
Analysis of the Commerce on Mobile Devices in Romania

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Abstract: *In this article, I have discussed the current situation of both e-commerce and m-commerce, as well as some current information about them. I have also created a questionnaire that was applied to 165 respondents. I wanted to find out the way in which they access websites both on the computer and on the mobile phone, the differences that can be found in this respect, and the quality of the services when they make an order for a product or service.*

Keywords: *commerce, m-commerce, mobile commerce, online, site.*

1. Introduction

E-commerce has been and is a very affordable and convenient way for anyone who wants to purchase a product or service through the internet. Its evolution in Romania was a step forward for commerce, the consumer being able to view and search for a product whenever s/he wanted.

Mobile commerce has grown modestly due to the ease with which the consumer can access a shopping site from anywhere, requiring only a wireless connection or mobile data. A problem with

the mobile commerce is that it does not exactly specify its features when a site is accessed from a mobile phone and, in some cases, the way to order a product or service becomes difficult for the consumer, so s/he has to access that site from a computer to see the information and access it. Due to these "issues" related to the mobile commerce, some shopping or services sites have created various mobile apps, or their sites have been optimised for the mobile phone, making it easier to access the site. With these applications, mobile commerce is not only about ordering a product or a service, but also about accessing specific services such as internet banking, games, meteo, map access (e.g. Google Maps) through which the user can search and find some location or cities s/he is looking for.

Mobile commerce can be defined as a process through which a product or a service is purchased via a mobile phone and a wireless connection or mobile data. Due to the very rapid technological development, the consumer cannot adapt to the same rhythm and it is necessary to inform him/her about every element that mobile commerce has, or rather about its main elements. That is why I have created a questionnaire through which I wanted to find out how this type of consumer sees the mobile commerce and what differences s/he notices between a site displayed on the mobile phone and a computer, about the way in which the order is made and if s/he respects the terms and conditions imposed by certain sites of this kind.

2. E-commerce and M-commerce in Romania

According to Web Internet Archive, the first online store in Romania was launched in 1997 by PC Net and is called CyperShop.ro, dealing with the sale of music CDs. In 2000, Netbridge Investments launches Okazii.ro, a site similar to Ebay. In 2001, emag.ro is launched, now being the largest online shopping store in Romania ((<http://www.izzisale.ro/Studiu-eCommerce-ANC.pdf>, accessed on 03.04.2017). Romania is one of the European countries where e-

commerce has a lower sales volume than other European countries. According to a startupcafe.ro study in 2015 (<http://www.startupcafe.ro/stiri-ecommerce-20655041-romania-antreprenorii-inca-loc-destul-comertul-online-slab-dezvoltat-cum-merg-ungaria-bulgaria.htm>, accessed on 03.04.2017), this is an opportunity for the Romanian entrepreneurs who have not yet developed this domain.

According to another article published by startupcafe.ro in 2016, based on a study by E-commerce Europe, Romania ranks 4th place among European countries in 2015, with a 24% increase in online sales, even if only 1.9 million inhabitants in Romania (11% of the total Romanian population) purchased online. The most searched and marketed online products by the Romanians were from the following fields: fashion, IT, media, various services (e.g. airplane tickets) etc. The UK then ranked first place in Europe in online top selling, predicting that they spent 157 million euros, followed by countries like France or Germany. Among the most desirable products in the top of the online commerce are: electronics, airline tickets, clothes etc. (<http://www.startupcafe.ro/stiri-ecommerce-21068971-statistici-ecommerce-romania-locul-patru-europa-comert-online.htm>, accessed on 14.03.2017).

We can say that both e-commerce and m-commerce are growing in Romania every year, the consumers being interested in the easy way that they access and search for certain products or services, and in the fact that they do not have to depend on a particular program of a store, being able to view and order at any time of the day.

3. Research methods

In this paper I will use two research methods: documentary and quantitative research. When we want to get some information about certain things, the simplest way would be to use the information that is currently available – documentary research. Quantitative research aims

at studying the consumer's needs, what s/he expects when s/he accesses a site of this type – what looks different to what s/he has so far.

I will make a documentary research through which I will try to get information about e-commerce and m-commerce, so that the user and the consumer are informed about their characteristics and about how to order a product or a service. With the introduction of e-commerce and the evolution of the technology, a large number of online stores began to optimize their web pages and content for mobile devices (<http://www.business24.ro/internet/magazine-online/afacerile-online-se-muta-pe-mobil-in-2015-1554726>, accessed on 19.05.2017). All this has been done so that the user or the consumer could have access anytime to the content of the website on any device s/he wants.

I will also carry out a quantitative analysis. For this I will use the "questionnaire" to try to highlight the main differences the user or the consumer notices by using a mobile device or a computer when s/he wants to place an order for a desired product or service. The questionnaire is a basic tool in opinion pools and consists of two parts: the introductory part and the questions (Chelcea, 2004). The questionnaire will be made up of 30 questions, which will focus on design, on how the first page is displayed on a computer desktop or a mobile desktop (a mobile phone, in particular), on the layout of the menu on both devices – mobile devices and computer, on how the user receives the product or services ordered and on the legal aspects, whether or not the user has read the terms and conditions that online stores have when an order is placed for a product or service.

By using this questionnaire, I will try to highlight the following:

- Design differences;
- The security of ordering a product or a service from a mobile device;
- Differences of the first page display;
- Menu differences;

- The experience they have had over using the mobile phone to place an online order for a product or service;
- The frequency of accessing an online store on a mobile device;
- The access to a store on a mobile device or a computer;
- The main tool the consumer/user uses to place an online order for a product or service.

Below I will present some of the questions asked in the questionnaire as well as the variants of the responses that respondents gave:

1. What kind of device do you use more often?
 - a) Computer
 - b) Phone
 - c) Tablet

2. Does the interface on a mobile phone site looks different than that of a website displayed on a computer?
 - a) Yes
 - b) No

3. What do you think is different?
 - a) The menu
 - b) The design
 - c) There is more information
 - d) No information
 - e) Other

4. Usually, when you place an online order, do you read the "Terms and Conditions"?
 - a) Yes
 - b) No

5. Have you placed an online order which was not honoured?
 - a) Never
 - b) Once
 - c) Several times

6. If you have ordered from abroad, have you been informed of the laws of that country or of the manner in which the product reaches you?
 - a) Yes
 - b) No
 - c) I order only from Romania
 - d) I'm not interested
 - e) I inform when I order from another country

7. Due to not having all the data on the site you wanted to place an order from, have you decided not to order from there?
 - a) Yes
 - b) No

8. Do you think that Romanian law helps you to order some products or services in a safe manner?
 - a) Yes
 - b) No

4. Results

As a result of this research, I noticed that the vast majority of users/consumers use mobile devices to browse the internet, but when they want to place an order for a product or service, they come back to the computer. Mobile commerce starts to take root in Romania, but in order to grow more, it also needs time. Below, I will present some of my research results:

Does the interface on a mobile phone site looks different than that of a website displayed on a computer?

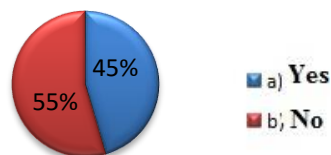


Does the interface on a mobile phone site looks different than that of a website displayed on a computer?

a)Yes	120
b)No	45
Total	165

Asked if they think the menu on a mobile phone site differs from a computer display, the responses of the 164 respondents were as follows: Yes – 120 people (73%) and No – 45 people (27%). As a result of these responses, we can say that most of the respondents consider that the menu of a site displayed on the mobile phone differs from a computer display (over 70%).

Do you think that Romanian law helps you to order some products or services in a safe manner?

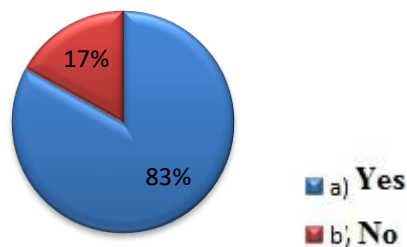


Do you think that Romanian law helps you to order some products or services in a safe manner?

a) Yes	75
b) No	90
Total	165

Asked if they consider that Romanian law helps them to order online products safely, the responses of the 165 respondents were as follows: Yes – 75 people (45%) and No – 90 people (55%). The answers received show that more than half of the respondents believe that Romanian laws do not help them to order certain online products safely (90 people – 55%).

Are the sites you usually order from also optimized for the mobile phone variant?



Are the sites you usually order from also optimized for the mobile phone variant?

a) Yes	137
b) No	28
Total	165

Asked if the sites they usually order from are optimized for the mobile phone, the responses of the 165 respondents were as follows: Yes – 137 people (83%) and No – 28 people (17%). The answers given to this question show that more than 80% of respondents say that the sites they usually order from are also optimized for the mobile phone option.

5. Conclusions

In this paper, by using the research method and the bibliographic references, I have found out that mobile commerce is developing in Romania, and that online stores show great progress in its development, wanting to update them according to the requirements of the consumer or the user, making it easier for them to navigate. On the other hand, I have been able to find differences that the consumer/user observes between the computer and the mobile phone (when s/he wants to place an order using the mobile phone), design differences, menu, legal issues, etc.

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