

ANALYSIS OF E-COMMERCE ADOPTION IN ROMANIA

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ABSTRACT

The goal of the present paper was to analyse the attitude of Romanians towards e-commerce. A questionnaire composed by 25 questions was designed to gather the necessary information about: how much the Romanians are willing to spend in on-line stores, which are the most popular products purchased, how much are satisfied with the e-commerce services, their confidence in e-commerce transactions.

KEYWORDS: adoption, confidence, e-commerce, on-line shopping.

JEL CLASSIFICATION: C83, L81.

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