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DIGITALIZATION OF THE BUYING PROCESS. SOCIAL MEDIA EFFECTS ON THE CONSUMER

Abstract:

Today we face many diverse and fascinating challenges, but the most intense and important challenge is to understand and shape the new technological revolution, which involves the transformation of humanity. The Internet is one of the most used advertising channels used by advertisers. Assessing the degree to which each channel contributes to marketing success and the ways in which channels influence each other remains challenging. An increasingly important topic today are the issues that concern consumer behavior. Any company wants to grow in order to become more competitive on the market, to survive the daily challenges and of course to survive the act of economic contest, which is also in a continuous digitalization. The objectives of the present research paper are the following: the analysis of the indices regarding the age categories of the respondents and their sex, in order to determine the channels that suit each market segment; determining the affirmative answers to the indices that contribute to the mapping of the consumer process on the analyzed sample. This paper is structured in two parts: a theoretical basis and an empirical analysis.

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Keywords:

Social media, the buying process, digital transformation, consumer

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