

# Analyzing the Relationship between Online Purchasing Behavior and Levels of Educational Attainment in the Slovak Republic

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## ABSTRACT

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The global surge in internet purchases not only drives economic growth but also contributes significantly to the improved living standards of developed countries. This unprecedented e-commerce boom, facilitated by the convenience of round-the-clock online shopping, has reshaped consumer behavior. Within this landscape, educational level emerges as a prominent demographic determinant influencing online purchasing patterns. The Slovak Republic has experienced an upward trajectory in internet purchases across various educational segments, highlighting a growing preference for online shopping experiences. However, it's important to note that a discernible gap in online shopping behavior persists between these educational strata. Moreover, Slovakia's successful achievement of its convergence goal, aligning with the European Union's admission-average, underscores its commitment to growth and development. This accomplishment not only highlights the nation's progress but also reflects the pivotal role of e-commerce in shaping economic trajectories. In an era where online interactions and transactions have become integral to daily life, the nexus between educational attainment, online purchasing behavior, and economic advancement demands continued research and analysis.

**Keywords:** E-commerce, Education level, Slovak Republic, Internet purchases, Convergence