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**INFLUENȚA INTERFETEI ȘI A
EXPERIENȚEI UTILIZATORULUI ASUPRA
COMPORTAMENTULUI
CONSUMATORILOR PE PLATFORMELE
DE COMERȚ ELECTRONIC**

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BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

DOCTORAL STUDIES COUNCIL

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**THE INFLUENCE OF USER INTERFACE AND USER
EXPERIENCE ON CONSUMER BEHAVIOR ON E-
COMMERCE PLATFORMS**

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SUMMARY

E-commerce is a field with an increasingly significant presence and adoption in the Romanian market. The growing level of competition among online stores raises the need for differentiators that go beyond the utilitarian sphere and enter the hedonic one, namely, interface and user experience elements of these online stores. This paper updates the current state of knowledge in these interconnected domains, starting from theoretical foundations applicable to e-commerce and extending to emerging technologies that will transform how consumers shop online. By consulting online store owners in Romania, the evolution of e-commerce technologies in recent years has been observed. However, as the field is still in an early stage, improvements to user interface and experience are often made based on internal assumptions, and performance measurement is typically based solely on commercial results, despite widespread recognition of their importance. The analysis of consumer perspectives reveals a much more complex reality. There are different segments of consumers with distinct needs and expectations from online stores, from the strong visual impact desired by younger segments, to the need for security among older consumers, the demand for "social proof" among women, and the need for detailed information among men. Only after analyzing several open-source e-commerce platforms does a complete picture emerge. The need for simplicity is universal from all perspectives, both functional and aesthetic, the conclusion being that form must follow function, even in e-commerce platforms.

KEYWORDS

e-commerce, customer behavior, user interface, user experience, web interfaces, e-commerce platforms, Romanian e-commerce

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