

PATĒRĒTĀJU DEMOGRĀFISKO RĀDĪTĀJU IETEKME UZ IT IZMANTOŠANAS INTENSITĀTI

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The factors what characterize the consumer demographic profile are: age, sex, occupation, education, family status, income, living conditions and life expectancy. Changes in the consumer demographical profile caused a lot of alterations. Information about the demographical profile does not influence directly the consumer behavior. At the same time demographical profile is one of the basic factors that we have to take into account for any activities in individual or national level.

Informational Technologies have a serious effect on consumer behavior tendencies. The establish accessibility of Information Technologies, Nation stimulation of e-signature introduction, using e-environment at public sector – all these factors stimulate consumers and enterprises to use Informational Technologies and as a result consumers manner changes. These changes we must identify and analyzing.

Authors offer look around some statistical data about computer and internet users in Latvia. At fist how influence age by using internet. Whole age groups are using IT different, so fortify the statistics to.

Following Statistical data we can watch the difference between using computer and internet. On average internet user percent in Latvia are 55% of all population, but the situation at miscellanea age groups is different. The Evidently Statistical data from first quarter 2007, the most active members are young generation at age 16-24 year – 94%using internet (94% computer), then 25-34 year – 78% using internet (80% computer), 35-44 year – 63% using internet (67% computer), 45-54 year – 44% using internet (48% computer) and the last group 65-74 year – just 6% using internet (7% computer). We can see the tendency that internet uses reduce by person's age. The most popular Internet connection are wireless – 65,8%, after gender are not stated division – men and women number are almost similar. By employment - first place take students, second - working population. By using place – 62.3% home, 42,8% at work, 18,2% at education institution, 17,1% by another person at home and 17,5% in other places.

When we looking to internet using activities, then from all population 96,1% are looking for information and using on-line services, 86,1% - communicate, 49,6% - collaboration with national or regional government institutions, 44,9% - buying or selling goods and services, financial goods, 25,2% - education and study. Most popularly mended goals are: visiting web, using e-mail, using search engine, looking for concrete information at data base and reading Latvian press in web versions. After these goals we can guess, what websites are the most popular and the first place in year 2007 take Google, then Inbox, Delfi (Latvian and Russian version), Draugiem.lv.

We can expect relevant changes in model of consumer behavior, because parallel the traditional market exist the electronic market. Enterprises and organizations must restructuring the own activity and working in both markets. Data testify that, we must analyze all specification in future, that to identify changes at consumer behavior.