

## Internet functions in marketing: multicriteria ranking of agricultural SMEs websites in Greece

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### ABSTRACT

The invasion of new technologies combined with the high cost for running shop force enterprises to search for new sales methods. Network applications and ICT (Information and Communication Technology) can help achieve e-commerce goals. In Greece, many enterprises in the agro-food and drink sectors are already present on the internet. This paper studies the adoption of e-commerce on websites that support e-commerce activities within the agro-food and drink sectors. Therefore, the paper aims to identify and evaluate their qualitative and quantitative content characteristics, rank them according to 6 content characteristics/criteria using the multicriteria method of PROMETHEE II and classify them in groups of similar adoption. The findings of this study reveal the rate of adoption of e-commerce in the sectors and can serve as a valuable model for the designers of websites that promote e-commerce activities within the wider areas of food and drinks

## 1. Introduction

Nowadays, the internet has emerged as a key channel for enterprises (Soto-Acosta and Merono-Cerdan, 2006) as it has become a means of promotion and consequently, an effective business tool (Tsekouropoulos et al., 2012a; Tsekouropoulos et al., 2012b). Enterprises use the internet not only for retrieving information and marketing but also for the enhancement of their communication with business-partners and customers (Tsekouropoulos, Tzimitra-Kalogianni, and Manos, 2005).

The world of business is changing rapidly (Marri, Irani, and Gunasekaran, 2007). Traditional manufacturing and service environments have been transformed into more physically distributed enterprise environments, which include supply chains, electronic commerce (e-commerce), electronic marketing (e-marketing) and virtual enterprises (Gunasekaran and Ngai, 2007). These portals can extend their reach to potential customers worldwide (Chan and Chung, 2002) through the use of the internet as a marketing tool. As technology, market and regulation conditions change rapidly, e-business companies frequently have to reinvent their business models (Reuver, Bouwman, and

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MacInness, 2009). Thus, the internet has become a major resource in modern business and many businesses are creating a web presence (Calitz and Scheepers, 2002).

The enterprises aim at their participation in the internet society since the benefits are high and electronic systems are ready to serve customers all over the world 24 hours per day 7 days a week (Andreopoulou, 2012), when the cost keeps decreasing. Enterprises and individuals have lately become familiar to do business transactions the way and time they prefer, thus, long-established enterprises in all areas of interest are continually searching to enable the provision through internet for their products and services (Krueger and Swatman, 2004). Dialog between two parties, the company that offers a service or a product and the customers, represents a vitally important element of relationship marketing which helps to build customer loyalty. A great advantage of a webpage consists in the possibility to update it with current information whenever it is required.

For consumers, internet can reduce clutter, which could mean that content will more closely match their interests; while for sellers it facilitates a one-to-one marketing approach, allowing them to target each individual with a specific message (O'Connor, 2007). It plays an important role mediating between customers and enterprises as a place for information acquisition and business transactions (Liang and Law, 2003).

According to recent studies, the internet is most effective when used as an advertising and marketing tool (Cai, Card, and Cole, 2004; Garcés et al., 2004; Law and Hsu, 2005; Lee, Cai, and O'Leary, 2006; Bui, Le, and Jones, 2006; Buhalis and Law, 2008).

### 1.1. E-marketing

E-marketing is a subset of e-Business that utilizes electronic medium to perform marketing activities and achieve desired marketing objectives for an organization (Petrovic, 2010). E-marketing can be defined as the use of internet and related digital technologies to achieve marketing objectives and support the modern marketing concept (Eszes, 2010). It includes both direct response marketing and indirect marketing elements, and uses a range of technologies to help connect businesses to their customers. By such a definition, e-marketing encompasses all the activities a business conducts via the worldwide web with the aim of attracting new business, retaining current business and developing its brand identity (Quirk eMarketing, 2006). E-commerce is also a part of e-business. It is the purchasing, selling, and exchanging of goods and services over computer networks, such as the internet, through which transactions or terms of sale are performed electronically (DigitSmith, 2006). The aim of e-business applications is to make businesses agile by supporting dynamic internal and external boundary-crossing business processes (Baghdadi, 2006).

The growth of e-business presents enterprises with both opportunities and challenges. In this environment enterprises need timely and sound e-business strategies (Ha and Forgionne, 2008). E-marketing gives business of any size access to the mass market at an affordable price and allows truly personalized marketing. Specific benefits of e-marketing include (Department of Trade and Industry of United Kingdom, 2004; The National B2B Centre, 2011):

- a. *Global reach.* A website allows finding new markets and trading globally.
- b. *Lower cost.* A properly planned and effectively targeted e-marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
- c. *Trackable, measurable results.* Web-analytics and other online metric tools make it easier to establish how effective the campaign has been.
- d. *24-Hour marketing.* With a website the customers can find out about the products even if the office is closed.
- e. *Shorter lead times.* If there is a website or an e-mail template, the reaction to events will be more quickly, giving a much more contemporary feel.
- f. *A level playing field.* With a well-designed website, the enterprise could look like professional and credible as the larger competitors.

- g. *Personalization*. If the customer database is linked to the website, then whenever someone visits the site, can be greeted with targeted offers. DataBase Management System (DBMS) is a software package that allows data to be effectively stored, retrieved and manipulated (Andreopoulou, Koliouka and Tsekouropoulos, 2012).
- h. *Openness*. By having a social media presence and managing it carefully, the entrepreneur can built customer loyalty and create a reputation for being easy to engage with.
- i. *Social currency*. E-marketing lets the entrepreneur create engaging campaigns which can gain social currency-being passed from user to user and becoming viral.
- j. *Improved conversion rates*. If the enterprise has a website, then the customers are only ever a few clicks away from completing a purchase.

Together, all of these aspects of e-marketing have the potential to add up to more sales.

However, e-marketing does have few disadvantages such as (Eszes, 2010): lack of personal approach, dependability on technology, security-privacy issues, maintenance costs due to a constantly evolving environment, higher transparency of pricing, increased price competition and worldwide competition through globalization.

Small and Medium-sized Enterprises (SMEs) are critical to the economies of all countries (Akhavan and Jafari, 2008), and especially the developing ones (Fathian, Akhavan and Hoorali, 2008; Gadenne and Sharma, 2009; Andreopoulou, Koliouka and Tsekouropoulos, 2012). SMEs in Greece are using e-business not only to enable growth through extended and refined offerings but also to expand their markets (Kindstrom and Brege, 2008). SMEs that have already adopted e-marketing applications may vary significantly in terms of the scope and extent of incorporating e-business applications into their business processes and benefiting from them (Wand and Shi, 2009).

In Greece, specifically in the sector of food and drink several enterprises have already a presence in the internet. That facilitates the increase of their total sales as they attract costumers not only locally at shops but also on the e-shops in the internet. There are also enterprises without physical shop for holding transactions with the public thus they exist only in the internet (Seretakis, Tsekouropoulos, and Andreopoulou, 2010).

A literature review on internet adoption in Greek agri-food enterprises is also described by Manthou, Matopoulos and Vlachopoulou (2005), while a literature review on e-business adoption is described by Fritz and Canavari (2008), by Matopoulos, Vlachopoulou and Manthou (2009). An extensive literature review that concerned the Business-To Business relationships journal articles that were published between 2009 and 2012 was presented by Meixner et al. (2009), Canavari et al. (2010) and by Saprikis and Vlachopoulou (2012). However, a multicriteria analysis on evaluating the performance of Greek agricultural enterprises has been applied by Baourakis et al. (2002) and by Kalogeras et al. (2005).

This paper provides the case study of e-marketing and internet adoption by the agro-food and drink SME sector in Greece. Therefore, the paper aims to optimize and evaluate the Greek SMEs in agro-food and drink sector, qualitatively and quantitatively according to e-marketing features and internet functions used as criteria, based on the multicriteria method of PROMETHEE II and further to classify them in groups. Finally we identify and describe the optimum group of SMEs to be used as a model with enhanced customer communication policies.

## 2. Methodology

The SME websites of the Greek agro-food and drink sector were retrieved using the large-scale hypertextual search engine "Google" which provides much more satisfying results than other existing search engines (Berry and Browne (2005), Langville and Meyer (2006)). Some of the keywords that were used are: e-marketing, agro-food and drink, website activities, e-shop, e.t.c.. The study was conducted in 2011.

Initially, qualitative analysis was performed in order to examine the type of common characteristics that is found in these corporate websites. There are various material website characteristics introduced in the retrieved websites, aiming to promote the enterprise involved. These criteria/characteristics are further attributed to variables  $X_1$  to  $X_n$  that describe a group of common website characteristics. The typical qualitative analysis and evaluation of the content introduced in the Greek SME websites identified 6 different types of characteristics and they are presented in Table 1. Yet, the number of characteristics could possibly vary according to the special thematic and the relative penetration in the market.

**Table 1.** Variables attributed to e-marketing services to be achieved by each website

Variable	E-marketing services
$X_1$	Autonomous internet presence
$X_2$	Quality policy / Quality certificate
$X_3$	Provision of product information to consumers
$X_4$	Links to other companies etc
$X_5$	Online communication form / FAQ
$X_6$	E-shop

Then, a quantitative analysis was carried out, in order to examine the presence or absence of these criteria/characteristics. Additionally, a 2-dimensional table was developed and was used in order to examine the existence of criteria and evaluate the services of the websites.

Whenever a criterion was achieved for a website the value 1 was attributed to the respective variable aiming at justifying the relative service within the evaluation of the website.

The total amount of e-marketing criteria achieved in each website was also studied. For each food and drink enterprise website, the total number of achieved criteria is attributed to a new variable, named  $t$ . Variable  $t$  presents the sum of e-marketing services achieved, therefore takes a value between 1 and 6.

Then, the total ranking of the websites was studied. The method that was used for the total ranking was the multicriteria analysis named *PROMETHEE II*. That method applies a linear form of service in the particular case, using the e-marketing services of the websites identified as criteria. The *PROMETHEE II* method is part of outranking relations theory (Brans and Vicke 1985; Brans, Vincke, and Mareschal, 1986; Siskos and Zopounidis, 1987; Brans et al., 1987; Brans et al., 1998; Zopounidis, 2001). A similar multicriteria method was used for the total ranking of websites for agricultural products (Andreopoulou et al., 2008). The *PROMETHEE II* method for multi criteria analysis uses six types of general criteria with the corresponding criteria services, in order to determine the superiority (outranking) between two alternative solutions.

In this specific case, the aim was to determine the superiority of one website over another website. The general level test criterion was selected for this project, corresponding to a criterion service, which has an interval region for the determination of superiority (Brans and Vicke, 1985; Roy, 1991). The websites that were retrieved in the internet concerning enterprises in food and drinks sector were examined in pairs as alternative solutions ( $k_i, k_j$ ) with  $i= 1, 2, 66$  and  $j=1, 2, \dots, 66$  as to their supremacy, i.e. which of the two websites excelled based on the criteria used.

The service  $H(d)$ , which was used to express superiority, was the following:

$$H(d) = \begin{cases} P(v_i, v_j), \text{ outranking of website } v_i, \text{ if } d \geq 0 \\ P(v_j, v_i), \text{ outranking of website } v_j, \text{ if } d < 0 \end{cases} \quad (1)$$

Where  $P(v_i, v_j)$ ,  $P(v_j, v_i)$  are the services of preference, and  $d$  is the difference between the values of each pair of websites  $(v_i, v_j)$ , for the criterion under evaluation. When we examined which of the two websites  $(v_i, v_j)$  is superior, the superiority service  $H(d)$  was applied according to the value  $d$  (positive or negative) for each criterion.

In this study, variables  $X_1, \dots, X_6$  were used, which are the criteria described in Table 1. The variables are unambiguous and are marked with either 0 or 1. For this reason, the service used is of linear form  $\rho=1$ .

The multicriteria indicator of preference  $\Pi(v_i, v_j)$  which is a weighted mean of the preference services  $P(v_i, v_j)$  with weights  $w_i$ , express the superiority of website  $v_i$  against website  $v_j$  after all the criteria have been tested.

The values of  $\Pi(v_i, v_j)$  are calculated using the following equation (Brans, Vincke, and Mareschal, 1986):

$$\Pi(v_i, v_j) = \frac{\sum_{t=1}^k W_t \cdot P_t(v_i, v_j)}{\sum_{t=1}^k W_t} \quad (2)$$

We receive 50 scenarios of weights (one scenario of weights  $w_i$  corresponds to all criteria) and for each scenario of weights we receive 10 scenarios on the standard deviation for every criterion. In total, we have 500 different net flow values for each website of food and drinks sector enterprise. We use the average of these 500 values as the final net flow value for each website of enterprise.

$K$  is defined as the number of criteria and  $P(v_i, v_j)$  the preference services for the  $k$  criteria. The multicriteria preference indicator  $\Pi(v_i, v_j)$  takes values between 0 and 1. When two websites  $(v_i, v_j)$  are compared, one is assigned two flow values: outgoing flow and incoming flow. The outgoing flow is calculated by the following equation (Baourakis et al., 2001):

$$\Phi^+(v_i) = \sum_{v_j \in A} \Pi(v_i, v_j) \quad (3)$$

In both cases,  $A$  is defined as the number of alternative solutions for websites  $v_j$ . The outgoing flow expresses the total superiority of website  $v_i$  against all other websites  $v_j$  for all criteria. The incoming flow is determined by the following equation (Baourakis et al., 2001):

$$\Phi^-(v_i) = \sum_{v_j \in A} \Pi(v_i, v_j) \quad (4)$$

The incoming flow expresses the total superiority of all other websites  $v_i$  against website  $v_j$  for all criteria. The net flow for each website  $v_i$  is estimated by the following formula:

$$\Phi(v_i) = \Phi^+(v_i) - \Phi^-(v_i) \quad (5)$$

The net flow is the final number that is used for the comparison between the websites in order to obtain the ranking. The ten values (scenarios) range between 0.25s and 2.5s with step 0.25s, where  $s$  is the standard deviation of all differences  $d$  for each criterion. In total, we take 500 net flow values for

each website and find the website's average value. Each website with a higher net flow is considered superior in the final ranking. Finally, they were classified in groups according to their net flow.

The PROMETHEE II methodology was selected in order to perform evaluation and ranking tasks, for the following reasons (Zopounidis, 2001):

- a. because the estimated relation of superiority (of one website over another) is less sensitive in small changes and that offers an easier analysis and discussion of the results
- b. the use of the superiority relation in the PROMETHEE method is applied when the alternative solutions (websites) have to be ranked from the best to the worst
- c. the procedure of assessing and ranking complicated cases of websites is proper for the application of the above methodology in the sense that it is closer to reality.

In fact, there exist two types of the PROMETHEE methodology, the PROMETHEE I that ranks partially and also, the PROMETHEE II, which performs a full and complete ranking, based on all of the input data. The PROMETHEE II methodology was applied in this project because an overall ranking was required. It is also important that our variables concern qualitative data and PROMETHEE II methodology can successfully deal with that prerequisite (Koutroumanidis, Iliadis, and Arabatzis, 2004; Andreopoulou, Kokkinakis, and Koutroumanidis, 2009).

Moreover, regarding the application of PROMETHEE II in the field of agriculture and environment, there are recent research papers in Greece where the method is successfully applied (Koutroumanidis, Papathanasiou and Manos, 2002; Polyzos and Arabatzis, 2006; Andreopoulou et al., 2008; Tsekouropoulos et al., 2012a; Tsekouropoulos et al., 2012b).

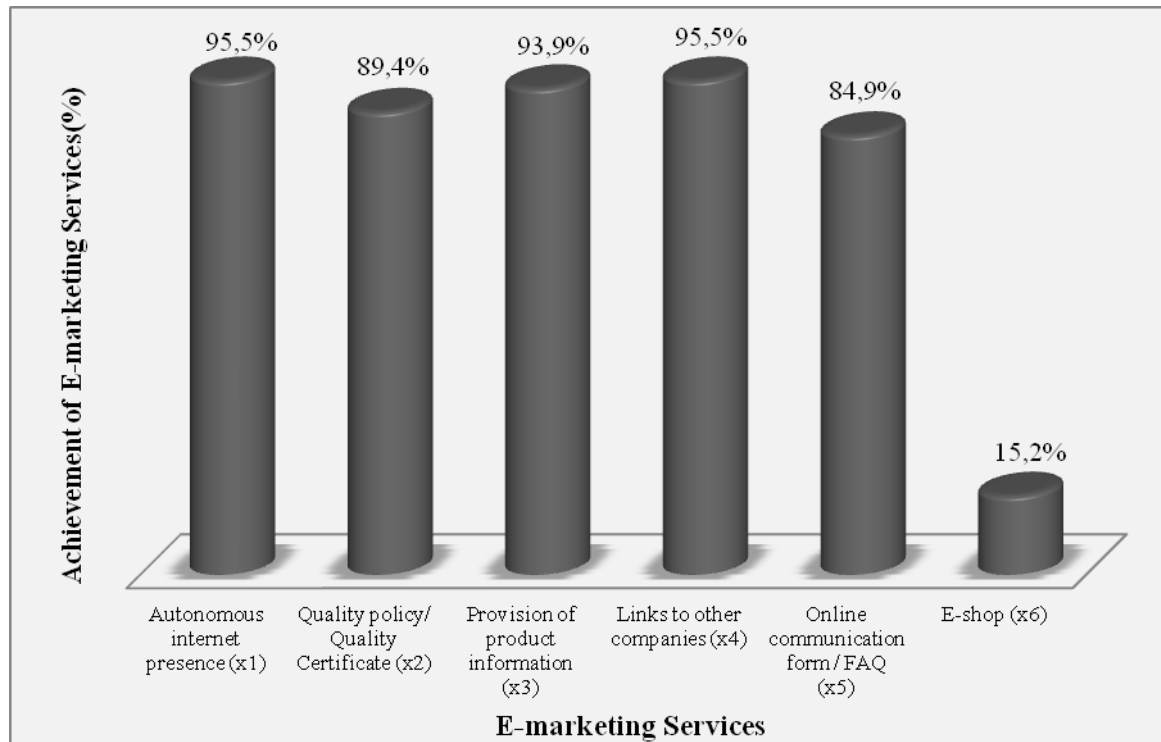
The PROMETHEE methodology fits better to the targets of the project even if it is compared to other well-established methods. For example the ELECTRE methods are methods of superiority that use the rule of majority inside a relation of superiority. The target in the ELECTRE is to determine an alternative website, which is relatively "good", based on a majority of criteria without been too "bad" according to the rest of the criteria. Nevertheless this is not the objective of this project where the objective is the total evaluation of the websites. The AHP method is also well-known and broadly applied (Koutroumanidis, Iliadis, and Arabatzis, 2004). But, according to Alphonse (1997) the ability of the AHP to analyze different decision factors without the need for a common numerate, other than the decision maker's assessments, makes it one of the favorable multicriteria decision support tools when dealing with complex socioeconomic problems in developing countries.

### 3. Results

Research through search engines on the Greek internet resulted in the retrieve of 66 websites concerning enterprises in the Greek agro-food and drink sector that have an internet presence through a website.

In Figure 1, the achievement of each one of the 6 e-marketing services, expressed in variables  $x_1$  to  $x_6$  is presented.





**Figure 1.** Achievement of e-marketing criteria about the SME websites

Regarding physical and internet presence of an enterprise ( $x_1$ ), 95.5% of them fulfill that criterion.

Quality certificates for the agro-food and drink products are promoted through the enterprise website in 89.4% of the sample and so as the reliability of the recipes. These services often go hand in hand and are represented with variable  $x_2$ .

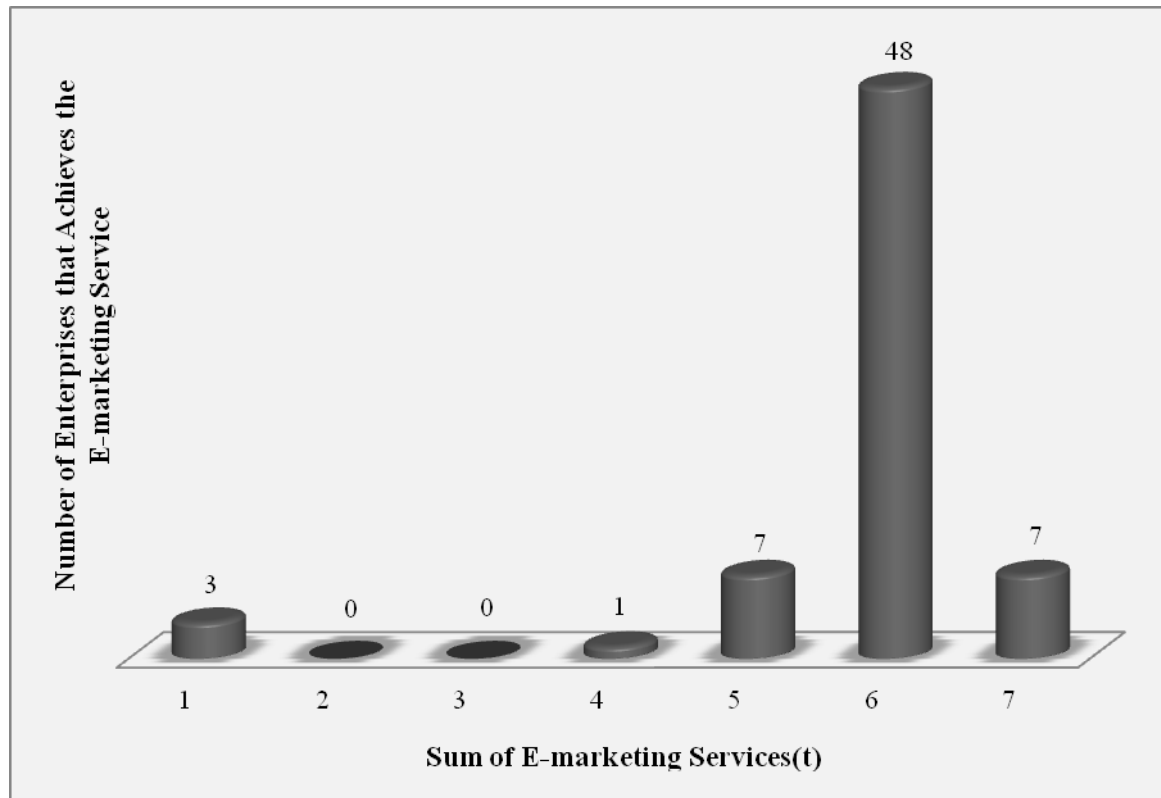
Most enterprises (93.9%) promote their products by providing various information to the consumers. E-promotion of the products is shown through variable  $x_3$ .

Concerning now the feature about the presence or the absence of other links in the website of each enterprise, represented with variable  $x_4$ , 95.5% of the enterprises offer the possibility of access in other websites.

Moreover, almost 85% of these enterprises, within the framework of qualitative policy applied, support the communication with the consumer through online communication forms ( $x_5$ ) aiming to provide additional information for the products, services and transactions, to receive complaints, to give advice and to also support after sales service. There is also the function of Frequently Asked Questions (FAQ) for provision of further information.

Finally, variable  $x_6$  represents the capability of e-shopping through a shopping cart. A shopping cart is a software application that typically runs on the computer where the website of the enterprise is located and allows the customers to do things such as searching for a product in the store catalogue, adding selected product to a basket and placing an order for it.

Regarding variable  $t$ , which is the sum of e-marketing services accomplished by the enterprise websites, they are shown in Figure 2. Only seven enterprises accomplishes all seven e-marketing services ( $t=7$ ). 48 enterprises of the sample accomplish six e-marketing criteria ( $t=6$ ) while seven enterprises accomplish five characteristics ( $t=5$ ). Moreover, one enterprise accomplishes four e-marketing services ( $t=4$ ) and three enterprises accomplish only one characteristics ( $t=1$ ). Finally, none of the enterprises accomplish two ( $t=2$ ) or three ( $t=3$ ) e-marketing services.



**Figure 2.** Sum of the e-marketing services accomplished by enterprises

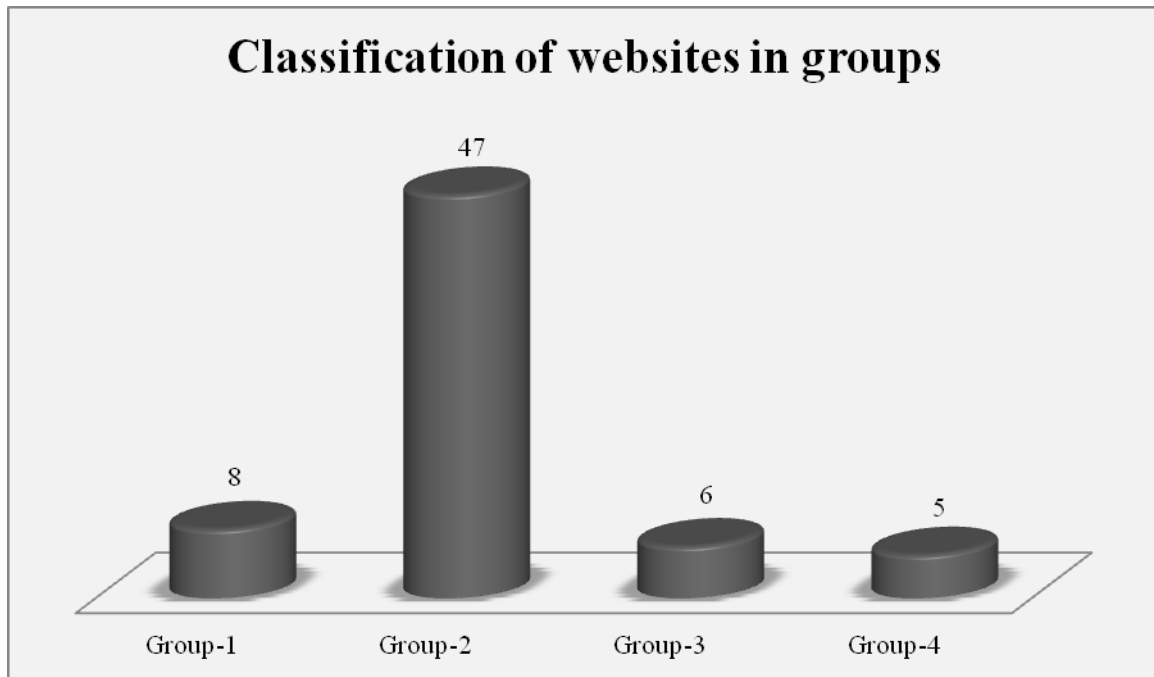
### 3.1. Ranking and classifying e-shops websites using the multicriteria method PROMETHEE II

Based on the multicriteria analysis method PROMETHEE II, the total ranking of the e-shop websites is presented in Appendix (Table 1). In the same Table it is also presented the total net flow that is estimated for each website and it is used for the comparison between the websites in order to obtain the total ranking, as each website with a higher net flow is considered superior in ranking. Also, in the same table, the sum of the achieved criteria for each website and the classification in groups appear.

According to these findings, the values that were estimated for the total net flows  $\Phi$  present a great spectrum of values between (+9.936) to (-47.846) and that indicates a great difference concerning the 'superiority' between the first and last case in the ranking of the enterprises' websites. Moreover, the total flows  $\Phi$  of the enterprises' websites, as derived from the application of the PROMETHEE II method, allow a further grouping of the cases and generate four groups (Figure 3):

- Group 1: In this group, 8 enterprise websites are classified, that achieve 5-6 e-marketing services and very high total flows (+9.936) to (6.943) that present a 'high superiority' against the rest of the cases.
- Group 2: In this group, 47 websites of the enterprises are classified, that achieve 5 e-marketing characteristics and medium total flows (+3.218) to (0.466) that present a 'low superiority' against the rest of the cases.
- Group 3: In this group, 6 enterprise websites are classified in this group, that achieve 4 e-marketing characteristics and average negative total flows (-0.426) to (-3.156) that present an 'average lag' against the rest of the cases.
- Group 4: In this group, 5 websites are classified, that achieve 0-4 e-marketing services and average negative total flows (-8.478) to (-47.846) that present a 'high lag' against the rest of the cases.





**Figure 3.** Classification of enterprise websites in groups according to their total Net flow

#### 4. Conclusions

Internet has become a most effective means for promoting and enhancing purchasing via the promotion of products and the provision of any possible information existing, before selling. Also it contributes in facilitating the customers when buying and ordering, it helps financial transactions, secures delivering of products and preserves the prestige of the company while keeping clients satisfied after sales service (Andreopoulou, Koutroumanidis, and Manos, 2009).

Internet research has retrieved 66 websites that represent Greek SME in agro-food and drink sector. With the aim of studying the adoption of e-marketing and internet services, the websites were qualitative studied and 6 different characteristics that promote e-marketing and e-commerce activities.

Findings show that the majority of the websites achieve 5 criteria while 83% of the enterprise websites achieve 5-6 e-marketing and internet services. Quality certificates for the agro-food and drink products are promoted through the 89.4% of the websites. E-promotion of the products is found in 93% of the enterprise websites.

Most websites (47) were classified in the second group, that presents low superiority. In the third and the fourth group, 17% of the cases are classified, which means that few websites present a lag, achieve few criteria and occupy negative total net flows. The enterprises, that belong to these groups, should be optimized considering group 1 as a model. Although only 12% of the enterprise websites are classified in the first group and achieve 5-6 e-marketing services, they consequently appear to have a high superiority against the rest of the cases, representing a high level of e-commerce and e-marketing adoption.

According to the findings, the values that were estimated for the total net flows  $\Phi$  present a great spectrum of values and that points out a great difference that concerns the 'superiority' between the first and last case in the ranking of the enterprises' websites. Besides, the total net flows  $\Phi$  of the enterprises' websites, as derived from the application of the PROMETHEE II method, allow a further grouping of the cases and the initial creation of four groups, plus a single case that would be considered as the fifth group.

The results of this study can be an efficient tool while designing similar websites for an enterprise aiming to initially or further involve itself in the e-commerce/e-marketing activities in the agro-food

and drink sector. Therefore, it is pointed out that these Greek enterprises have to adjust to the new 'information era' and aim to become more effective while accomplishing e-marketing activities. As the majority of the enterprises in this sector are generally still in the initial adoption stage (usually a promotional level), they should further mature in the next stages of e-commerce adoption, as those stages of adoption characterized for their dynamic interaction with potential clients and finally, the total integration of e-commerce activities and the optimization of the supply chain. The findings are useful in improving e-commerce adoption through the improved design and implementation of a website to fulfil certain features and characteristics.

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## Appendix

**Table 1.** The total ranking of the websites, the total net flows of each website and the

Final Ranking	classification in groups		
	URL of SME	Net flow $\Phi$	Groups
1	www.e-anemos.gr	9,936	group-1
2	www.foccacia.gr	7,91	group-1
3	www.aristeos.gr	7,91	group-1
4	www.agapitos.gr	7,91	group-1
5	www.absinthe.gr	7,037	group-1
6	www.agelidiscava.gr	7,037	group-1
7	www.cavaarion.gr	7,037	group-1
8	www.stivos.net	6,943	group-1
9	www.skouna.gr	3,218	group-2
10	www.tragakis.com	3,218	group-2
11	www.papmar.gr	3,077	group-2
12	www.helmos.com	3,003	group-2
13	www.golden-sandwich.gr	3,003	group-2
14	www.trofodosia.gr	3,003	group-2
15	www.mastfoods.com	3,003	group-2
16	www.provinco.gr	3,003	group-2
17	www.troficom.gr	3,003	group-2
18	www.pitenis.gr	3,003	group-2
19	www.aretousa.gr	3,003	group-2
20	www.AristonFoods.gr	3,003	group-2
21	www.thymiopoulos.gr	3,003	group-2
22	www.lena.com.gr	3,003	group-2
23	www.tropis.gr	3,003	group-2

24	www.biofresco.gr	3,003	group-2
25	www.bioshop.gr	3,003	group-2
26	www.arvanitis.gr	3,003	group-2
27	www.fikas.gr	3,003	group-2
28	www.metsovosa.gr	3,003	group-2
29	www.agrovim.gr	3,003	group-2
30	www.filippos-sa.gr	3,003	group-2
31	www.fresca.gr	3,003	group-2
32	www.chrisanidis.gr	3,003	group-2
33	www.elinos.gr	3,003	group-2
34	www.greek-ouzo.com	2,53	group-2
35	www.coffee-nettos.gr	2,53	group-2
36	www.ellvino.gr	2,101	group-2
37	www.pilavas.gr	2,101	group-2
38	www.karoniswineshop.gr	2,101	group-2
39	www.fileloinon.gr	2,101	group-2
40	www.kavapergola.gr	1,928	group-2
41	www.cava-semeli.gr	1,928	group-2
42	www.onassis-foods.gr	1,879	group-2
43	www.sisitis.gr	1,879	group-2
44	www.kordonismarket.gr	1,879	group-2
45	www.nektar.gr	1,879	group-2
46	www.amphion.gr	1,879	group-2
47	www.minosfoods.gr	1,173	group-2
48	www.melissa.gr	1,173	group-2
49	www.biotrofos.gr	1,173	group-2
50	www.elgeka.gr	1,173	group-2
51	www.sunspices.gr	1,173	group-2



52	www.ionikigr.com	1,173	group-2
53	www.konva.gr	1,173	group-2
54	www.trofotechniki.gr	1,173	group-2
55	www.mi-alpha.gr	0,466	group-2
56	www.pikounis.gr	-0,426	group-3
57	www.seafood.triton.gr	-0,426	group-3
58	www.antonio.gr	-2,512	group-3
59	www.aromathellas.gr	-2,512	group-3
60	www.cava-sfetsiou.gr	-3,156	group-3
61	www.boikos.gr	-3,156	group-3
62	www.cibshellas.com	-8,478	group-4
63	www.cookie-man.gr	-18,708	group-4
64	topalis@kar.forthnet.gr	-40,495	group-4
65	mamas@mamas.gr	-46,143	group-4
66	alcosa@otenet.gr	-47,846	group-4