kind of factors are influencing the decision making process of the potential e-car buyers in the V4 countries

**Objective:** The objective of the comparative analysis is

- a.) to find all of the relevant public opinion polls, studies, publications in each Visegrad countries
- b.) to determine and analyze all of the influencing factors in each Visegrad countries and comparing them
- c.) to validate the hypothesis that there are no differences in the factors influencing electric car purchases in the V4 countries: "The same influencing factors play a role in the electric car purchasing decisions in the Visegrad countries."

**Methodology:** The methodology would be the systematic literature review (SLR). The research question is: "What are the key factors affecting consumers' decisions to purchase electric vehicles in Hungary, Poland, the Czech Republic, and Slovakia?" all the relevant academic databases and public opinion research companies publications would be analyzed with keywords -like e-car adoption, consumer behaviour, purchase drivers- published after 2020 that focus on at least one of the target countries.

**Results:** It can be assumed that the influencing factors in all of the V4 countries would be similar, despite the fact that there are numerous differences (country size, GDP, e-car purchase support policy, PPP) between the V4 countries. The SLR showed that the influencing factors like high EV purchasing price, insufficient network of charging stations etc. in the e-car customer decision making process are almost the same in the V4 countries, only there is a slight difference in the factors order.

**Conclusions:** As the conclusion, the observations enable us to formulate hypotheses regarding the key influencing factors of electric car purchase decision making process in the Visegrad countries. It also helps us to understand these influencing factors and based on them, all of the stakeholders like car manufacturers and dealers, state decision makers etc. could modify their strategies and actions to promote the transition to electric vehicles.

**Limitations and future research directions:** I have focused on selected publications and public opinion polls which used almost the same questionnaires to determine the key influencing factors of the electric car purchase in the Visegrad countries. To get more precise and most up to date results, new surveys must be performed in each Visegrad countries to follow up the potential changes in the influencing factors.

**Keywords:** electromobility, electric car adoption, customer preferences, electric car purchases, Visegrad countries

# The importance of culture on student service quality perceptions

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**Background and introduction:** Student higher education service quality perceptions have been in the center of research in the past decades. Its importance lies in the fact that quality perceptions might determine student satisfaction, which can further the positive word-of-mouth recommendations of the institution among students. However, there is a gap in our understanding of how service quality perceptions are influenced by the culture of international students, originating from diverse countries.

**Objective:** Therefore, the aim of this research is to provide insights into how culture influences the service quality perceptions of international students in diverse service quality environments.

**Methodology:** By examining cohorts of international students in various universities, this study employs a mixed method research design. Qualitative in-depth interview results are introduced together with quantitative results obtained via online surveys at multiple higher education institutions.

**Results:** Qualitative results show that international students perceive a higher service quality at the examined institution in the USA, while the same perceptions are lower at the examined Hungarian university by their cohort of international students. Results of the quantitative research are consistent with the interviews showing higher quality perceptions in the institution in the USA.

**Conclusions:** However, when comparing the predictive power of the culture and the institutional affiliation of international students, we can conclude that students' culture seems to be a stronger predictor of perceived higher education service quality than the examined institutional affiliation.

**Limitations and future research directions:** Even though this research is limited in terms of the involvement of higher education institutions, it seems to further our understanding on how the culture of international students influence their perceptions of the higher education services. Further, there is a need for future studies comparing a higher number of institutions and their international student service quality perceptions.

**Keywords:** higher education, student service quality perceptions, culture



# Hungarian healthcare system(s) – Patient experience and narratives

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**Background and introduction:** The Hungarian Bismarck model-based healthcare system has undergone significant changes over the past decades. The relationship between the state-funded and the parallel, privately financed healthcare systems is still evolving, but each year, there is a noticeable increase in household spending on private healthcare services. Patients are often uncertain when choosing a doctor, which further exacerbates the experience of using a service type that typically involves a high degree of vulnerability.

**Objective:** The aim of the research is to present the operational issues of the currently coexisting, yet in many ways intertwined, Hungarian healthcare systems based on patients' narrative interviews.

**Methodology:** In the research, narrative in-depth interviews are conducted with patients who had recently used healthcare services. Their experiences during provider selection and throughout the healthcare process are scrutinized. By analyzing these stories, the areas in need of further research and causing difficulties for patients due to the imperfect operation of the healthcare system are summarized.

**Results:** The complex relationship between the two healthcare systems is clearly demonstrated by the fact that neither the interviewees nor people in their social circles exclusively use only either private or public healthcare services. The reasons behind this are highly complex, but the challenging factors can be grouped into the following dimensions: costs, previous negative experiences, time factor, communication and vulnerability, lack of trust, and medical referrals between the systems.

**Conclusions:** A negative attitude toward public healthcare is prevalent, which can be overridden by the reputation of doctors or financial considerations. Interviewees revealed that they alternate between the parallel systems based on situational factors, often making emotionally driven decisions. As a result, the individual factors influencing decision-making are difficult to clearly define. Further research is needed to examine the use of specific services in either the public or private sector.

**Limitations and future research directions:** The limitation of the research lies in the nature of the narrative in-depth interview methodology, which, due to its qualitative nature, does not allow for generalizable conclusions. I consider it necessary to conduct additional narrative in-depth interviews in order to uncover further factors, which could form the basis for future qualitative research.

**Keywords:** patient experience, healthcare system, service process, private and public healthcare



# Digital engagement and visitor experience in zoological parks: A systematic literature review and conceptual mapping

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**Background and introduction:** Zoological parks are evolving into complex educational and experiential environments. Digital technologies and interactive tools are increasingly used to enhance visitor engagement. Yet, academic understanding of their impact is fragmented. To address this gap, the guiding research question of this review is: What is the current state of research on digital and interactive tools used to enhance visitor experience in zoological parks?

**Objective:** This study aims to synthesize the existing literature on digital engagement strategies in zoological contexts, with a specific focus on their relationship to visitor experience. A secondary objective is to explore the conceptual structure of this research field using bibliometric mapping techniques.

**Methodology:** A systematic literature review was conducted following PRISMA guidelines, with a search strategy developed around keywords related to zoos, digital media, and visitor experience. The review includes qualitative synthesis of selected publications and a co-word analysis using VOSviewer to identify major research themes and interconnections.

**Results:** The review highlights key thematic areas emerging from the literature, including visitor perceptions, educational objectives, exhibit design, and animal welfare considerations. Initial mapping shows that digital tools are often discussed indirectly rather than as central drivers of visitor experience, pointing to a gap in integrative research.

**Conclusions:** This study provides an initial synthesis of a growing interdisciplinary field and lays the groundwork for deeper empirical investigations. It underscores the need to more explicitly examine how digital engagement shapes the cognitive, emotional, and behavioural dimensions of zoo visits.

**Limitations and future research directions:** Future research should examine specific digital tools and platforms in more detail and assess their measurable impact on visitor learning, engagement, and satisfaction. Comparative and longitudinal studies across different zoological institutions are also recommended.

**Keywords:** digital technologies, nonbusiness marketing, visitor experience, zoo