STUDY ON CONSUMER CHARACTERISTICS OF ONLINE CONSUMERS OF GOODS, PRODUCTS AND SERVICES

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Abstract: *Understanding the behavior of the digital consumer can be considered as a priority for business and researchers in this field because of the scale and dynamics of e-commerce. The online consumer is the one who uses various online sites for auctions and/or certain virtual stores or the online media consumer, the social media and online news consumer or the technology consumer that facilitates access to the digital environment. Online marketplaces and platforms should clearly specify whether the seller is a professional trader or a natural person and whether the seller or marketplace is responsible for ensuring consumer rights. Among the consumers in our country it was found that 38% of them were influenced by the quality of products, 21% of consumers mentioned savings resulting from online shopping as a determining factor. Among the most sought-after products online, travel and vacations can be mentioned, being appreciated by 58% of those surveyed, but plane or train tickets were also in high demand.*

Introduction

Electronic commercial transaction can take place:

❖ between two economic agents and is of two types:
❖ of production and sale of products and services;
❖ of payments by bank transfer, credits, debits;
❖ between an economic agent and a consumer and is of two types:
❖ the sale of products and services;
❖ access to money, bank transfers, bill payments and wealth management.

Results and discussions

Understanding digital consumer behavior (behavior) can be considered to be a priority for business but also for researchers in this field because of the scale and dynamics of e-commerce. Researchers have focused on marketing aspects (demographics, psychological characteristics of the digital consumer, purchase motivation, purchase orientation, perception of benefits as well as risks) and technical aspects (information offered, intention to use, payment methods, e-shop specifications, ease of use).

Thus, analyzing the results obtained from the study conducted in 2007 in the USA, the preferences of users of the online environment have been identified

91%	• relied mainly on the Internet
70%	• accessed information from blogs
67%	• frequently access the video-sharing website YouTube or sites with similar content
60%	• had customized their homepage (in their Internet browser)
42%	• they buy music online (iTunes is the market leader in this segment)
41%	• had their own blog or regularly posted on blogs

Five years later, some authors, in 2016 analyzed the behavior of digital consumers in our country. The three researchers were interested in aspects such as the distribution of consumers according to gender; the decision to purchase products and/or services valorized in the virtual environment in the last year; the source of origin of products and/or services purchased from Romanian or foreign websites; the reasons that led consumers to purchase products from foreign websites; the categories of products purchased through online transactions from foreign merchants. The digital consumer's decision to buy online is shaped by demand, information, social network(s)/social networks and online community(ies) (Table 1).

According to another study in this field, the reasons influencing the decision to order online at the global and national level differ in their weight between the two categories of consumers.

Component	Explication
Apply	resulting from consumer behavior on the Internet and social media in terms of consumption and purchasing decisions
Informație	which is seen from two points of view: -one related to easy access to information about products/services on the Internet; -another one that refers to the potential of human beings to influence, through their opinion, the virtual environment
Social/social network/networks	which adds value to digital content through its many activities
Online community / communities	which refers to people's ability to generate content on the Internet so that everyone else has access to electronic resources

Conclusions : In 2011 several estimations were made about what the Internet and online commercial activity, e-commerce, mean; Facebook could replace personal e-mail addresses; the idea of advertising that uses a shock technique to surprise the consumer with an innovative concept might seem outdated compared to the idea of marketing; mobile payments and online applications will grow.

Research conducted in 2016 found that the digital consumer's decision to buy online is shaped by demand, information, social network(s) and online communities.