



IDENTIFICATION OF BENEFICIARIES REQUIREMENTS ON ON-LINE TRADE

SPÎNACHII Elena¹, MALCOCI Marina¹, PÎRVAN Evgheni², GHELBET Angela¹,
MATRAN Cristian³

¹ Technical University of Moldova, Faculty of Textiles and Polygraphy, Bd. Ștefan cel Mare 168, Chișinău, R. of. Moldova, E-mail: marina.malcoci@mtcp.utm.md

² College "Iulia Hașdeu", Dunării 36, Cahul 3909, R. Moldova, E-mail: eparvan@gmail.com

³ University "Lucian Blaga" of Sibiu, Department of Industrial Machines and Equipment, Emil Cioran 4, Sibiu, Romania, E-mail: cristian.matran@ulbsibiu.ro

Corresponding author: Malcoci, Marina, E-mail: marina.malcoci@mtcp.utm.md

Abstract: *The development of e-commerce and the emergence of virtual enterprises have led to the possibility of transforming traditional businesses into virtual enterprises for which the IT system no longer constitutes a complementary element, but even the foundation of the organizational structure. According to the concept of marketing, the most important stakeholders in an organization are customers. A questionnaire was developed to carry out the case study. It wants to identify whether the population purchases online products and whether they are willing to buy online footwear from the Republic of Moldova. To conduct the survey, the specialized website www.isondaje.ro was accessed. The survey was conducted nationwide, and the data collection method applied is on-line. The study was conducted on a sample of 60 people, of which 75% were feminine and 25% male, aged 15-53 and living in rura and urban. It is certain that the data obtained identified that respondents were actively involved in e-commerce. The advantage of this finding may also be an opportunity for the native shoe manufacturer, which is based on an intelligent approach to sales strategies and the development of distribution channels, as the market share to which it should tend to not be the maximum but the optimal one. The direction of the domestic shoe manufacturer's e-commerce must motivate the management of the enterprise to marketing and innovation, to change, where the client-producer relationship is not just a fictitious image but also a surplus.*

Key words: *questionnaire, poll, consumers, Internet, benefits.*

1. INTRODUCTION

The Internet explosion has allowed the development of a new form of e-commerce trade. The Internet, the development of e-commerce and the emergence of virtual enterprises have led to the transformation of traditional businesses into virtual enterprises for which the IT system is no longer a complementary element, but even the foundation of the organizational structure. Thus, the development of traditional trade is driven by a modern form of commerce - electronic commerce [1-2].

According to the concept of marketing, the most important stakeholders in an organization are customers. Starting from this concept, we accept the idea that the client is the starting point of the organization's overall strategy [3].

2. RESEARCH METHOD

The questionnaire was used as a tool for collecting information [4-6]. To conduct the survey, the specialized website www.isondaje.ro was accessed [7]. The survey was conducted nationwide, and the data collection method applied is on-line. The data collection was done by applying the questionnaires from May 14 to July 2, 2018. This opinion poll is intended to identify whether the population purchases online products / services and whether they are willing to buy online footwear from the Republic of Moldova.

The study was conducted on a sample of 60 people, of which 75% were feminine, and 25% male, aged 15-53 and living in rural (40%) and urban (60%) (fig. 1). The questionnaire on e-commerce consists of 20 questions, 13 questions were selectively presented in the paper.

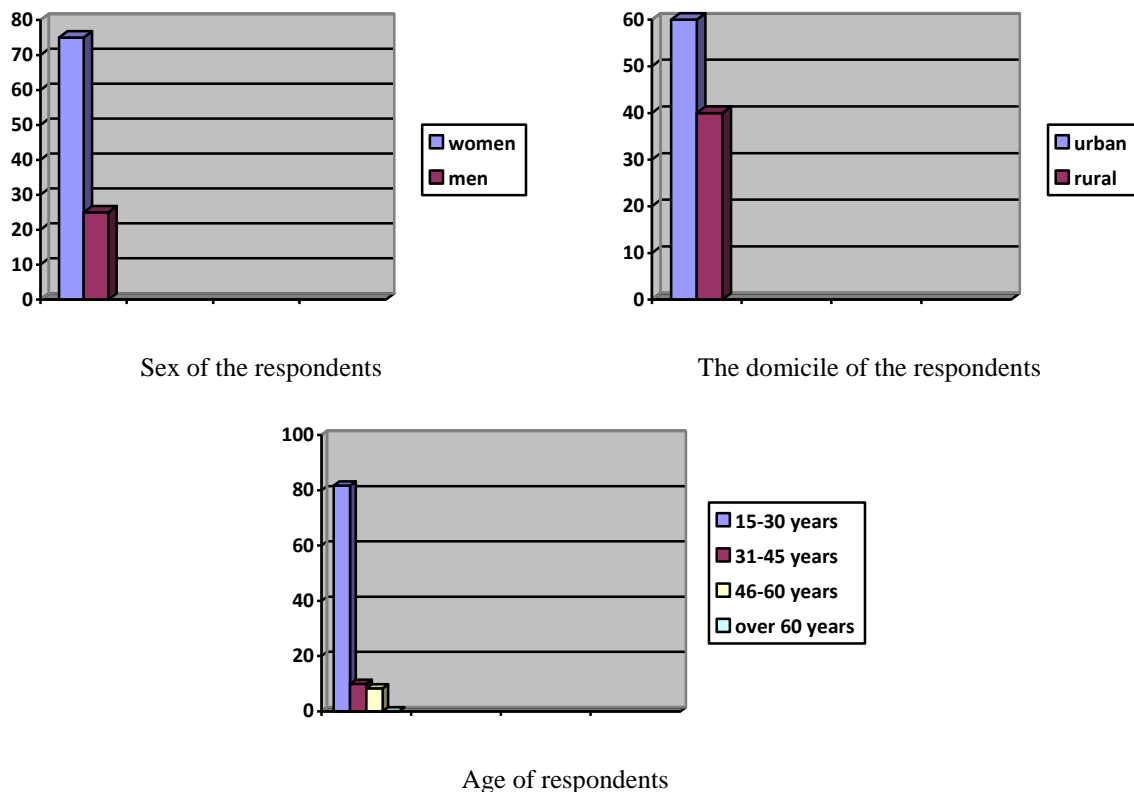


Fig. 1. Sample structure by sex, place of living and age

3. RESULTS AND DISCUSSIONS

Survey results were statistically processed and represented in figures 2-12.

Question 1. Have you ever purchased products over the Internet? Thus, 78,3% purchased products online and only 21,7% of respondents never made purchases (fig. 2).



Fig. 2. Number of people who do / do not make online purchases

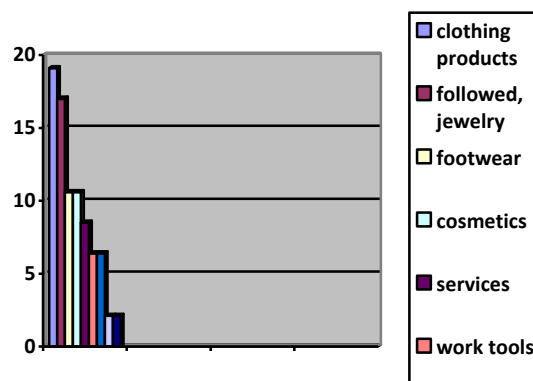


Fig.3. Product categories

Question 2. If Yes, in what category? Among the people who purchased online preference is clothing products 19,1%; followed by jewelry, 17% gifts and mobile phones or accessories for them; 10,6% footwear; 10,6% cosmetics and perfumes; 8,5% services (tickets, reservations, holidays etc.); 6,4% work tools; 6,4% electronic or household appliances; 2,1% computers / software / IT; 2,1% of food (fig. 3).

Question 3. How often do you purchase products over the internet? It was found that 38,3% purchased monthly products, 21,3% about once every 3 months; 19,1% once every 6 months; 17% about once a year; 2,1% weekly and once every few years (fig. 4).

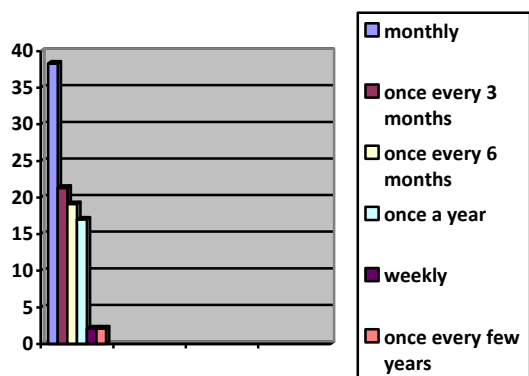


Fig. 4. Frequency of purchasing products through online trade

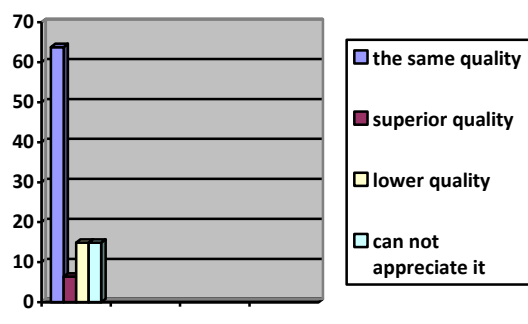


Fig. 5. The quality of the products purchased on-line

Question 4. How do you rate the quality of on-line products compared to direct trade? Analyzing respondents' satisfaction with the quality of products purchased online, 6,4% say they are superior; 63,8% say they have the same quality; 14,9% are inferior to quality and can not appreciate (fig. 5).

Question 5. What were the main problems encountered when buying products on the internet? Among the most common problems, respondents received the product with a delay of 39,6%; there were differences between the received and commissioned 9,4%; the product received was defective and did not receive what they claimed 5,7%; the product was lost during transport of

3,8%. About 35,8% of respondents confirmed that they did not have problems because they chose a safe seller (fig. 6).



Fig. 6. The main problems encountered in purchasing online products

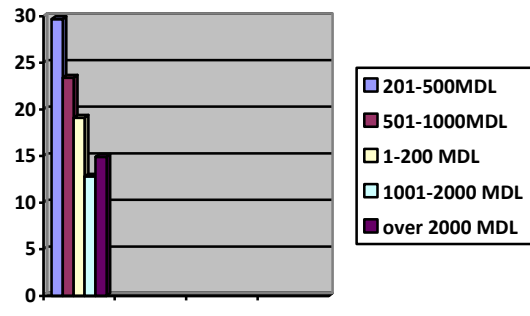


Fig. 7. The value of products purchased online in the year

Question 6. What is the value of online products bought in the last year? Of the respondents, 29,7% make purchases in the amount of 201-500 MDL; 23,4% from 501-1000 MDL; 19,1% from 1-200 MDL; 12,8% from 1001-2000 MDL; 14,9% over 2000 MDL (fig. 7).

Question 7. What is your occupation? 48,3% are employed; 41,7% represent students and 10% unemployed (fig. 8).



Fig. 8. Occupation of respondents

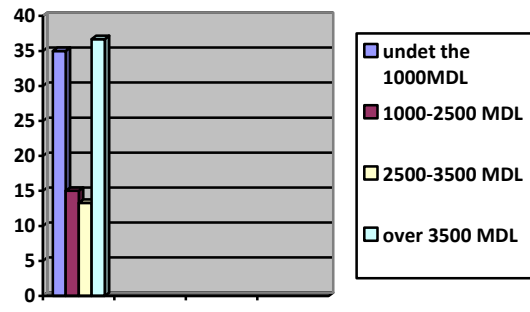


Fig. 9. Revenue of respondents

Question 8. Do you have a steady income? According to the income level, it was found that 36,7% had an income over 3500 MDL, 35% - less than 1000 MDL, 15% between 1000-2500 MDL and 13,3% from 2500-3500 MDL (fig.9).

Question 9. Do you know the size of the shoe? 96,7% know the size of the shoe, and 3,3% do not know (fig. 10).

Question 10. Do you know the width of the shoe? Data analysis reveals that consumers do not know what the width of the shoe is and how it is measured (fig. 11).



Fig. 10. Knowing the size of the shoe



Fig. 11. Knowing the width of the shoe

The analysis of the results of the opinion poll led to the following conclusions:

- that women procure online more than men;
- the most active respondents browsing the Internet are aged 15-30;
- depending on the residence characteristic, it is noticed that the largest share of the respondents is from the urban area;
- respondents know the benefits of online commerce and are in step with changes in information technology;
- products purchased on-line are clothing, gifts, phones and footwear; the inhabitants of the Republic of Moldova are making on-line purchases on a monthly basis;
- most respondents say that there are no differences in the quality of the products procured on the Internet from domestic products;
- the most common problem encountered in buying products on the internet is that the product is being received late;
- analyzing the value of the products bought in the last year is found to vary within the limits of 201-1000 MDL, with this amount shoes products (sandals and shoes) can be purchased from domestic producers;
- online trade is an occupation to the liking of many, both to employees and students;
- even if the respondents have an income below 1000 MDL these are the most active on e-commerce;
- most respondents know the size of the shoe, which can not be said about the width of the shoe;
- knowing the size and length of the consumer contributes to the correct choice of footwear and the minimization of returns.

5. CONCLUSIONS

E-commerce has a rising dynamics as more and more consumers connect to the web. Ecommerce allows people to exchange goods and services, overcoming time and space barriers - at any hour of the day and night you can connect and buy almost anything you want. Under these circumstances, you can sell at any time, any day, to a customer from any part of the globe. An e-commerce site can be accessed by businesses or end-users interested in any country in the world where there is a computer connected to the Internet.

Looking at what has been analyzed, we can assert with certainty that native shoe manufacturers have to review the development course along with its objectives in order to establish



the overall enterprise strategy. We can also consider that footwear producers can contribute more actively to the formation of a competitive activity on the footwear market, showing their interest because the Moldovan consumer is in training and can be successfully applied to loyalty practices.

It is certain that the data obtained identified that respondents were actively involved in e-commerce. The advantage of this finding may also be an opportunity for the native shoe manufacturer, which is based on an intelligent approach to sales strategies and the development of distribution channels, as the market share to which it should tend to not be the maximum but the optimal one. The direction of the domestic shoe manufacturer's e-commerce must motivate the management of the enterprise to marketing and innovation, to change, where the client-producer relationship is not just a fictitious image but also a surplus.

REFERENCES

- [1] https://ibn.idsi.md/sites/default/files/imag_file/28_39_Comertul%20electronic_dezvoltare%20si%20perspective%20in%20comertul%20modern%20al%20intreprinderilor%20din%20raionul%20Cahul.pdf
- [2] http://www.amfiteatruconomic.ase.ro/arhiva/pdf/no17/articol_fulltext_pag79.pdf - Dezvoltarea comerțului electronic în condițiile globalizării
- [3] C. Sorocean, "*Marketingul – baza businessului*". Ed. Arc, Chișinău, 1999.
- [4] L. Duguleană, "*Bazele statisticii economice*". Ed. C. H. Besk, București, 2012.
- [5] M. R. Gabor, "*Prospectarea pieței prin metoda statistică*". Ed. C. H. Besk, București, 2013.
- [6] E. Druică, "*Statistica pe înțelesul tuturor*". Ed. C. H. Besk, București, 2011.
- [7] www.isondaje.ro