

QUALITATIVE ANALYSIS OF THE DIGITAL MARKETING INFLUENCE ON THE BEHAVIOUR OF THE ORGANIZATIONAL CONSUMER

Constantin Sasu
Alexandru Ioan Cuza University, Romania
csasu@uaic.ro

Daniela Ichim
Alexandru Ioan Cuza University, Romania
ikimd81@yahoo.com

Abstract:

The aim of the present study is to try to understand the behaviour of the organisational consumers in the online environment. We have attempted to identify specific activities undertaken in the online acquisition process by the persons responsible for purchasing within the companies located in Iasi district (Romania). The results obtained within this preliminary analysis, using a sample of 15 persons so far, show that the internet is used especially for informing and placing the orders, and less for the actual payment and contacting of potential suppliers.

Keywords: IT & C technologies, online environment, organizational consumer behaviour, Web sites