

## **Factors of E-Business Success: Comparative Analysis of Pik.Ba and Market.Ba**

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**Abstract:** *This study aims to provide a comparative analysis of two e-businesses operating in sales and marketing sector in Bosnia and Herzegovina: pik.ba and market.ba. The first one is highly successful and the other one is struggling to stay in business. The present study will try to determine key differentiating factors that contributed to the current status of these two e-businesses. A survey of customers' perceptions and attitudes towards these e-businesses, as well as their purchasing behaviors will be examined in order to detect any potential differences and reasons behind those differences. It is expected that an improved understanding of the identified e-business success factors will help to improve e-business design functionality, usability and aesthetics. This should lead to the enhanced customer satisfaction and the ultimate business success.*

**Keywords:** *e-business, e-commerce, sales, marketing, purchasing behavior.*

