

Digitalization in the Industries of Fuels and Motor Oils †

Tatjana Cvetkov Čikošev

Naftna Industrija Srbije, 11000 Belgrade, Serbia; tatjana.cvetkov@nis.rs

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Abstract: With the advent of new digital communication channels, the conventional industry also stepped into direct communication with users and has the opportunity to advance by knowing and responding to the rapidly changing and evolving needs of the digital consumer. One of the changes is delivery platforms and the growth of e-commerce. Accordingly, this paper aims to identify how mobile applications as a new and modern solution can answer specific customers' needs. In addition, it improves service performance, positive impacts on the users, their loyalty, and recommendations. Marketing campaigns also ask for a different approach to that type of sale channel.

Keywords: digital consumer; transformation; digital communication; sales channels; marketing campaigns

1. Objectives

The aim of this paper is to show how new and up-to-date solutions may be good answers to a specific consumer segment and new circumstances and that they can thus be applied in the conservative industry [1–4]. In order to obtain a market position and stay relevant to digital native generations, companies need to provide corresponding solutions. Contactless payment via a mobile application and quick response codes seem to be a suitable response that improves performance, modernizes brand, and generates satisfaction [5].

2. Methodology

The applied research method was used in the form of an online survey of the consumers who downloaded the application, signed in, and made at least one transaction. The aim of the research was to understand the impact of the new payment service, the level of satisfaction with it, and users' motivation to use it further and recommend it to their friends and relatives. The questionnaire was composed of 20 questions. The research was conducted using a representative sample of users, chosen randomly, and 826 respondents participated in research.

3. Results

The results of the research showed the level of satisfaction with the new payment channel, room for improvements, and features that are not communicated well or needed at all. Additionally, research results show the differences among age groups. The level of acceptance, usage, barriers, and motivations are diverse, and can even be opposite in some cases. The personalized communication and playfulness of the application have positive impact on the users, their loyalty, and recommendations, which is, in total, a positive impact.

4. Implications

Conventional industries, such as the industries of fuels and motor oils, have stepped into direct communication with users and have the opportunity to advance by learning about and responding to their rapidly changing and evolving needs [5,6]. Despite all the



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positive reception, there is still great resistance to its broader usage, which can be overcome by setting different targets, slower pace, and different approaches [7–11]. The ultimate goal is to have satisfied and loyal users, but also to be profitable.

5. Originality Value

The need to research the quality of service is very pronounced in order to improve business results, whether the objective is to achieve better communication with users [12], greater insight into their needs, and an overall enhanced efficiency of the processes [13]. Given the importance of new digital solutions, there is a good reason to focus scientific research on this type of communication. A significant focus of the work was directed toward the research model, which serves as a support for increasing the market position of the company and its overall profitability.

6. Contribution

The implementation of new digital-based sales and communication channels is an opportunity for new experiences and, hence, to provide a better service [1,14]. Establishing direct communication with visitors and buyers, as well as with the brand new group known as users, influences their attitudes about the company and their willingness to come more often and spend more. A new solution can become a crucial sales channel and keeper of market share. By following already-made pioneer steps, all other market players can also benefit.

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